

Mazda Zuper Zoom offer entices customers *Here's your last chance to grab this incredible offer*

After a successful month-long spell, the Mazda Zuper Zoom offer is coming to an end on 20th July. So if you haven't made the best of this lucrative offer, now is the chance.

Towell Auto Centre LLC, the authorised dealer of Mazda vehicles in the Sultanate of Oman, is offering deals sure to make your experience of owning a Mazda is really gratifying. All customers buying Mazda vehicles during the offer period can not only get the best deal on their favourite Mazda car, but can also enjoy various attractive treats on the side.



A free weekend package for two adults and two children, gift vouchers worth RO50 from Genetco and even 444 litres of free fuel are the special pluses that come with a Mazda car bought during the Zuper Zoom offer. Towell Auto Centre will also be providing customers with free registration and a 40,000 km free service.

When relatives informed **Hussain Ali Al Khabori** about the ongoing deal, it was hard for this senior manager at Oman Arab Bank to resist. He went right ahead to buy himself a Mazda6 with automatic transmission. Hussain and his family are still reaping the rewards of his buy. "A new car always brings one joy. But ours came with added advantages also. I'm still using the free fuel and we are planning to make a trip to Salalah to optimize its use," says Hussain.

Hussain even made the most of the weekend package. "Having enjoyed the weekend with my family we are all so thrilled that we want to go back to the resort sometime again," says a satiated Hussain. His wife too is garnering the profits of her husband's latest buy. Hussain bought her a fridge from Genetco with the gift vouchers they were given during Zuper Zoom.

Eight-year Mazda owner **John P John** was looking to upgrade his Lantis for a while now. The Zuper Zoom offer came almost as a deciding factor when he traded his old vehicle for an automatic transmission Mazda6. "Mazda has already established itself as the style and performance leader in this highly-contested market of Oman. The latest Mazda models with improvements, when combined with such lucrative drive-away offers, make any value-packed Mazda an outstanding buy," says John. John, an MIS manager with Muscat Duty Free, is looking forward to enjoying the weekend package with his family.

Towell Auto even stretched the Zuper Zoom offer to the interiors of Oman. They organised a roadshow that kicked off from Muscat and travelled through Nizwa, Ibri, Barka, Sohar, Sur and Banu Bu Ali, before returning to Muscat's bustling Al Araithi Complex. Each test driver was given gifts and Towell's well-trained staff answered all the questions for prospective buyers.

The Zuper Zoom offer has proved profitable for Mazda too. “We have incurred almost 25 per cent rise in sales in the month of June this year,” said Annurag Chawla, Brand Manager -Mazda, comparing figures to June 2005. “We were really impressed by how well the cars are moving, especially the ever popular Mazda6. The success of this initiative reinforces our brand consciousness and is getting us closer to our customers,” he added.

By buying a Mazda during this offer you can truly make yourself a part of the ‘Zoom-Zoom’ world, where emotions meet motion. Experience the feeling before the deal ends.

Towell Auto Centre makes owning a Mazda extra pleasant with its efficient after sales service in quick response time. A network of 8 service outlets and 10 parts outlets spread across the Sultanate supports customer service.