

Business

Exceptional Toyota Hilux celebrates 50 years of reliable performance

Feel the toughness and feel the comfort with Hilux - the warrior



KUWAIT: During the past five decades Hilux has remained one of the core products and a major driver of global strategy for Toyota. Hilux illustrates its reputation as a sturdy, all-conquering vehicle constantly evolving to set new benchmarks for comfort and performance. Customers of Hilux are loyal to Hilux and considers Hilux as a reliable partners if for business or personal use.

Since the launch of the first-generation Hilux in 1968, over 17.7 million Hilux have been sold by 2017 globally in more than 180 countries and regions. The name Hilux, a combination of the words "high" and "luxury", was given to underline the truck's splendor and superiority.

Faced with the challenge of creating the eighth-generation Hilux, Toyota realized that toughness doesn't just come from the vehicle; it comes from the people inside. Whether you are battling your way up a muddy track or stuck in traffic, reducing the stress of driving is just as important as withstanding the ele-



ments. That's why the new Hilux, while improving on the model's characteristic toughness and performance, redefines toughness by being more occupant-focused and providing a stress-free driving experience.

In order to meet the evolving demands of markets around the world, Hilux has also evolved drastically. The new Hilux is best expressed through Toyota's slogan for the redesigned vehicle: A New Era for Pickup. Every Inch a Hilux. The first part of the slogan communicates the advancements of the new Hilux, which are of such significance that they set a new standard for the pickup category with a new level of SUV-like comfort. Every Inch a Hilux, meanwhile, states that the new

Hilux is completely genuine, authentic and consistent with the Hilux brand, delivering the high standards of durability and reliability that have always been the core values of the Hilux.

New 2018 Hilux TRD

Hilux TRD is the tougher and bolder yet cool new 2018 Hilux special edition powered by Toyota Racing Development (TRD) accessories. It redefines tough performance highlighting tough yet emotional design with enhanced exterior appearance and comfortable interiors. The latest edition of Hilux has a refined contemporary look as well as excellent on and off road capability. It will also appeal to active young individuals, private and family customer base. With generations of success behind, a Hilux is always the best choice.

The impressive TRD accessories available in 2018 Hilux include TRD Front bumper spoiler, Daytime Running Lights, TRD Sports bar, TRD Bed liner under rail A-Deck, TRD



Alloy Wheels R17 inch which will be available in striking colors Pearl White, Nebula Blue, Crimson Spark Red. TRD render each car instantly recognizable as unique examples, with sharper designs.

Above and beyond conventional ideas of toughness, the eighth-generation Hilux provides ride comfort that make long, tough drives less grueling, a quiet cabin that allows communication in any conditions, and enhanced cruising range thanks to improved fuel efficiency.

Turkish Airlines reveals Q1 traffic results, sheds light on aviation trends

KUWAIT: Turkish Airlines, the airline that flies to more countries than any other airline, has announced during the Arabian Travel Market 2018 in Dubai, UAE, that travellers to Turkey flying from the Middle East region has increased during the first quarter of the year.

During the first quarter, increase in demand and total number of passengers was 22 percent higher than the same period of last year. Total number of passengers from the Middle East region was 5.6 million last year.

Furthermore, during the first quarter the total Load Factor improved by 6.5 points recording the highest load factor in Turkish Airlines history for the first quarter, while international Load Factor increased by 7 points. Airline seat capacity grew by 11.4 percent.

Commenting on the results, Muhammed Fatih Durmaz, Turkish Airlines Vice President Sales, Middle East & Cyprus, said: "2017 was a successful year for Turkish Airlines in terms of our global fleet and network expansion and we have high expectations of 2018 as we see the Q1 results and continue to build momentum for our excellent in-flight and customer service. Our network expansion has also been a pivotal step in supporting the increasing customer demand in all our markets, including

the UAE and the Middle East. Through new and innovative features, as well as having a growing fleet, our aim is to provide customers with the best possible options, both in terms of new destinations and innovative products and services."

Turkish Airlines has also unveiled the results of a recent commissioned study conducted by Nielsen research on "2017 Aviation Trends in the UAE" during Arabian Travel Market, which sheds the light on where the industry is going in 2018. Internet and mobile phone connectivity, fewer queues at check-in and even onboard gyms are just some of the items on the wish list of the UAE's airline travelers.

Commenting on the study results, Muhammed Fatih Durmaz, Turkish Airlines Vice President Sales, Middle East & Cyprus, said: "It is very interesting to see how the travel and airlines industries are shifting with the transformation into the digital era, and how travellers are now relying more than any time before on automated services and convenience provided by technology. At Turkish Airlines, we continue to work closely with our different partners to provide our customers with the best travel experience and hospitality that make their journeys memorable".

As Turkish Airlines strives to understand and consider the demands of its passengers, the airline's last results are a proof of its success. In addition to providing convenient travel experiences to passengers, the top five image attributes, that it succeeded to reach almost to the top level. According to the UAE travellers, its "safe airline" perception ranked equal first with its good reputation, while good service onboard, value for money, and flying to many destinations are the primary dynamics that made the airline an optimum preference for them.



Burgan Bank announces winners of Yawmi account draw

KUWAIT: Burgan Bank, the second largest Kuwaiti bank in terms of assets, announced yesterday the names of the daily draw winners of its Yawmi account draw, each taking home a cash-prize of KD 5,000.

The lucky winners are:

1. Majid Hilal Abdullhussein Altamimi
2. Sadeq Habib Sayed Shobbar Abbas
3. Sarah & Aliah Mohammed Abdullah
4. Athary Kadhem Mohammad
5. Sami Mohammed Sheref Sheref

In addition to the daily draw, Burgan Bank also offers a quarterly draw with more chances to win higher rewards, offering the chance to one lucky customer to win KD 125,000 every three months. The Yawmi Account offers daily and quarterly draws, wherein the quarterly draw



requires customers to maintain a minimum amount of KD 500 in their account for two months prior to the 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.

Burgan Bank encourages everyone to open a Yawmi account and/or increase their deposit to maximize their chances of becoming a winner. The higher the level of the deposit, the higher the likelihood to win.

MasterCard hosts region's top marketers at CMO Forum

KUWAIT: Mastercard, a leading technology company in the global payments industry, hosted its first CMO Forum in Dubai, to explore the impact of digital transformation on brand strategy and consumer engagement. The forum welcomed top executives from leading companies including Emirates, Nestle and McDonald's.

Hosted by Raja Rajamannar, Chief Marketing & Communications Officer, MasterCard, the panel discussion, titled "I Don't Want Your Ads": Marketing in an Ad-Blocking World, drew attention to the evolving role of marketing in connecting brands to a new generation of consumer. During the session, MasterCard, who was recently named among the world's top companies by Brandwatch for Best-in-Class Customer Experience and

Most Pleasing Brand, shared insights on the transformation of its marketing and brand strategy, including the evolution of its globally acclaimed campaigns such as 'Priceless'.

The panelists, Samer Alhaider, Senior Manager eCommerce & Mobile, Emirates Airline; Balki Radhakrishnan, Vice President, Asia, Middle East, Africa, Nestlé; and Tarek El Kady, Senior Director, Marketing, MEA Business Unit, McDonald's, exchanged insights on creating unique and sustainable differentiation to future-proof brands.

"The birth of the 'expectation economy' has necessitated the need for brands to engage with consumers through experiential marketing. With a booming population of millennials, and a long history of innovative thinking, the Middle East and Africa offers an excellent opportunity for marketers to leverage this trend to their advantage and drive richer brand experiences that wow their consumers and enable them to create and tell their own stories. Forums like these allow the marketing community to explore these evolving consumer behaviors from an industry-wide perspective and share best practices, helping us unlock the next phase of growth for the regional marketing landscape," said Rajamannar.



VIVA launches Huawei P20 Pro starting KD 21

KUWAIT: VIVA, Kuwait's fastest-growing and most developed telecom operator, launched the new Huawei P20 Pro device with postpaid plans starting from KD 21 that give customers KD 10 credit and 10 GB Internet.

Abdulrazzaq Bader Al-Essa, Corporate Communications Director at VIVA said: "We are proud of our concrete partnership with Huawei, and joint efforts between VIVA's team and Huawei's team always lead to fulfill our customers' needs and meet their aspirations with the latest technology."

The all-new Huawei P20 Pro leads the way in smartphone photography with the revolutionary Leica Triple Camera, where aesthetic vision meets an advanced camera system for intelligent and creative photography. It is a phone that stands out with its large, spacious display. Its huge screen occupies most of its front, edgeless fingerprint sensor with smart navigation. The triple camera arrangement is comprised of a massive, 40MP camera for regular shots, a 5X hybrid zoom, and a natural tone that automatically adjusts color temperature for a paper-like viewing experience. On the inside is a powerful Kirin 970 chip, along with plenty of memory and a huge battery.



VIVA is the fastest-growing telecom operator in Kuwait. Launched in December 2008, VIVA makes things 'More' for its customers by transforming communication, information and entertainment experiences. The company has rapidly established a pioneer position in the market through its customer centric approach. VIVA's quest is to be the mobile brand of choice in Kuwait by being transparent, engaging, energetic and fulfilling.