

MAZDASPEED[®] Protégé Supplier Information

MAZDASPEED[®] Protégé is a youthful, fun-to-drive, performance-oriented street package targeted at the growing sport compact sedan market in North America. Mazda R&D developed the 2003 *MAZDASPEED* Protégé vehicle in concert with young, opinion-leading target buyers in the sport compact market, driving enthusiasts and selected racing/aftermarket manufacturers.

Mazda will eventually offer a complete line of *MAZDASPEED* performance-enhancing parts and accessories for Mazda vehicles in North America. This line will include competition parts, developed for track and off-road use, along with a host of aftermarket parts and accessories developed for the performance-minded street enthusiast.

The following world-class automotive racecar companies worked in partnership with Mazda to develop the 2003 *MAZDASPEED* Protégé:

- ?? Callaway Cars, Inc.
Old Lyme, Conn.
- ?? Kenwood
Long Beach, Calif.
- ?? Racing Beat, Inc.
Anaheim, Calif.
- ?? Racing Hart (Takechi Project Co. LTD.)
Matsuyama, Japan
- ?? Sparco
Irvine, Calif.
- ?? Tokico
Rancho Dominguez, Calif.

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In 1976, Reeves Callaway founded Callaway Cars after concluding a successful sports-car racing career. He quickly channeled his passion for speed and vehicle dynamics into building a business that would allow him to create dramatic new levels of performance for some of the world's best-known brands.

Mazda and Callaway engineers set out as a team to develop the best possible turbocharged performance for the new *MAZDASPEED* Protégé. The Garrett T25 ball bearing turbocharger was selected as the primary boosting system. This turbocharger was chosen based on the latest advancements in ball-bearing and aerodynamic technology.

While the art of powerful engineering soon became synonymous with Callaway products, Reeves Callaway did not forget the most important racing lesson — power without driveability and reliability doesn't get you to the winner's circle. It is the same attitude that is embodied by *MAZDASPEED*.

Today, Callaway is an internationally recognized brand, known for its unique ability to consistently transform the ordinary into the extraordinary. From component and system engineering through complete vehicle design and development, Callaway continues to specialize in uncovering the true performance potential of every project its team takes on.



Racing Beat has a long-standing relationship with Mazda Motor Corporation's Research and Development team. Known worldwide for winning championships for Mazda in the renowned GTU and GTO IMSA Series in RX-7s, Racing Beat focused on helping develop chassis and driveline refinement, suspension and exhaust components for the *MAZDASPEED* Protégé.

Racing Beat and Mazda engineers worked as a team to tune the front independent MacPherson struts, a strut tower brace, higher rate coil springs, re-valved Tokico dampers, a larger diameter stabilizer bar bracket and bushings, and a larger anti-sway bar. The rear suspension was developed in similar fashion with the Twin Trapezoidal Links (TTL) providing the ultimate in suspension performance.



Tokico has been manufacturing shock absorbers, brake parts and other hydraulics for more than 50 years. The company is a major original equipment supplier to a variety of automotive manufacturers, including Mazda. Responding to industry demand for a shock that could provide both good stability and ride quality, Tokico developed the twin-tube, low-pressure gas shock absorber. Tokico broke ground on this technology in the mid 1970s and has since become a benchmark for the industry.

The Tokico shock absorbers were designed to control excess chassis motion and keep the tires firmly planted on the road surface. The twin-tube low-

pressure design uses a multistage variable-aperture sandwich-valve system consisting of precision spring plates and angle drilled piston ports. This sophisticated oil-flow-management system provides the right amount of resistance at a wide variety of suspension motions and velocities.



A company that shares the same passion for motorsports as Mazda, Sparco was founded in 1973 by two race drivers who are dedicated to both safety and racing. A leader in racing accessories, Sparco added their renowned foot pedals and shift knob to the MAZDASPEED Protégé, giving the enthusiast ultimate control and grip in shifting gears. By working with top racing teams throughout the world for more than 20 years, Sparco has been able to design the highest performance accessories that harness control and precision for



automotive enthusiasts.

An exclusive to Mazda, Racing Hart (Takechi Project Co. Ltd) wheels were specifically designed and developed for the introduction of the Mazda MP3 in 2001. Racing Hart again teamed up with Mazda to design the all-new five-spoke Racing Hart wheel for the 2003 MAZDASPEED Protégé.

These wheels will be distributed by Dazz Motorsport – the “tuner wheel specialist.” Dazz Motorsport strives to improve the performance and accentuate the appearance of Japanese, European and domestic automobiles.



In 2001, Mazda partnered with Kenwood Car Audio to debut a factory-equipped Mazda MP3 with a high-energy sound system, which was an industry first for the 2001 Mazda MP3. The companies teamed up again to equip the MAZDASPEED Protegé with an all-new high-energy sound system that features an in-dash CD/MP3 receiver. Fully equipped with a 450-watt amplifier, the MAZDASPEED Protegé runs seven speakers ranging from two mid-level 6" X 9" speakers and an independent trunk mounted 8" subwoofer enclosure.

Kenwood has been the industry leader for more than 40 years, beginning with designing and manufacturing Japan's first FM tuner. From building the world's first audio/video amplifier for home theater use to developing the first anti-theft car cassette deck, Kenwood continues to make its mark in the electronics industry.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

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