

2006 a year of global success for Mazda!

2006 took off on an excellent stride to popularity and success for the Mazda brand. Topping the charts as the car of the year was the most exhilarating experience for the Automobile Company. Sparkling with pride and elegance the Mazda featured at the New York International Auto Show bagging the second annual World Car of the Year Award. Acclaimed for performance, style, design and environmental responsibility, these characteristics keyed the elements to its success on a global scale.

Another feather in its cap was the Taguchi Award, received by the Mazda Motor Corporation from Japan's Quality Engineering Society (QES). The award was conferred in recognition of Mazda's innovative quality control techniques that utilize quality engineering techniques in its production.

Mazda's aim is to deliver exciting and exhilarating driving experience to people who remember the love of motion they felt as a child. Mazda through "Zoom-Zoom" has been aggressively promoting emotional connections with the target customers by leveraging the Brand DNA in the market place.

Mazda products are exported to 153 nations around the world, with cumulative total exports of almost 20 million units. Wherever Mazda products are sold, the same guiding principle prevails: the customer always comes first. The three millionth Mazda6 was produced in November 2006 to create yet another landmark. The Mazda North American Operations donated this three-millionth vehicle to the victims of Hurricane Katrina.

In Oman, Mazda has had an even greater stride of successes. The Mazda Nationwide Road show received a tremendous response during its four-week run. Mazda's exhibition unit visited Nizwa, Ibri, Barka, Sohar, Sur and Bani Bu Ali, before their last lap in Muscat, at the Al Araiimi complex in Qurum. The entire sporty range of Mazda cars, from the Mazda3, Mazda6, Mazda6 2.3 MZR to the multi purpose Mazda B Series, were on display. This followed a second innings of the road show hosted at the Towell Auto Mall.

The top end Mazda6 gained much popularity during these road shows. Mazda6 has won over 130 global automotive awards, including Japan's prestigious RJC Car of the Year Award in 2003. It has gone on to receive accolades from both media and customers the world over and still posts strong sales results to date.

Worldwide increase for the brand on its range of Sedans and SUV's as been immensely aggravated with its latest innovation. The company is all set to sweep the global markets with its new makes with unbeatable features and best value buys. In Oman it has acquired a similar breeze of success.

Another scintillating event was the inauguration of 'The new face of Mazda' at its biggest MAZDA showroom in Oman. It was an event to remember. On 10th September 2006, Towell Auto Centre made history in Oman, with the inauguration of their new head

quarters and the biggest MAZDA showroom in the sultanate. That was not all, the all new Mazda3 2007 and the Mazda3 sport made its stirring debut in Oman in a fitting show of style, élan and action.

An enhanced customer profile and demand in the compact sports category induced MAZDA Corporation to bring the Mazda3 Sport into the GCC markets to give customers a striking choice in the segment. Commenting on this transition, Mr. Annurag Chawla, Brand Manager, Mazda, had the following to say, *“Off late we have seen a clear distinction in the shift in trends from Sedans to Coupes. People are more attracted towards fancy, sporty cars. With a good buy and affordable prices what more can one ask for. Mazda has been catering to such needs as well with its stunning range of sporty cars.”*

Described as the car with ‘Refined Aggression’ the Mazda3 Sport is consistent with the Mazda product DNA of sporty driving, design and craftsmanship, superior handling and safety, while improving on aerodynamics, increasing rear boot space, adding distinctive styling and convenience features to make it stand out.

The Mazda B Series has already been doing remarkably well with more demand on its pick up segments. A sneak preview of the BT-50 was arranged in the interior townships of Nizwa, Sohar and Barka at the Mazda showrooms. The enthusiasm and response from the visitors was quite impressive. The preview displayed an insight into the latest technology in the production of pick-ups for much larger loads.

The Mazda Cooperation is presently awaiting the launch of the BT-50 after such a great response from the sneak preview. This Massive Pickup is well understood as not just a vehicle carrying a huge load but has fascinating features, solid chassis and a very powerful engine that serves them best on long distances and drives in the interior regions of the Sultanate.

Commenting on the success of 2006, Mr. S. Kasthuriangan, General Manager of Towell Auto Centre, Oman said *“Mazda is confident of its performance in the year 2007 and in fact is anticipating a double quantum of success with the expected launch of its new range of products globally in line with its strong Brand DNA insightful, spirited and youthful.”*

Towell Auto Centre provides quality service to all models of Mazda and makes owning a Mazda extra pleasant with its efficient after sales service and quick response time. A wide network of sales, service and spares outlets spread across the Sultanate supports customer service. It offers quick, efficient service with genuine parts available for all models and highly trained staff who pride in their quality of service.