

Towell Auto Centre bags Individual Award in Parts Sales Growth from Mazda Motor Corporation

Yet another prestigious award in the kitty



Towell Auto Centre has recently won the prestigious individual award in Parts Sales Growth for the year 2006 from Mazda Motor Corporation, Japan. Merely two companies qualified for this award given only to distributors who have achieved highest year on year Growth rate in specified criteria.

This award was constituted in 2005 for all distributors across the globe, who are evaluated on the basis of set criteria. The common platform for judging the recipient of this award is 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.

Towell Auto Centre's parts sales growth in 2006 has been one of the best in several years, which has resulted in this award. Besides TAC in Oman, Ford Motor Company of Southern Africa (Pty) Ltd. in South Africa also qualified for the award.

"This award in parts sales growth was possible with continuous improved efforts by the Parts & Service team at Towell Auto Centre. We have systematically implemented several customer oriented service and parts promotional programmes, along with customer friendly parts prices, to achieve such a target," says L R Ragendran General Manager, Parts.

TAC had made an extensive effort in the last few years to reach out to more and more customers across the sultanate and increase parts availability and affordability of genuine parts. They have achieved an all-time high of **98.2%** parts availability. This award is a manifestation of TAC's continuous improvement in the after sales area and goes to show that their endeavour is being guided in the right direction to success.

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.