

Towell Auto Centre awarded Best After Sales Mazda Distributor in the world for 2006

Only Arab country to feature in the top three awards

Mazda Motor Corporation, Japan has recently honoured Towell Auto Centre (TAC) as the Best After Sales Mazda Distributor for 2006, among more than 132 distributors, spanning across over 141 markets. This award is based on TAC's incredible performance in the after sales area. They have also won the prestigious individual award in Parts Business Growth.



These awards were chosen on the basis of 7 criteria related to the parts and service area and 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 with 17 points. 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 with both scoring 15 points.

Merely two companies qualified for the individual Business Growth Award, which is given only to distributors who have achieved much more than Year On Year 105 % or above in specified criteria. The awards will be presented in a special ceremony to be held at Japan after some time.

“This award is the first sign of an incredible 2007. We have opened many new outlets and service centers anticipating higher sales. So we are glad that our endeavours are being recognized and awards like these will surely encourage us to achieve even higher targets,” says S. Kasthuriengan, General Manager, Towell Auto Centre, Oman.

The Customer Satisfaction Index for TAC has risen considerably, leading to this impressive award. TAC had made an extensive effort in the past several years to reach out to more and more customers across the sultanate. With 98.2 % parts availability, customer friendly parts prices and improved customer retention database for service, there has been 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 wide network of sales, service and spares 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.