



## 2010 MAZDA B-SERIES TRUCK COLOURS

### EXTERIOR COLOURS



MYSTIC BLACK



BRIGHT RED



CLASSIC WHITE



VISTA BLUE METALLIC



LIGHT SILVER METALLIC



DARK TITANIUM METALLIC



REDFIRE METALLIC

### MAZDA B-SERIES TRUCK WHEELS



15" 7-spoke silver steel wheels  
(Regular Cab)



15" 5-spoke alloy wheels  
(SX Cab Plus)



16" 3-spoke alloy wheels  
(SE 4x4)

**MAZDA WARRANTY** The basic warranty on the Mazda B-Series Truck covers all parts found to be factory defective for 3 years or 60,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

**ROADSIDE ASSISTANCE PROGRAM** As part of our commitment to your total satisfaction, 2010 Mazda B-Series Truck owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda B-Series Truck for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

**MAZDA MOBILITY ASSISTANCE PROGRAM** Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

**MAZDA TEST-DRIVE EXPERIENCE** Exhilaration begins with the **Mazda Test-Drive Experience** - a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

**READY TO ROLL** Our pre-delivery commitment means every new Mazda is checked out, gassed up and fitted with floor mats.



Get more detailed information on your Mazda B-Series Truck. Check out our website at [www.mazda.ca](http://www.mazda.ca) for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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### INTERIOR COLOUR



Medium Dark Flint

### COLOUR COMBINATIONS

EXTERIOR	INTERIOR
Mystic Black	Medium Dark Flint
Bright Red	Medium Dark Flint
Classic White	Medium Dark Flint
Vista Blue Metallic	Medium Dark Flint
Light Silver Metallic	Medium Dark Flint
Dark Titanium Metallic	Medium Dark Flint
Redfire Metallic	Medium Dark Flint

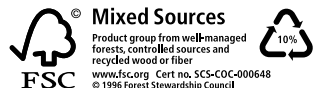


For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, which extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.



**Mixed Sources**  
Product group from well-managed forests, controlled sources and recycled wood or fiber  
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2010 Mazda B-SERIES TRUCK  
zoom-zoom





**FAR MORE THAN JUST RUGGED GOOD LOOKS.** Now more than ever, you want a truck that pulls its weight. A rugged, dependable truck that knows how to squeeze every kilometre out of a litre of gas. And the more standard features, the better. Enter the 2010 B-Series. Whether you choose the easy-on-the-wallet B2300 or the roomy four-door B4000 Cab Plus, you'll get a truck that fits the bill, and your needs, perfectly. Take the B4000. Along with four-door convenience and versatility, it serves up a healthy portion of go-anywhere muscle, thanks to its torquey 4.0 L, 207-hp, V6 engine and available shift-on-the-fly four-wheel drive. And its B2300 stablemate, with a four-cylinder, 2.3 L, 16-valve, 143-hp engine under hood, keeps fuel costs down without sacrificing performance. Whichever B-Series you choose comes equipped with standard features that include a sporty five-speed manual transmission, power rack-and-pinion steering and power front disc brakes with a four-wheel Anti-lock Brake System (ABS). And should you desire a notch more comfort and style, the B4000's available SE Plus Package adds sport bucket seats, power windows, mirrors and door locks, leather-wrapped tilt-adjustable steering wheel, cruise controls, remote keyless entry and SIRIUS Satellite Radio. It's like having the comforts of home. In a home that can handle a 608 kg payload (B2300 MT Cab Plus only).

## 2010 MAZDA B-SERIES TRUCK ACCESSORIES



For further information, please refer to the Mazda B-Series Truck Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle basic warranty as the Mazda B-Series Truck. Accessories subject to availability.



Pictured above from left to right: Bedliner - Under rail, hood deflector - Smoke, soft tonneau cover - Black vinyl.

- All-weather floor mats - Charcoal black (set of two)
- Auto-dimming mirror with compass
- Auto-dimming mirror with compass and temperature
- Bed extender
- Bed rails
- First Aid Kit
- Foldable storage box
- Front mask
- Roadside Assistance Kit
- Spare tire lock
- Tailgate lock
- Trailer hitch - Class III
- Wheel locks - Chrome (set of four)

## 2010 MAZDA B-SERIES TRUCK AXLE RATIO

ENGINE/TRANSMISSION	AXLE TYPE	AXLE RATIO	MAXIMUM TRAILER WEIGHT <sup>†</sup>				MAXIMUM GCWR <sup>*</sup>	
			Regular Cab	Cab Plus	kg	lbs	kg	lbs
B2300/MT (4x2)	Regular	3.73	699	1,540	-	-	2,177	4,800
B2300/AT (4x2)	Regular	4.10	998	2,200	-	-	2,495	5,500
B2300/MT (4x2) Cab Plus	Regular	4.10	-	-	581	1,280	2,177	4,800
B2300/AT (4x2) Cab Plus	Regular	4.10	-	-	880	1,940	2,495	5,500
B4000/MT (4x4)	Regular	4.10	-	-	1,361	3,000	3,175	7,000
B4000/AT (4x4)	Regular	4.10	-	-	2,477	5,460	4,309	9,500

\* The Gross Combined Weight Rating (GCWR) is the maximum allowable combined weight of vehicle, trailer, passengers and cargo.

† Trailer weights shown are maximums and must be reduced by the weight of any passengers, cargo, hitch, or optional equipment in the towing vehicle. The following equipment may also be required: load-carrying hitch for trailers over 907 kg (2,000 lbs). Towing a trailer will have an effect on the vehicle's handling, braking and durability, performance and driving economy.

For specific information on recommended or required equipment, see your Mazda Dealer.

## 2010 MAZDA B-SERIES TRUCK LOAD RATING

ENGINE/TRANSMISSION	PAYLOAD RATINGS <sup>*</sup>				MAXIMUM GROSS AXLE WEIGHT RATING (GAWR)				GROSS VEHICLE WEIGHT RATING (GVWR)	
	kg	lbs	Front	Rear	kg	lbs	kg	lbs	kg	lbs
B2300/MT (4x2)	522	1,150	953	2,100	1,066	2,350	1,941	4,280		
B2300/AT (4x2)	503	1,110	953	2,100	1,066	2,350	1,941	4,280		
B2300/MT (4x2) Cab Plus	608	1,340	1,089	2,400	1,179	2,600	2,150	4,740		
B2300/AT (4x2) Cab Plus	590	1,300	1,089	2,400	1,179	2,600	2,150	4,740		
B4000/MT (4x4)	567	1,250	1,293	2,850	1,179	2,600	2,322	5,120		
B4000/AT (4x4)	549	1,210	1,293	2,850	1,179	2,600	2,322	5,120		

\*Payload is the maximum allowable weight of people, cargo and body equipment and is reduced by the weight of optional equipment.

## 2010 MAZDA B-SERIES TRUCK SPECIFICATIONS

ENGINE	B 2300	B 4000
Type	2.3 L DOHC 4-cylinder	4.0 L SOHC V6
Displacement	2,260 cc	4,015 cc
Compression ratio	9.7:1	9.7:1
Horsepower SAE net	143 @ 5,250 rpm	207 @ 5,250 rpm
Torque SAE net lb. ft.	154 @ 3,750 rpm	238 @ 3,000 rpm
Fuel system	Electronic Returnless Sequential	Sequential Electronic multi-port Fuel Injection (EFI)
Recommended fuel	Regular	Regular

DRIVETRAIN	
Type	Front engine/rear-wheel drive (standard 4x4 drivetrain on B4000 4x4)
Transmission	5-speed manual with overdrive; optional 5-speed electronic automatic with overdrive and lock-up torque converter

CHASSIS	
Frame	Body on frame
Front suspension (Regular Cab)	Independent double-wishbone front suspension with gas-filled shock absorbers, coil springs and stabilizer bar
Rear suspension (Regular Cab)	Solid axle with leaf springs and gas-charged shock absorbers

CHASSIS (cont'd)	
Front suspension (Cab Plus)	Raised independent double-wishbone front suspension with gas-filled shock absorbers, torsion bars and stabilizer bar
Rear suspension (Cab Plus)	Raised solid axle with leaf springs and gas-charged shock absorbers
Steering	Power-assisted rack-and-pinion
Minimum turning circle	<b>Regular Cab:</b> 11.5 m <b>Cab Plus:</b> 13.1 m
Brakes	B2300: 287 mm ventilated front discs; 295 mm rear drums B4000: 295 mm ventilated front discs; 295 mm rear drums Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)
Curb weight (kg)	<b>4x2</b> <b>4x4</b> Regular Cab 1,404 - Cab Plus 1,524 1,738

EXTERNAL DIMENSIONS (mm)	Regular Cab	Cab Plus
Wheelbase	2,831	3,197
Track (fr/rr)	1,486/1,455	1,486/1,455
Overall length	4,812	5,172
Overall width	1,761	1,810
Overall height	1,682	1,719
Ground clearance	202	202

INTERNAL DIMENSIONS (mm)	Regular Cab	Cab Plus
Headroom (fr/rr)	996/-	996/842
Legroom (fr/rr)	1,077/-	1,077/992
Shoulder room (fr/rr)	1,385/-	1,385/358
Bed, inside length	1,846	1,847
Bed, inside width (maximum)	1,382	1,382
Bed, inside width (minimum)	1,028	1,028
Bed, inside depth	418	418

FUEL ECONOMY RATINGS* (L/100 km)			
	Model Transmission	City	Hwy.
<b>4x2</b>	B2300 MT	9.5	7.3
	B2300 AT	11.2	8.5
<b>4x4</b>	B4000 MT	14.0	10.6
	B4000 AT	15.1	11.2

FUEL TANK CAPACITIES (L)			
Regular Cab	64.4	Cab Plus	73.8

\*Estimated fuel economy. Your actual fuel consumption may vary.

## 2010 MAZDA B-SERIES TRUCK FEATURES

ENGINEERING FEATURES	REGULAR CAB 2.3 L SX	4X2 CAB PLUS 2.3 L SX	4X4 CAB PLUS 4.0 L SE
B2300 2.3 L DOHC 4-cylinder engine	S	S	-
B4000 4.0 L SOHC V6 engine	-	-	S
5-speed manual transmission	S	S	S
5-speed electronic automatic transmission with overdrive	0	0	0
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S
4-wheel disc brakes	S	S	S
Electric shift transfer case with live axle system	-	-	S
Rotary dial 'Shift-on-the-fly' control	-	-	S
Front stabilizer bar	S	S	S
Skid plates and fuel tank	-	S	S
Skid plates, fuel tank and transfer case	-	-	S
Dynamic Stability Control (DSC); Traction Control System (TCS); Roll-Over Stability Control (RSC)	S	S	S
Engine block heater	S	S	S
Battery saver	S	S	S

WHEELS AND TIRES			
15" 7-spoke silver steel wheels with 225/TOR15 all-season BSW tires	S	-	-
15" 5-spoke alloy wheels with 225/TOR15 OWL tires	-	S	-
16" 3-spoke alloy wheels with 225/TOR16 OWL tires	-	-	S
Mini-spare tire	S	-	-
Full-size spare tire (limited service)	-	S	S

EXTERIOR FEATURES			
Black radiator grille, front and rear bumpers	S	-	-
Black door handles	S	-	-
Body-coloured door handles	-	S	S
Body-coloured wheel flares	-	-	SE+
Chrome grille, front and rear bumpers	-	S	S

EXTERIOR FEATURES (cont'd)	REGULAR CAB 2.3 L SX	4X2 CAB PLUS 2.3 L SX	4X4 CAB PLUS 4.0 L SE
Front and rear mud guards	S	S	S
Dual black manual exterior foldaway mirrors	S	S	S
Dual black power sailmount exterior foldaway mirrors	-	SP	SE+
Flush-mounted halogen headlights	S	S	S
Centre high-mount rear brake light	S	S	S
Sliding rear window	S	S	S
Privacy glass	S	S	S
Intermittent wipers	S	S	S
Fog lights	-	-	S
Front tow hooks (2)	-	-	S
Cargo box tie-down hooks (4)	S	S	S
Class III hitch receiver	S	S	S
Removable tailgate	S	S	S

AUDIO			
AM/FM CD player with MP3 functionality and 4 speakers	S	S	S
Auxiliary audio input	S	S	S
6-disc in-dash CD changer	-	-	SE+
SIRIUS Satellite Radio	-	SP	SE+

COMFORT AND CONVENIENCE			
Air conditioning	0	S	S
Leather-wrapped steering wheel	-	SP	SE+
Steering-wheel-mounted cruise controls	-	SP	SE+
Tilt-adjustable steering wheel	-	SP	SE+
Power door locks; power windows; power door mirrors	-	SP	SE+
Remote keyless entry system (includes two transmitters)	-	SP	SE+
Warning chimes: headlights-on, safety-belt, ignition key and door ajar	S	S	S
Heater/defroster with 4-speed blower	S	S	S
Cloth sunvisors with passenger's vanity mirror	-	S	S

SEAT AND TRIM	REGULAR CAB 2.3 L SX	4X2 CAB PLUS 2.3 L SX	4X4 CAB PLUS 4.0 L SE
60/40-split cloth bench seat with armrest and storage	S	S	S
Sport bucket seats	-	SP	SE+
Side-facing cloth rear jump seats	-	S	S
Floor console/ette with 2 cup holders	S	S	S
Rear cup holders	-	S	S
Door map pockets	-	S	S
Colour-keyed carpeting	S	S	S
Carbon fibre finish on centre panel	S	S	S
Standard A-pillar grab handles	S	S	S

INSTRUMENT PANEL			
Tachometer	S	S	S
Gauges for fuel level and engine coolant temperature	S	S	S
Black meter rings with black face	S	-	-
Black meter rings with white face	-	S	S
12-volt auxiliary power outlet	S	S	S

SAFETY AND SECURITY			
Dual front and side air bags	S	S	S
Engine immobilizer theft-deterrent system	S	S	S
Collapsible steering column	S	S	S
Front safety belts with shoulder belt height adjustment	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S

S = Standard 0 = Optional - = Not available SP = Sport Package SE+ = SE Plus Package

**Sport Package:** Dual black power sailmount foldaway mirrors, tilt-adjustable steering wheel, sport bucket seats, leather-wrapped steering wheel, steering-wheel-mounted cruise controls, SIRIUS Satellite Radio, power windows, power door locks, power door mirrors and remote keyless entry system (includes two transmitters). (Available on SX Cab Plus.)

**SE Plus Package:** Dual black power sailmount foldaway mirrors, body-coloured wheel flares, sport bucket seats, tilt-adjustable steering wheel, leather-wrapped steering wheel, steering-wheel-mounted cruise controls, SIRIUS Satellite Radio, 6-disc in-dash CD changer, power door locks, power windows, power door mirrors and remote keyless entry system (including two transmitters). (Available on SE model.)

