

Keizo Okue strengthens the Mazda-Towell Auto bond with his visit to Oman *The grand success of Mazda3 launch stands as testimony*

Keizo Okue, General Manager of Middle East and Africa Sales department, Mazda Corporation, was here in Muscat to celebrate the launch of the new-look Mazda 3 and the Mazda3 Sport in a glitzy show, with Towell Auto Centre, the official dealers and distributors of Mazda vehicles in Oman, on 10th September.



Keizo Okue has been an integral part of Mazda since 1989, when he attained the position of Assistant to President, Mazda Motors Deutschland GmbH. In 1997 he became the Regional manager in charge of the European department and continued his responsibilities till 1999, when he shifted focus to the Middle East and Africa Sales Department.

Ever since, the Oman market has been of prime focus to Keizo Okue's business dealings. "I am indeed very happy to be here in Oman. With regards to Mazda business, Oman is increasingly becoming a strategic point of trade in the Gulf countries and overall Middle East markets. Mazda's presence in Oman has strengthened over the years through thousands of grateful customers who have approved of the excellent service Towell Auto Centre LLC has provided for 33 years," said Keizo Okue in his speech to the guests at the glittering event of the launch of Mazda's two key products.

It has been a strong partnership between Towell Auto and Mazda during all these years. The opening of Mazda's biggest showroom and the debut of their two stunning products flourished this rapport even further. "We are proud to be here in Oman and get the support of all our fervent patrons who have made Mazda cars so popular on the streets of the Sultanate. Models like the Mazda 3 and Mazda 6 have been runaway hits. These new products will enhance our continuous offerings to Oman," said Keizo Okue, introducing the gleaming Mazda3 2007 Sedan and the zesty Mazda3 Sport.

An enhanced customer profile induced the launch of Mazda3 Sport into the GCC markets to give customers a striking choice in the compact sports category. The Mazda3 Sport is a zesty buy for all young sports enthusiasts, designed in consistence with the Mazda philosophy 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 Mazda3 2007 Sedan too has evolved since its entry into the market two and half years. "The competition tempted us to give the Mazda3 sedan a facelift so that we can enthuse more customers to drive this classic Mazda brand," said Keizo Okue.

Mazda Motor Corporation & Towell Auto Centre LLC have enjoyed a 33 year long fruitful relationship in Oman. With this potent relationship and more such mega

milestones planned in the future, Towell Auto Centre hopes to take this integral business opportunity to further heights.

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. It offers quick, efficient service with genuine parts available for all models and highly trained staff who pride in their quality of service.