

Mazda 818

O.H.Cam
Power





Mazda 818 was designed to make family motoring fun again. We designed it two ways. Sedan or Coupe.

Both body versions of the new Mazda 818 have one important thing in common.

They are lots of fun to drive. And they're lots of fun to be driven in.

Because Mazda 818 offers you a wide, better balanced chassis. Greater

going power from a rugged 1300cc overhead cam engine. And safer stopping power from a front discs/rear drums hydraulic brake system.

And for passengers, both body versions offer more legroom, headroom and shoulder-room.

Plus full, flow-through ventilation. Extra high standards of interior comfort. And more standard equipment.

Mazda 818. Four-door sedan or two-door coupe.

Either way, family motoring is going to be fun again.





We wanted whole families to have fun. So we designed a spacious four-door Sedan.

The sleek-looking exterior of our four-door sedan is certainly one big plus. But looks alone aren't the whole story.

What's more important is a different story. An inside story.

Because inside is where the Mazda 818 sedan really scores.

To begin with it's wide. So that every passenger can have extra legroom, headroom and shoulder-room.

But it's not only wide inside. It's wider tracking, too.



So the ride is smoother and more comfortable. It's easier handling. And there's no 'top-heavy' feeling in crosswinds.

And for the times when your fun takes you on long journeys, we gave our spacious sedan a spacious trunk. So you can easily stash away all the luggage of four people on the move.

So load up. And let the fun begin. Mazda 818 four-door sedan.

It's got all the room in the world.





So that you and your family could get more fun out of Mazda 818 Sedan. We designed it with more extras already in.

How many extras can you get in a Mazda? Quite a few.

And if the Mazda is one of our 818 sedans, you'll be getting a lot of the extras at no extra cost.

Here are a few of the things it comes with: Reclining front bucket seats with integral high-back head restraints. Front center console.

Flow-through ventilation.

Two-speed windshield wipers.

Fingertip combination-control stalk

for turn signals, passing lights, dimmers, washer and wipers.

Four-way emergency flasher. Trip odometer. Breakaway rear-view mirror. Glove compartment. Door armrests. Sun visors. Even assist grips.

Then, of course, there's our powerful but economical OHC engine. And the safety of front disc brakes.

Get in and size up the Mazda four-door sedan.

You'll find there's a lot more to like.

*De-luxe Sedan only



Interior of De-luxe Sedan. Radio and heater are optional.

**You can only have real motoring fun when you
are sure that everybody is safe.
So we designed Mazda 818 strong, convenient and secure.**



Take away the carefully crafted skin of Mazda 818, and what do you think you'll find? Carefully crafted design details.

But to begin with, take a look at the skin itself.

On both versions of Mazda 818 the bodies are semi-monocoque construction with sub-frames at front and rear designed for safe controlled-collapse under impact.

Then for more strength, the laminated safety windshield and rear window are bonded to the body by a special process.

The gas-filler door locks securely. And for safety during emergency stops there's a four-way warning flasher.

Suspension is by coil spring/shock absorber struts up front and bias-mounted shock absorbers at the rear. Which gives a smoother ride, better roadholding and cornering.

Interior conveniences aren't forgotten, either.

All instruments are set in non-reflective pods. Flow-through ventilator outlets are easily adjustable. And there's a breakaway rear-view mirror.

The fact that the reclining front seats have integral head restraints makes it nice and easy on your body.

But our main point is, of course, that with Mazda 818 you're getting something that will also ease your mind.



Headlamp bezel animease



Locking fuel filler-door



Breakaway rear-view mirror



Flareovering lights



Full wheel trim



Bonded windshield & rear window



Ventilator outlet



Sun visor



Laminated safety windshield (right)



Ventilator selector & rear window defogger (left)



Sun padded seat visor



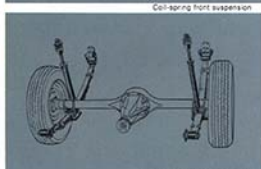
Coil-spring front suspension



Emergency control lever



Easy-access fuse panel



Bias-mounted shock absorbers

**Some people want a little more fun and
a little more style.
So we designed the not-so-little Mazda 818 Coupe.**

Some people are saying that the Coupe version of Mazda 818 could be voted style-setter of the year.

Maybe it could.

But while we were making our Coupe sleek and racy looking, we were also making it wider. And longer.

Which was a practical way of giving it practically as much rear-seat legroom as our Sedan.



Plus good ride and easy handling. But you might also like the other things you'll find inside the Super De-luxe Coupe, too. They're all standard.

For instance, there's a black glare-free instrument dash. A tachometer. An odometer. A rally-style steering wheel*. A simulated woodgrain 4-speed stick shift knob†.



Radio and heater are optional.

Reclining high-back bucket seats. Front and rear consoles with extra storage space. A roomy rear seat.

Flow-through ventilation. Full wind-down rear quarter windows. And door-to-door carpeting.

Beautiful. In fact, it's almost as much fun to sit and look at the Mazda 818 Coupe as it is to drive it.

Almost.

*Not available on De-luxe Coupe
**Optional on De-luxe coupe



Interior of Super De-luxe Coupe

Underneath it all, fun motoring must be backed up by solid engineering. So we designed a rugged but lively 1300 cc overhead cam engine for Mazda 818.

To make Mazda 818 go, we put in the strongest 1300 cc engine we've ever offered.

It's also our most powerful 1300. Because it has overhead cams—the type you find on sports cars.

In fact, our OHC engine gives 81 horse-power. Which puts it a long league ahead of many others in its class.

But extra power isn't the only thing our 818 has going for it.

To make the Mazda stop, we designed an amazingly safe brake system. It has dual hydraulic master cylinders. So if one should fail, the other will still operate.*

The front wheels have self-adjusting disc brakes, and there are drums at the rear. So you're always assured of fail-safe stopping power.

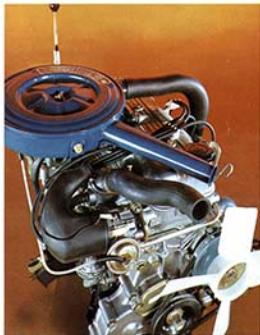
The standard four-speed synchromesh transmission on Mazda 818 is operated by a velvet-smooth floor shift. It takes only the weight of your hand to change gears.

And for a smoother handling steering wheel, we put in a variable-ratio recirculating ball-type mechanism.

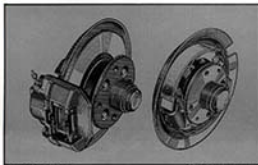
There's another important benefit engineered into Mazda 818. A smaller turning circle. Which is nice to have. Because it lets you U-turn between curbs only 8.6 m (28.6 ft) apart.

And although that may not always be legal, it's often a lot of fun.

*Standard equipment on all left-hand drive models and on right-hand drive Super De-luxe Coupes only.

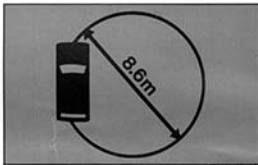


Mazda 1300 cc OHC engine

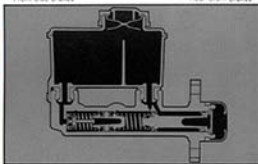


Front disc brakes

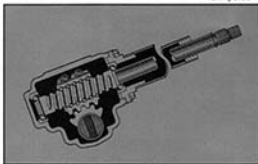
Rear drum brakes



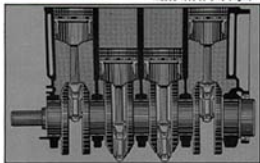
Turning circle



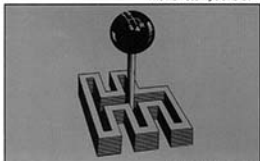
Dual brake system



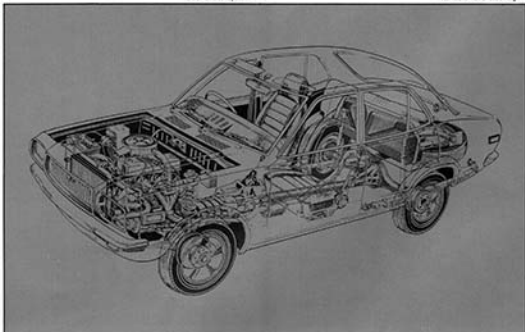
Variable-ratio steering



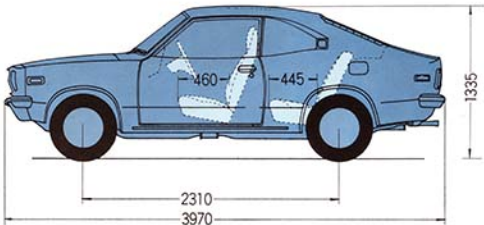
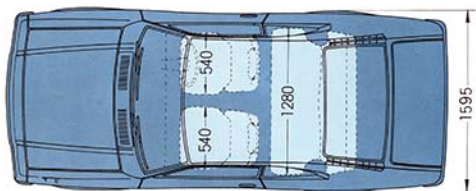
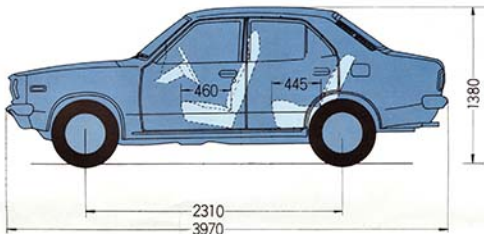
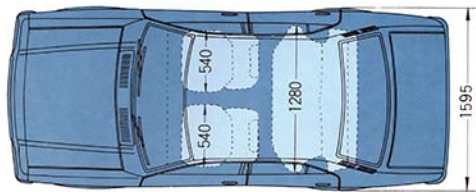
Five main-bearing crankshaft



Four-speed transmission



Specifications



	MAZDA 818 SEDAN (Model: STC)	COUPE (Model: STC)
DIMENSIONS		
Length	3,970 mm (156")	3,970 mm (156")
Width	1,595 mm (63")	1,595 mm (63")
Height	1,380 mm (54")	1,355 mm (53")
Wheelbase	2,310 mm (91")	2,310 mm (91")
Tread (Front)	1,295 mm (51")	1,295 mm (51")
Tread (Rear)	1,290 mm (51")	1,290 mm (51")
Road clearance	170 mm (7")	170 mm (7")
CURB WEIGHT		
	STD: 810 kg (1,785 lbs.) DX: 825 kg (1,820 lbs.)	DX: 810 kg (1,785 lbs.) S-DX: 820 kg (1,820 lbs.)

PERFORMANCE		
Climbing ability (tan θ)	0.40	
Turning circle	8.6 m (28'6")	
Braking distance	13.5m (44') at initial speed of 50 km/h (31.2 mph)	

ENGINE		
Type	In-line, 4-cylinder, OHC	
Bore & stroke	73 mm x 76 mm (2.87" x 3.00")	
Piston displacement	1,272 cc (77.6 cu. in.)	
Compression ratio	9.2	
Brake horsepower (SAE)	81 HP at 6,200 rpm	
Torque (SAE)	78 lb-ft at 4,000 rpm	
Fuel	Regular gasoline	

FUEL SYSTEM		
Carburettor	Downdraft, 2-stage 2-barrel type	
Fuel pump	Mechanical pump	
Air cleaner	Paper filter type	
Fuel tank capacity	45 lit. (9.9 imp. gal.)	

LUBRICATION SYSTEM		
Type	Full forced type	
Oil pump	Trochoid gear type	
Oil strainer	Paper filter type	

TRANSMISSION SYSTEM		
Clutch	Dry, single plate	
Transmission	4-forward speeds, reverse 1 speed, synchromesh on all forward gears	

Gear Ratio	1st	3.337
	2nd	1.995
	3rd	1.301
	Top	1.000
	Rev.	3.337

Shift Lever	Floor shift	
FINAL REDUCTION GEAR		
Type of gear	Hypoid	
Gear ratio	4.111	

STEERING SYSTEM		
Type of gear	Recirculating ball-type	
Gear ratio	17.0-19.0 (variable)	

SUSPENSION		
Front suspension	Strut type with coil springs	
Rear suspension	Semi-elliptic leaf springs	
Axle (rear)	Semi-floating type	

BRAKES		
Foot brake (front)	Hydraulically-operated disc brakes	
	(rear) Hydraulic drum brakes	
Hand brake	Mechanical, internal expanding type on rear wheels	

TIRES		
Front	6.15 (s)-13-4 (155 SR 13)	
Rear	6.15 (s)-13-4 (155 SR 13)	

FRAME		
	Semi-monocoque	

The above specifications are subject to change without notice.

Lamps and other equipment specifications vary according to locale.



You won't be surprised to learn that Mazda 818 is made by Toyo Kogyo — designers of the world-famous Mazda rotary engine cars.

Toyo Kogyo is well-known in automotive circles for its Ujina Passenger Car Plant, the world's newest major automotive plant.

Here are acres of giant presses, advanced conveyor systems, and the latest in data processing techniques, combined with advanced automation systems.

These facilities, together with proud standards of craftsmanship, have much to do with the quality of today's Mazda 818 cars and other Mazda models.

Very close to the Ujina Plant is where the first Mazda rotary engine was fired-up in 1961.

As you probably know, the rotary engine is the revolutionary power-plant that many people consider to be the greatest automotive innovation of the century.

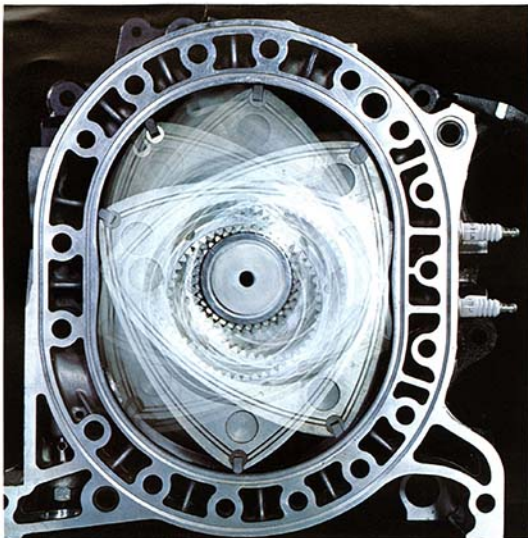
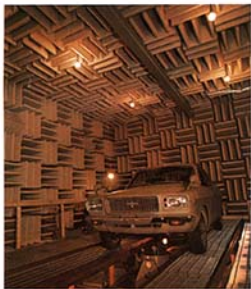
It is non-reciprocating (no pistons, no valves, no rods). It gives smooth, turbine-like power. But is simple, quiet, and very compact.

Since 1968, Mazda cars with rotary engines have been in full mass-production. Output is around 12,000 units a month.

All together, five different models have been produced. The two latest of which have been marketed internationally.

In fact, today, you will find Mazda rotary engine cars in fifty-nine countries throughout the world.

They're designed and produced by Toyo Kogyo: The automaker whose credo is to build something better.



Mazda rotary engine. Licensed by NSU/Werkstat



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