



## LINCOLN REVEALS ALL-NEW VIEW FROM THE TOP

TWO NEW CAMERA FEATURES A 360-DEGREE BIRD'S-EYE AND A 180-DEGREE SPLIT VIEW

**DUBAI:** Lincoln is taking "Quiet Luxury" to another level with the introduction of ingenious 360-degree camera technology in the all-new MKX crossover. This feature is a first-in-class for the medium premium utility segment. In addition to the 360-degree bird's-eye view, the camera system offers a 180-degree split view, which is particularly helpful in assisting in difficult parking situations.

The available features and technologies have been orchestrated to provide a seamless

experience. The front camera, for example, sits behind the Lincoln Star badge in the middle of the split-wing grille. When in Drive, Park or Neutral and the button is pushed, the Lincoln Star badge moves out about one inch and tilts up to deploy the available front camera.

The combination of front-camera deployment, and how the lens is cleaned via a built-in automatic washer, is an industry first. The 360-degree camera system - which shows up

to seven feet all around the vehicle - looks out for objects and perspectives not easily seen, stitching images from the front, rear and both sides to create a composite view of the area directly surrounding the vehicle.

The 12-sensor ultrasonic system enables the full range of available parking-assist features: front, rear, side sensing; perpendicular and parallel parking; and park out. The camera system's 180-degree split view can also be helpful in looking out in cross-traffic situations.

"While an amplified level of luxury is one of our main goals, safety is of paramount importance, which is why the addition of a 360-degree camera system in the MKX is ideal for Lincoln clientele," said Alex Schaeffer, head of Lincoln Middle East. "Being surrounded by such advanced technology will inevitably add a heightened sense of safety, instilling even greater confidence in the Lincoln MKX driving experience."

Powered by the 2.7-litre twin-tur-

bocharged GTDI V6, or the standard 3.7-litre V6 Ti-VCT, the all-new Lincoln MKX also comes with a line-up of innovative features like the state-of-the-art Revel audio system to complement the revolutionary 360 degree camera. Lincoln is the luxury automotive brand of Ford Motor Company, committed to creating compelling vehicles with an exceptional ownership experience to match. Lincoln is in the process of introducing four all-new vehicles in the next four years.



## KFH PARTICIPATES IN AUTO MOTO 16 AT 360 MALL

BANK OFFERS VISITORS VAST ARRAY OF FINANCING SERVICES

**KUWAIT:** Executive Manager - Car Financing at Kuwait Finance House (KFH), Ahd Alesia said that KFH's participation in the Auto Show Auto Moto 2016 as a strategic partner, confirms its keenness on serving its clients and the society, and its readiness to offer visitors a vast and comprehensive array of financing solutions. KFH's active role and contributions in auto market reiterate its flagship status and leading position in financing automobiles. KFH builds strong ties with the domestic suppliers for the benefit of clients and the national economy.

"KFH, thanks to its extensive experience, distinguished relationships with clients and suppliers, and the long track record of achievements, managed to develop strategic relationships with all car suppliers in Kuwait with the objective of serving its clients, and consolidating the common interest. KFH's car showrooms have become a major destination for people who wish to own a car. At Shuwaikh showroom, KFH encompasses over 20 brands of cars under one

umbrella which gives clients the opportunity to choose and compare between cars in a streamlined manner. This adds value to clients' car-buying experience," added Alesia.

KFH spares no efforts in strengthening its role in the auto market by revitalizing the market, increasing sales and addressing the requirements of clients and suppliers alike.

It is worth noting that Auto Moto 16 is considered as the largest auto show in Kuwait. It encompasses the best and the top luxury car brands. It is attended by local and international car agents' representatives, which comprises a chance to know more about the latest developments in this industry and the extent of its influence on the economy movement.

KFH was established in Kuwait in 1977 and is enlisted in the Kuwait Stock Exchange. KFH Group is a global pioneer in the field of Islamic banking services, where it offers a wide array of Islamic products and services, not to mention a high standard of innovation and client service.

KFH manages its operations in the GCC, Asia, and Europe through over 400 branches, including KFH-Turkey, in order to offer services for the bank's clients in Turkey, Malaysia, Saudi Arabia, Bahrain, Germany, Jordan, and Dubai.

KFH's mission is to achieve highest levels of excellence and innovation in the field of client service, while developing common interest for all those concerned with the financial institution. KFH's vision is to spearhead the global development in Islamic financial services, and to upgrade the bank into the level of becoming the most sustainable profitable Islamic bank in the world.

KFH's values include cementing leadership through all its businesses, including leadership in the Islamic banking services worldwide, through innovation and in client service and the development of its employees. In addition, KFH is committed to all its procedures, and to setting up long-life partnerships with the concerned authorities.

## MORE MARKET WOES AS CHINA SEEKS TEMPORARY RELIEF

By Camille Accad  
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Company Analysis

**KUWAIT:** Last Monday, Markit released the Caixin manufacturing PMI, showing a fall from 48.6 in November to 48.2 last month. When the PMI figure is below the 50.0 neutral level, the sector is considered to be in contraction. According to the report, output and employment are in decline as demand for Chinese manufacturing goods is weakening, both on the domestic and external front. In fact, new export business fell for the first time in three months. China's national bureau of statistics (NBS) also released its version of the manufacturing PMI, confirming that the sector was in contraction in December. Markets reacted negatively to the release. The Shanghai stock exchange dropped 6.9 percent in the first half of the session which triggered an emergency trading halt that closed the exchange in the afternoon. The emergency trading halt set off again on Wednesday after the market fell by another 7 percent on Thursday morning. Markets dipped worldwide as a result.

Information showing that China's manufacturing sector is deteriorating is not new to markets. December's contraction is the seventh in the past eight months for the Markit index and the fifth in a row for NBS's version. As a matter of fact, two other key factors exacerbated the loss of confidence in China last week. First, a ban on selling shares by major stakeholders introduced last summer was near its expiration date, which raised worries about the downside effect it may have on the stock market when removed. Second, and more importantly, the ongoing devaluation of the currency against the US dollar has fueled concerns about capital outflows from China. The country's foreign exchange trade system (CFETS), an arm of the central bank, sets a new central parity rate for the Chinese yuan every day. Last week, the currency was set lower in four out of the five trading days, at a total of around 1 percent lower against the US dollar, the most since the August devaluation. The currency already depreciated around 1.5 percent so far this year. The central bank is signaling further currency depreciation this year, but the lack of

clarity is hurting market sentiment.

As a response to the sell-off, China stepped in aggressively to restore confidence. The central bank has been active through open market operations, as well as required major state-controlled funds to support the stock market and currency. On Friday, the emergency trading halt mechanism which gradually became a concern for investors was removed altogether and the yuan central parity rate was increased. Additionally, the ban on major investors was adjusted to allowing them to sell up to 1 percent of a company's share every three months, requiring them to file their plans three weeks in advance. These market interventions have been temporarily easing selling pressure in China, but they have been significantly undermining the credibility of China's pledges to move towards less intervened markets.

The sustained currency devaluation against the US dollar, the manufacturing sector weakness and Chinese intervention are not expected to dissipate soon. The Chinese yuan has been appreciating against its trade partners, as suggested by the nominal effective exchange rate and the freshly introduced CFETS index. This is causing a loss of competitiveness in the economy, mainly in the export-oriented manufacturing sector. Additionally, the widening spread between the onshore and offshore exchange rate shows a mismatch between the managed currency and the market view. This year, the central bank will devalue the currency further. The effect of the ban expiration may have eased for the time being, but other emergency measures introduced after last summer's market plunge still need to be wound down, which could potentially cause further market instability. Overall, the presence of these factors will continue to add downside pressure to the stock market this year. China is aware that it needs to move to a clearer and less interventionist market process if it hopes to attract investors with a longer term horizon. But for now, China is focusing on stimulating the economy before it resumes its liberalization process, a positive development for export oriented manufacturing companies.

## MALABAR GOLD & DIAMONDS LAUNCHES ITS 144TH OUTLET GLOBALLY AT AL-WAHDA MALL

**ABU DHABI:** Malabar Gold & Diamonds, the leading jewellery retailer launched its 144th outlet globally & 8th outlet in Abu Dhabi. Yusuf Ali M.A, renowned entrepreneur and philanthropist inaugurated this beautiful showroom on 7th January, Thursday, 2016 in the presence of Dr PA Ibrahim Haji - Co-Chairman, Malabar Group, Shamlal Ahamed M.P, Managing Director- International Operations, Malabar Gold & Diamonds, Mohammed Korath - Chairman & Managing Director, KM Trading, other directors, dignitaries, invited guests and well-wishers.

This elegant showroom conveniently located at Al Wahda Mall, the iconic landmark & shopping destination of Abu Dhabi will be their 8th showroom in the emirate of Abu Dhabi. Like all other Malabar Gold & Diamonds outlets, this showroom will also display a significantly large collection of traditional as well as contemporary jewellery in gold, certified diamonds, platinum and precious stone jewellery from across the world that can hold you spell-bound with their awe-inspiring beauty. Jewellery lovers in Abu Dhabi can find beautiful gold jewellery in 18K and 22K at the outlet in Al Wahda Mall, Abu Dhabi.

One of the most important factors driving the group's success are innovation in their strategies, designs, promotions and the trust Malabar Gold & Diamonds evokes. With a rich mix of traditional and trendy jewellery in gold, diamond and platinum, Malabar Gold & Diamonds is one of the most preferred destinations for quality jewellery. The combination of purest jewellery and cutting edge designs combining unmatched grace and style makes their jewellery unique.

The branded jewellery segment of Malabar Gold & Diamonds that includes Ethnix - Handcrafted Designer Jewellery, Era - Uncut Diamond Jewellery, Mine - Diamonds Unlimited, Divine - Indian Heritage Jewellery, Precia - Precious Gem Jewellery and Starlet - Kids Jewellery are renowned globally for their flawless craftsmanship and the impeccable style.

The leap from a single store to 144 outlets globally did not happen overnight. It was achieved through consistent effort & an insistence on setting exceptionally high standards to meet the aspiration of customers over a period of 22 years. Their dedicated and highly skilled employees invest heart and soul in striving to

achieve maximum perfection. Absolute customer satisfaction is the overriding promise in everything they do.

Ornaments have never been so easier to buy, sell and exchange as it is in Malabar Gold & Diamonds and with their customer friendly policies, they give their customers enough reasons to come back to their stores. The jewellery group also gives their customers the advantage of using their 0% Easy Payment Plan with selected banks through which they can pay the total amount up to 12 monthly installments without any interest (T&C Apply).

The group is in the forefront when it comes to CSR activities as well. The group sets apart a fixed percentage of its net profit to the benefit of needy and the charity projects of Malabar Gold & Diamonds have touched the lives of thousands of people across the world. They focus primarily in five priority areas such as health, education, environment, housing and women empowerment.

In Abu Dhabi, Malabar Gold & Diamonds operates showrooms at Hamdan Street (2 showrooms), Al Wahda Mall, Madinat Zayed Shopping Centre, Mushrif Mall, Capital Mall, Shabia & Ruwais Mall.

