

FLYDUBAI CERTIFIES ITS 100TH BATCH OF CABIN CREW

KUWAIT: flydubai has announced the successful graduation of its 100th batch of certified Cabin Crew members from the flydubai Training Centre. The batch of 27 candidates will join flydubai's community of 1,650 Cabin Crew members who represent more than 100 nationalities.

The graduates of the training program received their certificates from Ghaith Al-Ghaith, Chief Executive Officer for flydubai, Jilly Sims, Senior Vice President, In-Flight Services for flydubai and Carolyn O'Brien, flydubai's Cabin Crew Training Manager.

Speaking at the ceremony, Ghaith Al-Ghaith said: "Over the past eight years, flydubai has trained thousands of Cabin Crew who have applied their learning to make flying a pleasant experience for the millions of passengers who travel with us each year. I would like to congratulate each graduate on their achievement and the highly skilled and

professional trainers who have helped us reach this important milestone."

The five-week program trains candidates in a wide range of subjects, including customer service, medical care, safety and security. Candidates must pass all of their practical and theoretical exams, along with their assessments, to complete the training course and graduate as a flydubai Cabin Crew member.

Carolyn O'Brien added: "This is a unique training program that focuses on imparting skills and knowledge critical to passenger assistance, in-flight safety applications, in-flight medical care, aviation security and emergency response. I am confident that our newly graduated batch will join their colleagues in being high performing Cabin Crew members within the flydubai family."

flydubai's training facilities were opened in 2010 and are located at Dubai Airport Freezone and flydubai's head-



quarters. The facilities offer graduates a realistic learning environment through a variety of cabin and training simulators

along with a team of highly qualified trainers. If you would like to become a flydubai Cabin Crew member, please vis-

it our careers page. Dubai-based flydubai strives to remove barriers to travel and enhance connectivity between different cultures across its ever-expanding network. Since launching its operations in 2009, flydubai has:

- * Created a network of 90 destinations in 44 countries, with 19 new routes launched in 2015.

- * Opened up 59 routes that did not previously have direct air links to Dubai or were not served by a UAE national carrier from Dubai.

- * Operates a single fleet type of Next-Generation Boeing 737-800 aircraft and will take delivery of more than 100 aircraft by the end of 2023.

In addition, flydubai's agility and flexibility as a young airline has enhanced Dubai's economic development, in line with the Government of Dubai's vision, by creating trade and tourism flows in previously underserved markets.

WIN BIG WITH RENAULT AL-BABTAIN'S 'SHAKE & WIN' CAMPAIGN

KUWAIT: Abdulmohsen Abdulaziz Al-Babtain Co, the authorized dealer for Renault vehicles in the state of Kuwait, has announced the official launch of its first consumer mobile application, My_Renault. On the occasion of the launch, Renault Al Babtain has kicked off an exciting campaign titled 'Shake & Win' for its esteemed customers and Renault brand enthusiasts which includes fantastic prizes.

Through My_Renault, the customer becomes an exclusive member that facilitates easier contact with service advisors, access to your vehicle's information & handbooks, personalized service offers & discounts, monitoring the service progress of your vehicle, and reading useful articles & watching videos that will enrich your experience on how to maintain your Renault Vehicle. The "Shake & Win" campaign is running from November 27th till January 10th 2017. The interactive campaign is open to all Renault owners in the GCC &

Egypt region with 25 winners in total and winners to be announced every week over the period of 6 weeks. To take part and win fantastic prizes, participants are required to download My_Renault app, login to their personal account and simply shake their device to enter the raffle draw and win prizes including an accessories pack worth 400 Euros or one year of free service *terms & conditions apply, and the most exciting MEGA prize a brand new Renault Captur. The grand winner will be announced on January 20th, 2017. The "Shake & Win" campaign is part of the many initiatives Renault has invested in developing and launching next level digital technologies which offers its customers rewarding experience.

My_Renault app travels with the customer anywhere & the benefit and services designed especially for him are only a click away. My_Renault app is here to make customers' life a little bit easier by putting everything they need in one place.



NISSAN AL-BABTAIN CONTINUES TO GIVE TOP OFFERS ON ITS VEHICLES

WINNING OFFER BY ALL MEANS



KUWAIT: Abdulmohsen Abdulaziz Al-Babtain Co (AABC), the authorized agent of Nissan in the State of Kuwait continues to make owning a Nissan vehicle even better and better with special offers and cash prizes upon the purchase on a selected range of Nissan vehicles at its showrooms.

When purchasing the vehicle, customers will enjoy the chance to win a wide range of prizes that consist of up to 2,000 Kuwaiti Dinars instant cash, up to 2,000 free liters of fuel, free service

package up to two years and free registration and third party insurance.

Customers can avail the offer till it ends at both Nissan showrooms in Al-Rai and Al-Ahmadi. Nissan Al-Babtain is committed to continuously give its customers the best after-sale services and keep giving them exceptional offers throughout the year.

Through these promotions, Nissan Al-Babtain aims to strengthen the trust of clients in the

brand and to maintain its leading position in the local and regional automotive market.

It is also keen to systematically keep in contact with them, which is best expressed in the after sales service, especially that Nissan Al-Babtain, which is one of the leading companies in Kuwait and the region, believes that its role is not limited to car sales only thus it goes beyond it as part of its goal of providing all kinds of comfort for its clients.

AL MULLA EXCHANGE LAUNCHES INSTANT CREDIT TO ACCOUNTS WITH BANK OF CEYLON

KUWAIT: Al Mulla Exchange, the leading global money transfer in Kuwait has announced that their service has gone real time by offering instant credit to all Bank of Ceylon accounts and immediate cash pick up service across all BOC branches.

Now Sri Lankans, living in Kuwait and who have an account in Bank of Ceylon, can avail API online web service (Server to Server) to send money real time to their loved ones with this facility available with Al Mulla Exchange. This facility ensures that customers get their credit in their accounts when they sent money at any point of time with seamless credit within seconds. The SMS feedback information is also relayed instantly ensuring that the money has reached the accounts within a few seconds. Both dollar and rupee accounts are covered in this product enhancement.

BOC has a network over 627 branches connected online and a ATM network over 551 in numbers, serve the people 365 days 24 hours in all 25 districts of the country.

Rakesh Joshi, General Manager of Al Mulla Exchange had this to say regarding the launch of the new service "Al Mulla

Exchange continually endeavors to surpass customer expectations, by bringing them newer products and better services, all of which have resulted in an overall improved offering to the customer, which is an aim we share with Bank of Ceylon. Customers get a sense of satisfaction and security, when their money is transferred real time. This new convenience will further enhance their happiness." Al Mulla Exchange goes beyond the ordinary norms of remittance. With their motto 'Beating customer expectations, not just meeting them' Al Mulla Exchange has kept customer always in the center of their technological innovation and improvements with regards to the remittances. Al Mulla Exchange also has a loyalty point system which is quite unique. Apart from getting loyalty points for every transactions being done, there are loyalty points being awarded for doing transactions early, referring a friend, association loyalty points etc. A customer of Al Mulla Exchange not only gets his transaction credited within split seconds but also has value added benefits like loyalty points, free insurance coverage, free events etc which add to their overall experience.

IN BLOW TO UK, EU REJECTS LEEWAY FOR FINANCIAL TRADERS FROM TAX AVOIDANCE RULES

BRUSSELS: Most European Union finance ministers yesterday rejected a British-backed plan to exempt financial traders from new rules aimed at tackling practices used by multinationals to reduce their tax bills. The move is a blow to Britain's giant financial services industry and a sign that relations with EU partners are souring following June's Brexit referendum vote to leave the bloc.

With a perceived inaction on tax avoidance helping fuel the growth of anti-establishment parties across Europe, EU finance ministers were keen to reach an agreement on Tuesday on tackling so-called hybrid mismatches. These are differences in national tax rules which allow multinationals to claim

double tax deductions or dodge taxes on dividends. But the compromise collapsed at a meeting in Brussels after the Slovak presidency of the EU introduced exemptions for financial traders, a move strongly supported by Britain. "We have a problem," France's Finance Minister Michel Sapin said during a public session of the meeting.

He said it was impossible to agree on the "exemption required by Britain for operators of the financial sector", calling it a new loophole through which to avoid the rules. Under a compromise proposal presented to ministers on Tuesday, securities traders would have been exempted from the new rules. — Reuters

HOW NEW FORD TECHNOLOGY CAN MAKE YOUR CAR WORK LIKE A GIANT PAIR OF NOISE-CANCELLING HEADPHONES



KUWAIT: Whether used for minimizing background noise on a business flight, or silencing the babble of commuters on a train, noise-cancelling headphones have made journeys more serene and enjoyable for millions. Now, Ford has applied the same thinking to its cars.

Ford's Active Noise Control uses three microphones, strategically placed in the cabin, to detect undesirable noises from the engine and transmission.

The system counteracts those noises with opposing sound waves from the audio system - without affecting volume levels of music and conversation. Driver and vehicle behaviour is recorded and anticipated, for example when a driver is accelerating in a lower gear.

"Whether listening to a favourite playlist, tuning into a much-loved station, or simply enjoying a respite from the demands of modern life, the experience of sound - and just as importantly silence - can be a fundamental part of an enjoyable car journey," said Ziyad Dallalah, Chief Resident Engineer, Ford Middle East & Africa. "The all-new Ford Edge with Active Noise Control offers drivers enhanced levels of comfort, and

fewer distractions." Active Noise Control is part of a range of standard innovations for the upscale all-new Ford Edge Sport that enhance sound quality. The technology is also available as an option on the new Titanium Edge models. Another example of refinement is acoustic glass that can improve the sound-proofing qualities of the windshield and front windows.

With a special acoustic layer that is thinner than a human hair, acoustic glass reduces the intrusion of wind noise caused by air flow around the window pillars.

"Noise can lead to distraction and stress," added Dallalah. "By removing unwanted powertrain noise, Ford is helping customers to complete their journey calmly and in comfort."

All-new upscale Ford Edge

The stylish and sophisticated all-new Ford Edge is offered with a total of three engine options, two of which are new powerplants - a standard twin-scroll 2.0-litre EcoBoost four-cylinder with 253 PS and 378 Nm of torque, and a 2.7-litre EcoBoost V6 with 340 PS and 542 Nm of torque. A normally aspirated 3.5-litre V6 engine

with 283 PS and 340 Nm of torque is also offered. All equipped with dual exhaust and a six-speed automatic transmission. The all-new Edge also features Ford's Intelligent All-Wheel Drive technology as standard, delivering a seamless transition of torque between all four wheels to provide a more secure footing on the road.

All-new Edge offers new Ford technologies, including Adaptive Steering, Front Wide-View Camera, and segment-first Pre-Collision Assist with Pedestrian Detection.

The all-new interior has been designed to deliver a luxurious occupant experience with high-quality materials throughout, including soft-touch trims on the dashboard and centre console, high-gloss piano black surrounds on the switch bezels and a satin silver metal finish for the door handles, air vent bezels, glovebox trim and steering wheel detailing.

To explore the All-New Ford Edge lineup, please visit the Alghanim Auto New Vehicle Showroom in the Shuwaikh Industrial Area, opposite from the Classical Car Museum and Sirbb Circuit. Working hours are 9AM to 10PM from Saturday to Thursday.