

## **Nizwa gets a sneak preview of the Mazda BT-50**

The excitement is spreading fast and Oman's automobile market is getting ready to soon welcome a brand new entrant – the Mazda BT-50. Mazda's Nizwa showroom was among the first to get a sneak peak at the brand new B series product, in an event hosted recently.



As expected, the event drew a large crowd. 482 customers and enthusiasts poured in to get a preview of the much-awaited pickup. Many prospective customers of Nizwa and surrounding areas also filtered in for a look at the BT50. With a large number of industries and factories situated in and around, Nizwa, the BT50 certainly has many takers.

The preview displayed an insight into the latest technology in the production of pick-ups for much larger loads. The new-age pick up showcased, had its unique features demonstrated by the sales staff. Each of the features was explained in detail to interested customers. The evening generated a lot of interest for the BT50 and its advanced technology and load capacity. The session turned out to be interactive, with the enthusiasm and inquisitiveness growing with more and more guests walking into the showroom.

“We were glad to see such good response from the audience. Our guests took a keen interest in finding out the BT50's unique features. The excitement of the evening clearly indicates soaring sales for us in the coming year and we're sure Nizwa is going to be a very large market for this interesting product,” says CS Krishna Kumar, Branch Manager, Nizwa.



“We are all excited about the BT50. This is one of a kind in its category and is sure to attract a lot of business buyers. At this event in Nizwa we reached out to some of our target audiences. We are soon going to take this product to other parts of the sultanate for more such interesting and interactive previews,” says Annurag Chawla, Brand Manager, Mazda.

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.

Mazda Motor Corporation has received the first Taguchi Award ever given by Japan's Quality Engineering Society (QES). The award was conferred in recognition of Mazda's innovative quality control techniques that utilise quality engineering techniques in its production.

The award was first announced on 24<sup>th</sup> April, 2006. The award ceremony was recently held on 15<sup>th</sup> June, 2006, in Tokyo, as a part of the 14<sup>th</sup> Annual Quality Engineering Conference.

The QES bestows the Taguchi Award on a company or organization that continuously strengthens its approaches to R&D and production, delivers solid outcomes as observed in the company's improved business performance and has demonstrated the value of quality engineering by improving the quality of its engineering disciplines.

Zoom-Zoom captures the love of motion experienced as a child. It is Mazda's aim to deliver exciting and exhilarating driving experience to people who remember the love of motion they felt as a child. Mazda through "Zoom-Zoom" has been aggressively promoting emotional connections with the target customers by leveraging the Brand DNA in the market place.

Those key attributes help Mazda designers and engineers to deliver Mazda's distinctive quality and feel in every Mazda. In addition, there are many brand marketing initiatives taking place, such as delivering a consistent message in all of our communications for Mazda brand to be consistent and truly distinctive.

Mazda products are exported to 153 nations around the world, with cumulative total exports of almost 20 million units. Wherever Mazda products are sold, the same guiding principle prevails: the customer always comes first. More than 5000 Mazda dealerships abroad and some 2,700 sales and service outlets in Japan maintain high standards of customer service.