

FORD F-SERIES AMERICA'S BEST-SELLING TRUCK FOR 40 YEARS IN A ROW

DUBAI: Ford, America's truck leader, is celebrating a major milestone as F-Series now reigns as the top-selling truck in the country for 40 consecutive years and best-selling vehicle for 35 years.

Ford has now sold more than 26 million F-Series trucks since January 1977. Think of it like this: That many trucks could circle the globe more than three times, or, lined up bumper-to-bumper, would span 90,000-plus miles. Ford truck leadership was established with the sixth-generation of F-Series for the 1977 model year, a time when 8-track tapes, disco and bell bottoms were the rage. The company was riding a sales wave - based on an all-new F-150 light-duty pickup featuring an improved 351-series V8 engine, standard front disc brakes, and an extended SuperCab offering.

Yet continuous innovation is at the very core of F-Series' success and even with the momentum in 1977, Ford engineers were already at work on a clean-sheet design for an all-new lineup. That seventh-generation F-Series not only set sales records for trucks, but also by 1982 it had become the overall best-selling vehicle in America.

"The 1980 model was a breakthrough generation for Ford," said historian and author James Wagner. "It was all new - probably the greatest change in 40 years. It was fresh and had a strong emotional appeal with the twin I-beam front suspension. It seems from that point on, things really went Ford's way as far as trucks were concerned."

1997 marked the beginning of a split for F-Series into two distinct platforms - the 10th-generation F-150 was geared toward light-duty truck customers, while new F-250 and F-350 Super Duty brand trucks debuted in 1999 targeting heavy-duty commercial vehicle buyers.

Widening consumer needs

Early on, Ford identified changing consumer preferences among truck customers who were increasingly using their vehicle to do more than haul livestock and equipment; customers were also using their trucks for their family and lifestyle needs. Beginning with the King Ranch in 2001, Ford was now offering luxury edition pickups that provided a combination of capability, style and comfort. Furthermore, models like the Platinum and Limited series went further, featuring leather seating, rich wood trim, full power accessories and premium sound systems.

Ford also pioneered performance and specialty truck segments with the special-edition Harley-Davidson F-150 and SVT F-150 Lightning in 1993. By 2002, Ford was marking 25 years as best-selling truck in America and 20 years as best-selling vehicle overall.

"What's made the F-Series so successful is the Ford truck team's ability to anticipate the needs of our customers better than anyone else - how those needs change, what's most important, and what they need to move forward," said Todd Eckert, Ford truck group marketing manager. "Their insights help us design, engineer and build America's best-selling trucks."

For the 2004 model year, the 11th-generation F-150 received a top-down redesign. 2009 saw Ford charging ahead with some of the strongest visual cues ever for the 12th-generation F-Series. For the 2011 model year, the company was poised to combat skyrocketing energy costs with introduction of the all-new fuel-efficient 3.5-liter EcoBoost engine for F-150.

Toughest, smartest

On rare occasions, innovative companies forever change the game with the

introduction of a revolutionary product. Ford's all-new high-strength, military-grade aluminum-alloy body for the light-duty F-150 in 2015 was that breakthrough product. Then Ford applied the same lightweight material to make the all-new 2017 F-Series Super Duty even more capable than ever.

When paired with advanced powertrains, like Ford EcoBoost engines, the F-150 lineup offers the most hauling capability, and best-in-class gas mileage.

Customers and critics alike appreciate the continued innovation of Ford F-Series trucks, with the 2017 Super Duty winning the Motor Trend Truck of the Year award - the seventh time in 30 years Ford has taken home the honors.

F-Series innovations and milestones

* 1977: Ford begins F-Series truck leadership, selling 818,580 trucks for the model year

* 1979: Ford introduces the Built Ford Tough brand promise

* 1980: All-new seventh-generation F-Series features efficient gas and diesel V8 engines, new angular design, improved interior features; twin-traction-beam four-wheel-drive front suspension introduced

* 1984: F-150 replaces F-100 as base F-Series truck, adding improved safety features and new center console; optional CD player comes a year later

* 1987: Eighth-generation F-Series features a more aerodynamic design, available electronic fuel injection, redesigned interior including instrument panel, and rear antilock brakes

* 1998: Super Duty brand of medium-duty trucks debuts for commercial customers and aligns the popular F-150 line for light-duty customers

* 2001: Luxury King Ranch is an unprecedented success

* 2002: Ford, celebrating 25 years as



best-selling truck in America and 20 years as best-selling vehicle overall, introduces Ford-engineered, Ford-built 6.7-liter Power Stroke(r) turbo diesel engine

* 2008: Ford introduces all-new Class 3-leading F-450 pickup, once again raising the bar for maximum towing capacity

* 2011: Powerful, efficient EcoBoost engine technology introduced for F-150

* 2015: Ford shifts production away from steel to high-strength, military-grade, aluminum-alloy body for F-150;

introduces all-new technology, including 360-degree camera

* 2016: New Pro Trailer Backup Assist helps make backing up a trailer as easy as turning a knob; plus F-150 is only full-size pickup to earn a five-star rating from National Highway Traffic Safety Administration and a Top Safety Pick from Insurance Institute for Highway Safety

* 2017: Ford celebrates F-Series leadership, marking 40 years with the best-selling truck in America and the best-selling vehicle overall for 35 years.

JOYALUKKAS INAUGURATES NEW SHOWROOM IN CHROME PET

CHENNAI: Fresh from the success of opening two new showrooms in the USA, the world's favorite jeweller continues its expansion plans with a new showroom opening in Chromepet, Tamil Nadu. This is the first of several more openings planned by Joyalukkas for 2017.

The Joyalukkas Chromepet, Chennai, Tamil Nadu showroom was inaugurated on January 7,

2017 by film actor Prashanth in the presence of film actor Thiagarajan, Joy Alukkas (CMD, Joyalukkas Group), Dr Nalli Kuppaswamy (Nalli Silks), Aniyann George (KCCNA President), P D Jose (Executive Director, Joyalukkas), P D Francis (DGM-Retail, Joyalukkas) and Shaju KR (Regional Manager, Joyalukkas).

"We are overjoyed that our goals to expand rapidly across the

USA, India, the GCC and new destinations are underway as scheduled. This newly opened showroom in Chromepet is our nineteenth in Tamil Nadu and is just the perfect start to the Group's 2017," says Joy Alukkas, Joyalukkas Group Chairman & MD. "We have big plans to enhance the shopping experience customers enjoy at Joyalukkas and we intend to sur-

prise everyone with better offerings and even better service, starting here in Chromepet. We hope that the people of Tamil Nadu continue to support us with their patronage as they have through the years."

The showroom will feature the brand's signature bright and spacious interiors showcasing the jewellery collections' world-class craftsmanship, as well as the high quality of service Joyalukkas is known for in all its locations.

Joyalukkas Group is a multi-billion dollar global conglomerate with varied business interests. The group operates its various business operations across UAE, Saudi Arabia, Bahrain, Oman, Kuwait, Qatar, Singapore, Malaysia, London, USA and India. The group businesses include jewellery, money exchange, fashion & textiles, luxury air charters, malls and realty. Joyalukkas employs over 8,000 professionals across the world, and is one of the most awarded and recognized jewellery retail chains in the world.



BURGAN BANK ANNOUNCES WINNERS OF YAWMI ACCOUNT

KUWAIT: Burgan Bank announced yesterday the names of the lucky winners of its Yawmi account draw, each taking home a prize of KD 5,000.

The lucky winners for the daily draws took home a cash-prize of KD 5,000 each, and they are:

1. Tariq Waleed Abdullah Mandani
2. Joud Mohammad Jawad Dashti
3. Rayan Noel Buist
4. Ali Faraj Abdullah Alkhudairi

In addition to the daily draw, Borgan Bank also offers a quarterly draw with more chances to win higher rewards, entitling one lucky customer to win KD 125,000 every three months. The Yawmi Account offers daily and quarterly draws, the quarterly draw requires customers to maintain a minimum amount of KD 500 in their account for two months prior to draw date. Additionally, every KD 10 in the account, will entitle customers to one chance of winning. If the account balance is KD 500 and above, the account holder will be qualified for both the quarterly and daily draws.

Burgan Bank encourages everyone to open a Yawmi account and/or increase their deposit to maximize their chances to become a winner. The more customers deposit, the higher the chances they receive of winning.

For more information on opening a Yawmi account or about the new quarterly draw, customers are urged to visit their nearest Borgan Bank branch and receive all the details, or simply call the bank's Call Center at 1804080 where customer service representatives will be delighted to assist with any questions on the Yawmi account or any of the bank's products and services. Customers can also log on to Borgan Bank's www.burgan.com for further information.

Established in 1977, Borgan Bank is the youngest commercial Bank and second largest by assets in Kuwait, with a significant focus on the corporate and financial institutions sectors,

as well as having a growing retail, and private bank customer base. Borgan Bank has majority owned subsidiaries in the MENAT region supported by one of the largest regional branch networks.

The Bank has continuously improved its performance over the years through an expanded revenue structure, diversified funding sources, and a strong capital base. The adoption of state-of-the-art services and technology has positioned it as a trendsetter in the domestic market and within the MENA region. Borgan Bank's brand has been created on a foundation of real



values - of trust, commitment, excellence and progression, to remind us of the high standards to which we aspire. 'People come first' is the foundation on which its products and services are developed.

The bank was re-certified with the prestigious ISO 9001:2008, making it the first bank in the GCC, and the only bank in Kuwait to receive such accreditation for the third consecutive year. The Bank also has to its credit the distinction of being the only Bank in Kuwait to have won the JP Morgan Chase Quality Recognition Award for twelve consecutive years.

Burgan Bank, a subsidiary of KIPCO (Kuwait Projects Company), is a strongly positioned regional Bank in the MENA region.

AUB ANNOUNCES WINNERS OF AL-HASSAD SAVING PROGRAM

KUWAIT: Ahli United Bank held its weekly draw of Al-Hassad Islamic Saving program January 04 2017. This program offers the biggest prize amount to the largest number of winners. The prize program succeeded in becoming the first prize account in Kuwait compliant with the Islamic Sharia principles. The program has been developed to fulfil the needs of the Bank customers and increase their opportunities in winning sizeable and attractive prizes in addition to enjoying the latest banking advantages that Ahli United Bank provides.

On this occasion, the bank issued the following press release: Al Hassad Islamic Saving program offers the highest amounts of prizes which amount to KD 3.4 million per year. This Program also offers 26 weekly prizes, with the highest number of weekly winners. The Islamic Hassad Saving Account may be opened by the lowest amount to open an account, which is KD 100.

The winner of the weekly grand prize in the amount of KD 25,000 is: Salem A M Hamadah.

The winners of the KD 1,000 prize each: Abdulaziz Mohammad Al-Ajmi, Raed Mohammad Saud Al Shayji, Ronald Geniza Lumio, Waleed Mohammad Eissa, Najibah F Al Bather, Fahad Ali Ahmad, Humoud Mohammad Al Mehjan, Esam H A Ismail, Ali Zaid Al Sanea, Abdullah Ibrahim Al Failakawi, Saleh Salmaan Mohammad Al Failakawi, Saad Abdullateef Al Dosari, Ahmad Hazzaa Al Enezi, Thuraya Mostafa Al Hareeri, Musaed Dawood, Mohammad Khaled Al Othman, Yousef Ahmad Al-Mailam, Huda Abdulrahman Al Abdulraheem, Ahmed Mansoor Maki, Mohammed Al Tajer, Majeed Ali Yousef, Mohamed Aqeel Yusuf, Janet Paton Langley, GPIC, Khalil Abdulla Jasim. The prize program of "Al-Hassad Islamic Saving" from Ahli United Bank offers a weekly grand prize worth KD 25,000 in addition to 25 weekly prizes worth a total of KD 25,000 distributed to 25 prizes, KD 1,000 for each winner.

In addition, prizes of Al-Hassad Islamic saving program from Ahli United Bank offer 4 quarterly grand prizes announced in quarterly draws. Each is a "Salary for Life" prize which is worth KD 250,000.

In general, Ahli United Bank continues to offer innovative tools and means to meet the needs of its customers to match the Bank's long history of distinctive services which extend over 74 years during which the Bank managed to take the lead among local banks. For further information about "Al-Hassad Islamic Saving" account, customers may call at any Ahli United Bank branch, or call "Hayakom" service at Tel: 181 2000.

CUSTOMERS CONTINUE TO WIN AT MALABAR GOLD & DIAMONDS FESTIVAL

KUWAIT: Malabar Gold & Diamonds' the prominent global jewellery retailer is currently running their 6th edition of 'Malabar Gold & Diamonds Festival' in Kuwait until 14th January, 2017. During this campaign, Malabar Gold & Diamonds showcases the latest collection of gold, diamond & precious gems jewellery in their outlets, to celebrate this festive period.

This much-awaited festival is one of the biggest jewellery events in GCC and the customers get unique opportunities to win a total of 300,000 gold coins. Presently, customers have already won over 180,000 gold coins during the campaign. Customers continue winning big across all the outlets of Malabar Gold & Diamonds in Kuwait.

A true shopper's delight, Malabar Gold & Diamonds Festival will captivate the customers by exhibiting eye catching designs in gold, diamonds, platinum, and precious gems from different parts of the world to flaunt any occasion or event and are well priced too. The festival stands apart from the usual jewellery exhibitions and promotions and as the tag line indicates - 'Everyone Wins', i.e. every customer gets a chance to be a winner during this festival.

Customers can win a guaranteed gold coin or up to 100 gold coins instantly on purchase of gold jewellery worth KWD 200 via Scratch N Win coupons. With every diamond jewellery

purchase worth KWD 250, customers get a free 1 gram gold coin. Furthermore, customers can avail the zero deduction offer on 22K (GCC) old gold jewellery exchange as well. All the above-mentioned offers are valid until 14th Jan 2017.

To add more glitter to this season, they have also unveiled the latest collection of jewellery in gold, diamonds and precious gems to suit the tastes of their multicultural and multinational customers. Malabar Gold & Diamonds has incorporated these designs as a part of various brands presented at Malabar Gold & Diamonds' namely Ethnix - Handcrafted Designer Jewellery, Era - Uncut Diamond Jewellery, Mine - Diamonds Unlimited, Divine - Indian Heritage Jewellery, Precia - Gem Jewellery and Starlet - Kids jewellery. The last five editions of 'Malabar Gold & Diamonds Festival' elicited tremendous response from the jewellery lovers. This time also the customers are excited to be a part of this much awaited festival to witness the rarest collection of jewellery from across the world and to avail fabulous offers. Malabar Gold & Diamonds has always been at the forefront in gold jewellery manufacturing, wholesaling and retailing and plans on being the 'most-preferred' jewellery retailer in the market in the coming years. The group strives to continue embarking on its journey by further expanding in the near future.



Amazing news from Al-Tijari...

Al-Najma account gives you the biggest daily prize in Kuwait!



AL TIJARI ANNOUNCES WINNERS OF AL-NAJMA ACCOUNT DRAW

KUWAIT: Commercial Bank of Kuwait held the Al Najma Account daily draw yesterday.

The draw was held under the supervision of the Ministry of Commerce & Industry represented by Abdulaziz Ashkanani.

The winners of the Al Najma Daily Draw are:

- Salim Ibdah Al Ajmi— KD 7000, Zeyad Abdullah Al-Kandri — KD 7000, Mariam Abdullah Qasem Redha — KD 7000, Mohammad Ali Raza Mohammad Amen — KD 7000.

Al Najma awards are now brighter and bigger than ever. With the revamped Al Najma account, all your dreams will be turned to reality. On top of offering the highest daily prize in Kuwait for KD 7,000, now our Mega prize draws got bigger to reach KD 250,000.

The new prizes scheme for AlNajma account Daily draw to win KD 7000

Quarterly draws to win great prizes that would start from KD 100,000 to KD 250,000

- * 1ST QUARTER — KD 100 000, 2ND QUARTER— KD 150 000, 3RD QUARTER— KD 200 000, 4TH QUARTER— KD 250 000.

With Al Najma you have more chances to win greater prizes

- * Each KD 25 kept in your account gives you one chance to win
- * Each KD 25 kept in your account for one week will give you a chance to enter the daily draw.
- * Each KD 25 kept in your account for 3 months will give you chance to enter the quarterly draw.

Additional features

- * ATM card
- * Issue a credit card against your account
- * Obtain all CBK banking services

You deserve to win! Open an account now with just KD 500 and you will enter all draws.