



MAZDA MOTOR CORPORATION

MAZDA BT-50

ZW-R0C-C1  
E-243T

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MAZDA MOTOR CORPORATION  
ESTD. 1920 Hiroshima, Japan

We believe in the power of human potential;  
creativity, imagination and the amazing things  
we're all capable of when we're inspired.

We believe in taking the unconventional road  
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors  
who pour human energy into their work.

We believe in the power of cars to move human emotions.  
To awaken senses, heighten reflexes, make pulses race.

We believe the joy of being alive comes from  
what we discover on our journey,  
and the inspiration we find in every mile.

MAZDA MAKES YOU FEEL ALIVE.





Mazda BT-50 puts the style in active lifestyles. With its unprecedented blend of high-quality Mazda design, uncompromising driveability and sheer muscular truck-like power, BT-50 delights and rewards in so many ways and on so many levels. The looks alone give you tremendous pride of ownership. And at the wheel, you'll discover a new world of dynamic, responsive performance ready for both the open road and rough terrain, yet also docile and easy to manoeuvre in town. In short, BT-50 is designed and engineered to bring extra pleasure and fulfilment to everything you do, whether work or play, as you explore the possibilities that life presents.



Robust and functional. Stylish and elegant. Completely at ease in any situation, from the formal to the down-and-dirty. It's Mazda BT-50, and it brings an entirely new level of design sophistication to the tough and uncompromising world of the pickup truck. Mazda's Kodo – Soul of Motion design language shaves away all excess elements resulting in a minimalist form with density, depth and design quality that sets a new standard of style for pickups. On the inside, too, BT-50 is a new benchmark in style and comfort. From its dominating front grille and LED headlamps through the sculpted side panels and boldly flaring fenders, BT-50 is an arresting statement of strength, quality and rugged good looks that could only be Mazda.





## MAKING SMOOTH WORK OF THE ROUGH

### THE POWER TO PERFORM

BT-50 offers you the choice of two powerful, responsive and fuel-efficient turbocharged diesel engines to perfectly match your individual needs wherever life or work takes you. On-road or off, both powerplants – 3.0L or 1.9L – deliver effortless performance that lets you confidently enjoy their unmatched versatility and dependability. Two 6-speed transmissions are offered: manual with positive, precise shifting, or automatic that contributes to BT-50's excellent response and fuel economy. For more assured handling, BT-50's Dynamic Stability Control (DSC) with Traction Control System (TCS) electronically allocates braking force to each wheel to support safer driving on rough surfaces. Now TCS features two modes, Normal and Rough Terrain, to more closely match the challenges posed by driving conditions such as extreme off-road situations where Rough Terrain mode manages both the brakes and engine for ultimate traction control. And to combat wheelspin in heavy snow or mud, the electromagnetic rear differential lock activates instantaneously, maximizing drive power to help escape the situation.



Note: TCS Rough Terrain mode and electromagnetic rear differential lock are available on four-wheel drive models only. Please consult your local Mazda dealer for exact information.



## THE COMFORTS OF HOME, ON THE ROAD

### RELAX IN MAZDA STYLE

Everything about BT-50 is carefully planned to relax, delight and make you feel right at home. The spacious cabin offers plenty of head-, shoulder- and legroom for all occupants to stretch out and get comfortable. And thorough noise control measures assure a quiet environment that encourages conversation. A high-resolution WXGA touch control display mounted at the centre of the dashboard gives you easy, intuitive control of the audio system as well as the extensive connectivity functions. And the new 8-speaker sound system even features a pair of roof-mounted speakers for powerful, enveloping sound perfectly suited to a pickup truck. Finally, thoughtfully placed storage spaces including a second glove compartment let you keep everything neat yet close to hand.



The brilliant white light of the LED high and low beams gives better visibility at night while consuming less power. The pared-back design and cylindrical shape contribute both depth and clarity, and help achieve Mazda's distinctive deep gaze.



18-inch wheels feature a dynamic spoke design that perfectly matches and supports BT-50's rugged, go-anywhere do-everything power as well as its refined and elegant styling.



BT-50's handsome instrument cluster locates two round analogue meters either side of a central multi-information display. The panel's surface finish is Mazda's characteristic deep, pure black to give a striking and sophisticated contrast with the analogue meters' silver rims and white lettering.



The new 8-speaker sound system delivers all your music with overwhelming power and clarity. Bass response you can really feel comes from the 6x9 woofers, while the balanced dome tweeters bring stunning detail and definition to the mid and high frequencies. The system also features roof speakers.



Bottle holders in the front door panels are increased in size to accommodate 1.5L plastic bottles. At the rear, too, door trims can now hold 1.5L plastic bottles so rear-seat passengers can enjoy the same amenity as passengers in the front.



Air conditioning louvers have been added to the rear of the cab, assuring rear-seat passengers of greater comfort, especially during long journeys.

## MODEL LINEUP

DOUBLE CAB 4WD  
DOUBLE CAB 2WD HI-RIDER  
DOUBLE CAB 2WD



FREESTYLE CAB 4WD



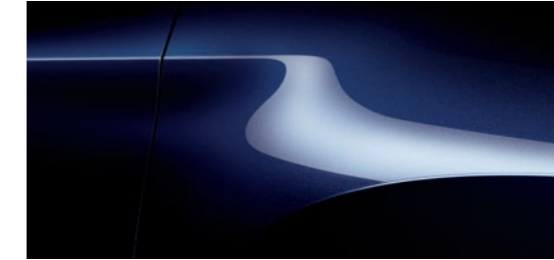
REGULAR CAB 4WD  
REGULAR CAB 2WD



Photos demonstrate the three available cabin types and equipment shown may vary from that available in your market. Interior specification varies according to locale.

## EXTERIOR AND INTERIOR COLOURS

### BODY COLOURS



Gunblue Mica (47J)



Concrete Grey Mica (47M)



Red Volcano Mica (47F)



Rock Grey Mica (47H)



True Black Mica (47R)

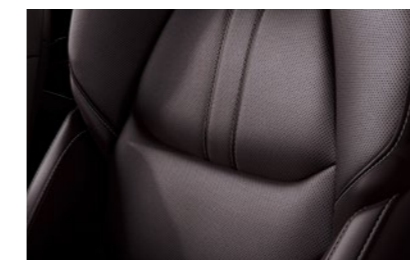


Ingot Silver Metallic (47N)

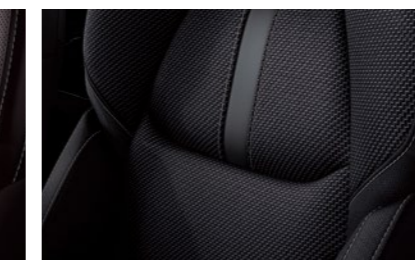


Ice White (A7Y)

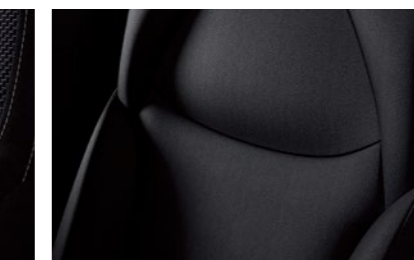
### SEAT MATERIALS



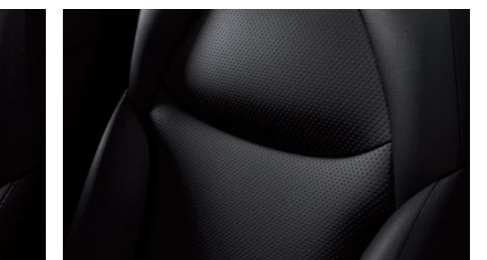
Leather, Brown



Cloth B, Black



Cloth A, Black



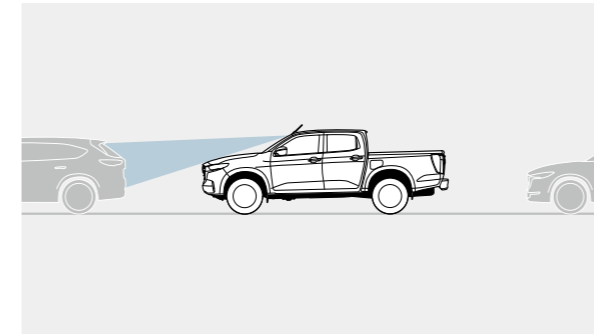
Vinyl, Black



## SAFETY: THE OTHER SIDE OF DRIVING PLEASURE

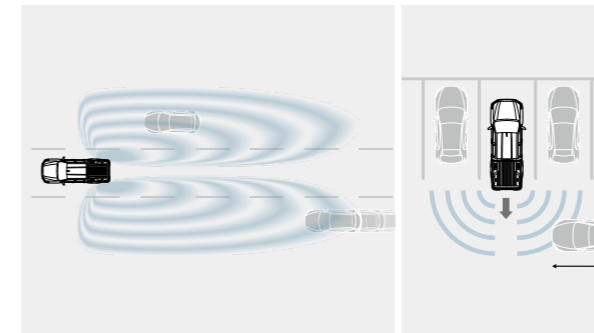
### PROTECTED BY MAZDA

At Mazda, driving pleasure means more than just outstanding performance and handling. Because to us, feeling secure and well-protected is another essential component of enjoyable driving. And that's why BT-50 is equipped with the same leading-edge safety features demanded in passenger cars, including advanced driver assist systems to help avoid accidents as well as a full complement of airbags to help mitigate the effects of a collision.



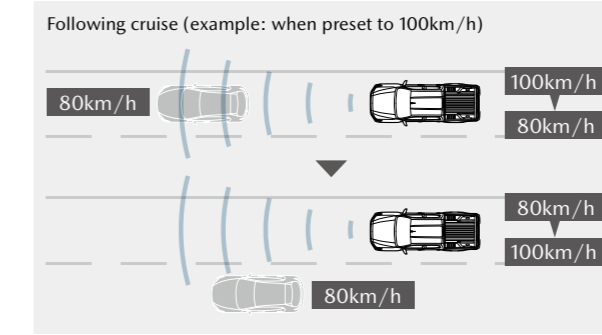
### AUTONOMOUS EMERGENCY BRAKE (AEB)

AEB continuously monitors traffic conditions ahead for possible hazards. When the system judges a collision is unavoidable it automatically applies emergency braking to avoid or reduce the severity of a collision.



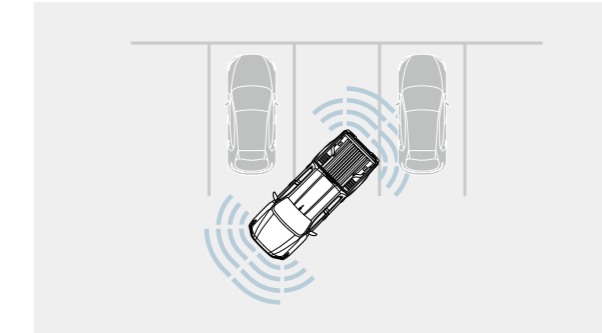
### BLIND SPOT MONITOR (BSM) & REAR CROSS TRAFFIC ALERT (RCTA)

BSM monitors the area behind and to the side of BT-50 and alerts the driver to a vehicle's presence with a warning light in the door mirror that flashes if the driver uses the turn signal. RCTA uses the same sensors to monitor and alert the driver to the presence of other vehicles during reversing.



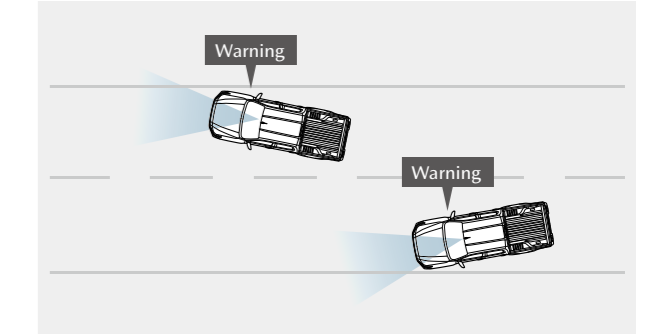
### ADAPTIVE CRUISE CONTROL (ACC)

ACC detects the relative speed and distance of the car ahead and uses vehicle-to-vehicle distance control to automatically control BT-50's speed within a preset range. After a complete halt, ACC cancels after a few seconds.



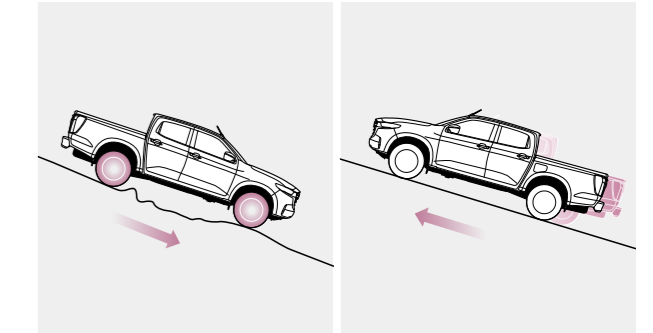
### PARKING AID

Four ultrasonic sensors in the front and rear bumpers detect obstacles around the vehicle and warn the driver of their presence and distance via an alarm and an indicator in the multi-information meter display.



### LANE DEPARTURE WARNING (LDW)

LDW uses a camera to detect lane markings. If the system detects deviations from a safe lane-keeping position it alerts the driver.



### HILL DESCENT CONTROL & HILL LAUNCH ASSIST (HLA)

The system uses the engine and brakes to maintain a constant, slower speed when descending steep gradients, allowing the driver to focus on steering operations. To prevent rollback when pulling away on an uphill incline, HLA momentarily keeps the brakes engaged after the driver's foot moves to the accelerator pedal.

Notes: Safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.