

Mazda Supports National Child Safety Car Seat Usage Campaign

The grounds next to Lulu Hypermarket in Baushar turned into an information nucleus on 28th and 29th of March, when Association of Early Intervention Centre for Children with Special Needs, a charitable organisation, and Royal Oman Police initiated a National Child Safety Campaign for use of car seats. Mazda, along with other companies, stepped forward with their support for the cause.



It was a mega event inviting every member of the family. Increasing awareness for usage of car seats for children was the prime concern of the event. The campaign was launched under the auspicious of the chief guest H.E. Brigadier Mohammed bin Abdullah bin Masoud Al Riyami, Deputy Inspector General of Police and Customs for operations.

The two-day event was filled with family fun, games, and prizes, along with the aim of actively making parents and children aware of safe driving, through interesting games and activities. A traffic park was temporarily built for children, who could explore various road situations in tricycles and thereby learn rules of safe driving and road security. There also were car seats available for sale at very affordable prices.

Mazda was one for the cause too. They were active participants in the campaign distributing flyers on child safety, use of child seats and explaining the safety features their vehicles offer. “Safety has always been a priority for Mazda. We have invested millions globally in the aim of creating safe vehicles and promoting secure driving. We are glad to be a part of this national campaign, which spreads the message of safety especially for children,” says Annurag Chawla, Brand Manager, Mazda.

The standard safety features in every Mazda boast of MAIDAS (Mazda Advanced Impact Distribution & Absorption System), engine & gearbox drop down safety system, Triple H safety structure, Brake intrusion Safety pedal, dual airbags, Anti-lock Braking System and Electronic Brake Distribution.

Mazda Safety Policies:

Based on awareness that safe cars are one of the foundations of a worry-free life, Mazda is committed to:

1. Researching the ways in which customers use our cars, and the traffic environment in which they are being used.
2. Deepening research into safety technology, and reflecting the results of this research in our products in a way that offers our customers the best available appropriate technology



Along with Mazda, many other conscientious companies also came forward with their support, like Al Mustadama, an organization that has been a pioneer in enforcing child safety and ensuring that children are fully protected in their vehicles.

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.