



Mazda **BT-50**



UR-R0C-3
E-1810L

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EXPLORE LIFE. IN STYLE.

Explore more of life. Enjoy more of life. With the ruggedly stylish, new-look Mazda BT-50. It's the perfect partner for today's vigorous lifestyles: during the workweek it takes you everywhere you need to go, in style and without fuss. And at weekends it's supremely comfortable and safe transportation for you and your loved ones to enjoy leisure together. Best of all, BT-50 is a Mazda, so it's always fun and rewarding to drive.



THE AUTHENTIC LOOK OF PICKUP PERFORMANCE.

Rugged masculine style

BT-50 is a genuine go-anywhere, do-anything pickup with the rugged style to match. This tough, dynamic styling is inspired by Mazda's uncompromising focus on expressing the vitality of motion seen in nature. At the front, redesigned headlamps and a solid rigid grille with deep mouldings characteristic of the Mazda family face combine to create a stable horizontal

axis projecting an aura of chiselled, muscular strength. The bold, wedge-shaped profile features a downward-oriented face expressing a powerful sense of forward motion. And rear styling breathes strength and stability, emphasized by rear combination lamps with black surrounds. 17-inch aluminium wheels with machined surfaces and gunmetal paintwork perfectly complement the masculine styling.



The satisfying feel of quality

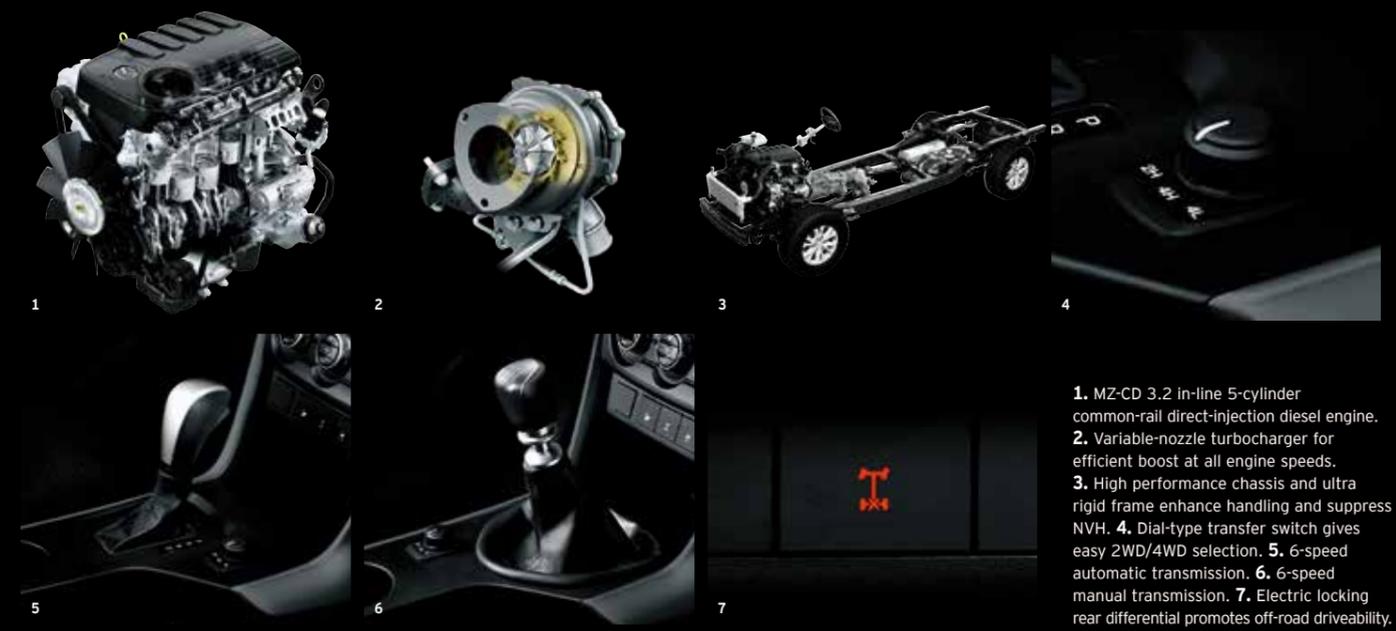
The interior continues the sporty theme, with every detail thought out to give a satisfying feel of quality. The asymmetric layout gives the front passenger a spacious and comfortable area similar to a passenger car, while the driver enjoys a snug, sporty wrap-around driving environment. The keynote interior colour is a handsome black enhanced by gunmetal-coloured decoration panels that further highlight BT-50's rugged, masculine appeal. Parts that you touch are chrome-plated with a satin finish for an extra dash of quality and class.



1. Black-framed rear combination lamps add to the rear's masculinity. **2.** Machined 17-inch aluminium wheels with striking gunmetal paintwork. **3.** Handsome passenger-car-style meter cluster.



24/7 ZOOM-ZOOM.



1. MZ-CD 3.2 in-line 5-cylinder common-rail direct-injection diesel engine. 2. Variable-nozzle turbocharger for efficient boost at all engine speeds. 3. High performance chassis and ultra rigid frame enhance handling and suppress NVH. 4. Dial-type transfer switch gives easy 2WD/4WD selection. 5. 6-speed automatic transmission. 6. 6-speed manual transmission. 7. Electric locking rear differential promotes off-road driveability.

The power of dynamics

Zoom-Zoom performance is a Mazda trademark, and BT-50 delivers it in full measure. It starts with an engine lineup consisting of 3.2-litre and 2.2-litre diesel engines. The mainstay MZ-CD 3.2 diesel is Mazda's first 5-cylinder engine, offering large displacement in a compact unit that achieves top-level power and torque together with excellent fuel efficiency and low NVH for a quiet ride. An advanced ultra-high pressure (1,800 bar) common-rail injection system with precision multi-stage piezo injectors is fitted to all diesel units, and the MZ-CD 3.2

is also equipped with a variable-nozzle turbocharger. Transmissions include 5- and 6-speed manual gearboxes and a 6-speed automatic. The 6-speed AT features closely-spaced gear ratios with a wide spread for excellent torque from low engine speeds along with low emissions and eco-friendly fuel efficiency, and is also equipped with advanced shift-control technologies adopted from Mazda passenger cars.

Assured, confident handling

Enjoy the comfort of a passenger car along with confidence-inspiring SUV-like handling.

Suspension is a double-wishbone layout with coil springs at the front and rigid axle with leaf springs at the rear for sure, stable handling and superb ride comfort in an extremely wide array of load and road conditions. Rack-and-pinion steering further enhances the responsive, linear Zoom-Zoom handling, while front disc brakes give positive, fade-resistant braking. Finally, comprehensive measures drastically reduce NVH to give passenger-car-like quiet.



THE PRIME FAMILY VEHICLE.

Comfort for all

More than just a pickup, BT-50 is an active lifestyle vehicle that offers a new way of integrating work and leisure. The spacious cabin offers plenty of room to carry family and friends or work colleagues in relaxing comfort. And there's enormous load capacity making BT-50 the perfect partner for both leisure activities and work. Seats are designed for comfort and fatigue-free driving, with the front seats offering greater adjustability. Audio equipment includes a radio, MP3-compatible CD player and AUX

socket, and there's a 3.5-inch monochrome super-twisted nematic (STN) Multi Function Display at the top of the centre stack to confirm audio operations. Control is via a jog pad. For assured comfort, there's also a dual-zone full-auto air conditioning system.

Everything in its place

Plentiful storage spaces throughout the cabin give everybody a place for personal items. There's even a driver's side glove box and an overhead console, as well as two cupholders in the floor console and 1-litre

bottle holders in each front door pocket. The cargo box achieves class-leading carrying capacity, while class-top towing capability makes short work of towing a boat or other leisure equipment.



1. Multi Function Display gives positive confirmation of operations. **2.** Dual-zone air conditioner features dial type controls with in-dial temperature displays. **3.** Large floor console with armrest and double-decker storage compartments. **4.** Dual front cupholders in the floor console. **5.** Large-capacity door pockets easily accommodate 1-litre bottles. **6.** AUX/USB connectors in the passenger glove box allow easy connection of portable music players. **7.** Class-leading cargo box has grooves and channels for easy installation of a deck and dividers.

ENGINEERED TO PROTECT.

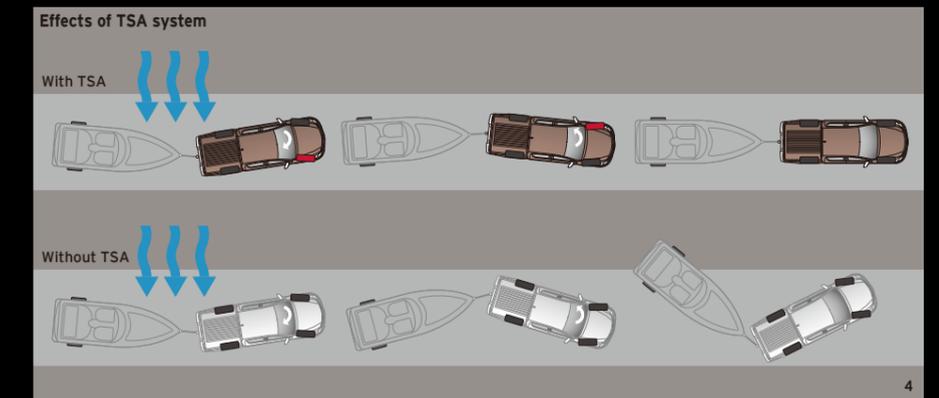
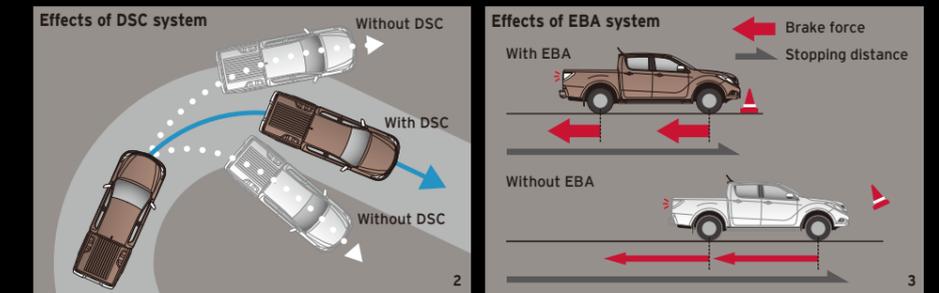


Actively taking care of you

BT-50 has a wide range of safety measures to help protect you and your loved ones. Active safety is highlighted by the rear view monitor along with good all-round visibility and operability, as well as superior braking performance. There's also a full range of vehicle control technologies to assist you in maintaining safe control under almost any road conditions. These include Hill Launch Assist (HLA), Traction Control System (TCS) and Dynamic Stability Control (DSC), in addition to Emergency Brake Assist (EBA), Trailer Sway Assist (TSA) and many more. Other active safety measures include high-performance auto on/off headlamps, rain-sensing wipers and a self-dimming rear view mirror.

Wrapping you in safety

Passive safety starts with a strong, rigid cabin with multiple high-tensile steel reinforcements. Together, the cabin and frame help safeguard you against impacts from multiple directions. Front, side and curtain airbags add another layer of protection.



1. The 6-airbag system cushions impacts from multiple directions. 2. DSC automatically controls brakes and traction to help prevent under- or oversteer. 3. EBA senses emergency braking and boosts brake power. 4. TSA senses when a trailer begins to sway and varies BT-50's left and right wheel speeds in response.



Double Cab 4WD



Regular Cab 4WD



Double Cab 2WD



Regular Cab 2WD



Double Cab



Regular Cab

Interior specification varies according to locale.



Titanium Flash Mica (42S)



Blue Reflex Mica (42B)



Aluminium Metallic (38P)



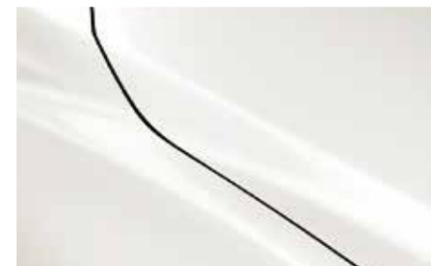
Deep Crystal Blue Mica (42M)



True Red (A4A)



Jet Black Mica (41W)



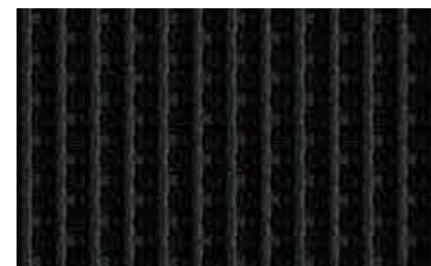
Cool White (A2W)



Leather, Black



Sports cloth, Black



Standard cloth, Black



Vinyl, Black



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CELEBRATING CHALLENGE, CELEBRATING DRIVING.

The history of Mazda stretches back over 90 years – a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan's leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda's home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engined vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge – reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world's best selling two-seater sports car.

Further underlining Mazda's sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first – and only – time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.



2

1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.
2. From development through to production, Mazda engineers share a tradition of teamwork, unified and inspired by their determination to create the world's finest cars.



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3. Mazda began development work on the rotary engine in the early 1960s, a project that faced severe technical problems.
4. By 1967 these technical challenges were overcome, and the world's first rotary-engined vehicle, the Cosmo Sport, was launched.

5. Mazda MX-5 was born in 1989 as a pure lightweight sports car. Enthusiastic fans around the world celebrated its 20th anniversary in 2009.
6. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing's most prestigious endurance event, the 24 Hours of Le Mans.

7. At Mazda we look at things differently, aim higher and defy conventions. This has always been a core part of our corporate culture.