

HONDA ALGHANIM UNVEILS THE ALL-NEW 2017 HONDA ACCORD

AMAZING IN ITS LOOK AND POWER



ALGHANIM MOTORS, THE EXCLUSIVE DISTRIBUTOR OF HONDA PRODUCTS IN KUWAIT, INCLUDING CARS, BIKES, POWER PRODUCTS AND MARINE ENGINES, UNVEILED THE ALL-NEW 2017 HONDA ACCORD SEDAN IN A LAUNCH EVENT THAT TOOK PLACE AT THE GRAND AVENUES ON FRIDAY, OCTOBER 7TH 2016, AMONGST THE WIDE PUBLIC, HONDA CUSTOMERS, AND THE PRESS, EFFICIENTLY COMMEMORATING THE ARRIVAL OF THE VEHICLE IN KUWAIT IN STYLE. THE LAUNCH EVENT WAS HOSTED BY KUWAIT'S STYLE ICON, MENAFD AL-MUTRI, A WELL-KNOWN PERSONAL SHOPPER AND SOCIAL MEDIA INFLUENCER. A SERIES OF GAMES AND ACTIVITIES WERE CONDUCTED TO ENGAGE THE AUDIENCE WHILE LETTING THEM EXPERIENCE THE 2017 ACCORD SEDAN FIRST HAND.

THE 2017 HONDA ACCORD SEDAN WAS UNVEILED BY A HONDA REPRESENTATIVE THAT TOOK THE STAGE AT ON-SIDE AL-MUTRI TO EXPLAIN THE CAR'S AMAZING FEATURES AND SOPHISTICATED STYLE. THE AUDIENCE LEARNED THAT THE PRIMARY DESIGN OF THE VEHICLE IS TO REFLECT NOT JUST ONE'S OUTER APPEARANCE BUT ALSO HIS OR HER ATTITUDE. IN ADDITION, ONE OF THE HIGHLIGHTS OF THE ENTERTAINMENT ACTIVITIES INCLUDED A CHOREOGRAPHED DRUM BAND THAT TOOK THE AUDIENCE ON A COLORFUL AND MAGICAL JOURNEY, WHICH IS EMBLEMATIC TO THE CAR'S STUNNING DESIGNS AND BOLD FEATURES.

AL MUTRI HOSTED A SERIES OF GAMES TO ENCOURAGE THE CROWD TO INTERACT WITH THE NEW CAR, THROUGH A VR CHALLENGE, AND ENGAGING Q&A. THE VR

CHALLENGE TRANSPORTED PARTICIPANTS TO THE 3D HONDA SHOWROOM BY WHICH THEY WERE ASKED TO COUNT OR IDENTIFY CERTAIN OBJECTS. THOSE WHO HAVE ANSWERED CORRECTLY WALKED AWAY WITH VALUABLE GIFTS, THUS MAKING THEIR NIGHT EXTRAORDINARY AND SPECIAL. IN ADDITION, THREE LUCKY CUSTOMERS WHO HAD PRE-BOOKED THE NEW 2017 ACCORD WERE OFFERED A 1-YEAR FREE SERVICE CONTRACT.

FOR 3 YEARS STRAIGHT, THE ACCORD HAS BEEN THE MOST POPULAR CAR IN THE US, AND THE NEW 2017 HONDA ACCORD SEDAN WILL CARRY OUT THIS LEGACY, ALL WHILE INCORPORATING STYLE AND SOPHISTICATION THAT THE CUSTOMERS HAVE ALWAYS EXPECTED WHEN DRIVING AN ACCORD.

EXTERIOR DESIGN

GRILLES HAVE BEEN DESIGNED TO SWAY ITS BOLD AND AGGRESSIVE LOOK AND FEEL. HEADLIGHTS AVAILABLE IN LED FEATURE HIGHLIGHTING THE ACCORD'S FORWARD-LOOKING DESIGN. THE EXTERIOR BODY INCORPORATES AN ATHLETIC EXPRESSION WHILE INTEGRATING SLEEK CURVES, FINE BODYLINES, AND AERODYNAMIC SHAPE AND STYLE. THE 2017 HONDA ACCORD SEDAN ALSO INTEGRATES ADVANCED COMPATIBILITY ENGINEERING EXTERIOR STRUCTURE, QUALIFYING THE CAR TO RECEIVE HIGH CRASH SAFETY RATINGS FROM THE US GOVERNMENT, NATIONAL HIGHWAY AND TRAFFIC SAFETY ADMINISTRATION, WHICH BESTOWED A 5-STAR OVERALL VEHICLE SCORE, IN ADDITION TO BEING NAMED AS A TOP SAFETY PICK FROM THE INSURANCE INSTITUTE FOR



HIGHWAY SAFETY.

INTERIOR DESIGN

THE 2017 HONDA ACCORD SEDAN INTERIOR WAS DESIGNED TO OFFER COMFORT, FUNCTIONALITY AND SOPHISTICATION IN THE DESIGN. THE MIDSIZE SEDAN SHOWS THE INTERIOR HIGHLIGHTS THE CAR'S SLEEKNESS AS THE SEATS, STEERING WHEEL, AND SHIFT KNOB ARE ENVELOPED WITH HIGH QUALITY LEATHER. THE STEERING WHEEL OFFERS THE DRIVER CONTROL FEATURES SUCH AS CONVENIENTLY ANSWERING CALLS AND TAKING CONTROL OVER MUSIC. ALSO INCLUDED AIR SMOKE SMALL DRIVER SEAT POSITIONS AND A 10 WAY ADJUSTABILITY, WITH 2 BUTTONS MEMORIZING THE DRIVER FAVORITE SEAT POSITION. ADDITIONALLY A DUAL ZONE AUTOMATIC CLIMATE CONTROL SYSTEM AND A ONE TOUCH BUTTON MOON ROOF.

COLOR AVAILABILITY:

HONDA OFFERS CUSTOMERS THE LUXURY TO CHOOSE FROM VARIOUS COLORS TO MEET THEIR UNIQUE STYLE AND TASTE. THE ALL-NEW 2017 HONDA ACCORD SEDAN ARE AVAILABLE IN THE BELOW EXTERIOR COLORS:



- CRYSTAL BLACK PEARL
- OCEANIC BLUE PEARL
- LUNAR SILVER METALLIC
- MOONLIGHT SILVER METALLIC
- SAN MARINO RED
- CHAMPAGNE MIST PEARL
- WHITE ORCHID PEARL

HONDA SENSING:

THE NEW HONDA ACCORD INCORPORATES SEVERAL SAFETY FEATURES:

- COLLISION MITIGATION BRAKING SYSTEM: A RADAR SENSOR THAT WILL PUT THE VEHICLE IN COMPLETE HALT IF IT DETECTS A COLLISION MAY TAKE PLACE.
- LANE KEEP ASSIST SYSTEM: ASSISTS THE DRIVER TO KEEP AT THE CENTER OF THE LANE BY ADJUSTING THE STEERING WHEEL, IF THE SYSTEM DETECTS THAT THE VEHICLE IS STRAYING OFF FROM THE CENTER IF A SIGNAL SIGN HAS NOT BEEN INITIATED.
- ADAPTIVE CRUISE CONTROL: ENABLING THE DRIVER TO KEEP A SET DISTANCE FROM THE VEHICLE IN FRONT.
- HEAD-UP DISPLAY: DETECTS IF THE DRIVER IS DRIFTING TOO CLOSE TO THE SIDE AND SIGNALS VIBRATIONS TO THE STEERING WHEEL ALERTING THE DRIVER.

