

Mazda 3 meets Spiderman 3 at a unique encounter Al Shatti Plaza

As the season's most-awaited sequel *Spiderman 3* opens to a blockbuster second week, Mazda is all set to make the most of the excitement with their vibrant range of Mazda3 cars.

"Look, Spidey's web has caught Mazda cars in its grip," Reenal Naik, a student of Indian School Ghubra, points out to his friend. Moviegoers can't miss the webs emerging out of towering Mazda posters, specially designed for a weeklong promotion. This entire week, moviegoers at Al Shatti Plaza will have the chance to check out a gorgeous range of Mazda3 cars adorning the patio of the theatre.



"3 – The best catch" read the tall posters, inviting all car enthusiasts to take a peek into the Mazda3 cars that are on display. Every evening as the crowd thickens to catch the superhero in action, trained Mazda staff also gather to help curious passersby with their numerous questions about Mazda cars and their sporty features.

Mazda also has a radio programme on air, where listeners can win 33 couple tickets to *Spiderman 3* by giving correct answers to the questions asked on air.

"*Spiderman 3* is the biggest release of the season so there is a lot of excitement associated with the film. We were eager to heighten the excitement by creating a connection with our best-seller Mazda3 cars, which are also a big favourite with the youth. Now with many cool deals on Mazda3 cars and house-full shows of *Spiderman3*, they are both vying to be 'the best catch' of the season," says Annurag Chawla, Brand Manager, Mazda.

The zippy and sporty Mazda3 is making news everywhere it goes. It has just bagged an award third time in a row at this year's Thailand Car of the Year Award 2007. It is now grabbing moviegoers' attention at Al Shatti Plaza.

The movie, which was running full house last week, is now running in all shows at Plaza1. If you don't want to miss the attack of the 'threes', be at Al Shatti Plaza anytime before Tuesday, that's when the Mazda3 promotion ends.

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