

Launched in a scintillating show of splendour, Mazda 3 2007 takes on the roads
The winner reaches new heights

With the opening of Mazda's biggest showroom in Athaiba, Mazda also launched the new face of Mazda3. The same exhilarating driving performance, emotional styling and class leading craftsmanship has taken on a dazzling facelift and is ready to create a big impression once again with improved engine and torque characteristics.



The new Mazda3, 2007, is a sedan with a personality of its own, created by transforming the traditional three-box design with dynamic proportions and taut contours for a strikingly refined and sporty look. It's what you call an "athletic and energetic" car, making an even bolder statement of the Mazda DNA.

The clear lens halogen headlamps and angular fog lamps create a fresh, young look. Elongated rear combination lamps and flared fenders enhance the well-planted stance and look of stability. The crystal covers on the tail lamps adds the hi-tech touch. A long wheelbase for the alloy wheels, short overhangs and a short but high rear deck peculiar to this model, delivers an elegant coupé-like design targeted at customers looking for an aggressive but sophisticated sedan.

While the Mazda3 2007 has incorporated various changes with respect to the NVH, fuel economy and technological upgradations, in its core it's still unmistakably a Mazda3. Its five unique attributes – dynamic design, high quality craftsmanship, extremely well-balanced driving, superior handling and class-leading safety systems – still remain intact, primarily to ensure that the 2007 model also boasts of Mazda's intrinsic features and does not alienate its earlier buyers.

Particular attention was paid to improving interior quality. The new contours of the Mazda3 has been made keeping in mind maximum spaciousness and the result is a really roomy interior. Three interior colour schemes are provided: grey for a feeling of high-class sporty refinement; beige for a bright, relaxing ambience; and sports-oriented black. All interior colour packages receive newly designed white cluster meters and a vivid piano black or a dark wood finish instrument panel insert trim. Functional aesthetics and solid build quality are further promoted. Both touch and operating feel were specifically designed to be pleasing and satisfying, with high levels of craftsmanship exemplified by indirect blue illumination for the meters.

Functional aesthetics and solid build quality have been further promoted in this model. Mazda engineers have also bolstered the new make's handling stability, ease of operation and ride quality. You're bound to relish the smooth and stable ride delivered by its superb aerodynamics and their MZR 1.6 petrol engine that revs up 77 kW of power.

All this is smoothly achieved keeping high levels of safety intact. Active safety items fitted as standard include ventilated front disc brakes (278mm), four-wheel anti-lock brake system,

electronic brake-force distribution and brake assist. An auto light system and rain-sensing wiper systems are also available to maintain clear visibility in bad weather and during night driving.

Passive safety systems feature a rigid body shell that provides exceptional collision safety. For occupant protection, front dual airbags are standard, and side and curtain airbags are available for certain models as well. In addition, to help reduce the possibility of injury to the driver's knees, the shape of the tilt and telescopic steering column adjustment lever is modified. A collapsible brake pedal helps reduce the risk of lower leg injury in a frontal collision.

Since the value offered by this model far outweighs the marginal increase in price, new buyers won't feel the pinch in their pockets for all that's in store.

During Ramadan, this incredible sleek machine will be available at an all-time low interest rate of **3.99 per cent**. With every Mazda car you buy, you can also avail **free** insurance, **free** registration and **free** service till 50,000 kms * and a **free** high value gift. Mazda customers can get even luckier by winning in their special Ramadan draws. Buying a Mazda entitles each customer to a raffle for the weekly draws (where each winner takes home RO 1,000), and eventually a Grand Raffle of a whopping sum of RO 5,000. The next weekly draw will be held on 22nd October and the Grand Raffle will take place on 5th November.

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.