

**The car you've been waiting for**



**is waiting for you.  
Mazda RX-7.**

Every so often,  
a few lucky people get the  
chance to buy a great  
new sports car.



1947.  
The MG-TC.

1953.  
The Corvette.

1970.  
The 240-Z.

## Now it's your turn.

A car like this doesn't come along very often. If you ever wished you had been there to shake up the car world with the new MG-TC back in 1947, with a 1953

Corvette when it was heresy on wheels, a 240-Z in 1970 when it turned more heads than hot pants... then you understand.

The 1979 Mazda RX-7 is that kind of car. One that makes your stomach muscles tighten when you start it. That lures you through a corner with a flick of the wrist and a rap of exhaust. It's the real thing:

a true sports car with all the traditional virtues and then some.

One of those virtues is performance. Acceleration from 0 to 50 mph in 6.3 seconds. Cornering that comes from its refined suspension, the bite of its fat, steel-belted radial tires. But there are some highly untraditional virtues, too.

The RX-7 was designed specifically to take advantage of the Mazda rotary engine's unique combination of compactness, smoothness and performance. It made some big differences.

The compactness made possible a front mid-engine design, providing nearly perfect weight distribution for impeccable

handling and ride. It also made possible the RX-7's slick, wind-cheating lines.

At the same time, the smooth power and broad, flat torque curve of the Mazda rotary make the RX-7 a real stormer, but one that's tractable at low speeds.

If you thought you'd never own one of the great sports cars, better test drive

the 1979 Mazda RX-7 GS-Model (shown) or S-Model. You simply have to experience it from the driver's seat to understand what this car is all about: the kind of comfort, versatility and room you've always wanted, the kind of performance you've always dreamed of. And all at a price you'll find hard to believe.

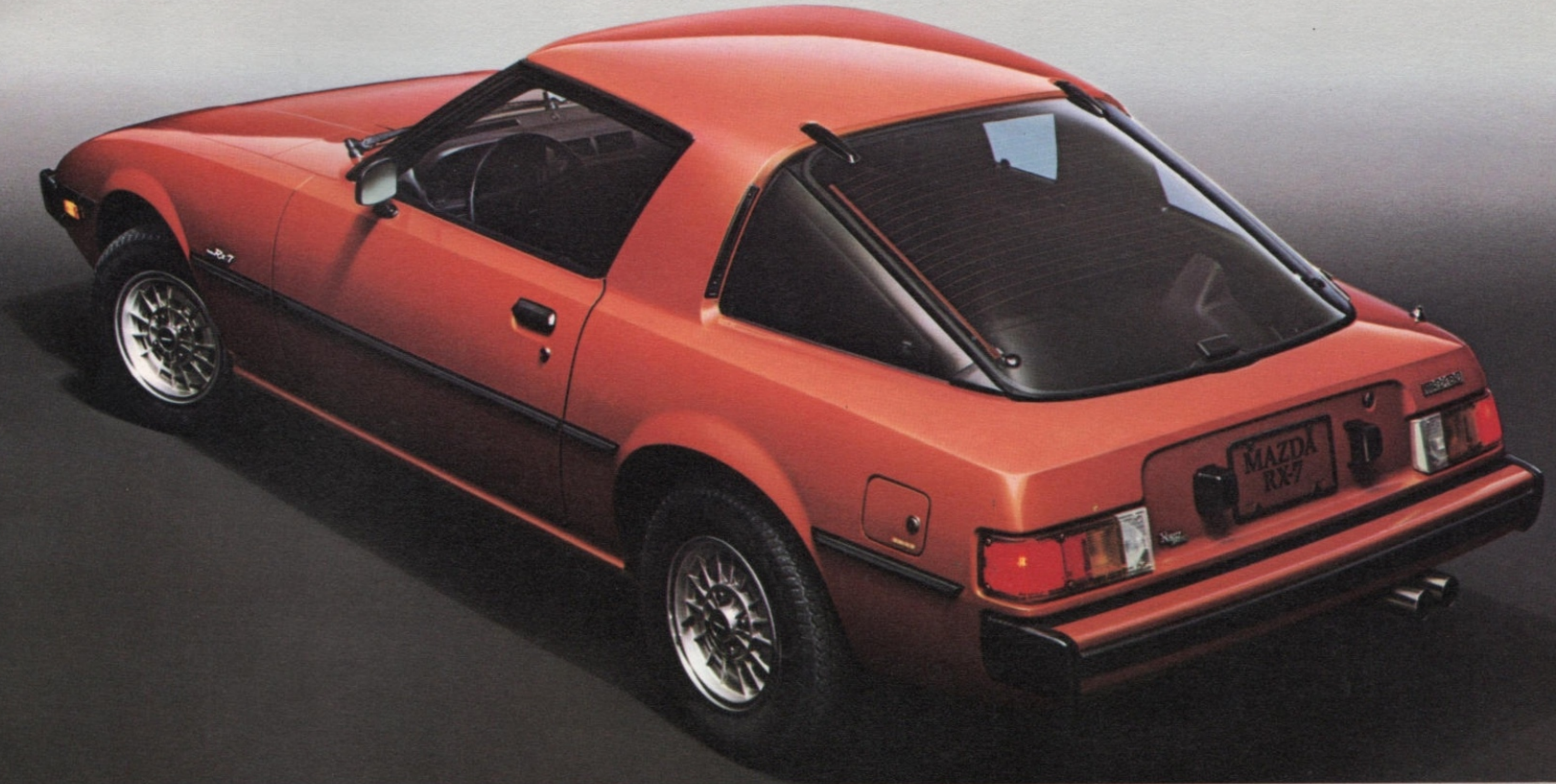


## Gone, long gone, are the days when sports car drivers would put up with leaky sidecurtains and spartan cockpits.

There was a time when the sports car cockpit was strictly business and no frills. You had to like rainwater in your ear or you weren't a true believer. No more. The RX-7 has reclining bucket seats,

orthopedically contoured and built to keep you firmly in place under some awesome side loads during cornering. The flow-through power ventilation system keeps fresh air moving even on muggy

days. There are side window demisters. Electric rear window defroster. AM/FM stereo with power antenna. Even a quartz-crystal chronograph. And that's the S-Model! The GS-Model is even more luxurious.



### Performance Counts, too.

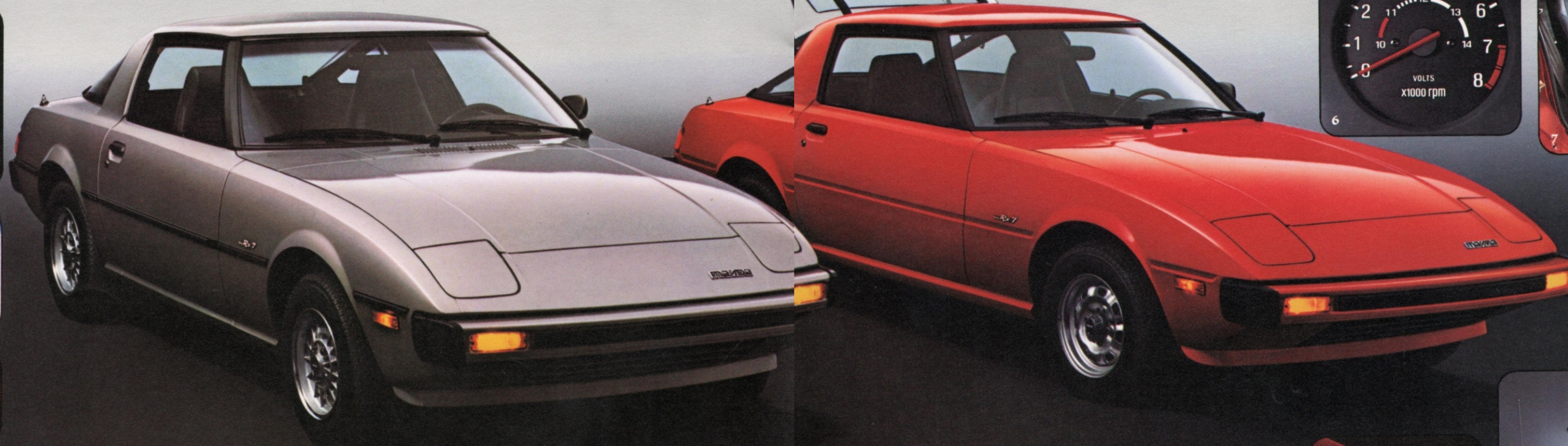
If you thought you'd have to settle for a "sporty car" with a racy body stuck onto a plain Jane performance package, think again. The Mazda RX-7 is a car you

can live with. It's civilized. And it's an all-out sports car that knows what to do with a winding road. As the performance figures at the right suggest, there's an awful lot of high performance going on under that luxurious skin. Hence the term "sports car."

### Performance Data

GS-Model	
0 to 50	6.3 sec.
Standing Quarter Mile Time	16.7 sec.
Top Speed	120.0 mph

# It's the real thing. A sports car with all the traditional virtues and then some.



## The GS-Model

It has everything that's on the S-Model and then some. Here are a few features:

1. A 5-speed transmission that's economical, fun to drive.
2. Windshield with sunshade band and day-night rearview mirror.
3. An electric remote hatch release that lets you open the hatch the easy

way: just push this button near the driver's seat.

4. Protective side strips that fend off parking-lot dings. (Aluminum alloy wheels shown optional).
5. The same functional dash as the S-Model, with full instrumentation. The 4-spoke wheel is unique to the GS-Model.

## The S-Model

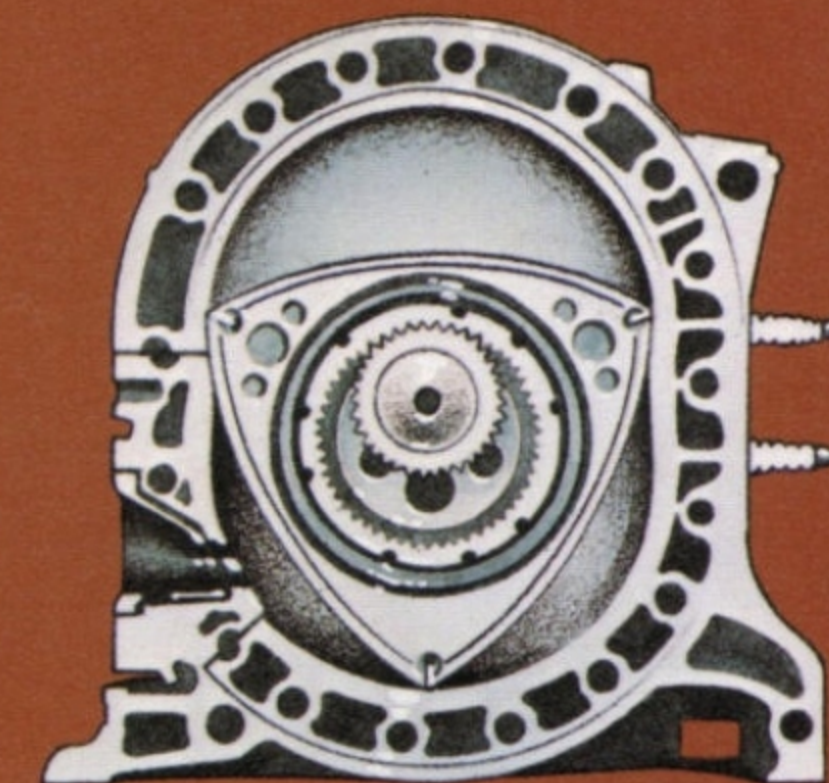
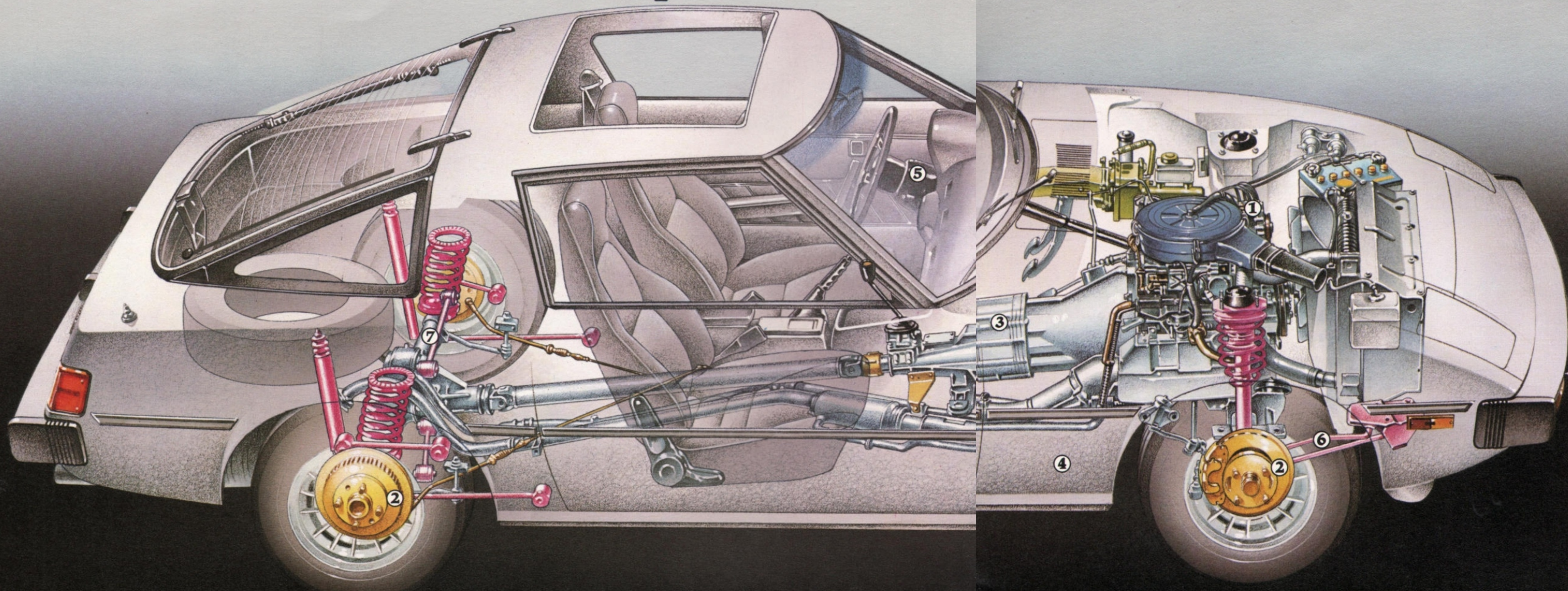
The S-Model is anything but stripped. Look at some of the standard features:

6. A tachometer that's also a voltage meter.
7. Race car-type seats that are built up to hold you in place in curves. They're reclining, of course.
8. AM/FM stereo. Mazda's quiet rotary power lets you hear the pianissimo as

well as the fortissimo, so why not? (Air conditioner shown, optional).

9. Electric rear window defroster that lets you see on misty days. And the antenna goes up and down electrically.
10. Wind-cheating headlights that stay down out of the slipstream by day, pop up to light your way at night.

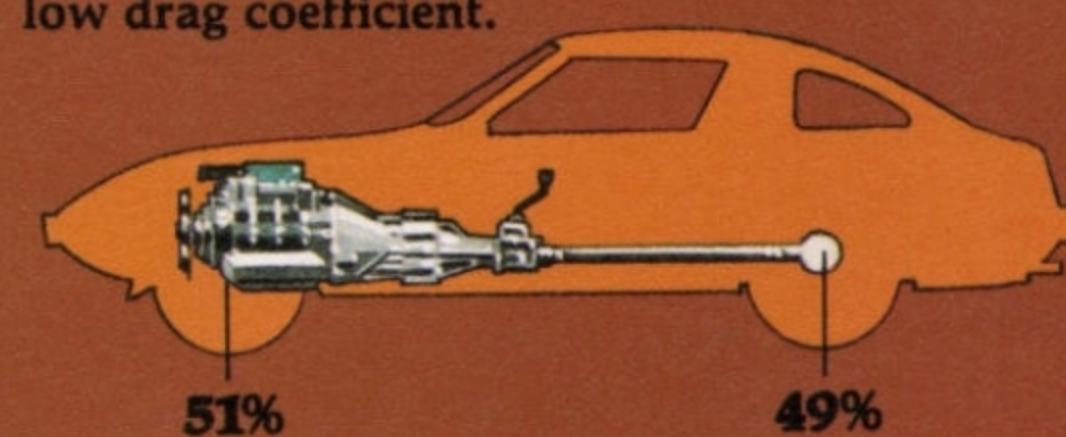
# It's the perfect match of an all-out sports car with the perfect high-performance engine—The Mazda Rotary.



## The Balance of a Front Mid-Engine.

The rotary engine is much more compact than a piston engine of similar power. That offers a number of important benefits.

It means the engine can be mounted behind the front axles of the car. That makes the RX-7 a front mid-engine design of superb balance and weight distribution. And a very low center of gravity. Finally, it means a beautiful, aerodynamically shaped low profile and low drag coefficient.



51%

49%

**① THE MAZDA TWIN-ROTOR ENGINE.** The smooth acceleration and flat torque curve of the rotary engine make it ideal for a high-performance sports car like the Mazda RX-7. It's a perfect combination: A real stormer, with the kind of performance you expect of a great sports car. Yet it's civilized at low speeds. And the rotary engine makes the RX-7 a quiet sports car. The gas seals are lubricated by an oil metering system that feeds oil directly into the combustion chamber with the fuel mixture.

**② POWER ASSISTED BRAKES.** In front, there are ventilated disc brakes—the kind you used to find only on exotic racing machinery. In back, there are finned drums for extra brake cooling. They're all power-assisted by a vacuum servo that gives you excellent "feel" and modulation of the stopping power at your command.

**③ 5-SPEED TRANSMISSION.** It's the standard transmission on the GS-Model. (The S-Model has a

4-speed transmission standard.) The fifth gear is an overdrive gear, with a ratio of .825 to 1 for maximum fuel efficiency on the highway.

**④ MONOCOQUE BODY.** The body of the Mazda RX-7 is a remarkable blend of functional attributes and creature comforts. It's a one-piece, welded unit that has no separate frame. Which makes for less weight, cuts out rattles that tend to develop between an ordinary car body and its frame. Its drag coefficient is a

remarkably low 0.36. And finally, its wide center pillars are designed to act as a rollbar.

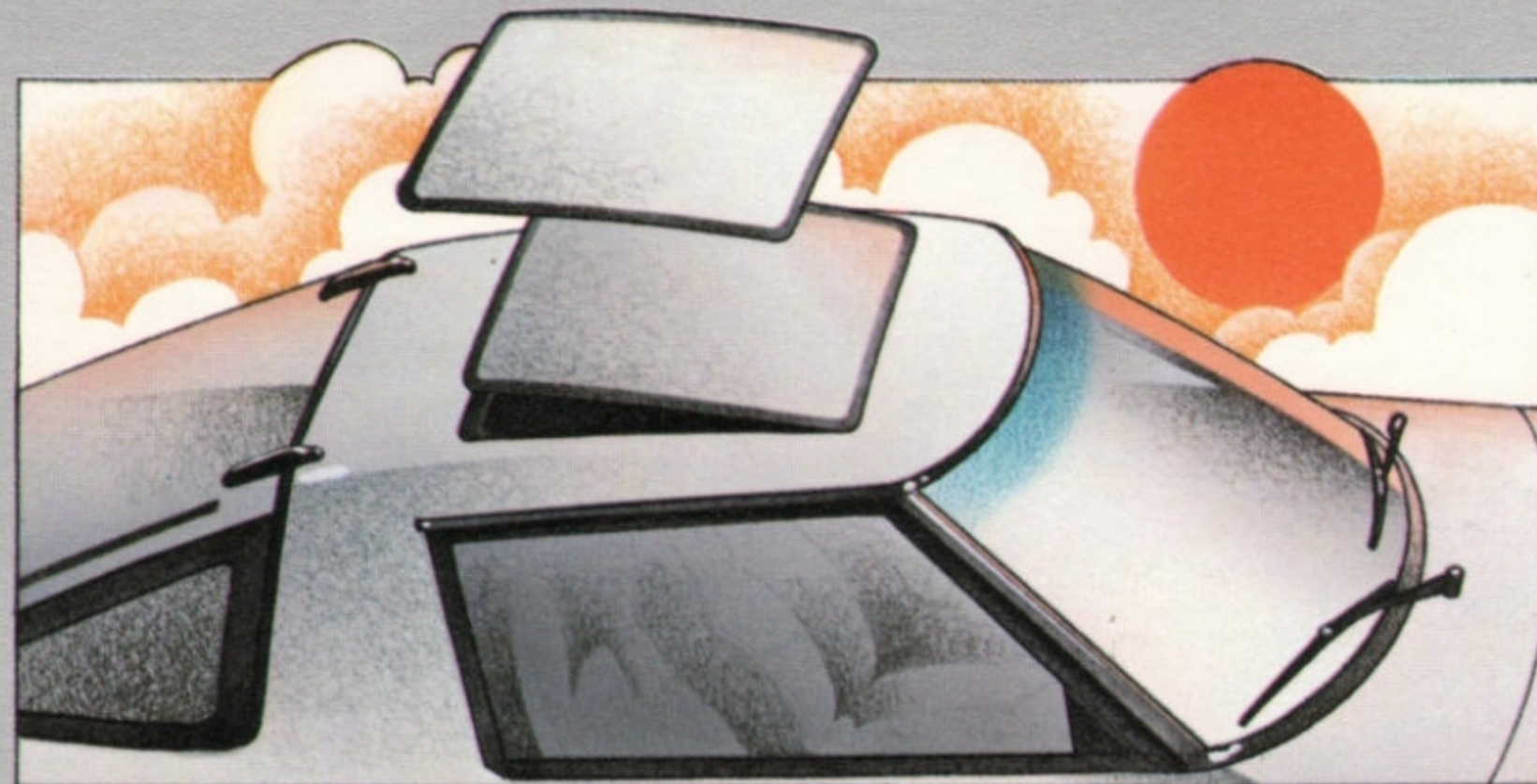
**⑤ VARIABLE-RATIO STEERING.** A remarkable steering design that combines the advantages of both the rack and pinion system and recirculating ball and nut system. Takes less force to steer in tight turns, such as in a parking situation. But in ordinary curves, you get maximum road feel. The gear ratio varies from 17:1 all the way to 20:1. What's more, for less steering

wheel vibration, the coil springs are tapered at the bottom to make the center of the tire and the king pin axis closer (resulting in a narrower steering offset).

**⑥ STABILIZER BAR.** Body lean in cornering is frowned on in sports cars. It leads to things like roll steer and loss of traction. Both the GS-Model and the S-Model come with a stabilizer bar at the front suspension to cope with that. The GS-Model also has a standard rear stabilizer bar.

**⑦ REAR SUSPENSION.** The rear axle of the RX-7 is positively located by means of four trailing links and a Watt linkage. The result of this deceptively simple but effective system is complete, controlled freedom of vertical motion of the rear suspension, to cope with uneven road surfaces, but absolutely minimal side motion of the rear suspension. That makes for super handling, better control and excellent traction. It provides real sports car performance and handling without a harsh ride.

# Get the car you've always wanted the way you always wanted it: loaded with options.



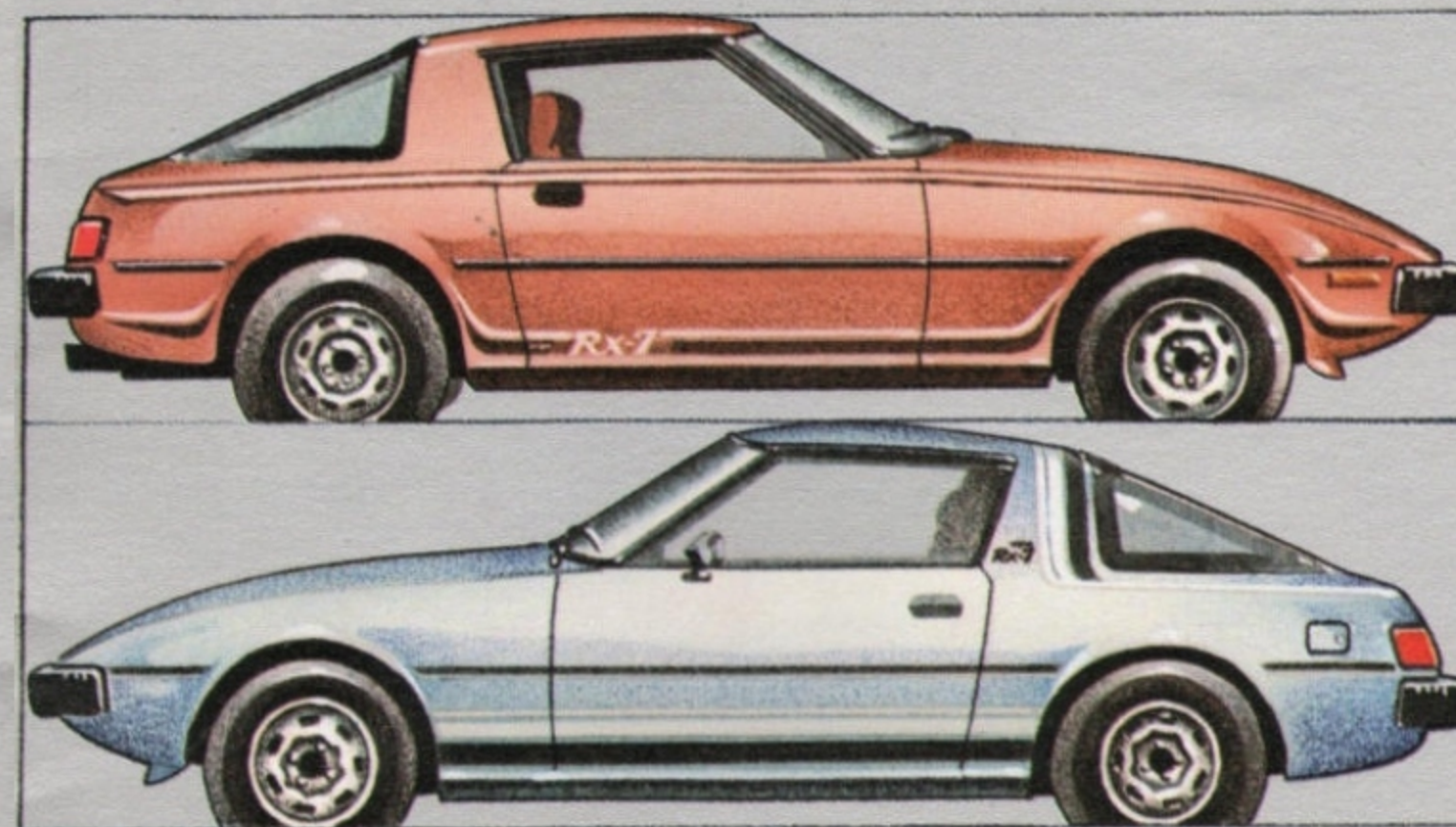
## Sun Roof.

All the fun of a convertible and none of the hassle. When you want extra ventilation, pop it open at the back and pull stale air out of the cockpit. When you want blue skies and sunshine, take it all the way out and stow it behind the seats. (GS-Model only.)



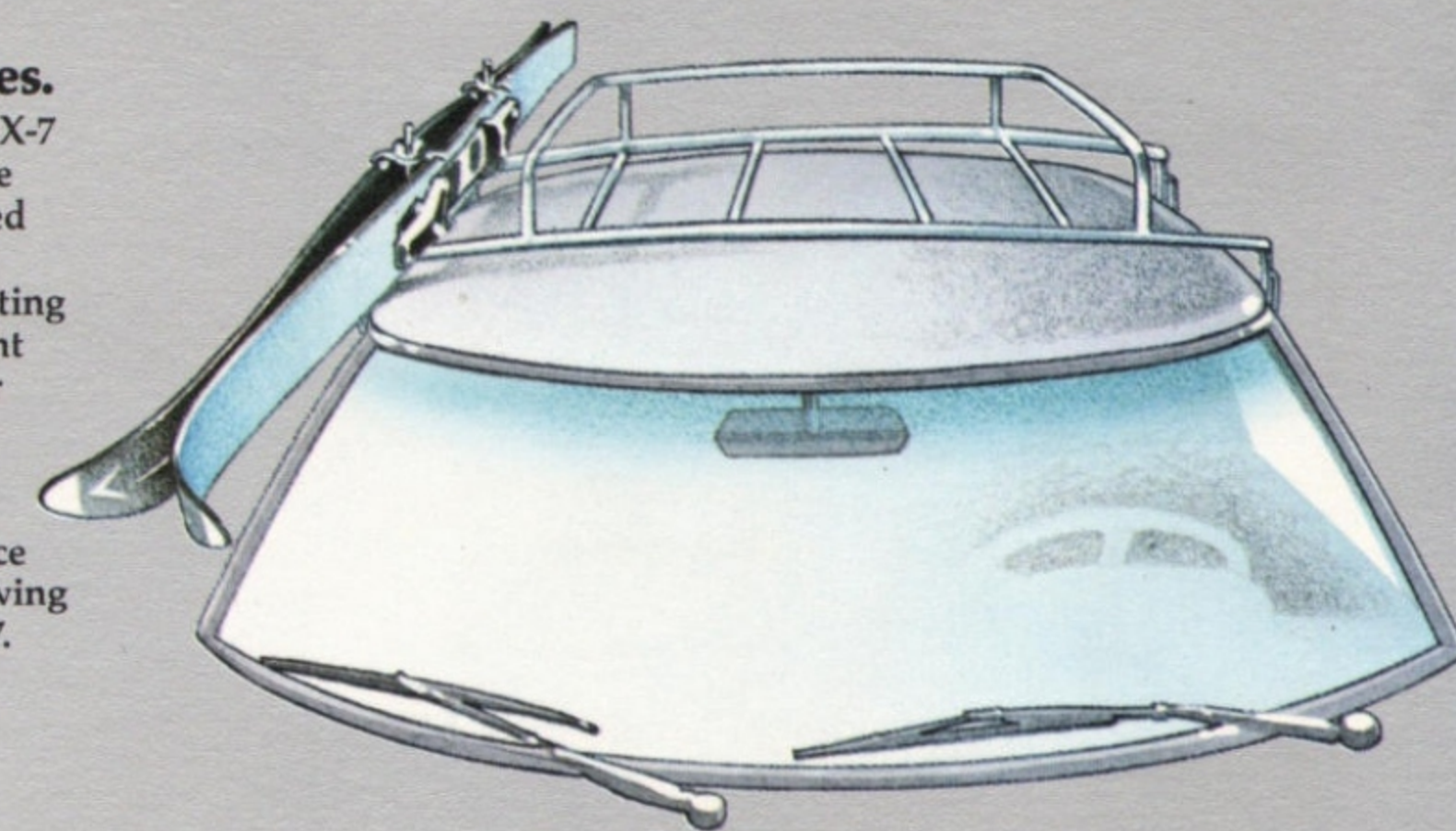
## Automatic Transmission.

A smooth, positive-shifting 3-speed gives your left foot a rest. It's designed to make the most of the RX-7's all-out sports car performance while shifting for itself. (GS-Model only.)

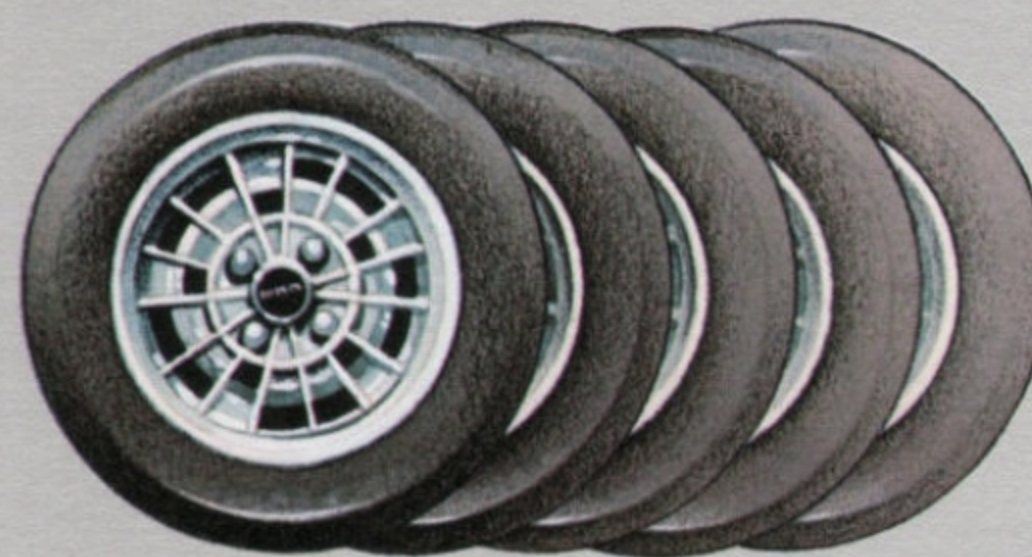


## Sports Stripes.

Dress up your RX-7 with one of these color-coordinated stripe packages. They're long-lasting and fade resistant to keep your car looking good for years. And they're designed to enhance the smooth, flowing lines of the RX-7.



**Roof Rack.** A combination luggage carrier/ski rack lets you carry a giant load of luggage and equipment up to Snowbird or Stowe in style. Solidly built with heavy-duty mounting, it can be removed in minutes.



## Aluminum Alloy Wheels.

They're not only good looking, but they cut down on unsprung weight for better handling. The rims are 5 1/2" J to take extra wide tires. Precision cast and machined from strong, light aluminum alloy especially for the RX-7. (GS-Model only)

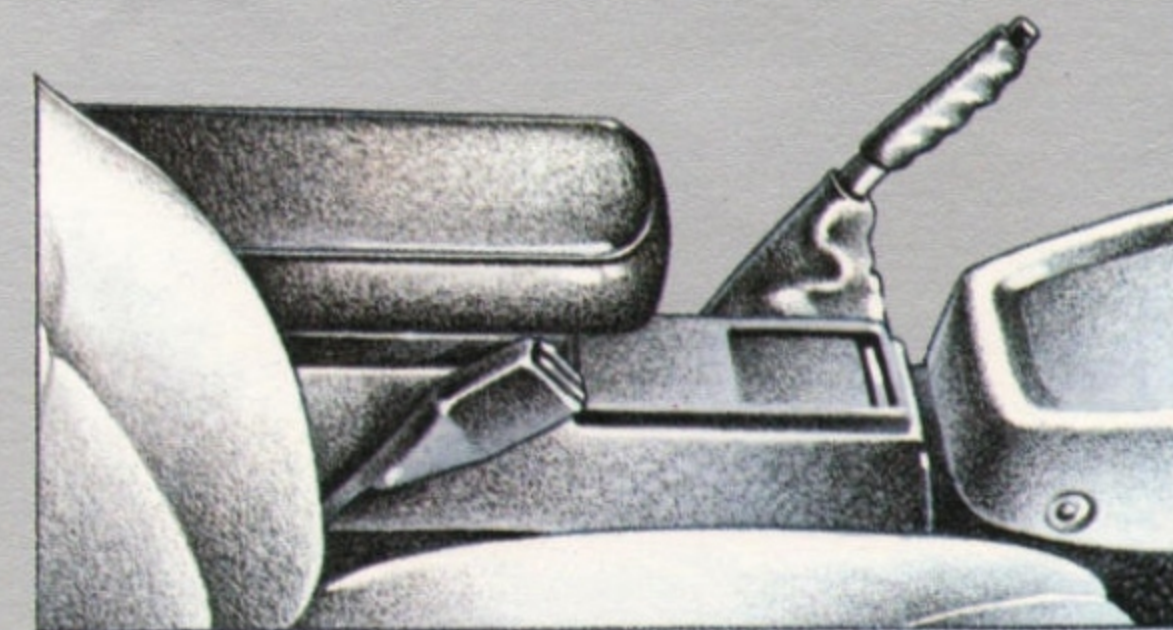


**Rear Window Louvers.** Keep the sunshine out of the cargo area of your RX-7. These shadow Group® Louvers cut down on heat and add to your privacy without obstructing your view from the driver's seat. They're hinged so the service station attendant can clean your rear window easily.



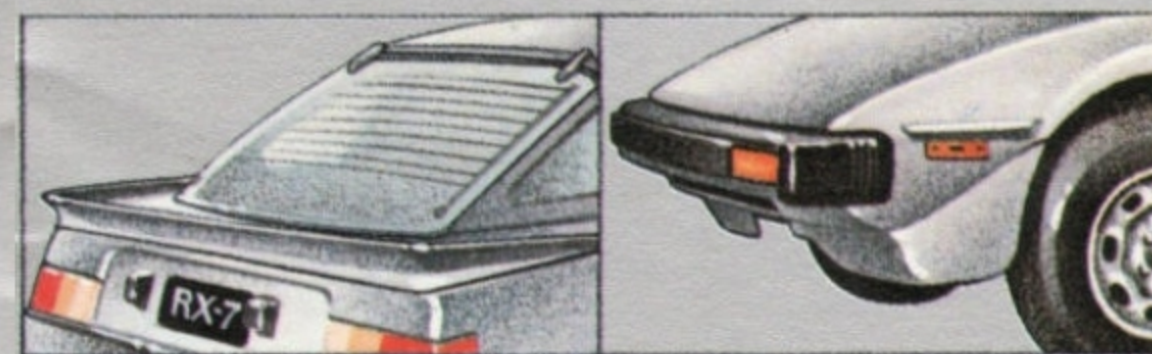
## Tonneau Cover.

Hide those bags, cameras, and birthday presents. This sturdy cover also has pockets for stuffing stuff like maps, gloves, glasses, and a zillion other things. The cover lifts up when you lift the hatch.



## Center Armrest.

For a soft touch, add this cushioned armrest. It's covered with handsome-looking vinyl. And comes with a storage compartment.



**Spoiler and Air Dam.** Add aerodynamic efficiency and sporty good looks with these beautifully made items. If you've watched racing cars, you've seen a lot of spoilers and air dams at work. Put the same kind of technical thinking to work on your RX-7.

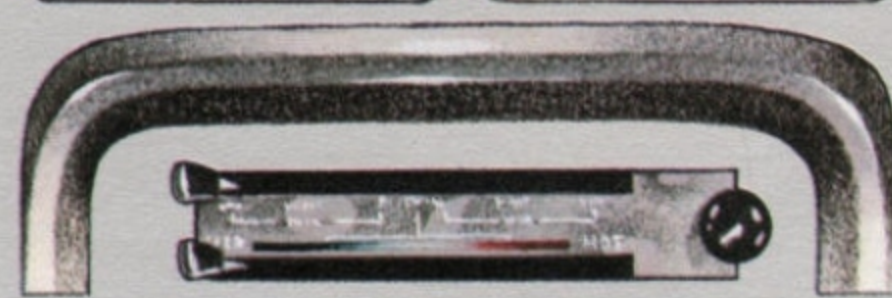


## Front Mask.

There's nothing more frustrating than a stone scar in the paint job of your sports car. So guard against them with this European style shield, designed especially for the RX-7. Built-in spoiler lip keeps it lying flat and cutouts for the popup headlights make it easy to use.

## Air Conditioning.

Muggy days are no fun, even in a great sports car. Cold air or a mixture of cold air and fresh outside air are available at the flip of a lever. Plenty of outlets across the dashboard and under the dash put the coolness where you want it.



## Stereo Tape.

Don't like what's coming in on the standard AM/FM stereo? Be your own disc jockey and get the full, rich sound of music in stereo with this custom quality cassette unit.



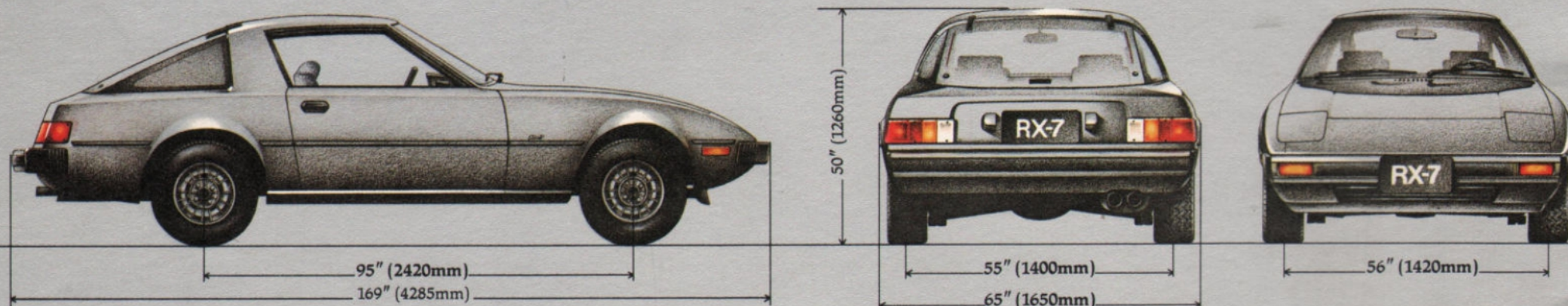
# The car is here. The time is now. How often do you get a chance like this?

**S-Model Features:** AM/FM stereo, power antenna, side window demisters, nylon carpeting, tinted glass, electrically retractable headlights, tachometer/voltmeter, quartz-crystal chronograph, styled steel wheels, steel-belted radial tires, front stabilizer bar, ventilated front disc and finned rear drum brakes with power assist. The standard transmission is a 4-speed.

**GS-Model Features:** All S-Model features, plus electric hatch release, console box, 4-spoke steering wheel, foot rest, sun shade band, intermittent wiper setting, body side molding, cargo hold-down straps, rear stabilizer bar, wider tires. The standard transmission is a 5-speed.

The Mazda RX-7 comes in a handsome assortment of sporty colors. However some colors may not be available in all areas.

You may select either vinyl or cloth-and-vinyl interior. Check your dealer for available combinations. **MAZDA**



## RX-7 Specifications and Dimensions

### ENGINE

Type—Mazda twin-rotor  
Displacement, cu. in. (cc)—35 x 2 (573 x 2)  
Compression—9.4:1  
Carburetion—4-barrel 2-stage downdraft  
Fuel capacity—14.5 gal.  
Fuel type—unleaded only  
Fuel pump—electric, plunger-type

### TRANSMISSION

Ratios:	GS 5-Speed	S 4-Speed	GS Automatic
1st	3.674	3.674	2.458
2nd	2.217	2.217	1.458
3rd	1.432	1.432	1.000
4th	1.000	1.000	N.A.
5th	0.825	N.A.	N.A.
Rev.	3.542	3.542	2.181

### BODY

Type—all steel welded unitary  
Seating—2 reclining bucket seats  
Steering—variable ratio recirculating ball.  
17 to 20:1 ratio. 3.7 turns lock to lock.  
Turning circle—31.5 feet (curb to curb)

Weight:	S-Model Calif.	S-Model Federal	GS-Model Calif.	GS-Model Federal
4-speed	2,350	2,350	N.A.	N.A.
5-speed	N.A.	N.A.	2,385	2,385
Automatic	N.A.	N.A.	2,410	2,420

### RUNNING GEAR

**S-Model:** Wheels—5-J styled steel  
Tires—165HR-13 Steel-belted radials  
**GS-Model:** Wheels—5-J styled steel  
Tires—185/70HR-13 Steel-belted radials.  
**Brakes**—8.94-in. front disc, 7.87-in. rear finned drum  
Power assisted

**Shocks**—hydraulic double-acting, front  
gas-filled hydraulic double acting, rear  
**Suspension**—Front: independent struts, coil  
springs with tension rod and  
stabilizer bar.  
Rear: 4 trailing links with Watt  
linkage, live axle, coil springs.  
(Stabilizer bar on GS-Model only.)

### ELECTRICAL

**Battery**—12V-45 AH (55 AH for automatic)  
**Alternator**—55 Amp  
**Starter**—1.2 KW (Manual), 2.0 KW (Automatic)

### WARRANTY

Mazda warrants that the basic engine block and its internal parts will be free of defects with normal use and prescribed maintenance for 3 years or 50,000 miles, whichever comes first, or Mazda will fix it free. This transferable limited warranty is free on all new rotary-engine Mazda RX-7's sold and serviced in the United States and Canada.