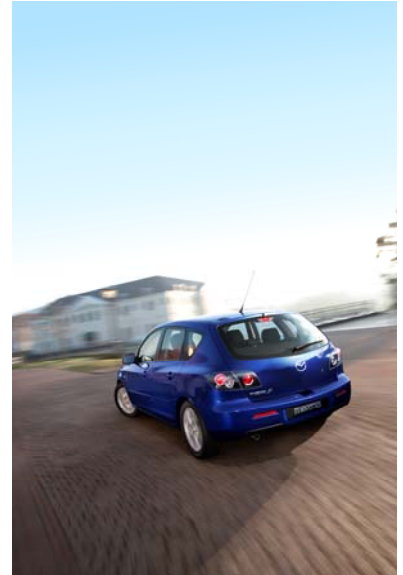


With hatchbacks being a rage, Mazda3 Sport is out to take the city by storm

After creating a stir in Europe, Americas and Australia, the Mazda3 Sport was launched in the Oman market in September at Athaiba - Mazda's biggest showroom in the region. Unmistakably a Mazda, the sports hatch oozes confidence, sophistication and muscular solidity – just what it takes to liven up the automobile industry.

With growing demand for sport's hatches in the market, the stunning Mazda3 arrived at the right time to get you at first glance. Its eye-catching bumpers and a body-coloured grille, athletic style and exploding sportiness exuberates a refined aggression like no other hatch in the market. It's the ideal pick for any sport enthusiast brimming with a zest for life, just like the car. It's no wonder then that the young and the young at heart are raving about the Mazda3 Sport. Mazda's customer base also reveals that the sporty vehicle is often a preferred choice of "first time" car buyers who are mostly college students and those who have just started working.



“World over, it's an established fact that hatchbacks are more stylish and sporty cars to drive. The same trend is catching up here with the increasing exposure of Omani youth to the Internet and foreign education. Many of our customers have lived or studied abroad and they have experienced and enjoyed hatchbacks overseas. So once they come back home to Oman they want international cars, which can offer them the similar experience here as well. Fun to drive, convenient to park and the availability of snazzy colors are other key reasons for their increasing popularity in Oman,” says Annurag Chawla, Brand Manager, Mazda.

The Mazda3 Sport surely lives up to tall expectations with its beautifully balanced proportions and a solid and stable image. It combines dynamic lines with muscular features and optional spoilers for an even sportier touch. Its headlamps and taillights are covered by wraparound clear covers, and the lamps are set in a black background for a dramatic effect. The 16-inch alloy wheels, body-coloured grille, front fog lamps, sportier bumpers, and side sills adds the finishing touches to the stunner.

Even with its compact styling, Mazda3 Sport doesn't sacrifice on space. Its rear shoulder-room and knee-clearance makes it a sure segment leader, with truly spacious insides for a really comfortable travel. Add to this a host of intelligent storage compartments and a large, flexible luggage compartment, which heightens the ergonomics aspect of its design.

No sooner are you all snug, that pure driving pleasure takes over. You'll relish the smooth, stable drive delivered by its body rigidity, refined front and rear suspension and superb aerodynamics. The willing, free-revving 1.6 litre SVT(with TSCV,VIS &EGR systems) petrol engine comes with a five-speed short throw manual transmission, which makes for superb acceleration, excellent fuel economy and minimal engine noise.

However hard you drive it, the Mazda3 Sport stays glued to the road. Besides the standard security features, Mazda3 Sport has special additions to make driving easier and safer. Take

the seatbelt reminder panel. This helps monitor passengers safety, by giving an audio-visual warning if anyone is not wearing their seatbelt. The Mazda Advanced Impact Distribution and Absorption System (MAIDAS) is designed to efficiently disperse impact energy in the event of a collision. This helps protect all occupants in the event of an accident. Built around a unique triple H structure, it disperses impact energy across a high rigidity body and resists deformation in all conceivable collisions. The engine dropdown and gearbox dropdown safety system reduces damage to occupants in case of a frontal collision. Besides this, the safety brake pedal reduces driver injuries to the lower portions during frontal collisions.

Mazda3 Sport is packed with charisma that is sure to be coveted. Discover its well-thought-out features, experience its unbeatable performance and hit the road to make your presence felt by its one-of-a-kind styling.

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.