

## Mazda launches global customer magazine, *Zoom-Zoom*

Mazda Motor Corporation has announced the launch of *Zoom-Zoom*, a new magazine for Mazda customers worldwide. The publication is produced in five languages and is being distributed to eight countries for now.



The *Zoom-Zoom* magazine will be launched in stages to dealers in Japan and other parts of the world for customers who might be waiting for their vehicles being serviced or any other appointments. The magazine, aimed at facilitating a deeper connection between Mazda and its customers, will be a quarterly publication.

The *Zoom-Zoom* magazine will introduce articles describing the exhilaration of driving a Mazda vehicle and the active lifestyles of various Mazda owners across the globe. The magazine covers a wide range of topics to bring the spirit of the Mazda brand closer to readers, with some content on Mazda products and news along with stories about Mazda's people. Each issue has a section with several pages dedicated to pictures of Zoom-Zoom moments which are submitted by Mazda owners.

Approximately 50 percent of the magazine's content will be shared globally, with additional local content incorporated into the magazine to tailor it to each market.

Dan Morris, Mazda's Senior Managing Executive Officer in charge of Marketing, Sales and Service: "With sustained worldwide growth over the past few years, it is more important than ever to broaden the dialogue with our customers and make them feel part of the Mazda family. We are thrilled to be able to bring our vision to the people that trust our brand in every corner of the world, articulating our message in ways that will make our customers experience Zoom-Zoom in every page."

Browsing the first issue:

- Special feature on 40<sup>th</sup> anniversary of the rotary engine
- Interview with celebrity Hiroshi Tamaki who endorses the Mazda Demio (Mazda2)
- Flight of a microlight aircraft from London to Sydney (UK edition)
- Racing at the Mazda Laguna Seca raceway

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.

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