

## Towell Auto Centre awards their Parts Division employees for superior performance

This has been a spectacular year for Towell Auto Centre's (TAC) Parts Division. They have recorded high sales, achieved infrastructural improvements and adopted innovative business plans to excel in their goals. To recognize and appreciate the unwavering effort put in by the Parts Division, TAC recently awarded the employees of the department.

Various categories of awards were given out to deserving candidates. There were individual awards for employees who excelled in their performance, channel wise awards for the workshop, cash counters etc, team prizes, dealer awards and more given away at the distribution ceremony.



Best Sales Performance, Best Sales Team, Best Local Workshop Growth, Best Dealer Sales Growth and Best Inventory Managed Branch were some among the many awards declared. A special category of Parts sales Milestone Awards were also given for excellent performance to Anil V John, Jothish Kumar, P M Thomas, U Jaishankar, C S Krishna Kumar, and Mohammed Sajid.

This is an annual award ceremony that has been held every year since 2005. Since 2002, TAC 's parts division sales have been on a constant growing curve. The domestic parts sales recorded an all time high in 2006. This has been due to a variety of causes and achievements.

The infrastructural improvement in branch service outlets in Ibri, Sohar, Barka, Salalah and Nizwa has helped to increase customer flow and retention. ***The availability of parts crossed the level of 98.2% in 2006***, boasting of one of the best in industry. The team has encouraged the use of genuine Mazda parts to all our customers by offering special prices and discounts through the year.

Several successful campaigns were conducted in 2006 to ensure best prices, customer friendly service and cost effective ownership to all Mazda customers. The 100,000 km campaign, Mazda Service Drive with special engineers from Mazda Corporation and a host of other campaigns on brake, suspension and clutch parts met with roaring success, thereby increasing the use of genuine parts and shooting up sales figures.

In 2006 the parts team also introduced several best business practices like 5S, perpetual inventory count, appointing more Omani trainees on the job and introducing parts training schedules.

“The Individual Parts Sales Growth Award bestowed on Towell Auto Centre by Mazda Motor Corporation recently, proves that our parts team is one of the best in terms of commitment, product knowledge, customer deliverance and passion to perform. This incredible performance of 2006 is a direct result of their hard work and focused approach to the parts business,” says L R Ragendran, General Manager, Parts, Mazda.

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.