

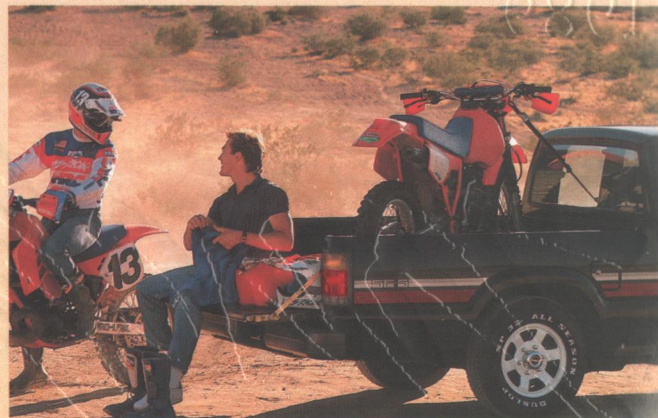
1989

mazda

Trucks



SONENT



MAZDA B-SERIES TRUCKS

In town or out, Mazda trucks lead the way in utility, comfort, engineering, and value.

After a week of nimbly negotiating city traffic, you like to head out to the open spaces. And you don't want just another truck. You want one that's rugged and sporty, yet comfortable too. You'll spend plenty of time behind the wheel, so you want a machine that offers a uniquely satisfying driving experience. A truck that becomes a part of you.

That's why you should check out a Mazda truck. Lively two-wheel-drive models. And powerful, hardy 4x4s. Every one backed by a 36-month/50,000-mile "bumper-to-bumper" warranty. And that's just the beginning. It's The Mazda Way to offer more value than you will find elsewhere. More features. More satisfaction. More truck. Look through this brochure. Then take a test-drive. You'll see why a Mazda is the truck for you.



How good are Mazda trucks? Ask Mazda owners. They've rated Mazda #1 for three straight years.

Every year, J.D. Power and Associates, a leading automotive marketing research authority, presents its prestigious Customer Satisfaction Index for compact trucks. And every year since the current B-Series was introduced, Mazda trucks have been ranked Number One in overall customer satisfaction.* No doubt, intelligent engineering and responsive dealer service share the credit. But you also can't ignore Mazda's famous value. Your dollar goes a long way with a Mazda pickup truck. In quantity. And quality. For example:



A TRUE BARGAIN.

Our lowest priced truck, shown here, has the same peppy, 2.2-litre engine as the other 4x2 models. And it offers much that its stripped-down, bare-bones competition may not. Features like a full, double-wall cargo bed and steel-belted radial tires. A comprehensive list takes up most of page 17; it all adds up to make the B2200 a bargain in the true sense of the word.

EXPANDED VALUE: THE CAB PLUS.

Then there's the Cab Plus—another good example of The Mazda Way in truck



Mazda's performance, quality, and dealer service keep Mazda owners very satisfied with their trucks.

*J.D. Power & Associates 1986 and 1987 Compact Truck CSI and 1988 Light-Duty Truck CSI customer satisfaction with product quality and dealer service.

design. It's the first compact pickup to realize the potential of the extended cab design. There's nine square feet of floor space behind the seats, enough for extra cargo, even a large dog or two. Or, with the jump seats down, two more adults can actually sit facing forward. Other features standard on the B2200 Cab Plus include handsome—and comfortable—tweed-covered reclining bucket seats, and rear quarter windows that swing out.

But Mazda value goes beyond useful features. The Mazda pickup is far from being just another truck. It is designed around the driver, to unite man and machine. This is a design concept more typical of sports cars, but it's just as applicable to a truck. It assures you that you'll feel at home in your Mazda. The truck becomes more than transportation or utility—it becomes yours in feeling as well as fact, a part of you. And that's the key to why owners think so highly of their Mazda trucks.

A Mazda truck gives you versatility and value too.





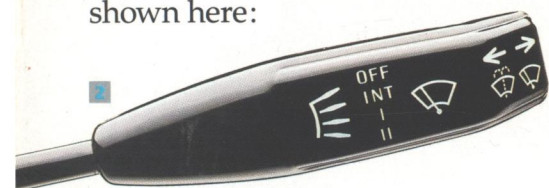
The SE-5 cab, shown above, offers plenty of room, with a comfortable driving position and take-charge visibility in all directions. The instruments are positioned for quick reading, the controls for maximum ease of use. Other touches that make Mazda special include the features shown here:



- 1 Roomy SE-5 interior (4x2 shown).
- 2 Two-speed wipers offer intermittent action, include washer.
- 3 Glove box lid doubles as a cup holder.
- 4 An AM/FM stereo radio is available with or without a cassette deck.



2



Sporty features and solid value help make SE-5 the most popular Mazda truck.



And the sportiness goes far beyond appearance, as reviewers praise the performance and engineering.

You don't have to look very far to see just why the SE-5 is our best-selling standard-cab model. It's loaded with many standard sporty features—yet this hard-working truck is priced like many of the stripped-down models of the

competition. That's The Mazda Way to create great value in a great truck.

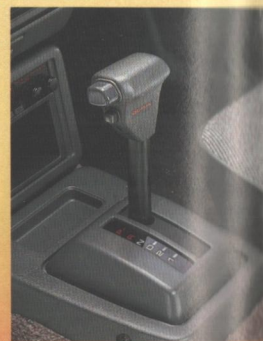
READY FOR ACTION.

The SE-5 comes fully equipped to take you where the action is and get you there in style. The sporty stripes add flair, and you get dual sport mirrors that improve the truck's appearance and your rearward vision. White spoker wheels come with steel-belted radial tires that have raised white letters. The rear step bumper does more than add a smart visual touch—it's a big help in loading. Inside, there's the

roomy, comfortable Mazda cab. With the kind of friendly, convenient control layout you could expect on a sports car. And extra touches that you might not find on the competition: Plush cut-pile carpeting. Tinted glass. Intermittent-action windshield wipers. There's an optional automatic transmission. And many additional standard features, as detailed on page 17.

ROOM FOR TWO MORE.

Or choose the Mazda SE-5 Cab Plus, and get all the same sporty features plus forward-facing jump seats. For two adults. With the jump seats folded up, there's 9 square feet of extra floor space. And it all comes



within a price range that makes it a better value than Toyota's noticeably less roomy extended cabs.

AND THIS TRUCK PERFORMS, TOO.

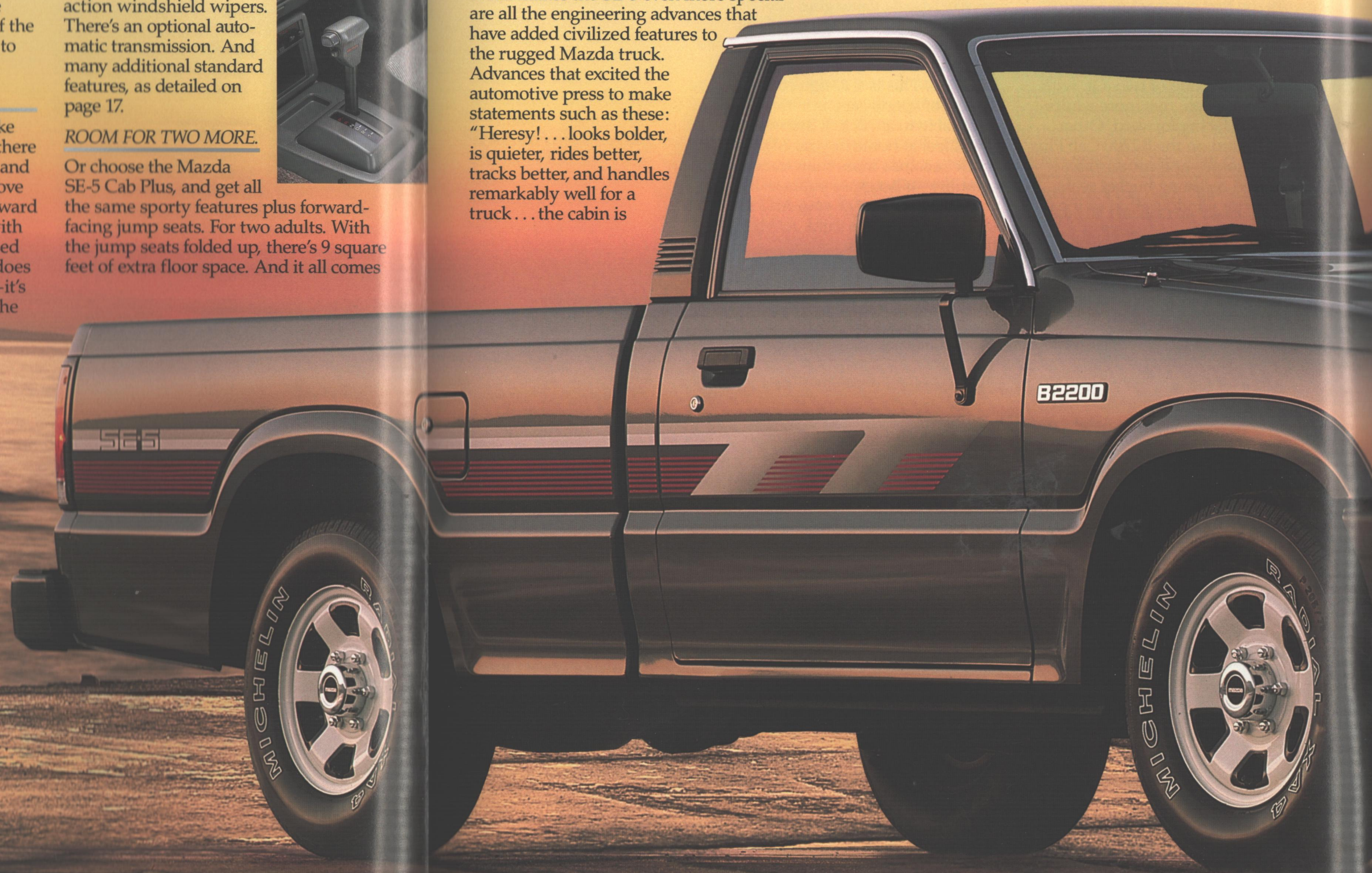
What makes the SE-5 even more special are all the engineering advances that have added civilized features to the rugged Mazda truck. Advances that excited the automotive press to make statements such as these: "Heresy! . . . looks bolder, is quieter, rides better, tracks better, and handles remarkably well for a truck . . . the cabin is

fantastically comfortable," praised *Car and Driver*. From *Off-Road*: "... leave it to Mazda to keep coming up with surprises for us..." And *Popular Mechanics* found that "Fit and finish is typically

Mazda, which is to say, excellent."

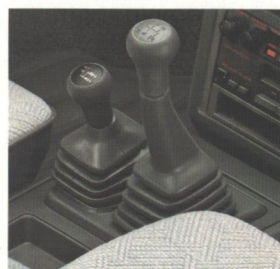
Many satisfied Mazda owners agree. And when you test drive an SE-5, you'll probably join them.

Extra luxury is standard on the LX version, shown at left, includes power steering, cruise control and more. Two-tone paint is an LX option.





The inside story on Mazda trucks: comfort plus utility.



The transfer case lever on the 4x4 models is conveniently positioned to the left of the shift lever.

Mazda thinks that a pickup truck ought to offer more than basic utility. You should expect certain comforts and conveniences and a particular level of luxury as well. And with every Mazda truck, you'll get all of that.

It begins with a roomy cab: The wide seats have long cushions and plenty of fore and aft adjustment. Generous padding in the right places. All designed to help you reach your destination feeling refreshed rather than fatigued.

Mazda engineers identified other comfort factors as well. Critical controls are positioned within a finger's reach of the wheel. Large gauges can be read at a glance. The generous glass area gives you a great view of the world. You'll feel completely at home.

UPSTANDING UPHOLSTERY.

The upholstery of the B2200 and B2600 models is durable vinyl—cool, breathable, and easily cleaned. The LX has handsome bucket seats upholstered in a special herringbone tweed, and a multi-adjustable driver's seat. In the Cab Plus, tweed-upholstered bucket seats are standard for the B2200, B2600 and SE-5; the LX has herringbone tweed upholstery, with matching jump seats.

This is only the beginning of the inside story; the chart on page 17 has the complete list of what you get with each trim level. But check out a Mazda truck for yourself, and find out how well comfort and utility can coexist.

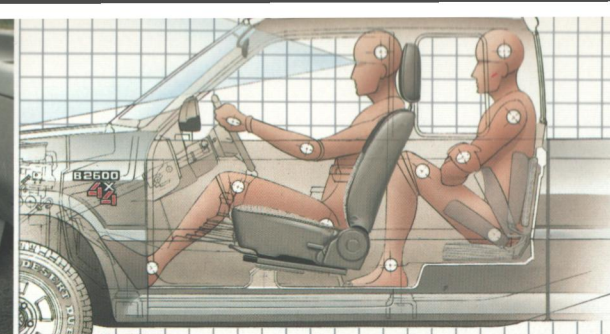
Thoughtful design includes comfortable seating, convenient controls and great visibility, so that a Mazda cab is a better place to be.



Far left: B2200 interior.

Left: Cab Plus has room for 4 adults, facing forward.

Below: LX Cab Plus interior (4x4 shown).



Fuel-injected power is now standard equipment on Mazda's rugged 4x4s.

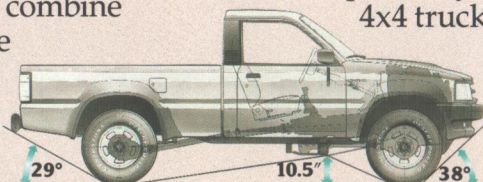


Downtown or off-road, Mazda 4x4 trucks have been a tough act to follow. They combine rugged, go-where-you-please engineering with a measure of civilized comfort unusual for this type of vehicle.

And now it's going to be even tougher for other trucks to keep up. Because for 1989, Mazda 4x4s feature a brand-new, 2.6-litre fuel-injected engine with lots of torque at low rpm, just where you want it for serious off-roading. And there's plenty of power across the band, for quick acceleration when you want that.

4WD FROM THE GROUND UP.

Just as importantly, Mazda designed the 4x4 trucks from the ground up for the rigors of leaving the road. Heavy-duty suspension components take ruts and rocks



in stride. And notice how the trucks sit high off the ground—that's not just for appearance. Generous approach, departure, and ramp angles combine with 10½ inches of running ground clearance to help the Mazda 4x4 scramble over rough

When you're ready for the freedom of wide-open spaces, a Mazda 4x4 is ready to take you there.



Available in three trim levels and standard cab or Cab Plus, these stylish and sturdy trucks are ideal for a day in the dirt or a night on the town.

terrain. (And, of course, you get a better view from up high.)

THE RIGHT TRUCK FOR YOU.

The Mazda 4x4 trucks are available in the same trim levels as the 4x2 models. Base and SE-5 models are available in standard cab and Cab Plus versions, and the luxurious LX is available in Cab Plus. They offer

all the same luxury and convenience features, plus a few of their own. And your Mazda dealer has a full list of accessories for serious off-roading, such as grille and brush guards, fog lights, off-road lights, sport bar, and much more.

Mazda 4x4s: More than you might have ever expected. In performance. In value per dollar.



Here are the engineering facts about Mazda's owner-pleasing trucks.

Engine



4x2

Type	OHC inline 4-cylinder
Displacement	2.2 litres
Bore & stroke	3.39 x 3.70 inches
Compression ratio	8.6:1
Horsepower, SAE net	85 @ 4500 rpm
Torque, SAE net lb.-ft.	118 @ 2500 rpm
Fuel system	2-barrel down-draft carburetor
Ignition system	Breakerless electronic
Fuel capacity, gallons	Short bed and Cab Plus: 14.8 Long Bed: 17.4

Transmission



	M-5	A-4
Ratios: 1st	3.622	2.841
2nd	2.186	1.541
3rd	1.419	1.000
4th	1.000	0.720
5th	0.858	—
Final drive	3.909	3.909

Electrical



Battery	12V, maintenance-free, 50 amp/hr.
Alternator	60 amp

Body/Chassis



Frame	Ladder-type
Cargo bed	Welded steel, double-wall construction
Front suspension	Independent, double wishbone type, with torsion bars, tubular shock absorbers and stabilizer bar
Rear suspension	Semi-floating live axle, staggered-mount shock absorbers, semi-elliptic leaf springs
Cab suspension	Shear-type cab mounts
Steering	Recirculating-ball type
	Ratios: 21-25:1 (power-assisted 17.8:1)
	Turns, lock-to-lock: 4.5 (power-assisted: 3.4)
	Turning circle (ft.): S/b 36.7 L/b and Cab Plus 39.4
Brakes, type	Power-assisted
	Front ventilated discs, 10.1 inch diameter
	Rear self-adjusting drums, 10.2 inch diameter
Tires	P205/75R14 steel-belted radials
Wheels	Steel, 5.5 JJ-14

Dimensions (inches)



	Short Bed	Long Bed	Cab Plus
Wheelbase	108.7	117.5	117.5
Length	177.6	193.7	193.7
Length (w/step bumper)	182.7	198.8	198.8
Width/height	65.7/61.8	65.7/61.6	65.7/61.6
Track: front/rear	55.1/55.5	55.1/55.5	55.1/55.5
Headroom: front/rear	38.6/N.A.	38.6/N.A.	38.6/36.8
Legroom: front/rear	42.4/N.A.	42.4/N.A.	42.4/28.0
Bed, inside length	73.6	89.8	72.0
Bed, inside width	56.9	56.9	56.9
Bed, inside height	15.6	15.6	15.6

Weights (pounds)



Payload	1400, including occupants, cargo and options
Towing capacity	Braked: 2000 Unbraked: 1000
Curb wt. with M-5	SB: 2660 LB: 2730 Cab Plus: 2790

Exterior Colors



Solid: Light Beige, Sunrise Red, Dover White, Sunbeam Silver M., Bayside Blue M., Brilliant Black, Caspian Blue M., Shadow Silver MC. **Two-tone (opt. LX):** Brilliant Black/Sunbeam Silver M., Sunbeam Silver M./Caspian Blue M. (M. = Metallic; MC. = Mica)

4x4

Type	OHC inline 4-cylinder
Displacement	2.6 litres
Bore & stroke	3.60 x 3.90 inches
Compression ratio	8.4:1
Horsepower, SAE net	121 @ 4600 rpm
Torque, SAE net lb.-ft.	149 @ 3500 rpm
Fuel system	Multi-port electronic fuel injection
Ignition system	Breakerless electronic
Fuel capacity, gallons	14.8

	M-5
Ratios: 1st	3.370
2nd	2.158
3rd	1.396
4th	1.000
5th	0.816
Final drive	4.300

Transfer Case

2-speed, chain driven	
Ratios	High: 1.00:1 Low: 2.210:1

Battery	12V, maintenance-free, 50 amp/hr (65 in cold areas)
Alternator	60 amp

Frame	Ladder-type
Cargo bed	Welded steel, double-wall construction
Front suspension	Independent, upper and lower A-arms, with torsion bars, heavy-duty shocks, and stabilizer bar
Rear suspension	Semi-floating live axle, staggered-mount heavy-duty shocks, semi-elliptic leaf springs
Cab suspension	Shear-type cab mounts
Steering	Recirculating-ball type, power-assisted
	Ratio: 17.8:1 Turns, lock-to-lock: 3.4
	Turning circle (ft.): S/b: 38.8 Cab Plus 41.6
Brakes	Power-assisted
	Front ventilated discs, 10.7 inch diameter
	Rear self-adjusting drums, 10.2 inch diameter
Tires	Std: P215/75R15 steel-belted radials
	Opt. (SE-5 & LX): P235/75R15 steel-belted radials
Wheels	Steel, 6JJ-15

	Short Bed	Cab Plus
Wheelbase	109.3	118.1
Length	177.6	193.7
Length (w/tube bumper)	180.0	196.1
Width/height	67.1/66.1	67.1/65.9
Track: front/rear	56.7/56.3	56.7/56.3
Run. ground clearance	10.5	10.5
Headroom: front/rear	38.6/N.A.	38.6/36.8
Legroom: front/rear	42.4/N.A.	42.4/28.0
Bed, inside length/width	73.6/56.9	72.0/56.9
Bed, inside height	15.6	15.6

Payload	1400, including occupants, cargo and options
Towing capacity	Braked: 2000 Unbraked: 1000
Curb weight	SB: 3190 Cab Plus: 3315

Solid: Light Beige, Sunrise Red, Dover White, Bayside Blue M., Brilliant Black, Shadow Silver MC., Caspian Blue M., Sunbeam Silver M. (M. = Metallic; MC. = Mica)

AND HERE IS THE STANDARD EQUIPMENT THAT MAKES THESE TRUCKS SUCH GREAT VALUES.

	4x2 STD CABS			4x2 CAB PLUS			4x4 STD CABS		4x4 CAB PLUS		
	BASE	SE-5	LX	BASE	SE-5	LX	BASE	SE-5	BASE	SE-5	LX

Mechanical Features

2.2L OHC 4-cylinder engine	S	S	S	S	S	S	—	—	—	—	—
2.6L OHC 4-cylinder engine	—	—	—	—	—	—	S	S	S	S	S
5-speed manual overdrive transmission	S	S	S	S	S	S	S	S	S	S	S
4-speed automatic overdrive transmission	O	O	O	O	O	O	—	—	—	—	—
Power-assisted steering	O†	O	S	O†	O	S	S	S	S	S	S
Power-assisted front disc/rear drum brakes	S	S	S	S	S	S	S	S	S	S	S
Protective skid plates	—	—	—	—	—	—	S	S	S	S	S

Exterior Features

Styled steel wheels with blackwall tires	S	—	—	S	—	—	S	—	S	—	—
White spoker wheels with raised-white-letter tires	—	S	—	—	S	—	—	—	—	—	—
Chrome spoker wheels with raised-white-letter tires	—	—	S	—	—	S	—	S	—	S	S
Black rear step bumper	A	S	S	A	S	S	A	A	A	A	A
Black rear tube bumper	A	A	A	A	A	A	A	S	A	S	S
Bright bumper upper edge moulding	—	—	S	—	—	S	—	—	—	—	S
Front and rear mud guards with '4x4' logo	—	—	—	—	—	—	—	—	—	—	P
Rear fender stone guards	—	—	—	—	—	—	S	S	S	S	S
'SE-5' body side graphics	—	S	—	—	S	—	—	S	—	S	—
Body side pinstriping	—	—	S	—	—	S	—	—	—	—	S
'4x4' stripes	—	—	—	—	—	—	—	—	—	—	O
Two-tone paint	—	—	O	—	—	O	—	—	—	—	—
Wide black body side mouldings with bright insert	—	—	S	—	—	S	—	—	—	—	S
Bright door handles and taillamp surrounds	—	—	S	—	—	S	—	—	—	—	S
Dual black low-mount large sport mirrors	A	S	A	A	S	A	A	S	A	S	A
Dual black flag-type mirrors	A	—	S	A	—	S	A	—	A	—	S
Sliding rear window	A	A	S	A	A	S	A	A	A	A	S
Swing-out rear side windows	—	—	—	S	S	S	—	—	S	S	S
Halogen headlamps	—	—	S	—	—	S	—	—	—	—	S

Interior Features

Bench seat	S	S	—	—	—	—	S	S	—	—	—
Bench seat with fold-down center armrest	—	—	S	—	—	—	—	—	—	—	—
Reclining bucket seats	*	*	S	S	S	S	—	—	S	S	S
Breathable vinyl upholstery	S	—	—	—	—	—	S	—	—	—	—
Checkered tweed upholstery	—	S	—	S	S	—	—	S	S	S	—
Herringbone tweed upholstery	—	—	S	—	—	S	—	—	—	—	S
Driver's lumbar and thigh support adjustments	—	—	S	—	—	S	—	—	—	—	S
Tweed cloth fold-down rear jump seats	—	—	—	S	S	S	—	—	S	S	S
Full door trim with cloth inserts and lower carpeting	—	—	S	—	—	S	—	—	—	—	S
Full brushed-nap carpeting	S	—	—	—	—	—	S	—	—	—	—
Full cut-pile carpeting	—	S	S	S	S	S	—	S	S	S	S
'B' pillar and back panel trim	—	—	S	S	S	S	—	—	S	S	S
Special acoustical insulation	—	—	S	—	—	S	—	—	—	—	S
Full center console with armrest box lid	—	—	S	—	—	S	—	—	—	—	S
Lockable glove box and door map pockets	—	—	S	—	—	S	—	—	—	—	S
Remote fuel-filler door release	—	S	S	S	S	S	—	S	S	S	S
Day/night rearview mirror	—	—	S	—	—	S	—	—	—	—	S
Tachometer	—	—	S	—	—	S	—	—	—	—	S
Digital clock	A	A	S	A	A	S	A	A	A	A	S
Headlamps 'on' warning tone	—	—	S	—	—	S	—	—	—	—	S
Sporty 3-spoke steering wheel	—	—	—	—	—	—	—	—	—	—	S
Wrapped steering wheel	—	—	S	—	—	S	—	—	—	—	S
Tilt steering wheel	—	O	O	—	O	O	—	O	—	O	O
Cruise control	—	O	S	—	O	S	—	O	—	O	S
Air conditioning	O	O	O	O	O	O	O	O	O	O	O
AM/FM stereo radio with 2 speakers	A	O	—	A	O	—	A	O	A	O	—
Electronically tuned AM/FM stereo with 4 speakers	—	—	S	—	—	S	—	—	—	—	S
Electronically tuned AM/FM stereo with cassette	A	A	—	A	A	—	A	A	A	A	—
Auto-reverse cassette player	A	A	O	A	A	O	A	A	A	A	O

Codes: S: Standard O: Optional A: Accessory P: Package Option —: Not Available *Standard and only available with automatic transmission

† Requires automatic transmission

Standard Equipment, All Models:

Exterior

- Double-wall cargo bed with 4 inside hooks
- One-touch tailgate release
- Tinted glass
- Windshield wipers with washer, intermittent and 1-wipe features
- Locking fuel filler door
- Bright windshield and drip rail mouldings
- Black front bumper/air dam

Interior

- Ashtray
- Cigarette lighter
- Color-keyed carpeting, dash, steering wheel, gear shift knob (4x2), gear shifters (4x4), and seat belts
- Door armrests
- Orange gauge graphics
- Trip odometer
- Temperature gauge
- Glove box door with twin cup depressions
- Heater/defroster with 4-speed fan and fresh/recirculating air modes
- Side window demisters
- Dash dimmer control
- Dome light
- Remote control hood release
- Steering column stalk controls
- One-touch tilt-forward seatbacks
- Storage behind seats
- Dash, coin box and front console storage
- Dual sunvisors
- 'A' pillar trim
- Ignition key reminder and seat belt warning sounds

EPA Mileage Estimates

4x2 with M-5 Transmission			
21	EST CTY MPG	26	EST HWY MPG
4x2 with A-4 Transmission			
20	EST CTY MPG	25	EST HWY MPG

The Mazda Way

AN INTENSE COMMITMENT TO
YOUR TOTAL SATISFACTION

The Mazda Way is our expression for a long-held dedication to your satisfaction with your total Mazda experience. It began years ago with a determination to create automobiles and trucks that were a "cut above" the competition—a philosophy which, in fact, has achieved a unique interactive harmony between man and machine.

The Mazda Way now has broadened beyond our products into a corporate-wide philosophy which extends into every facet of Mazda operations as a dedicated concern for your satisfaction with our total services and our long-term relationship with you.

The Mazda warranty now is so complete that it provides "bumper-to-bumper"

coverage of your vehicle for 36 months or 50,000 miles—the kind of easy-to-use, no-deductible, owner-friendly coverage which consumer research has shown us today's buyers prefer.*

Longer, stronger warranty coverage is but one of many efforts in our continuing commitment to increase your satisfaction in The Mazda Way. We are dedicated to enriching that "people-to-people" relationship which can

make Mazda ownership a special experience for you—beginning with a superior product to drive, and continuing with superior attention to your needs and our services to you. *See your Mazda Dealer for details.

That is The Mazda Way.

Information and illustrations in this brochure are based on the latest competitive and Mazda product information available at the time of publication. Some equipment shown is optional at extra cost; specific options may be available only in combination with other options. Specific combinations of colors, interiors, equipment or features may vary from time to time and by geographic area; colors in illustrations may vary from actual upholstery or paint colors due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time.

Mazda's 36-month/50,000-mile Warranty

Mazda warrants that the Mazda vehicle will be free of defects with normal use and prescribed maintenance for 36 months or 50,000 miles, whichever comes first, or Mazda will repair any problem without charge. Ordinary maintenance items or adjustments, parts subject to normal wear and replacement, and certain other items are excluded. This transferable, "limited warranty" is free on all new 1989 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

The 2.6-litre fuel-injected engine will be available in the 4x4 models in January 1989.

mazda



EXPERIENCED
DRIVERS
BUCKLE UP