

Towell Auto Centre wins two international awards at Mazda Global Service Conference

It's once again time for a glorious ovation for Towell Auto Centre, as it returns with two grand prizes from a recently held award ceremony in Hiroshima, organized by the Mazda Motor Corporation, Japan. TAC was honoured with the **Best After Sales Mazda Distributor Award** as well as the **Best Parts Business Growth Award**. These awards are based on TAC's incredible performance in the After Sales department during the year 2006.



L R Ragendran, General Manager, Parts and Behzad Mehta, National Manager, Service, from Towell Auto Centre, Oman, were present for this esteemed occasion where TAC was the chosen winner among 132 distributors across 141 markets.

The Best After Sales Mazda Distributor Award is evaluated on the basis of 7 criteria related to the parts and service area. In this, TAC in Oman topped the results, scoring an amazing 19 out of 20 points. Following second was Ford Motor Company of Southern Africa (Pty) Ltd. in South Africa. The third was a joint position shared by Mazda Sales (Thailand) Co., Ltd. in Thailand and Mazda Motors of New Zealand Ltd. in New Zealand.

The Best Parts Business Growth Award was first constituted in 2005 for all distributors across the globe, who are judged on the basis of a common platform, based on factors like average parts cost of sales per unit in operation, average accessory sales based on new vehicle sales and first-pick parts availability. Merely two companies qualified for this award given only to distributors who achieved the **best year on year growth rate** of 105 % or more in the specified criteria.

Towell Auto Centre's parts sales growth in 2006 has been one of the best in several years, which has resulted in this award. Merely two companies qualified for this award this year.

"These awards were possible due to continuous and improved efforts by the Parts & Service team at Towell Auto Centre. We have systematically implemented several customer oriented services and parts promotional programmes, along with competitive parts prices to achieve such a great target," says L R Ragendran General Manager, Parts.

"It has certainly been a glorious year for TAC After Sales & Service department with awards galore and record sales. Their Customer Satisfaction Index has risen considerably

and the parts availability has also peaked to a high of 98.2 %. TAC has made an extensive effort in the past several years to reach out to more and more customers through various showrooms and service centers across Oman. These impressive awards are the first signs of our efforts being recognized and more successes to follow,” says S Kasthuriengan, General Manager, TAC.

With inviting parts prices, lots of exciting promotions and improved customer retention database for service, there is no looking back for TAC.

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.

PHOTO CAPTION: Behzad Mehta, National Manager, Service and L R Ragendran General Manager, Parts from Towell Auto Centre accept the award from officials of Mazda Corporation at an award ceremony in Hiroshima