

MAZDA sparks up some love at the Al Masa Road show

Yet another first from Mazda

On the 12th and 13th February Mazda celebrated Valentine's Day in a never like before road show held at the Al Masa Mall, Muscat. With excitement at its peak the road show, by demand from public was extended to the 14th Feb adding another day of fun on road.

The Mazda 3 Sport in red was the key attraction of the show. The Mazda 3 Sedan and Mazda 6 in red were also out to woo people to "Come fall in love" with them. A great road show with a red theme that was maintained all through the venue was quite an attraction to passersby's. Trained Mazda personnel were present to attend to queries from interested customers.

Bookings were just a call away and registrations could be done instantly at the venue to zoom away in the Mazda of your choice.

Speaking on this occasion, Annurag Chawla, Brand Manager - Mazda said "Mazda is the first automobile brand in the country which has come out with this innovative and timely campaign called *Love at First Drive offer* which did excellently well." Car enthusiasts and romantics visiting the venue were hosted with special offers and amazing deals various models. The offer includes Free insurance, Free registration and AAA Loyalty Card, with 5 years unlimited mileage warranty, 24-hours road assistance in Oman and UAE and a special weekend holiday package at Al Sawadi Beach Resort. Isn't that fabulous?

Getting all excited about their test drive, Nirupama Jijesh wife of Jijesh Narayan said that she has been after her husband for some time to purchase a Mazda 3. Ever since the Mazda3 hit the tarmac her craving to step into the rave machine has been at peak. After the test drive the couple looked so much in love with the car and describing their experience they said, "The car has an appealing instrument panel that first attracted us, then came the incredible insides that match its exteriors brilliantly well. It's a sporty car that so good looking and sturdy on road".

Another excited customer, Adnan Al Lawati a teacher who came by with his friend Jabar Khalil Al Hadrami said, "We are taken up by the cars outstanding looks and the road grip and maneuverability was just so perfect, making it so comfortable to drive. We love the car so much and are sure to own one soon".

So as the world celebrates the month of love and romance, Mazda too ensures there's enough adoration for their special customers for the entire month of February, with its *Love At First Drive offer*. You're favorite Mazda is now only a heartbeat away.

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 network of 8 service outlets and 10 parts 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. To know more about Mazda in Oman call 92888005.