



MERCEDES-BENZ G 500 4x42 ENTERING SERIES PRODUCTION

KUWAIT: Outstanding response to the "Extreme-G": the G 500 4x42 show car proved hugely popular with many customers and is set to enter series production. In the superlative-studded history of the G-Class, the G 500 4x42 is the new highlight in the model range. The technical package consists of the all-wheel drive powertrain including portal axles and the new 4-litre V8 engine with twin turbocharging and an output of 310 kW (422 hp). All the other G-Class models have further improved interiors and powertrains, and meet the highest emissions standard Euro 6.

A new addition to the extreme G-Class model family: the AMG G 63 6x6 is gaining a sibling in the form of the G 500 4x42. The series-production models of the G-Class provide the basis in the form of the body and ladder-type frame, which compensate for the considerably increased performance of the G 500 4x42 with no problem and without any type of reinforcements. The AMG G 63 6x6 has contributed an adapted version of the permanent all-wheel drive powertrain with portal axles.

The new model is powered by the new V8 powerpack with a displacement of four litres, direct injection and twin turbocharging. The efficient and clean

4.0-litre biturbo engine develops an output of 310 kW (422 hp) and maximum torque of 610 newton metres, and meets the Euro 6 emissions standard including the maximum particulate limit prescribed from 2016. The eight-cylinder has a set of exclusive genes: it is based on the new generation of V8 engines developed by Mercedes-AMG that have already coaxed exceptional levels of performance out of the Mercedes-AMG GT and Mercedes-AMG C 63.

Things are really looking up both on and off-road

Also new is the chassis with dual spring/damper struts and adjustable damping. In the interior of the G 500 4x42, occupants enjoy comfort and an ambience on a par with a luxury saloon. In view of the key data for the chassis and powertrain it seems more than logical that the off-road world starts for the G 500 4x42 where other vehicles give up. But it is surprising that the new "G" also puts in an absolutely convincing performance on the asphalt.

Owing to the considerably wider track of the portal axles compared with the series-production car (+299 mm), the large 22-inch 325/55 R 22-sized wheels and the adjustable damping

with its Sport mode, the enhanced G-Class drives through bends so dynamically that the occupants feel as though they are in a sports car rather than a cross-country vehicle. This also applies to outings on unsurfaced slopes or snow-bound roads, in which case the performance of a high-powered rally car kicks in.

Permanent all-wheel drive, an off-road reduction in the transfer case, portal axles and three differentials lockable while on the move are not to be found in conventional cross-country vehicles. The portal axles developed for versatility in operation complement the off-road portfolio of Mercedes-Benz and are the technical highlight of the G 500 4x42. Unlike on conventional rigid axles, the wheels are not at the height of the axle centre but are instead situated much further below on the axle heads thanks to the portal transmission. As a result the ground clearance of the G 500 4x42 increases to 450 millimetres and the fording depth - or rather the diving depth - to 1000 millimetres.

Systematic further development and high-quality appointments

Since its launch in 1979, the G-Class has made history and is the foundation



for the entire Mercedes-Benz SUV family. More than 250,000 vehicles have been delivered to customers since the first model of the G-Class was introduced. Mercedes-Benz keeps this legendary off-roader series in peak technical form with systematic further development and high quality appointments.

The G-Class now offers up to 16 percent more power and a lower fuel consumption. The new V8 petrol engine is also used in the G 500. Whether diesel or petrol powered - all engine variants are fit for the future, for from now on they meet the requirements of the highest Euro 6 emissions standard. A new suspension setup together with more sensitive ESP control results in increased driving stability, safety and road comfort. The exterior and interior have also been given an upgrade.

ABK SUMMER CAMPAIGN ANNOUNCES LUCKY WINNERS

KUWAIT: Al Ahli Bank of Kuwait (ABK) announced the first winner of its exciting "Spend and Win" summer campaign prize draw for June card spends. Rajasekharan Nair, the first prize winner from Head Office Branch and Mohyaldeen Al Raei, the second prize winner from Shuwaikh Branch both received their prizes following the draw conducted at the ABK Head Office on July 12, which was held under the supervision of the Ministry of Commerce.

By spending a minimum of KD 100 during the month, ABK cardholders will receive the chance to win back their total spend value up to KD 3,000 in the summer campaign's three monthly draws. Customers with ABK Credit and Prepaid cards are all eligible to enter the draws.



ABK cardholders still have a chance to participate and win in the remaining two prize draws with the second draw to be held in August for cardholders' July spends. The final draw will take place in September.



ROLLS-ROYCE 'WRAITH - INSPIRED BY FASHION' AVAILABLE TO ORDER

KUWAIT: Rolls-Royce Motor Cars and the world of Haute Couture have long been bound by a common philosophy - to take the very finest materials and craft them into the most exquisite and desirable luxury goods, appointed to the customer's exact specifications. In this spirit, Rolls-Royce Motor Cars is delighted to unveil 'Wraith - Inspired by Fashion', which is now available to order for Rolls-Royce customers in Kuwait for a limited time through Ali Alghanim & Sons Automotive, the sole authorized dealer of Rolls-Royce Motor Cars and the official importer of BMW and MINI in Kuwait, ahead of arriving in the country in the month of September.

Fittingly, the marque's first showroom in Conduit Street, Mayfair was founded a short step from London's famous centre of tailoring excellence, Savile Row. Here, Sir Henry Royce and his partner The Honourable Charles Rolls echoed the offerings of their illustrious neighbours by providing London's most stylish denizens with the automotive equivalent of the finest cloths; a perfectly engineered Rolls-Royce chassis and running gear. The customer would then call upon their preferred coachbuilder, who would furnish the car with personal touches and accoutrements specified perfectly to their requirements.

A century later, a bold new generation of customers continue to share the same appetite for commissioning expressions of their taste and lifestyle. 'Wraith - Inspired by Fashion' provides a modern take on this grand tradition. As to commissioning a fine suit or elegant piece of couture, the journey of creating a highly Bespoke Rolls-Royce motor car begins at the marque's equivalent of the tailor's atelier, the Bespoke Design Studio at the Home of Rolls-Royce in Goodwood, England. Here, the Designers honed

the aesthetic theme of the car, drawing inspiration from colour palettes, materials and techniques used in the world of high fashion. The result is an extraordinary interpretation of Wraith's characteristic blend of power, style and drama.

Giles Taylor, Director of Design for Rolls-Royce Motor Cars, commented, "This iteration of Wraith provides a canvas for materials and finishes most commonly associated with the world of fashion. Inspiration was sourced from international catwalks and Bespoke Tailors, resulting in an aesthetically stunning and sartorially on-point motor car."

'Wraith - Inspired by Fashion' two-tone exterior colour scheme of Andalusian White and Arctic White offers a neutral setting for a choice of accent colours, namely Jasmine, Tailored Purple or Mugello Red. Wraith's signature shoulder-line is accentuated deftly with the addition of a hand-applied feature-line in the chosen highlight colour, alluding to the divergent interior of the motor car.

Like the finest Bespoke garments, beauty is found in the subtlest details. On opening Wraith's coach-doors you will find a contemporary impression of the car's classic Arctic White and Black interior colour scheme. Beyond the traditional placement of embroidered headrests, seat stitching and piping, the accent colour has found an elegant new application via a striking two-tone composition steering wheel. Seamless stitching, a highly complex craft technique from the world of fine tailoring, was mastered and applied to the wheel by the craftspeople in the Leather Shop at the Home of Rolls-Royce.

The very finest garments are crafted exclusively from the most luxurious materials - with tactility, comfort and quality as important an

attribute as the aesthetic of the piece itself. The Bespoke design team took inspiration from this approach in appointing the car's front and rear door pockets with fine silks, adorned with an abstract representation of the Spirit of Ecstasy with each emblem set precisely at fifty-five degrees to complement the lines of the door.

The remarkable craftsmanship and attention-to-detail employed in the creation of any Rolls-Royce is evident in the exquisite application of wood to the dashboard, with the lacquering process for 'Wraith - Inspired by Fashion' alone taking nine days to painstakingly complete. This is completed elegantly with the integration of a Bespoke Clock, set as a piece of jewellery, styled exclusively to emit a pearl effect, reminiscent of silk fabrics.

The contemporary fashion theme is completed with the integration of welting, a specialist technique most commonly associated with Bespoke tailoring. Presented as a colourful silk strip, the welting stylishly frames Wraith's signature leather door-panel.

To mark the occasion of the creation of this timeless Wraith, the motor car took part in a landmark shoot on the production line at the Home of Rolls-Royce in the South of England. The luxurious materials and distinctive features presented in the motor car were accentuated by fashion models, set against a backdrop of the hand-made motor cars.

The remarkable success of Wraith in attracting a new generation of successful entrepreneurs to the marque has been underpinned by a surge in demand for Bespoke personalisation - a remarkable 95 percent of all Wraith motor cars left the Home of Rolls-Royce with an element of Bespoke design last year, giving bold expression to the notion that Bespoke is Rolls-Royce.

AL MAZAYA POSTS KD 4.1M H1 PROFITS ON STRONG SALES

KUWAIT: Al-Mazaya Holdings announced a KD 4.1 million net profit for the first half of 2015, up 32.1 percent on the corresponding period a year previously - the figure represents a profit of 6.61 fils per share, compared to 5 fils in 2014. Ibrahim Al-Soqabi, CEO of the Group, said: "Al-Mazaya Holdings has continued the growth trajectory of 2014 into the first half of 2015, improving returns to shareholders. We have seen growth across the business, but in particular our success in 2015 has been driven by real estate sales, leases and deliveries."

"We have seen our revenues strengthen from KD9.1m for the first half of 2014 to KD21.9m this year. We are optimistic we can continue this performance into the second half of the year, and we will seek to optimise our commercial activity with strong marketing campaigns to December."



Ibrahim Al-Soqabi

Soqabi said revenues generated from leases amounted to KD 3.1 million compared to KD 2.5 million in the same period last year. Commenting on the operational activities of Al-Mazaya, Soqabi said: "Since the start of the year, we have continued to improve occupancy rates in income-generating projects such as Sky Gardens, located at Dubai Financial Centre, which is now 95 percent occupied. Similarly, Al-Mazaya Towers, located in the heart of the Kuwaiti capital, is now 100 percent occupied. Other Mazaya projects in Saudi Arabia and Dubai are also 100 percent occupied. Going into the second half of the year, we are excited about bringing the final phases of projects such as Mazaya Business Avenue, The Villa Residential and Queue Point to market. These projects are currently about 80 percent sold."

Financial Statements

With regard to the company's first half financial statement, Soqabi said: "Mazaya has performed well in the first half, thanks to good management and clearly defined business objectives." He said shareholder equity by June, 2015, had amounted to KD107.45 mil-

lion, compared to KD 99.99 million in 2014.

Soqabi also introduced the Five Year Company credit plan saying: "Al-Mazaya has successfully accomplished its borrowing objectives for 2015 by transforming its loans into Islamic loans, including two Islamic contracts with a Kuwaiti bank amounting to KD25 million. "All Mazaya borrowing arrangements are now Sharia compliant. We go into the second half of the year in robust financial health, with all short term borrowing transferred to mid to long-term loans, effectively reducing our interest obligations."

First Midterm Accomplishments

Soqabi listed some of the company's most notable H1 achievements:

- Al-Mazaya Holdings launched promotion of Ritim Istanbul Project, in association with JV partner Dumankaya Real-Estate, Turkey. The project consists of three residential and three commercial towers. The project is 75 percent completed and 55 percent sold.
- Al-Mazaya completed its Logistic Service project in the heart of Bahrain's financial district, offering ultra-modern warehouse solutions. The occupancy rate is 30 percent.
- The ambitious Queue Point project in Dubai Land achieved 80 percent completion.
- Al-Mazaya completed the design and license of its ultra-modern 2,000 m² medical project in Sabah Al-Salem, Kuwait. Al-Mazaya concluded two Islamic facility contracts with a Kuwaiti bank amounting to KD3.75 million to develop and execute the project.
- Al-Mazaya completed 80 percent of the designs for the high quality Mazaya Residence projects spanning 23,193 m² in Al-Mawaleh, Muscat. A Mazaya sister company concluded an Islamic credit facility contract in Oman amounting to OR10.5 million, payable over twelve years, to construct the project.
- Al-Mazaya awarded the contract for delivery of Queue Line in Dubai to a well-regarded developer. The project is scheduled for completion in 2017.
- Al-Mazaya launched a mega promotion fair - "Mazaya My Fair" to market Queue Point, Queue Line, Mazaya Residence in Oman, and Ritim Project in Istanbul.
- Through a sister company, Al-Mazaya purchased land for development in east Kuwait worth to KD8 million.

Soqabi concluded by stating Mazaya is considering many real estate projects in the Gulf and Turkey and announcements will likely be made before the end of the year.