**PRESS RELEASE**

**MAZDA’S ADVANCED SAFETY FEATURES AND INTUITIVE TECHNOLOGY**

**ARE SECOND TO NONE**

**XX October 2019: Muscat, Oman:** With an aim to offer all their customers an amazing driving experience as well as advanced safety features embedded in the DNA of each vehicle they produce, Mazda’s safety credentials are second to none in the automotive industry.

The research and development of safety technologies at Mazda is based on the company’s safety philosophy, ‘Mazda Proactive Safety’, which aims to minimise the risk of an accident by maximising the range of conditions in which the driver can safely operate the vehicle.

Based on their safety philosophy, Mazda developed the i-ACTIVSENSE technology, an umbrella term covering a series of advanced safety technologies which makes use of detection devices such as milliwave radars and cameras. The i-ACTIVSENSE technology includes active safety technologies that support safe driving by helping the driver to recognise potential hazards on the road and pre-crash safety technologies which help avert collisions or reduce the severity of impact in situations where they can’t be avoided.

The i-ACTIVSENSE technology is at the heart of Mazda’s safety philosophy and utilises next generation safety technologies like the Mazda Radar Cruise Control, Lane Departure Warning System, Lane Assist System, Blind Spot Monitoring System, Adaptive Front Lighting System, Forward Obstruction Warning and Smart City Brake Support. With the use of the i-ACTIVSENSE technologies, Mazda endeavours to provide customers with driving pleasure as well as an outstanding environmental and safety performance.

According to Towell Auto Centre (TAC), the sole distributor of Mazda vehicles in the Sultanate of Oman, “Mazda’s safety philosophy is at the heart of every model that is manufactured. An extensive range of i-ACTIVESENSE safety technologies like Automatic Braking Systems, Mazda Radar Cruise Control, Adaptive Driving Beams, Advance Blind Spot Monitoring, Lane Assist and Lane Departure Warning System makes driving a safe and pleasurable experience for customers. At Mazda we endeavour to empower the driver by providing him or her with the latest technology. Overall i-ACTIVSENSE is a revolutionary take on safety performance and adds to the experience of driving the future.”

In Oman, TAC is recognised as a trusted name in customer service and a pioneer in the automobile business since 1972. A group company of the W J Towell Group, TAC takes off from the principle of its parent company and ensures the easy availability of high quality motor products coupled with the highest standard of service to its esteemed customers.

Mazda has brought quality to the roads of Oman, and TAC has made owning a Mazda an absolute joy, thanks to their excellent after-sales service, availability of genuine parts for all Mazda models, their efficient staff, amazing promotions and innovative solutions for a better customer experience.

To find out more about Towell Auto Centre’s showrooms and servicing centres, you can log on to [www.mazdaoman.com](http://www.mazdaoman.com), or just walk into any one of Towell Auto Centre’s 9 Mazda showrooms situated across the Sultanate of Oman. Now you can also download the revamped Mazda Oman mobile app to get easy access to everything related to Mazda in Oman.

**ENDS**

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**About Mazda**

Mazda’s Corporate Vision includes Brightening people’s lives through car ownership; Offering cars that are sustainable with the earth and society, to more people; and Embracing challenges while seeking to master the Doh of creativity (the Japanese tradition of the ‘Way’ or ‘Path’). “Mazda is committed to its mantra ‘Celebrate Driving’ and to designing and building vehicles with outstanding dynamics that make customers experience the authentic joy of driving, while beaming with pride. Every Mazda is built with passionate dedication by our engineers, and everyone involved with the Mazda production process pays attention to every single detail, and comes up with ingenious ideas for making ongoing improvements. In countries around the world – including the Sultanate of Oman – new-generation Mazda models featuring the manufacturer’s innovative and ground-breaking SKYACTIV Technology are being embraced by automotive critics and publications, and have been showered with awards, including car-of-the-year honours. The new breed of cars is getting the thumbs-up from drivers, the enthusiasm of car lovers, as well as the passion of our engineers, who continue to rev up Mazda's engine of innovation,” the company says.