

ETIHAD AIRWAYS SCORES WITH ABU DHABI SPORTS DEAL

ABU DHABI: Etihad Airways has teamed up with Abu Dhabi Sports Council (ADSC) to become a collective driving force behind attracting global sporting events to the emirate. The national airline of the UAE has entered a three year deal with ADSC to support sports activities and major sporting events in Abu Dhabi. The strategic initiative replaces an event-by-event approach and contributes to a longer term vision for sports in line with Abu Dhabi Vision 2030.

Hareb Almuhairey, Senior Vice President, Corporate and International Affairs, Etihad Airways, said: "This agreement cements our work together to promote Abu Dhabi as an outstanding destination for major international sporting events. These events bring considerable economic benefits, provide excellent opportunities for resident and visiting sports fans and encourage a healthy and active lifestyle."

At least 15 events will be covered under the new partnership, including headlines such as January's annual Abu Dhabi HSBC Golf Championship and this month's professional cycling race, the Abu Dhabi Tour. It is expected that eventually, dozens of events will be jointly supported as new sports initiatives are attracted to the emirate.

"This deal represents a more structured and long-term approach to delivering on our vision of evolving Abu Dhabi into an international destination for sport, competitiveness and international events. Etihad Airways will bring to the table considerable marketing clout which will further build local, regional and global aware-

ness of our headline events," explained His Excellency Aref Al Awani, General Secretary, ADSC.

The new partnership will see Etihad Airways leverage all of its marketing channels to promote major sporting events in the emirate. The agreement also opens the way for special athlete appearances, guest experiences and community engagement activities. Etihad Cargo will provide support for sports equipment, contributing to what is effectively a bridge to bring the world's best athletes and action to Abu Dhabi.

An Oxford Business Group study, entitled The Report Abu Dhabi 2016, notes that while Abu Dhabi was largely unknown in the international sporting world just 10 years ago, it has since sprinted onto the global stage by hosting high profile sporting events, such as the Formula 1 Etihad Airways Abu Dhabi Grand Prix. Other events have included the ITU World Triathlon Series, the Volvo Ocean Race and the Fatima Bint Mubarak Ladies Open (Ladies European Tour).

"The positive impact of major sports events on tourism is well documented, with benefits such as airline passenger traffic, hotel stays and visitor spend," added Mr Almuhairey. "At the same time, we are always looking for ways to connect and inspire our guests. Sport provides a wonderful platform to do this." Among the other events covered under the new partnership are the FINA 10k Open Water World Championship, the FINA High-Dive World Cup, Emirates Football Forum and the FIBA Basketball 3 x 3 World Championship.



QX SPORT INSPIRATION: THE NEW DARING SUV VISION FROM INFINITI

KUWAIT: The INFINITI QX Sport Inspiration is an elegant and powerful expression of progressive SUV design. Laying down markers for future INFINITI QX models, the QX Sport Inspiration explores the brand's vision for a next-generation, premium mid-size SUV. The concept makes its European premiere at the 2016 Paris Motor Show (Mondial de l'Automobile), and includes several new design elements.

The QX Sport Inspiration stands out in its segment with its taut lines, muscular haunches, high visual center of gravity, long bonnet and raked, coupe-like silhouette. Immediately recognizable as an INFINITI, the QX Sport Inspiration is inspired by INFINITI's 'Powerful Elegance' form language and bears the brand's design hallmarks - including the signature double-arch grille, focused 'human eye' headlamps, 'crescent-cut' pillar and masculine, fluid body sculpting.

Flowing lines and advanced craftsmanship characterize the spacious and beautifully appointed interior, which follows INFINITI's 'driver-centric, passenger-minded' approach to cabin architecture. The interior's color palette - predominantly black and white with flashes of the hide's natural tan color, as well as new dark brown leather for the Paris Motor Show - is striking, yet harmoniously blended through careful use of line, form, and texture. "The QX Sport Inspiration is a statement of intent from INFINITI, showcasing a daring design philosophy and a demonstration of our capabilities in the mid-size SUV segment." Roland Krueger, President of INFINITI

The concept promises off-road versatility, aided by its raised, 230 mm (9.1 in) ground clearance, as well as the empowering, in-control on-road driving characteristics and cruising comfort that is expected of any INFINITI. The concept features a lean, purposeful form, with a short front overhang and wide stance - total width (excluding rear-view cameras) is approx. 1,900 mm (74.8 in), while length is 4,600 mm (181 in). INFINITI has launched a number of new models recently which adhere closely to the form and philosophy of concept models - notably the Q30, the QX30 and the Q60. All share a suite of signature design cues that help ensure each is immediately recognizable as an INFINITI.

The QX Sport Inspiration evolves these signature design elements, including a new interpretation of INFINITI's hallmark 'crescent-cut' D-pillar, where the leading edge of the crescent is raised - echoing that of the acclaimed Q80 Inspiration Concept. Bringing added emphasis to this feature, the curvature of the D-pillars is mirrored in the lines of the rear hatch window. In profile the bodywork tapers down from the concept's roof (1,650 mm - 64.9 in - maximum height) toward a rear hatch that has been angled to accentuate



the vehicle's 'lean-forward', coupe-like silhouette. At the front, the line from the top of INFINITI's familiar double-arch grille extends through the sharp, high-performance, focused 'human-eye' headlamps, with new chrome detail for its Paris

appearance. The 'human-eye' element is another INFINITI signature design theme and, contoured around the edge of the hood, forms a character line that runs over the wide, flared front wheel arches and along the flanks to the tapered rear.



BURGAN BANK SIGNS AN EXCLUSIVE AGREEMENT WITH GRAND CINEMAS

KUWAIT: Burgan Bank announced yesterday an exclusive tie-up with Grand Cinemas, Kuwait's newest and most luxurious movie theater. By signing this agreement, Burgan Bank will be the only bank in Kuwait to offer its customers with value added benefits and first-of-its-kind promotions all year round at the Grand Cinemas. This step forward marks a new era for Burgan Bank and Grand Cinemas conjoint customer service, which falls in the strategies of both firms to keep pioneering the entertainment industry and upgrading their clientele's service to the highest of levels.

These benefits also include exclusive events such as special screenings of blockbuster movies and discounts when booking movie tickets at either Grand Cinemas theatre counters at Al Hamra Mall and The Gate Mall or directly through Grand



Cinemas website or mobile application. Customers are among the bank's main priorities and by partnering with Grand Cinemas, the bank continues to reinforce its position as a leading financial institution that meets its individual customer aspirations.

BURGAN BANK ANNOUNCES NAMES OF WINNERS OF YAWMI ACCOUNT DRAW

KUWAIT: Burgan Bank announced yesterday the names of the lucky winners of its Yawmi account draw, each taking home a prize of KD 5,000. The lucky winners for the daily draws took home a cash-prize of KD 5,000 each, and they are:

1. MOHAMMAD ABDULLAH ALI
2. AWASHA FAISAL SAUD AL-ZEBEN
3. ILHAM TEGMOUSS
4. AHMAD ABDULLAH IBRAHEEM AL FAILAKAWI

In addition to the daily draw, Bursan Bank also offers a Quarterly Draw with more chances to win higher rewards, entitling one lucky customer to win KD 125,000 every three months. The Yawmi Account offers Daily and quarterly Draws, the Quarterly Draw requires customers to maintain a minimum amount of KD 500 in their account for 2 months prior to draw date. Additionally, every KD 10 in the

account, will entitle customers to one chance of winning. If the account balance is KD 500 and above, the account holder will be qualified for both the quarterly and daily draws. Bursan Bank encourages everyone to open a Yawmi account and/or increase their deposit to maximize their chances to becoming a winner. The more customers deposit, the higher the chances they receive of winning.

For more information on opening a Yawmi account or about the new quarterly draw, customers are urged to visit their nearest Bursan Bank branch and receive all the details, or simply call the bank's Call Center at 1804080 where customer service representatives will be delighted to assist with any questions on the Yawmi account or any of the bank's products and services. Customers can also log on to Bursan Bank's www.burgan.com for further information

KFH NAMES WINNERS OF BANKING CARDS CAMPAIGN'S 12TH DRAW

KUWAIT: Kuwait Finance House (KFH) announced the 7 winners of the 12th draw of the new banking cards campaign themed "Use KFH Cards and You May Win up to 2 Mercedes-Benz SUV's and Cash Prizes up to \$200,000" aiming at encouraging its customers to use KFH credit, prepaid and debit cards while making purchases in Kuwait and overseas. The winners are: Mohammad Mustafa, Farah Alshaye, Hessa Alkheadir, Dawood Alsabej, Nashmiya Alrashidi, Emad Boursely, and Breikan Alajmi.

For every KD 10 spent on their KFH cards, clients will gain a chance to enter a draw and win up to 2 Mercedes-Benz cars and a chance to win the value of their purchases up to \$2000 daily for 100 days ending October 11th 2016. It is worth noting that KFH Credit and Prepaid cards used in domestic and international purchases and KFH Debit cards used in international purchases are eligible for the daily draw.

Moreover, clients will gain the chance to enter 2 draws to win 2 Mercedes-Benz cars. The first draw will be for the first car Mercedes Benz GLE 400. This draw will be held after 50 days of the launch for purchasing transactions conducted from day 1 to day 50, while the second draw will be for the second car Mercedes Benz

GLE 450 Coupe, and will be held after 100 days of the launch for purchasing conducted from day 51 to day 100 of the campaign.

KFH strives to continuously offer its clients new promotions and offers that differentiate them among peers, whilst also bolstering the bank's pioneering position in the field of banking cards. KFH marketing campaigns play a significant role in underlining KFH's principles that include boosting sales, while benefiting clients and merchants. This new campaign is part of KFH's efforts to reward its clients and grant them additional value; thus achieving higher customer satisfaction. The campaign also aims at enhancing the bank's presence, especially that it dominates the largest market share in the field of banking cards in Kuwait.

KFH has won several awards in the field of banking cards which reinforces its success and efficiency in banking cards market. KFH enjoys high confidence and leadership in the market in addition to high quality products which have enabled it to achieve growth in cards market and increase the number of customers. KFH occupies the leading position as the issuer of banking cards and one of leading banks at the GCC level.

AL DANAH'S KD 500,000 WINNER RECEIVES HIS PRIZE AT GULF BANK

KUWAIT: Gulf Bank recently had the opportunity to welcome and congratulate the KD 500,000 winner Dr Ghanim Hamad Al-Najjar and presented him with his winning cheque. Customers wishing to take part in the Al Danah draws are advised to open an account before 31 October to take part in the Al Danah Millionaire which will be held on 5 January 2017. To be part of the Al Danah draws, customers can visit one of Gulf Bank's 56 branches, transfer on line, or call the Customer Contact Center on 1805805 for assistance and guidance. Customers can also log on to www.e-gulfbank.com/aldanahwinners, to find out more about Al Danah and who the winners are.

AL TIJARI ANNOUNCES WINNERS OF AL NAJMA ACCOUNT DRAW

KUWAIT: The Commercial Bank of Kuwait held the Al Najma Account daily draw yesterday. The draw was held under the supervision of the Ministry of Commerce & Industry represented by Mr. Abdulaziz Ashkanani. The winners of the Al Najma Daily Draw are:

- Qamar Al Islam Ashraf Ali KD 7000/-
- Yousef Omran Al Banwan KD 7000/-
- Ibrahim Mohammed Ahmad Hussain KD 7000/-
- Eid Hamad Al Essa KD 7000/-

Al Najma awards are now brighter and bigger than ever. With the revamped Al Najma account, all your dreams will be turned to reality. On top of offering the highest daily prize in Kuwait for KD 7,000, now our Mega prize draws got bigger to reach KD 250,000.