

## Mazda's Zuper Zoom road show returns with a big bang at Towell Auto Mall

After the roaring success of the Mazda's previous Zuper Zoom road show, it was back again with renewed verve. This time the chosen destination was the Towell Auto Mall at Markaz Al Bahja. Located at the basement of the premium shopping mall, this innovative 'mall-within-a-mall' was a fitting venue for the hit road show.



First of its kind in Oman, the Towell Auto Mall displays all the brands of Towell Auto Centre - Mazda, Seat and Mahindra - under one roof. The strategic location of the Car Mall assured a barrage of visitors and a very conspicuous presence. Not only the shoppers at the mall, but those coming to the Bahja Cinema dropped by, being lured by the attractive display of the road show and the state-of-art concept showroom. The Mazda road show also attracted customers from the nearby townships like Seeb, Al Mawaleh, Al Khoud, Al Hail and others.

The entire sporty range of Mazda cars, from the **Mazda3, Mazda6, Mazda6 2.3 MZR** to the multi purpose **Mazda B Series**, were on display. Live DJs, big screens playing the Mazda brand vision, on-the-spot test-drives, and the company's sales staff and promoters were present to impart information and answer customer queries, adding to the success of the show. Special gifts were given to all those who took a test drive. There were 57 test drives taken during the day-long road show and 65 mazda patrons signed up for future test drives.

"At Towell we are constantly working on ideas to get closer to our clientele. This pioneering auto mall was one such novel idea to reach out. With great location the mall within the mall attracts many potential buyers and eases their find for a perfect car. So naturally the Towell Auto Mall becomes our chosen venue for a rerun of the already-popular Mazda roadshow, "commented Annurag Chawla, Brand Manager, Mazda.



The Towell Auto Mall made for a spectacular destination for all car enthusiasts. It gives potential customers a choice of the best brands at one glimpse and a chance to compare features and finalize on the car of their preference without having to hop to various car showrooms.

With large scale plans underway, Towell Auto Centre has been a pioneer of this refreshing concept. They will soon have a new showroom coming up at Ghala. The expansions in the interiors are also happening at the same fervour and the latest addition was the impressive showroom at Nizwa. In an attempt to get closer to its customers and serve them in a unique way the Towell Auto Mall indeed redefines the way showrooms are built and the method in which cars are sold in Oman. It is a concept that clearly keeps the customers at the forefront rather than the dealers.

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.