

Mazda's style quotient glimmers at the Power Walk

Mazda has always been synonymous with style; so associating themselves with the recently held Power Walk event came as a strategic brand initiative.



On April 1st, at the Palm Gardens of Muscat Intercontinental, some of the top corporates of Oman, walked the ramp exhibiting creations made by reputed fashion guru Hemant Trevedi. Accompanying the power clique were their spouses and top Indian models. Muscat's chosen glitterati attended the event presented by Mazda.

Mazda stepped forward to present this event in an attempt to connect people to their passions. The fashion event oozed Mazda's ideals of style and élan. "The event perfectly suited our brand strategy and brought us closer to the stylish community of Oman, who are definitely a part of our target audience. So we readily made ourselves a part of Power Walk, which shared common ground with our brand ideals," says Annurag Chawla, Brand Manager, Mazda.



Stylish, insightful and spirited are the key qualities that describe every Mazda car. It's this Brand DNA of Mazda that has appealed millions the world over and encouraged them to choose to drive a Mazda. A Mazda car promises the same exhilaration of speed and motion that one first feels as a child dashing around. With their modern technology, suave styling and superior features Mazda still manages to bring out the unadulterated joy of innocence. This feeling of freedom and motion is expressed in the popular baseline Zoom-Zoom.



Style has always been a prime attribute that identifies a Mazda, along with its smooth performance. The chic Power Walk event certainly brought out this panache of Mazda cars.

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