

323

Mazda 323 Sedan





**Imagine a car designed to
heighten your sense of
power and performance,
space and comfort.**

At Mazda, we have always had a total commitment to designing and building cars with imagination. Imagination that has enabled us to lead the world in innovative technology. And the imagination that has produced cars of unrivalled quality that are a pure pleasure to drive.

The Mazda 323 Sedan. A vehicle designed to heighten your senses. Your sense of power and performance. Your sense of space and comfort. Imagine the driving pleasure of the Mazda 323 Sedan. Designed with you in mind.

Behind the wheel you'd be forgiven for thinking you were in a far bigger car. The spaciousness and elegant finish of the interior give you that sense of easy luxury. And the long wheelbase gives you all the extra leg and head room you need. Both in the front and the rear.







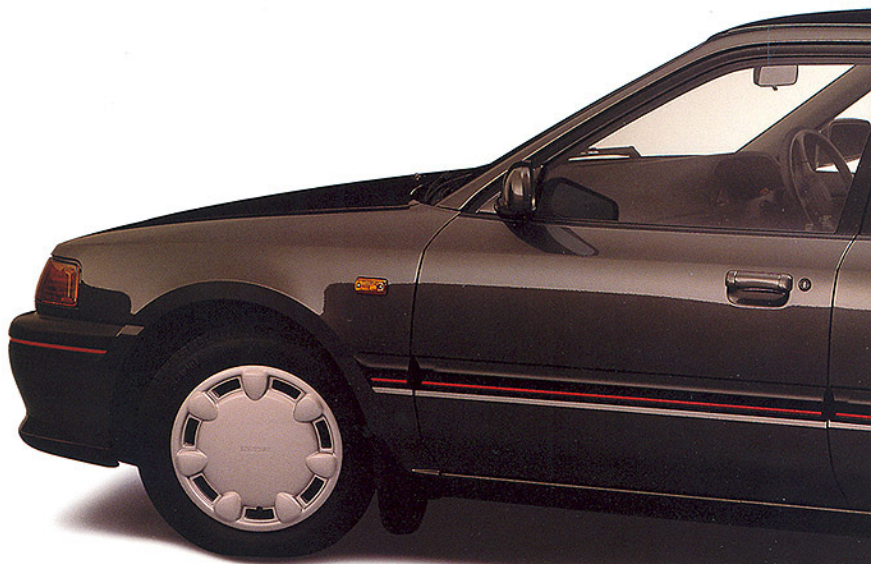




**The elegant Mazda 323 Sedan.
A pure pleasure to drive.**

On the move, the ride combines smooth, quiet comfort with immediate response and power.

It's the perfect combination of practicality and performance. The practical design low bumper level trunk offers greater ease of loading. And the added versatility of the 60/40 split rear seat lets you optimise your loading space.



The body-hugging seats offer superb comfort and are specially designed to support your spine in its most natural position. Even the seat belt shoulder points are adjustable for comfort and safety.

The highly efficient air ventilation system with rear ducts for backseat passengers offers exceptional air volume and flow. Optional air conditioner provides ideal in-car cooling.

To enhance your sense of control, most functions are within easy reach including interior boot and petrol cap release. For added convenience, central locking and electric rear view mirrors are also available.

The stylish exterior, with its sleek line and rear body elevation reflects the image of elegance and quality. It is smooth and streamlined, presenting a long, low, wide body for superb stability on road. Semi-concealed wipers, flush fitting roof mouldings and windows, all help to achieve an exceptionally low coefficient of drag.



**Imagine your feeling of
control in a car designed to
perform for you.**



The Mazda 323 Sedan features power assisted steering and a powerful, fully responsive and remarkably smooth 16 valve engine – the source of great performance. You have a choice of two fine performers. The 16 valve 1.6 litre or the more lively 16 valve 1.8 litre with fuel injection. Both engines provide excellent acceleration with substantial torque at low to middle r.p.m., and immediate 'on-time' response to your needs. The 1.6 litre engine exhibits true performance and economy. The 1.8 litre fuel injected engine displays truly exciting running performance. Whatever your driving preference, you're guaranteed performance of unrivalled quality.

The Mazda 323 Sedan is fitted with a 5-speed manual transmission. Optional on the Mazda 323 1.6 Sedan is a 3-speed automatic transmission, with a 4-speed electronically controlled automatic transmission (4 EAT) available on the Mazda 323 1.8i Sedan.

The manual's sporty gear shift is light, short and very positive. The transmission has great torque capacity, providing a secure feel during gear change. The traditional mechanically operated clutch has been replaced by a hydraulic clutch, reducing pedal depression, and providing consistently progressive and positive engagement.





The electronically controlled automatic transmission is a compact lightweight system, which gives you very quiet operation and economy at all speeds. The system features a convenient HOLD mode which improves road holding and traction, and lets you enjoy sporty driving on steep or winding roads.

While you handle all the pleasure of the Mazda 323 Sedan, you'll feel how effortlessly it handles the road. It features the innovative and highly acclaimed strut type A-arm front suspension, and the award-winning twin trapezoidal link rear suspension. The result is excellent stability, superior handling and a comfortable, smooth ride on a wide range of road conditions.

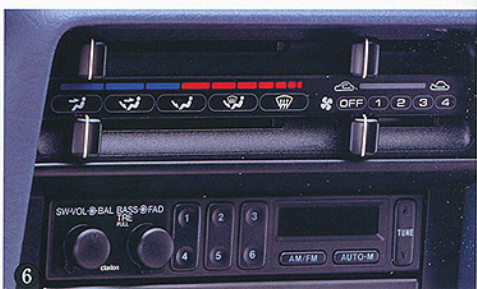
The quality of the drive is unrivalled in its class. And you'll never want to stop. But when you do, you can be confident that you will. With safety and road gripping stability. The front wheels are equipped with ventilated discs, the rear with solid discs.

The drive is also exceptionally smooth and quiet. With minimal engine sound reaching the cabin.

And talking sound, you'll enjoy the superb audio quality of the 4-speaker stereo AM/FM radio and cassette sound system.

Imagine the sense of unrivalled quality and pure pleasure in a car that combines power and performance, space and comfort. Imagine yourself in a Mazda 323 Sedan.





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- ① See through 3-spoke steering wheel.
- ② Headlamps and wraparound indicator lights.
- ③ Remote control exterior mirrors.
- ④ Stylish full wheel covers.
- ⑤ Ergonomic front seats with lumbar support.
- ⑥ Easy-reach controls.
- ⑦ Conveniently located wiper/washer stalk.





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Unrivalled quality Pure pleasure

The information in this brochure is current at the date of publication. The specifications and features shown are not necessarily available on all models. Please check the appropriate listings for model application. Model availability may also vary from state to state. Mazda reserve the right to alter without notice, model availability and the specifications and features available on each model. Mazda also reserve the right to change specifications and features from standard to optional and vice versa. Please consult your Mazda dealer prior to placing an order to ascertain model availability, specifications, features and price. PUBLISHED JUNE 1998.
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Mazda 3 year or 80000 km warranty (whichever comes first), is available on Mazda 121, Mazda 323, Mazda 626, Mazda 929, Mazda MX-5, Mazda MX-6 and Mazda RX7.

