



# THE 2016 HONDA ACCORD COUPE

HONDA ALGHANIM LAUNCHES FIRST CAR IN REGION WITH HONDA SENSING TECHNOLOGY

**KUWAIT:** Honda Alghanim announced the launch of 2016 Honda Accord Coupe. Available at both Honda Showrooms in Shuwaikh and Al-Rai, the ninth generation Honda Accord Coupe is the first in the region to boast of the Advanced Safety Technology namely 'Honda Sensing'. This advanced safety feature has evolved e-drive assist technologies to provide utmost safety and security to all passengers. Accord Coupe features a brand new shape which primarily focuses on agility and sportiness.

## Exterior

The Accord Coupe new dynamic shape which features sportier, more sophisticated and expressive styling cues including restyled front and rear bumper fascia, a new grille, bold and new tail light designs as well as new design alloy wheels for all grades. The Accord Coupe also features expanded use of LED lighting - new design LED headlights for 3.5L V6 grades, LED pipe guide daytime running lights (DRLs) as well as LED pipe guide tail-lights for all grades, and LED Front Fog Lights to help in low visibility situations for all grades.

## Interior

The Accord Coupe's interior is a fusion of advanced sport design and sophistication in the same breath with an advanced, intuitive and futuristic look and feel. It has a spacious cabin with fabric in base grade and leather in 3.5L V6 grades. In terms of technology, few highlights of Accord Coupe interior in all grades are the hi-tech 8-inch TFT Intelligent Multi-Information Display (i-MID) screen providing all assistance at a touch, premium audio and also 'Remote Engine Start' a very significant feature that enables the drivers to start their vehicles in advance, thereby activating the climate control system before they get into the vehicle. The 3.5L V6 grades in

addition to the above mentioned features has Navigation. For air conditioning, we have Dual Zone A/C in the base grade and i-Dual Zone A/C in the 3.5L V6 grades which coupled with controlled noise, vibration and harshness (NVH) gives the cabin a quiet feel.

## Power Train

Two gasoline engines with Earth Dreams Technology(tm) are available

2.4L EX grade and a 13.4 (km/l) in the 3.5L V6 grades.

## Body and Safety

The Accord Coupe boasts of advanced technology available in GCC namely 'Honda Sensing(tm)'. This new suite of driver-assistive technologies helps driver sense things which might be missed while driving. In some cases, they can even help in avoiding a

collision or mitigate its severity. This feature is only available in top grade. The Honda Sensing(tm) features consist of the below:

1. Adaptive Cruise Control (ACC): Adaptive Cruise Control (ACC) extends existing cruise control system to include millimeter-wave radar and camera monitors the distance between your vehicle and vehicle

ahead. It helps the driver maintain a constant following distance eliminating manual acceleration/deceleration.

2. Lane Keeping Assist System (LKAS): Available Lane Keeping Assist System (LKAS) is engineered to gently correct steering when driver begins to leave detected lane without signaling, applying torque progressively to the steering to help guide driver back to center of lane. It helps in reducing

mines a collision to be unavoidable.

4. Road Departure Mitigation (RDM) System: A system specifically designed to alert driver with the help of signals and a rapidly vibrating steering wheel that the car is drifting too close to the side of the driveway without any turn signal activated. This system also uses torque and braking to keep car in the detected lane, when it detects the car continuously leaving

the parking space on the MID and rear view camera. The other Honda active-safety features such as Vehicle Stability Assist (VSA) with Traction Control Systems (TCS), Anti-Lock Brake Systems (ABS), Electronic Brake Distributor (EBD) and Hill Start Assist (HSA). In addition the Accord Coupe utilizes Honda's Advanced Compatibility Engineering (ACE) body structure technology to enhance occupant protection and crash compatibility.

The Accord Coupe also has received the highest available crash safety ratings and a 5 -Star Overall Vehicle Score from NHTSA and a similar rating of TOP SAFETY PICK+ from the IIHS (when equipped with CMB-STM) in the United States of America.

## Grade and Color Availability

The 2016 Accord Coupe comes in three grades with the introduction of the new 3.5L V6 with Honda Sensing and the other grades namely the 2.4L EX and the 3.5L V6 grades. The Accord Coupe will be available in the below exterior colors

1. White Orchid Pearl
2. Lunar Silver Metallic
3. Modern Steel Metallic
4. Deep Blue Opal Metallic
5. Crystal Black Pearl
6. San Marino Red

All come in beige interior colors with the option of fabric in the base grade and leather in the remaining two grades

Alghanim Motors, the exclusive distributor of Honda automobiles, motorcycles, power products, and marine products in Kuwait, is committed to providing customers with flexible payment solutions and efficient and cost-effective services. The waiting lounge offers entertainment and comfort for customers with gaming consoles, digital satellite TV, free wireless internet and relaxing massage chairs.



on 2016 Accord Coupe. These include a 2.4-liter 4-cylinder engine with CVT and a 3.5-liter V6 engine with i-VTEC + VCM functions coupled to a 6-speed automatic transmission. The L4 engine generates 185-horsepower @ 6400rpm and the V6 model 3.5-liter engine delivers a 276-horsepower@ 6200 rpm. The fuel consumption of the Accord Coupe is 16.4 (km/l) for the

collision or mitigate its severity. This feature is only available in top grade. The Honda Sensing(tm) features consist of the below:

1. Adaptive Cruise Control (ACC): Adaptive Cruise Control (ACC) extends existing cruise control system to include millimeter-wave radar and camera monitors the distance between your vehicle and vehicle

driver fatigue.

3. Collision Mitigation Braking System™ (CMBSTM): Collision Mitigation Braking System (CMBSTM) is a Honda safety feature designed to help reduce likelihood of a potential collision by alerting the driver. It can also take steps to help reduce severity of an impact by automatically applying brake pressure if the system deter-

the roadway.

Also featured in the 3.5L V6 grades is the Honda LaneWatch feature which uses a camera located below the passenger side window to display an expanded rear view of the passenger side road way on the Intelligent Multi Info Display (i-MID). The display can show cars up to two lanes. The rear parking sensors, standard in all grades,

## VIVA LAUNCHES EXCLUSIVE UNLIMITED SURFON PACKAGE IN UAE FOR KD7

**KUWAIT:** VIVA, Kuwait's fastest-growing and most developed telecom operator, launched for the first time an exclusive unlimited Surfion package in UAE, for all VIVA's postpaid and prepaid customers.



This new package allows VIVA's customers to enjoy unlimited surfing in all GCC countries (UAE including), in addition to Jordan, for only KD7 for 14 days or KD14 for 30 days.

Abdulrazzaq Bader Al-Essa, Director of Corporate Communications Division at VIVA, said: "Fulfilling is one of VIVA's values that we emphasize on to meet our customers' expectations, therefore we launched this

exclusive package to offer them unlimited Surfion in the whole GCC countries, to prove our leadership in the telecom arena, and our ability to create innovative products and services."

To activate this new Surfion package, send 4 to 102, and for further information please visit one of the 70 VIVA's branches, or the VIVA website at [www.viva.com.kw](http://www.viva.com.kw), or call VIVA's 24 hour call center on 102.

VIVA is the fastest-growing telecom operator in Kuwait. Launched in December 2008, VIVA makes things possible for its customers by transforming communication, information and entertainment experiences. The company has rapidly established an unrivalled 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. VIVA continues to take a considerable share of the market by offering an innovative range of best value products, services and content propositions; a state of the art, nationwide network and world-class service. VIVA offers internet speeds of more than 100 Mbps, due to the implementation of the most advanced fourth generation (4G LTE) network in Kuwait resulting in superior coverage, performance and reliability.

# OXFORD BUSINESS GROUP SIGNS MOU WITH KDIPA

MAJOR PROJECTS TO TAKE CENTRE-STAGE IN 2016 REPORT

**KUWAIT:** Oxford Business Group (OBG), a global publishing firm, has signed a Memorandum of Understanding (MOU) with the Kuwait Direct Investment Promotion Authority (KDIPA) for its forthcoming report on the country. Under this MOU, OBG will continue to collaborate with KDIPA to facilitate interviews and access research material for the compilation of The Report: Kuwait 2016.

The Report: Kuwait 2016 will highlight Kuwait's mega projects in various priority sectors, and plans to sharpen the focus on ICT integration, in line with the country's push to increase efficiency and competitiveness by streamlining services through the use of big data analytics. It will also depict recent moves to build the knowledge economy pillars and foster creativity and innovation in its national enterprises business ventures and product development.

KDIPA's Director General Sheikh Dr Meshaal Jaber Al-Ahmad Al-Sabah, expressed his hope for the new Report to look at the key initiatives that will buttress the country's resolve to speed up economic diversification, and encourage a larger role for the private sector, capitalizing on the convening of the landmark first Kuwait Investment Forum, which is scheduled to take place in March 2016 under the patronage of HH the Amir. He clarified that "The \$1.2bn of direct investment licensed by KDIPA in its first year of operation reflects the solid progress that Kuwait has made to attract value added investments that will serve as a channel to foster technology transfer and spur innovation, while providing the necessary facilitation and aftercare, and ensuring a pro-business environment."

Jana Treeck, OBG's Managing Director for the Middle East, commented that "Kuwait has set itself many ambitious targets in its Second

Development Plan 2015-2020 and Vision 2035," she said. "I'm delighted to cooperate with KDIPA as OBG primary partner for more than a decade, and other local partners, to successfully chart the country's progress as it edges towards its long-term goals."

The Report: Kuwait 2016 will be a vital guide to the many facets of the country,

markets of the Middle East, Africa, Asia and Latin America and the Caribbean. Through its range of print and online products, OBG offers comprehensive and accurate analysis of macroeconomic and sectoral developments, including banking, capital markets, insurance, energy, transport, industry and telecoms.

The critically acclaimed economic and



including its macroeconomics, infrastructure, banking and other sectoral developments. The publication will also contain contributions by HH the Amir of Kuwait Sheikh Sabah Al-Ahmed Al-Jaber Al-Sabah, and several other leading representatives. It will be available in both print and online.

Oxford Business Group (OBG) is a global publishing, research and consultancy firm, which publishes economic intelligence on the

business reports have become the leading source of business intelligence on developing countries in the regions they cover. OBG's online economic briefings provide up-to-date in-depth analysis on the issues that matter for tens of thousands of subscribers worldwide. OBG's consultancy arm offers tailor-made market intelligence and advice to firms currently operating in these markets and those looking to enter them.

## FOR SOME NORDIC BANKS, BORING MAY BE BETTER THAN BONUSES

**STOCKHOLM:** Just seven months ago, Sweden's Handelsbanken was worth almost \$20 billion less than Deutsche Bank. This month, it eclipsed Germany's flagship lender. Its market value has held up as concerns over negative interest rates and bad debts, along with spiralling macro-economic worries, have seen other European lenders slide this year. Handelsbanken epitomises a more conservative Nordic banking style that prioritizes cost control over revenue growth. It pays no annual bonuses to executives and has a decentralized model that gives branch managers control over lending, which it says helps reduce bad loan risks.

It had an efficiency ratio - a measure of a

bank's operating costs as a percentage of its revenue - of 45.3 percent in 2015. By comparison, Deutsche Bank had 115.3 percent and BNP Paribas 82.9 percent.

Former Swedish Finance Minister Anders Borg has lauded its approach, calling for more "boring" banking based on borrowing and lending over the risk-taking and expansionist policies in the global industry that helped cause the 2008 financial crisis. "I wouldn't use the word boring, but we don't want any surprises," Handelsbanken finance chief Ulf Riese told Reuters. "The one risk we do like to take is credit risk because we know our customers so well and have such a local presence." —Reuters