

Business

New Mercedes-Maybach GLS - new form of luxury

Brand's style embodied in sublime beauty, supreme aesthetics, elegance

DUBAI: The Mercedes-Maybach GLS 600 4MATIC (combined fuel consumption: 12.0-11.7 l/100 km; combined CO2 emissions: 273-266 g/km) represents a new form of luxury in the SUV segment. The Mercedes-Maybach GLS combines the body form and superior, robust technical basis provided by the GLS, the S-Class among SUVs, with all the technical and material luxury of a top-class sedan.

Its spacious interior with the highest-grade materials and extremely effective noise insulation creates a stylish, cocoon-like feel-good atmosphere. From their pleasantly elevated seating position, thanks to electrically operated roller sun blinds on the two rear side windows, the passengers can decide for themselves how much of their surroundings they want to see.

"The Mercedes-Maybach brand represents 'Ultimate Luxury' in its most contemporary, purest form", says Gordon Wagener, Chief Design Officer at Daimler AG. "The brand's style is embodied in sublime beauty, supreme aesthetics and elegance. In order to define the luxury of the future, we are taking the concept of Sensual Purity to the next level and transforming ourselves from a premium manufacturer to the world's leading design brand." The AIRMATIC suspension included as standard or the optional, fully-active suspension with E-ACTIVE BODY CONTROL effectively keep the road bumps at bay. For the first time there is a dedicated Maybach drive program that ensures even more comfort in the rear.

This is the only system on the market that can individually control spring and damping forces at each wheel, suppressing rolling, pitching and lifting movements. Together with ROAD SURFACE SCAN and the curve inclination function CURVE, E-ACTIVE BODY CONTROL makes an exceptional level of comfort possible, and supports the claim of Mercedes-Benz to build the world's most intelligent SUV suspension.

E-ACTIVE BODY CONTROL operates with 48 volts. The system is based on the AIRMATIC all-air suspension system and offers the same all-round self-leveling. Furthermore, the electrically driven hydraulic pump generates dynamic forces that overlay the air suspension forces and actively support and dampen the vehicle body, e.g. during linear and lateral acceleration or when driving on uneven roads. The body no longer squats or pitches during braking and acceleration, and on poor road surfaces the system is even able to recuperate energy, roughly halving the energy requirement compared with the preceding system in the S-Class.

Additional features to enhance occupant comfort: - In CURVE drive mode, the Mercedes-Maybach GLS actively leans into bends by up to 3 degrees in three stages, like a motorcycle. This reduces the lateral forces acting on the occupants. Cornering is therefore made much more pleasant, especially for the front and rear passengers. - The ROAD SURFACE SCAN function comprises a stereo multi-purpose camera that continually records the road surface ahead of the vehicle.

The suspension struts are then activated so as to substantially reduce the body movements when driving over surface undulations, as the suspension responds even before the uneven stretch is reached. This enhances the comfort in particular away from paved roads.

The recovery function is included as part of



the Off-Road drive program and helps to free the vehicle more easily if it gets stuck in sand, for example. If possible the suspension level is automatically raised and lowered automatically several times, which alternately increases or reduces the ground pressure of the tyres and therefore improves traction. The V8 engine with a displacement of four liters, which can develop 410 kW (558 hp) and 730 Nm of torque, is an engine variant developed exclusively for Maybach and moves the car discreetly and powerfully. The engine is combined with the 48-volt system EQ Boost. An additional 250 Nm of torque and 16 kW/22 hp output are available temporarily via EQ Boost.

Power is transmitted by the 9G-TRONIC automatic transmission. The wide spread of

elegance to the profile.

The same applies to the brand emblem, which is positioned at various points such as on the D-pillar. As a special, Maybach-specific feature, two-tone paintwork is available in seven different, elegant color combinations.

The 22 or 23-inch wheels were developed exclusively for this model, with the 23-inch version echoing the pinstripe theme. The tailpipe trim elements with a small cross rib emphasize the model's identity as a Mercedes-Maybach.

Another eye-catching feature of the Mercedes-Maybach GLS are the electrically extending running boards. They make accessing and leaving the high seating position both convenient and safe. With surfaces of



ratios for gears one to nine ensures a significant reduction in the engine speed and is a decisive factor behind the high levels of drive and ride comfort. Likewise, standard is the transfer case with variable transfer of the drive torque from 0-100 percent (Torque on Demand) between the axles.

Two-tone paint finishes are optionally available, and these underline the balanced proportions of the body. A total of eight combinations are planned, the color named first being that of the lower section: cavanisite blue/iridium silver; designo diamond white bright/obsidian black; iridium silver/designo diamond white bright; iridium silver/selenite grey; obsidian black/kalahari gold; obsidian black/patagonia red; obsidian black/rubellite red; emerald green/mojave silver.

These paint finishes are rendered particularly elegant by the fluid course of the separating lines, where a fine pinstripe in the one color merges into the body of the other color along the vehicle's beltline. This fine line once again echoes the pinstripe motif. The Mercedes-Benz star surmounts the bonnet in the classic way, while the fine, vertical chrome struts of the Maybach radiator grille create a pinstripe effect. Effective chrome highlights around the side windows, and the chrome inserts in the side sill panels, lend dignity and

anodised aluminum laced with black rubber strips, illuminated in the dark and particularly wide in the area of the rear doors, they ensure a very special visual appeal.

When in their retracted state, the running boards are concealed behind the side sill panels. If a rear door is opened, the running board on the side concerned automatically swings into position in around one second. This default setting can be changed using a special menu in the MBUX infotainment system. In the interests of spaciousness in the rear, the Mercedes-Maybach GLS is only available with two seat rows.

Luxury, leather, reclining seats

The appointments of the Mercedes-Maybach GLS 600 4MATIC are already decidedly luxurious as standard. The two outer rear seats can be electrically converted into reclining seats. Padded areas and the dashboard are finished in fine nappa leather as standard, with a range of further cushions and leather interior linings available on request.

The high-gloss or open-pore wood surfaces of the trim elements, plus the upholstery in nappa magma grey/black or nappa mahogany brown/macchiato beige as standard ensure a very high perceived value. The same color combinations are also available for



the optional designo Leather package. For this a lighter upholstery color in crystal white/silver grey pearl will become available as an alternative soon after market launch, awakening associations with interior design in luxury yacht-building and thereby underlining the high quality of the selected materials. One typical Mercedes-Maybach detail is the color rose gold for the piping on the white leather.

An electrically opening panoramic sliding/tilting sunroof with an opaque roller blind is standard equipment, as are dematises massage seats. Obtainable on special request, the fixed centre console transforms the car into a spacious four-seater whose rear is just as suitable for working as for relaxing. This console is available with extending, folding tables, even a refrigerator with space for champagne bottles. Suitable silver champagne flutes for this are available from the accessories range.

A dedicated fragrance was developed for the Mercedes-Maybach GLS for active fragrancing as part of the optional AIR BALANCE package: the white osmanthus blossom, floral and light, is rounded off by a gentle leather note and spicy tea. The in-door speakers of the Burmester surround sound system are inset into the wood trim behind metal meshes. High-quality chromework and Mercedes-Maybach badges in the interior create further highlights. A stimulating contrast is created by the traditional materials, their craftsman-like finish and the modern high-tech appointments of the Mercedes-Maybach.

The removable tablet further enhances ease of operation when the rear passenger has adopted a particularly comfortable, reclined position with the separate cushions. If the occupant then also wants to use the seat's climatisation or massage function, listen to music or adjust the ambient lighting, they do not need to sit up again to select the setting.

There are also command menus that can be called up in the MBUX, MBUX Rear Tablet and MBUX Rear Seat Entertainment System. The MBUX Rear Tablet is housed in the extended centre console in the four-seater variant, while it is located in the fold-out luxury centre armrest with chrome trim element in the five-seater version. It also has space for an illuminated storage compartment with two USB ports. Optionally a wireless charging module for smartphones can be installed here.

Starting from this basis, added value that is typically Maybach is often a further result. For example, noise insulation in the interior has been raised to an even higher level by installing a rigid partition and a fixed parcel shelf behind the rear seats, separating the interior from the luggage compartment.

From the power transfer and suspension to

the headlamp technology, the technical systems of the Mercedes-Maybach GLS at least correspond to the most comfortable equipment level of the technically related Mercedes-Benz SUVs. There is a dedicated Maybach drive program for the suspension and powertrain; its settings offer rear seat passengers in particular the ultimate in ride comfort. With the standard MBUX Rear Tablet in the centre console or the armrest between the rear seats, the extensive comfort and entertainment functions can also be intuitively controlled from the rear seats.

The new Mercedes-Maybach GLS comes with many of the latest-generation Mercedes-Benz driving assistance systems included as standard. The PRE-SAFE(r) systems, which can increase the effectiveness of the car's protective functions by initiating in some cases reversible measures prior to an accident, are comprehensive and state-of-the-art, too.

Options include a package incorporating Active Stop-and-Go Assist and PRE-SAFE(r) Impulse Side. One of the stand-out features of the Executive seat in the Mercedes-Maybach is the cushion airbag in the seat cushion. In the event of a frontal impact, it is designed to stop the rear passenger from sliding under the belt when the seat is in the reclined position. The cushion airbag restrains the passenger as effectively as possible in the pelvic area and in this way boosts the restraint effect of the three-point seat belt equipped with inertia-reel tensioners and belt force limiters.

The following assistance systems are installed as standard: Active Distance Assist DISTRONIC; Active Speed Limit Assist; Traffic Sign Assist; Route-based speed adjustment; Active Steering Assist with Active Lane Change Assist and "emergency corridor" functions; Evasive Steering Assist; Active Lane Keeping Assist; Active Blind Spot Assist with exit warning; Active Brake Assist with turning manoeuvre function and cross-traffic function; PRE-SAFE PLUS.

Successful sub-brand: Mercedes-Maybach

The Mercedes-Maybach brand stands for exclusive luxury, maximum comfort and state-of-the-art technology in automotive engineering, services and accessories. It is seen as a trailblazer in defining style and status. The maximum of its name-giver Wilhelm Maybach was to create the very best from the very best. In 2014 Mercedes-Maybach was established as a sub-brand of Mercedes-Benz as part of a brand realignment. Since its market launch in 2015, more than 45,000 examples of the Mercedes-Maybach S-Class have been delivered worldwide. In 2018 more Mercedes-Maybach S-Class cars were sold than ever before: one in seven S-Class models sold was a Maybach.

Boursa Kuwait and MEIRA organizes workshop

KUWAIT: Boursa Kuwait held an Investor Relations (IR) workshop titled "Making the most of your annual report and IR website", at its premises, in collaboration with the Middle East Investor Relations Association (MEIRA) and its Kuwait Chapter on Wednesday, November 20, 2019. The one-day event, which attracted more than 100 IR practitioners from companies listed on Boursa Kuwait, highlighted the latest trends and international best practices for annual reports and IR websites.

Fahad Al-Bisher, Director of Investor Relations at Boursa Kuwait, delivered the welcome address highlighting the significance of the annual report and investor relations website in communicating a company's message to prospective investors. Al-Bisher also shed light on how the two were serving as the organization's windows to the outside world.

"The IR website and the annual report play an integral role in communicating your investment story to prospective clients. Offering valuable insights into financial performance and company developments, annual reports help attract new investors and build stronger relationships with stakeholders. With a dedicated portal or an IR section on the company website, organizations can engage investors in the business, both locally and abroad, more effectively," said Al-Bisher.

Al-Bisher also commented on the role of Boursa Kuwait in strengthening the investor relations field, saying, "In keeping with the commitment to promoting a robust, sustainable capi-



tal markets ecosystem in Kuwait, Boursa Kuwait has been exploring all avenues to empower our stakeholders, from listed companies and investors to other market participants, to achieve their business goals as well as drive our journey together towards realizing our shared vision.

The sixth IR seminar in collaboration with MEIRA has built on the success of our previous workshops to advance the investor relations landscape in our country and we look forward to more fruitful partnerships in the future." The workshop welcomed George Allen, Associate Partner at Instinct if Partners and Natasha Nelson, Account Director at Emperor, who explained international standards in developing a world-class annual report while presenting some case studies from regional and international companies. Both Instinct if Partners and Emperor are reputable international and regional consultancy firms specialized in communications, Investor Relations and annual reports.

MEIRA General Manager John Gollifer concluded the event by offering an interactive presentation on IR websites and explaining how IR practitioners can enhance their micro-sites, especially in the context of the annual MEIRA IR

Awards, celebrated every September.

Commenting on the session, John Gollifer, said: "We are always delighted to collaborate with Boursa Kuwait and share with IR representatives in Kuwait international market practices that will support them in their day-to-day activities. The annual report and the IR website are both essential communication channels and we at MEIRA are committed to sharing best practice IR with Boursa-listed companies. At the MEIRA Awards in September 2019, we recognized the best players in the Middle East and we are certain we will see new companies making it to the top of the list in the upcoming years."

The workshops part of a series of events held by Boursa Kuwait in collaboration with MEIRA and its Kuwait Chapter as part of the MOU signed between both entities back in 2017. The workshops aim to raise awareness about IR best practice and enable listed companies to benefit from effective IR processes and frameworks to drive business growth while helping advance the capital markets in Kuwait.

For IR inquiries, please contact Boursa Kuwait's Investor Relations unit at IR@boursakuwait.com.kw.

Burgan Bank appoints Al-Haqhaq as Deputy Group Chief Executive Officer

KUWAIT: Burgan Bank announced yesterday the appointment of Raed Al-Haqhaq as Deputy Group Chief Executive Officer, and Chief Executive Officer-Kuwait, after obtaining necessary approvals from the Central Bank of Kuwait. Al-Haqhaq will continue to play an outstanding role as usual. Majed Essa Al-Ajeel, Chairman of Burgan Bank said: "I would like to congratulate Raed Al-Haqhaq on his new position. His vast experience and execution during the past 24 years will definitely contribute to executing and realizing the Bank's growth strategy to drive the Group performance, and to reinforce our brand positioning."

Masoud Hayat, Burgan Bank Vice-Chairman and Group CEO commented, "Burgan Bank possesses a clear vision, strategy with a set of identified objectives, and an aspiration to keep growing. The appointment of Al-Haqhaq comes in line with our belief in supporting national talents, whom enjoy vast experiences and qualifications and are able to utilize them to achieve strategic targets and objectives. This is what Burgan Bank Group is aiming to achieve, as it works towards pioneering in the banking industry, on local and regional levels.

Al-Haqhaq is an industry veteran with more than 24 years of local and international banking experience in various sectors which include corporate, private banking and investment Al-Haqhaq holds a Bachelor of Science majoring in Strategic Management from California State University, Sacramento, USA. Al-Haqhaq has also completed a number of preparatory and administrative programs at Harvard Business School and INSEAD.



Raed Al-Haqhaq