

## Business

# Al Mulla Automobiles announces arrival of new Mercedes-AMG GLE 53 4MATIC Coupe

## Expressive, muscular and dynamic exterior; elegant and robust interior

KUWAIT: Al Mulla Automobiles Co, the sole authorized distributor and exclusive service partner for Mercedes-Benz in Kuwait, has announced the arrival of the new Mercedes-AMG GLE 53 4MATIC Coupe to Kuwait. The latest generation of Mercedes-Benz' flagship SUV Coupe debuts a dynamic new look, a fresh choice of wheel designs and improved aerodynamics, while providing an ideal balance between design, sportiness, performance and technology.

Commenting on this occasion, Michael Ruehle, General Manager- Al Mulla Automobiles-Mercedes-Benz Kuwait stated: "We are very excited about the arrival of the new Mercedes-AMG GLE 53 4MATIC Coupe. The new GLE 53 Coupe builds on the success of the previous model, with a sporty new design and dynamic driving characteristics that have become synonymous with AMG products. Our latest performance Coupe offers all of the advantages of a Mercedes SUV: ample space for passengers and luggage, extensive safety features and superior traction on damp or sandy surfaces. The new GLE 53 Coupe adds even more style and elegance to our SUV family, together with hallmark AMG features such as the brand-specific radiator grille. The attractive Coupe lines envelop sophisticated suspension technology and our powerful, efficient six-cylinder in-line engine with 48-volt technology, which is sure to guarantee a thrilling driving experience."

### Exterior

The design idiom of the exterior is the embodiment of hallmark AMG Driving Performance. Membership of the AMG model family is obvious at first glance thanks to the AMG-specific radiator grille. The stylish and striking Coupe silhouette makes for a self-assured appearance, with design lines that convey the passion for performance. This is also confirmed by the prominent powerdomes surmounting the bonnet. Elegant details such as the Mercedes star in a double ring, the slim headlamps and the striking "A-wing" in the front apron accentuate the sharper all-round design.

The AMG front apron has model-specific features such as sporty outer air inlets, each with two side louvres in silver chrome, and black flies. Like the louvres of the air inlets and the trim on the A-wing, the front splitter is in silver chrome. The AMG side skirts and the spoiler lip on the boot lid are painted in the vehicle color. The flared wheel arch-

es allow space for the large wheels - 20-inch light-alloy wheels with AMG lettering are fitted as standard. A choice of six other wheel variants from 20 to 22 inches is available on request.

The newly designed rear apron with AMG-specific details such as a striking diffuser and a trim strip in silver chrome visually accentuate the vehicle's width. The special AMG exhaust system with two round twin tailpipe trim elements in high-gloss chrome rounds off the sporty, dominant look. Further individualization options are available in the AMG Night package. This includes heat-insulating, dark-tinted windows and also the front splitter, front apron trim, diffuser and outer air inlets, mirror caps, window frames and exhaust tailpipe trim elements in dignified black.

### Interior

The look and feel typical of the brand also continue in the high-quality interior. Characteristic color highlights such as red contrasting topstitching on the upholstery and red seat belts ensure a thoroughly sporty ambience with a dynamic and exclusive touch. The AMG seats in black ARTICO man-made leather / DINAMICA microfibre provide optimum lateral support and have an AMG-specific pattern layout with "AMG" badges in the front backrests.

AMG-specific interior features and controls lend a typical AMG atmosphere to the cockpit and support the sporty, precise handling. The latest generation, three-spoke AMG steering wheel with aluminum shift paddles impresses with its optimum driver-oriented ergonomics. Alongside the AMG brushed stainless steel sports pedals with rubber studs, door sill panels and black floor mats with "AMG" lettering accentuate the sporty look.

A host of leather upholstery variants and a wide range of high-quality interior trim elements are available for further individualization of the interior. AMG trim elements in carbon fiber lend a particularly sporty touch to the interior.

### Agile and precise

The AMG RIDE CONTROL+ air suspension newly developed in Affalterbach provides a driving experience characterized by both long-distance comfort and great agility, neutral cornering behavior and maximum traction.

One new feature makes a decisive contribution to the AMG-specific setup for high driving dynam-



### Optimum handling

The electromechanical speed-sensitive power steering has a variable ratio. It impresses with its direct steering action and precise feedback. In addition, steering power assistance is adjusted in the two stages "Comfort" or "Sport". The configuration is automatically activated based on the selected AMG dynamic select drive program. Settings can optionally be personalized at any time in the "Individual" drive program.

### Six-cylinder engine

The basis for the hallmark AMG vehicle dynamics is provided by the electrified 3.0-litre engine with twin turbocharging by a turbocharger and an electric auxiliary compressor. The 6-cylinder in-line engine generates 320 kW (435 hp) and delivers a maximum torque of 520 Nm. Its EQ Boost starter-alternator delivers an additional 16 kW (22 hp) and 250 Nm of torque for a short period, and also feeds the 48 volt onboard electrical system.

The EQ Boost starter-alternator combines a starter motor and alternator in a powerful electric motor and it is fitted between the engine and the transmission. This innovation as well as the intelligent charging via an electric auxiliary compressor and an exhaust gas turbocharger all have the same goal: to enhance the hallmark AMG performance and driving dynamics, but also to reduce fuel consumption and emissions. The GLE 53 4MATIC+ Coupe accelerates from zero to 100 km/h in just 5.3 seconds, and reaches an electronically limited top speed of 250 km/h.

## Jazeera Airways to launch service to Muscat from Nov 2

KUWAIT: Jazeera Airways yesterday announced the launch of a new service to the capital of the Sultanate of Oman, Muscat, starting from November 2, 2020, offering direct flights between Kuwait and Muscat once a week every Monday.

With these new flights, passengers can enjoy the rich history and culture of the capital, enjoy shopping, cliff-top landmarks, old forts, museums flower-filled parks and seafood over the sandy beaches. Scenically wedged between mountains and ocean, the city has a character quite distinct and hospitable to visitors. Commenting on the new route, Rohit Ramchandran, Chief

Executive Officer of Jazeera Airways, said, "We are pleased to be flying once again to Muscat and offering additional leisure options to the Kuwait market. Muscat and Oman generally are very popular with Kuwaitis. This is the third new route we have launched during the pandemic which shows that we are making good progress in building back our operations."

Jazeera Terminal 5 and Jazeera flights comply with all hygiene regulations to ensure a safe flying experience for passengers. Passengers are advised to check and comply with local health regulations in Kuwait and Oman before they fly.



Flight Number	Frequency	From	To	Departure (Local Time)	Arrival (Local Time)
J9 161	Monday	Kuwait	Muscat	05:45 am	08:35 am
J9 162	Monday	Muscat	Kuwait	09:20 am	10:35 am

## CBK bonds and related Tawarruq

KUWAIT: The Central Bank of Kuwait (CBK) announced the most recent issues of CBK bonds and related Tawarruq at a total value of KD 200 million for 3 months with rate of return at 1.250 percent.

## Gulf Bank announces winners of Al-Danah weekly draw

KUWAIT: Gulf Bank held its weekly Al-Danah draw on 25th October 2020 announcing the names of the winners for the week of 18 - 22 October 2020. The weekly draw consists of five winners who receive KD 1,000 each, every week.

The winners this week are:  
Mohammed Khalifah Mohammed Almulalla  
Mustafa Sayed Hassan Alzelzela  
Hameed Musalem Ali Almashmoum  
Fadila Hussain Ahmad Abdulsalam  
Abd Alredaa Sayed Hassan Almawsawi

Al-Danah is now offering its biggest prize yet, with an annual draw prize of KD 1,500,000. The annual draw will be held on 14 January 2021. Gulf Bank encourages customers to increase their chances of winning with Al-Danah by depositing more into their Gulf Bank accounts using the new ePay (Self-Pay) service, which is available on Gulf Bank's online and mobile banking services.

Al-Danah offers a number of unique services to customers, including the Al-Danah Deposit Only ATM card, which allows account holders to deposit money into their accounts at their convenience. Account holders can also calculate their chances of winning the draws through the 'Al-Danah Chances' calculator available on the Gulf Bank website and app. Furthermore, loyal Al-Danah customers are rewarded with loyalty chances. Loyalty chances are the total chances accumulated from the previous year, which are added to the customer's chances the following year. Therefore, the total chances earned by Al-Danah customers in 2019, have been added to their 2020 chances, and the same process will take place in 2021, and so on. Terms and conditions apply.

Gulf Bank's Al-Danah account is open to Kuwaiti and non-Kuwaiti residents of Kuwait. Customers require a minimum of KD 200 to open an account and the same amount should be maintained for customers to be eligible for the upcoming Al-Danah draws. If the customer's account balance falls below KD 200 at any given time, a KD 2 fee will be charged to their account monthly until the minimum balance is met. Customers who open an account and/or deposit more will enter the weekly draw within two days.

## Huawei unveils most powerful mate line-up with Mate 40 Series

KUWAIT: Huawei Consumer Business Group (BG) yesterday bolstered its product line-up with the advanced Huawei Mate 40 Series, the latest revolutionary flagship smartphones that empower users to leap further ahead. Showcasing the pinnacle of Huawei technology, the new Series reinforces Huawei's dedication to innovation and its unrelenting determination to create the best Mate ever.

The Huawei Mate 40 Series has the Mate Series DNA at its core. Over the last eight years, there have been 10 outstanding generations of Mate Series devices and now the latest flagship smartphones take Mate to new heights with the best technology in the industry. From powerful performance to unique user interactions, everything about the Huawei Mate 40 Series has been fine-tuned to provide the most exciting smartphone experience possible. Huawei Mate 40 Pro and Huawei Mate 40 Pro+ incorporate the world's first 5 nanometer 5G SoC, Ultra Vision Cine Camera system and the iconic Space Ring Design, as well as a smarter, more attentive digital experience.

Richard Yu, Executive Director and CEO of Huawei Consumer BG said: "Each year the Huawei Mate Series brings the most exciting technology together into one stunning package. This is what defines the Mate Series DNA and is all made possible by our dedication to innovation. In these unprecedented times, we remain committed to creating a better future, with innovative technology that delivers a positive and meaningful impact on the lives of consumers. In the future, we will continue working closely with our partners to bring the Seamless AI Life experience to consumers all around the world." Pre-orders for the Huawei Mate 40 series will begin in Kuwait in November.



### Iconic space ring design

Marrying iconic design with innovative technology, Huawei Mate 40 Pro and Huawei Mate 40 Pro+ are informed by the design principle that form manifests function. The uncompromised design of the Huawei 88° Horizon Display creates an immersive viewing experience in a compact package, while the silky curve also means the devices are comfortable to hold. The handsets also offer IP 68 dust and water resistance, a choice of both virtual and physical volume controls and enhanced mistouch prevention algorithms. Objects of sheer beauty, the Huawei Mate 40 Pro and Huawei Mate 40 Pro+ devices carry a small front camera cut-out, which is packed full of technology, with 3D Face Unlock, an Ultra Vision Selfie Camera and Smart Gesture Control.

Turn the devices over and you will see that the Huawei Mate 40 Series adopts the Space Ring Design, an evolution of the Huawei Mate Series' iconic circular and symmetrical design. Huawei Mate 40 and Huawei Mate 40 Pro are available in Black and White, as well as an enchanting Mystic Silver, a finish with a color-shifting effect that evokes the mysteries of the unseen. There are also two vegan leather variants, Yellow and Green. Meanwhile, Huawei Mate 40 Pro+ features an exquisite nanotech ceramic back panel available in two iconic colors: Ceramic White and Ceramic Black.

## British companies dread a Brexit border breakdown

SEVINGTON, England: Deal or no deal, British companies will have to confront a wall of bureaucracy that threatens chaos at the border if they want to sell into the world's biggest trading bloc when life after Brexit begins on January 1. When Britain casts off from the European Union, firms that drive nearly \$1 trillion in annual trade will have to navigate myriad new rules and red tape that will increase costs just as COVID-19 bleeds the economies of the West.

Outside the EU single market where trade flows freely, Britain's exporters will have to complete a raft of paperwork including customs and safety declarations and navigate multiple IT systems to gain entry to Europe. But with a matter of weeks to go, companies used to trading as easily to Berlin as to Birmingham are yet to see the new IT systems.

Customs brokers have not been trained, operators do not know what information is required nor how the rules will be enforced.

Many have predicted chaos. Even the government has said 7,000 trucks could be held in 100-km queues in Kent, south-east England, if companies do not prepare. "It's going to be carnage," Tony Shally, managing director of freight specialist Espace Europe, told Reuters. "We'll be fire-fighting from the 1st of January." The current row over whether Britain leaves the EU with or without a deal has helped mask the fact that the deal on offer represents the biggest change to UK trade since the formation of the single market in 1993. Outside the bloc, companies will have to complete paperwork and submit goods for random checks to cross borders, increasing both the cost and time it takes to do business. — Reuters