

## Mazda brings to Oman a rare combination of beauty and quality with the Mazda BT-50

It's been bated breaths so far and sneak previews at key towns of Oman only heightened the excitement and anticipation over the Mazda - a pickup of a kind only Mazda could build. Finally the waiting and the expectation ended and the Mazda BT-50 was revealed to an enthusiastic market in its full splendour at a mega launch held at Mazda's biggest showroom of the region in Athaiba on 29th January 2007.



Gracing the event were Ryuzo Kawaguchi, the chief guest for the event and Mazda's BT-50 programme manager, S Kasthuriengan, General Manager, Towell Auto Centre and top officials from Mazda.

"The new Mazda pickup truly lives up to our goals of drawing on the high praises of its predecessors and yet evolve as a spectacular pickup that is sure to stun the auto markets. The owners in Oman will definitely find the BT-50 a delight to drive," says Ryuzo Kawaguchi about the vehicle that perfectly blends design with intelligence.

The athletic Mazda BT-50 brings a new level of sophisticated styling and solid performance that heightens commercial and personal use. The design concept is modeled around a sporty and athletic theme that aptly befits the new-generation pickup. It comes with all the toughness of its predecessor along with a stunning modern attractiveness in its new exterior and interior avatar. The Mazda BT-50 sports a higher belt line, larger and thicker doors, chunkier tailgates and taller cargo box panels carved on a muscular body with flowing curves. The chrome-plated parts lend a classier appearance and make the BT-50 a choice for every motor enthusiast.

Closely resembling an SUV, the BT-50 is the first model in its class to introduce a one-piece front fascia, which integrates the grille and bumper. Contributing a touch of luxury is Mazda's characteristic five-point grille with wide bars and a chrome-plated Mazda signage. A multi-reflector head lamp and side lamp adopts an intricate design and adds to the BT-50's sporty look.

The vehicle's inexorable sportiness is evident from the bumper and grill, the thick side panels, large blister fenders to its alloy wheel designs. The 15 and 16 inch wheels give an extra flair to the performance of the Mazda BT-50.

The sophisticated styling extends to the interior design as well and for the first time, promises a sedan-like internal atmosphere that is sure to make the occupants forget that they are in a pickup. The subdued two-tone colour scheme, the silver finish accents and newly designed instrument panel speaks of high class, quality and luxury. The T-shaped modular instrument panel features a titanium finish centre stack with an integrated modular audio unit – a feature only sedans boast of.

From the plush interiors the craftsmanship that went into building the BT-50 becomes easily apparent. The precision and functional beauty is evident in every fit and finish. The attention to details is hard to find in any other vehicle in its category. Mazda has followed an ergonomics-based human-machine interface design to ensure that this gorgeous vehicle is not only a looker but one with brains. Hence the highly visible meters, easy-to-operate controls, smooth-feel surfaces and a refined atmosphere.

So it's no mystery that the BT-50 is not only about appearance but also as much about driving performance. The newly developed engines of the BT-50 provide the perfect blend of power, handling and fuel economy.

The BT-50 boasts of three engine variations – a 2.2 litre single cab, a 2.6 litre double cab and 2.6 4WD double cab. These engines have been modified to ensure a greater eco-friendliness, which in turn gives enormous fuel efficiency to its owner. The BT-50 engines offer 5-speed manual transmission tuned to optimally match the high performance of the engine and draw the full pleasure of Zoom-Zoom.

All the features are built to heighten the utility of the vehicle, which is its cornerstone. Every feature has been detailed to provide the driver with more efficiency and yet more convenience. The storage too is spectacular. A new slide-out tray mounted on the passenger side can support a load of almost 20 kgs with ease and even serves as a handy table when parked for rest. While the BT-50 offer great storage capacity, clever space utility functions and storage features make it even

more convenient. The front of the new integrated console unit hosts a pair of cup-holders and handy storage compartments. The rear of the console adopts armrests on top of the double decker console head.

All this comes with utmost safety features based on strict European collision safety standards. Expect unique features of its class like expanded door mirrors that are so styled that it prevents rain from sticking on the surface, thus providing better visibility. The three-point seatbelts include an emergency lock with retractors. Models equipped with air bags adopt pre-tensioners and load-limiters.

“After much anticipation we are extremely glad to finally reveal the unique BT-50 to the forefront of the automobile industry in Oman. The successful sneak previews kicked off the excitement and now the magnificent product is available all over Oman, ready to meet all demands of the market, like no other in its category,” says Kasthuriengan.

Towell Auto Centre is the sole distributor for Mazda in Sultanate of Oman. It provides quality service to all models of Mazda and makes owning a Mazda extra pleasant with its efficient after sales service. It offers quick, efficient service with genuine parts available for all models and highly trained staff who pride in their quality of service. To know more about Mazda in Oman call 92888005.