

## **Mazda encourages all customers to use genuine Parts & Services**

*Special discounts for parts and labour on all models of Mazda cars*

Mazda Parts & Service departments firmly believe that the best way to maintain your car is with the company's Service Center. To ensure this is the regular practice with their customers, Mazda's Service & Parts team is always coming up with best deals and discounts on Labour and parts change.

All Mazda cars which are *less than three years old can opt for a 15 per cent off on labour charges and a big 45 per cent discount on parts. The Mazda cars, which are more than three years old can avail a 25 per cent discount on labour and 45% on parts.*



“After warranty, owners often drift away from company service for a variety of reasons. So we consider service as a great differentiator. If we provide Quality Service and lucrative offers to our customers, it can become a key factor in Customer Satisfaction & enhanced Customer Retention,” says Behzad Mehta, National manager - Service, Mazda.

To ensure customers keep coming back to Mazda for their parts changes and services, Mazda had a surge of very successful after sales campaigns, like the 100,000 km campaign, where special rates were offered for the 100,000 km service and change of parts; in addition the Service Drive Campaign was conducted with engineers from Mazda Motor Corporation, Japan checking and analysing Mazda vehicles. Both these campaigns were very well taken by Mazda customers and showed a substantial percentage of customers returning to Mazda workshops for repairs and services.

The sizeable number of customers and high sales performances has also led Towell Auto Centre, Oman, to win the prestigious After Sales Best Distributor in the World by Mazda Corporation, Japan.

At the moment, Mazda Service & Parts department is also conducting a Summer Cool Offer on till July 31<sup>st</sup>. Easing summer months with superior vehicle cooling, this offer brings special deals on change of cooling parts like radiator hoses, compressors, condensers, evaporators, air conditioner pipes, radiator fans and other related parts. A discount of 50 per cent is being offered on these parts if changed during the campaign period.

With promotions like these and a constant effort towards better service and sales, Mazda in Oman is ascertained of firming their top position.

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 10 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.