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2005 MAZDA B-SERIES RECEIVES AN “A”

– Simplified B-Series Lineup Offers More Standard Features –

IRVINE, Calif. – Buying a Mazda B-Series truck is easier than ever in 2005, with an array of standard features added to a new, simplified lineup. Mazda consolidated its 2005 B-Series truck line for a total of six customer-friendly models, including the addition of a new model, the B3000 Cab Plus 4-door.

Mazda has maintained its most popular 4x2, 4x4 and Dual Sport models while converting some popular option packages to standard features. From a base model 4x2 utility truck to a fully-loaded 4x4 model, Mazda’s 2005 B-Series trucks are ready to tackle any job thrown at them.

“When redesigning the 2005 B-Series lineup, Mazda recognized that customers appreciate having a broad range of trucks without being overwhelmed by too many complicated packaging combinations,” said Scott Landgraf, B-Series vehicle line manager. “The 2005 B-Series trucks are loaded with more standard features than ever before, but still offer sufficient optional amenities so consumers can personalize the truck to their liking.”

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NEW FOR 2005

The most significant change to the 2005 B-Series is the new model lineup. Mazda has eliminated last year's B2300 Cab Plus SE, B3000 Cab Plus 4-door SE, B4000 Cab Plus 4-door Dual Sport and B4000 Cab Plus 4x4 SE. This year's models include B2300 Regular Cab, B3000 Cab Plus 4-door (a new model), B3000 Regular Cab Dual Sport, B3000 Cab Plus 4-door Dual Sport, B4000 Cab Plus 4-door 4x4 and B4000 Cab Plus 4-door 4x4 SE.

All Cab Plus models now come equipped with four doors, for ease of loading passengers and in-the-cab cargo, and fold-down rear jump seats. In addition, Dual Sport and SE 4x4 models now come standard with the combined features from last year's popular Convenience and Power Packages. This includes cruise control, tilt and leather-wrapped steering wheel, bed liner, power windows/locks/mirrors and two remotes.

Exterior colors Dark Titanium and Dark Satin Green have been added to replace Blazing Copper and Dark Teal. Dark Titanium also will be available as a monochromatic color on Dual Sport and SE 4x4 models, replacing Silver Metallic as the fifth monochromatic color. Mystic Black, Classic White, Lapis Blue and Performance Red are the other monochromatic offerings. Silver continues to be available in a regular color format, along with Sandstorm and Sunburst Red. The 2005 B-Series also receives updated exterior badging.

All B2300 models sport cloth seats with blue piping, which replaces last year's orange piping. In addition, new 15-inch alloy wheels accompany the popular SE-5 Package for the B2300. Other features of the SE-5 Package include chrome bumpers and grille, A/C, AM/FM/CD player, cruise control and a tilt/leather-wrapped steering wheel. Even without the SE-5 package, the 2.3-liter Base model still is a rugged and popular commercial and work vehicle.

Also for 2005, bucket seats are now an available option for the B3000 Dual Sport Cab Plus 4-door and B4000 SE Cab Plus 4-door 4x4.

POWERTRAIN

The Mazda B-Series is available with three engine choices, and, as in past years, it remains the only import-nameplate compact truck available with a five-speed automatic transmission. The powerful B4000 boasts a hefty 4.0-liter SOHC V-6 engine with 207-horsepower (at 5250 rpm). It features 238 lb-ft of torque (at 3000 rpm), as well as a standard limited-slip rear differential and a Class III trailer hitch. The B4000 also sports an impressive towing capacity of 5,580 pounds — more than enough to handle a ski boat, camper or racecar.

The B3000 is powered by a 3.0-liter OHV V-6 engine and boasts 148-horsepower (at 4900 rpm) and 180 lb-ft of torque (at 3950 rpm). Mazda's B2300, powered by a 2.3-liter DOHC 16-valve four-cylinder engine, puts out 143-horsepower (at 5250 rpm) and 154 lb-ft of torque (at 3750 rpm).

Mazda B-Series trucks — except B4000 Cab Plus 4-door SE 4x4 — are equipped with a five-speed manual transmission as standard. All models with manual transmission are available with an optional five-speed electronically controlled automatic transmission. B4000 Cab Plus 4-door SE 4x4 is available with a five-speed automatic transmission only. Models equipped with four-wheel drive can be shifted from 2WD to 4WD High with a shift-on-the-fly system, electrically operated by an on-dash switch on automatic transmission models and manually operated with a simple lever pull on manual transmission models. In addition, all 4WD models include low-range gearing for steep hills and very low traction situations, along with automatic-locking front hubs.

SUSPENSION, STEERING AND BRAKES

Base B2300 and B3000 models have an independent double-wishbone front suspension with coil springs and a leaf spring rear suspension. B3000 Dual Sport and B4000 models feature a raised independent double-wishbone front suspension with torsion-bar springs and a raised leaf spring rear suspension, giving buyers the off-road look without the extra cost or complexity of a 4x4 system. All B-Series models have power assisted rack-and-pinion steering, gas-filled shock absorbers and a front stabilizer bar. Due to its taller, aggressive stance and relatively lighter curb weight than a 4x4, B3000 Regular Cab Dual Sport features a rear stabilizer bar to minimize body roll when cornering. All Mazda B-Series trucks have power-assisted front ventilated discs and rear drum brakes, featuring four-wheel anti-lock brakes to prevent wheel lockup and reduce stopping distance needed on certain road surfaces.

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SAFETY FEATURES

Mazda engineers keep passenger safety top-of-mind when designing all vehicles, and the same care has been taken with the 2005 B-Series. All models feature standard side-impact door beams in the front and dual front airbags with passenger-side air bag deactivation switch, ideal for use when transporting a child or when using a rear-facing child seat. Mazda also was the first import-nameplate truck to offer a key-operated passenger-side airbag deactivation switch. B-Series features front safety-belt pretensioners with force limiters, three-point safety belts for outboard seating positions and height adjustable front shoulder belt anchors.

EXTERIOR FEATURES

All 2005 B-Series models come equipped with standard cargo-bed tie-down hooks. Other utilitarian storage features are available, such as a cargo-bed extender, retractable tie-down hooks, tie-down loops, a soft tonneau cover and a folding storage box. In addition, all models feature standard front and rear mudguards. B-Series trucks illuminate the road with clear-lens halogen headlights and tri-color-lens taillight clusters, and the B-Series windshield has solar-control tinted glass with a sunshade.

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The Dual Sport name refers to the model's versatility and surefootedness in both on- and off-road situations. Dual Sport is designed to emulate the off-road racing “pre-runner”

trucks used to pre-run race courses. Often, the vehicles look like four-wheel drive models, with raised suspension systems to provide greater ground clearance, but are really two-wheel drive to save weight and complexity. Dual Sport has proven to be one of Mazda's most popular B-Series models since its introduction in 2001.

Base B2300 and B3000 models roll on 15-inch styled wheels, and Dual Sport models feature 15-inch alloy wheels. B4000 4x4 Base has 15-inch styled wheels with bright center caps, and B4000 4x4 SE sports 16-inch alloy wheels.

INTERIOR FEATURES

All B-Series trucks are equipped with a 60/40 split bench front seat, and bucket seats are optional on B3000 Dual Sport Cab Plus 4-door and B4000 SE models. B-Series Base models (B2300, B3000 and B4000) have manual windows, door locks and an AM/FM two-speaker audio system. Dual Sport and SE models feature power windows, power door locks with two-stage unlocking and an AM/FM/CD four-speaker audio system.

For convenience, B-Series trucks feature a center console with storage and armrest lid and a floor console with dual cup holders. In addition, all models come with a standard remote hood release and an optional remote keyless entry system is available on Dual Sport and SE models.

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WARRANTY

Like every Mazda, the 2005 Mazda B-Series comes with a four-year roadside assistance program. With a call to a toll-free number, Mazda B-Series owners can access roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. For all 2005 Mazda vehicles, the company will provide a free loaner car in the event a warrantable condition requires the use of alternative transportation.

The 2005 Mazda B-Series is covered by a comprehensive four-year/50,000-mile warranty that covers every part on the vehicle except those subject to normal wear. In addition, Mazda B-Series is covered by a five-year/unlimited-mileage corrosion warranty.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

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