

## A scintillating event unveils 'The new face of Mazda' at its biggest MAZDA showroom in Oman

It was an event to remember. On 10<sup>th</sup> 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.



The event began with the ribbon-cutting ceremony by the Undersecretary of the Ministry of Commerce and Industry, HE Eng. Ahmed Hassan Al Dheeb, who inaugurated the new Mazda showroom in the presence of Mr. Keizou Okue and Mr. Ryotaro Morimoto, senior officials from Mazda Corporation, Japan, Directors of W J TOWELL, Staff of Towell Auto Centre and special invites.

The operations at the new Towell Group began on 2<sup>nd</sup> September 2006. The shift to Athaiba was a conscious decision, in an attempt to tap more business and to provide serious car buyers a better experience of shopping with ample parking space and devoid of traffic snarls. "This area is the hub of automotive action these days and we didn't want to miss the opportunity of being a part of the burgeoning industrial hub. As a company we've always believed in setting trends and this strategic move, elegantly designed head quarters and stylishly designed Mazda showroom justifies Towell Auto Centre's strong conviction," says S Kasthuriengan.



The Towell Group building boasts of being a 'building with a soul', with the right blend of traditional Omani and contemporary architecture, exuding the warmth and hospitality the Omani culture is famous for.

Walking into the spacious showroom, it's evident that this is no ordinary glass and steel structure. Vibrant wall posters reflecting Mazda's lively spirit greets you and at once the customer is ready not only for the stylish cars on display but a lifestyle that complements each Mazda vehicle. The showroom itself occupies over 1,000 square feet of area and will display about 12 – 14 cars at a time.



While the guests were soaking up the vibrant theme pervading the showroom, the evening took a sharp turn into the Mazda Zoom-Zoom spirit, with a big-screen showing

of a special video elaborating Mazda's unique brand DNA. Just as the catchy Zoom-Zoom jingle got everyone tapping, the Mazda3 Sport made a smashing entry, quite literally. The stunning car dived into the new showroom, through the screen, on to the ramp, leaving everyone gaping at the incredible stunt.

The dramatic launch introduced the Mazda3 Sport for the first time in Oman. "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. The Mazda3 Sport is a zesty buy for all young sports enthusiasts. It offers the power of a sports car but with a personal attribute that extends to every customer's lifestyle," says Keizou Okue. 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.

An innovative audiovisual followed, launching the 2007 version all new Mazda3 Sedan, redefined to become one of the top cars of its class. Yet again Mazda has made sure not to alienate their buyers hence consciously stuck to the brand's unique elements. However, the 2007 model has incorporated immense improvements in NVH (quietness), fuel economy and technological know-how. The body shell has undergone an evolution by bolstering local rigidity to provide an even stiffer and safer body. The facelift employs various ease-of-use features, like retractable key and keyless entry system, reduction of droning sounds and introduction of touch operation.

Both the versions of the Mazda3 will be available in vibrant new colours at the newly launched showroom. Currently Mazda boasts of 12 showrooms across the sultanate, located at Wadi Kabir, Wattayah, Markaz Al Bahja, Sohar, Salalah, Sur, Ibra, Ibri, Nizwa. Along with the huge showroom at Athaiba and two more showrooms at Bani Bu Ali and Barka are also being launched this month. All the forthcoming Mazda showrooms will also bear the brand's Zoom-Zoom spirit, an easy going feel and a lively vibe that will draw all car enthusiasts.

Every step taken by the Towell Auto Centre is a stride closer to their customers, ever enhancing their relations with buyers and satisfying them at every point of purchase. "We are a company that is committed to brand building, making it a point to innovate and set path-breaking trends rather than imitating others," says Annurag Chawla, Brand Manager- Mazda.

The Towell Auto Centre boasts of a lustrous corporate past, with a long list of firsts to its credit. They have already made their presence felt with the one-of-its-kind Towell Auto Mall located strategically in the basement of the Markaz Al Bhaja. Now even more under the able guidance of W J TOWELL Group they hope to continue the tradition of pioneering management development, industrial and corporate citizenship activities, thus proving to be a true visionary company.