

Business

Toyota Land Cruiser series global sales pass 10m mark

Premium SUV's new milestone highlights customer trust and loyalty for the brand



KUWAIT: Toyota announced yesterday that the cumulative global sales of its legendary Land Cruiser series have surpassed 10 million units as of August 31, 2019. The new milestone comes as a recognition for the premium SUV's standing as a global and regional icon that continues to touch the lives of millions of people across the globe every day.

"We are grateful to each and every one of our customers for their trust and support in our journey towards achieving this important milestone, cementing it as a remarkable success story over the years," said Yugo Miyamoto, Chief Representative, Middle East and Central Asia Representative Office, Toyota Motor Corporation. "Since its introduction over six decades ago, the Land Cruiser has evolved into one of the most fully capable premium SUVs, exceeding expectations across successive generations to establish itself as a favorite among the region's families."

"The legendary Land Cruiser embodies Toyota's reputation for reliability, durability, and capability, and has become an integral part of people's lives in

virtually every part of the globe. We remain committed to continue working together with our customers to create 'ever-better' cars," Miyamoto added.

Launched on August 1, 1951, as the Toyota Jeep BJ, the Land Cruiser is the company's longest-running vehicle. The production of the world-beating vehicle, which assumed its current name in 1954, has continued for 68 years with nine generations dominating the Premium SUV market across the world.

Full-scale exports of the Land Cruiser began with the 20 series, which was introduced in November 1955, four years after the launch of the first-generation vehicle. Since then, Toyota has consistently developed versions that cater to customer needs, while staying true to its reputation for reliability, durability, and drivability on poor roads - essentially the development concepts on which the Land Cruiser is based.

As a well-deserved recognition for its genuine off-road capabilities, the Land Cruiser has continued to receive the support of customers around the world.

Even though fewer than 100 units were exported per year initially, by 1965, 10 years after full-scale exports commenced, that figure had surpassed 10,000 units per year. At present, the Land Cruiser is sold in approximately 170 countries and regions worldwide, with annual global sales standing at approximately 400,000 units.

The Land Cruiser contributed significantly to increased trust in the Toyota brand around the world and created a foothold for the company to expand its exports. Due to its outstanding reliability and durability, there are regions where Land Cruiser 40 series vehicles continue to be used today, some 50 years after they were manufactured.

The history of the Land Cruiser symbolizes Toyota's QDR - Quality, Durability, and Reliability. Over the years, the Land Cruiser has carved out a reputation for itself as a reassuring companion for business and lifestyle needs. It is widely recognized as a vehicle that transports people's lives and items, that fulfills people's mobility dreams, and that enables

people to go where they want, when they want, and to return safe and sound.

Owing to its versatile features and capabilities, the thoroughbred four-wheel-drive off-roader is utilized around the world for a broad array of diverse needs. The applications range from carrying out humanitarian assistance operations in remote areas and herding cattle on vast cattle ranches, to facilitating mobility in deep underground mines and harvesting high-elevation crops on steep fields at altitudes as high as 3,400 meters, where even humans have difficulty standing. Indeed, there are many places around the world where it would be impossible to live from day to day without the Land Cruiser.

Going forward, in order to continue to cater to - and even exceed - customer expectations, development of the Land Cruiser will take place on the premise that it will be used in every corner of the world. To this end, Toyota itself intends to set more rigorous standards and continue to engage in car-making with the goal of creating a truly unique vehicle.

Here is what you can do with 128GB storage on your Huawei P30 Pro

KUWAIT: The summer is here and it is time to pack up your bags and head out for your much-awaited summer holidays! However, while you are packing you can't forget your camera, extra storage devices, your laptop and of course your tripod to make sure you get some of the best pictures and videos of those warm and fun summer nights. But, what if you didn't have to pack all of this, instead just use one device for it all?

Following the wide success of the Huawei P30 Pro, Huawei has added one more member to the Huawei P30 family, providing users with more choice. The new edition offers users with a 128GB storage option along with the rest of the Huawei P30 Pro's powerful features, packed into the beautiful Breathing Crystal body.

Taking a lot of photos? No problem

A wonderful summer holiday is bound to have key moments that you need to save forever. From morning sunrises to stunning beaches, glorious sunsets to family dinners, each memory is precious and deserves to be saved. To help you take these pictures, the Huawei P30 Pro packs a powerful Leica Quad camera setup that can take beautiful pictures under any situation. Lack of light, subjects too far away or even scenes that don't fit in one frame, the Huawei P30 Pro does not face any challenge thanks to its award-winning camera setup.

You can take as many photos as you want without having to worry about running out of space on the Huawei P30 Pro, as the new 128GB edition offers a solid storage capacity. What better way is there to come home with all your memories safely stored in one place?

Space for all your videos

Not only is this powerful camera setup great for clicking pictures, but it can also record stunning videos. Simply point and click, making you the director of your own little holiday movie, music video or even the next episode of your VLOG. Apart from high quality videos, your videos can also get a unique look thanks to the Huawei P30 Pro's Dual-View Video feature that splits your display in two with a close-up shot on one frame and a wide-angle shot on the other. For example, you can record your children's expressions while they are swimming while also capturing the whole scenery at the same time. Not only does this make way for creative videos,



but you can also record a concert or a show entirely while also focusing on the lead performers.

High quality videos do take up space, all the more reason why you need the extra storage space that the Huawei P30 Pro's 128GB edition offers.

Install all the apps you will ever need

Travelling to a new place might sometimes be a little intimidating, unless you have the right arsenal of apps installed on your phone. Travel guides, currency converters, local maps, transport services, are just some examples of apps you will need when you are moving out and about your holiday destination. Thanks to the 128GB storage, users can download and install all the apps they need onto their Huawei P30 Pro. Be it for business or leisure, there is an app for it all, and the Huawei P30 Pro 128GB edition has the space for it. If you have some free time, you can also indulge in some fun gameplay by downloading and installing some of the best games available on mobile platforms.

Gulf Bank announces winner of 3rd Al-Danah quarterly draw for KD 500,000

KUWAIT: Gulf Bank has announced the winner of the third Al-Danah quarterly draw of the year. The lucky winner, Bader Yousef Mohammad Al-Nasrallah, took home a cash prize of KD 500,000.

The draw, which took place live on air on FM 88.8 'Q8 Pulse' (Nabd Al-Kuwait) in the presence of a representative from the Ministry of Commerce, is the third Al-Danah quarterly draw of 2019.

Commenting on the third quarterly Al-Danah draw of the year, Ahmad Al-Amir, Assistant General Manager of External Communications at Gulf Bank, said: "We look forward to the Al-Danah draws every quarter, as they are a great chance for us to see the Al-Danah account and all its benefits in action. Al-Danah chances are added on a daily basis, meaning the more customers save and the longer they save for, the higher their chances in winning. Furthermore, Al-Danah is the only draw account in Kuwait that provides loyalty chances; loyalty chances refer to all the accumulated chances a customer gains in the previous year, which are then rewarded to their next year's chances to enter the draw; terms and conditions apply.

For example, the total chances gained by customers in 2018 have been added to all loyal customer's 2019 chances, and the same will be done for 2020; all their chances gained in 2019, will be added to 2020 and so on.

In addition to the millionaire annual prize, the Al-Danah account offers account holders quarterly prizes of up to KD 500,000, as well as weekly prizes of KD 1,000 each for a total of five winners. We are excited to continue to reward our customers for saving with their Al-Danah accounts, and we encourage everyone to continue depositing into their accounts to increase their chances of becoming our 2019 Al-Danah millionaire in our upcoming draw!"

Gulf Bank customers have until October 31, 2019 to enter the yearly Al-Danah draw of the year, which will take place on January 16, 2020. The fourth and final draw of the year will culminate in the announcement of the 2019 Al-Danah millionaire, who will receive a grand prize of KD 1 million. To participate in this year's quarterly and annual draws, customers must keep the balance required by the Al-Danah account. To deposit into an Al-Danah account, customers can visit any one of Gulf Bank's ATMs or ITMs, as well as any of the 58 Gulf Bank branches around the country.



Ahmad Al-Amir

