

Australian magazine crowns Mazda's BT-50 as UTE of the Year

Launched in November last year, Mazda's BT-50 has been steadily gathering accolades the world over. In a recent event, Australia's premier off-road magazine, *Australian 4WD Monthly*, has named BT-50 the UTE of the Year 2007, after a stringent process of testing on toughness, durability and value for money.



Australian 4WD Monthly editor Glenn Wright said: "The BT-50 was chosen as our 2007 Ute of the Year as it presented the best overall package and value for money. What set the BT-50 apart from the rest was its brilliant engine - refined and economical, its great ride and handling qualities".

The BT-50 turbo-diesel dual cab was tested in Australia's harshest outback terrain. A panel of six experienced judges voted Mazda's participant the year's must-buy 4WD ute. The Mazda BT-50 has won this title over five of its closest rivals - the Toyota Hilux, Nissan Navara, Holden Rodeo, Mitsubishi Triton and Ford Ranger. It outshone its competitors on all of the key judging criteria that included off-road ability, interior design, engine performance, overall design and engineering and underbody damage inspection after the test.



The BT-50 emerged a winner of what the editorial team of *Australian 4WD Monthly* dubbed the 'outback torture test' comprising of every imaginable terrain, from sand to mud, to low-range rocky tracks, to high-speed dirt tracks and tarmac driving.

"We are very delighted with this award. This title reflects the feedback we have been getting from our BT-50 customers since its launch in Oman in January this year. Our customers choose the BT-50 for its power, refinement and economy. The utility vehicle can handle the harsh topography of Oman with utmost ease," says Annurag Chawla, Brand Manager - Mazda, Oman.



This is the second award the BT-50 has won this year; it was also awarded *Delivery Magazine's* 2007 Light Commercial Vehicle Award earlier this month. For more information on the Mazda BT-50 visit www.mazda.com

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