

## Business

# New Mercedes-Benz A-Class celebrates its world premiere

## The benchmark in the compact class



**KUWAIT:** The new Mercedes-Benz A-Class celebrated its world premiere in Amsterdam, revealing a model as youthful and dynamic as ever, but grown-up and comfortable like never before. It completely redefines modern luxury in the compact class, and revolutionizes interior design. Technologically, the new A-Class not only takes first place thanks to MBUX - Mercedes-Benz User Experience; but it also offers a number of functions that were previously the preserve of the luxury segment. In certain driving situations, it is able to drive semi-autonomously for the first time, and MULTIBEAM LED headlamps are available on request. All models of the new A-Class are also powered by new, efficient petrol engines, and although Mercedes-Benz has retained the sporty appearance, the utility value has increased.

"With the fourth generation of the A-Class, we are redefining modern luxury in the compact class. To do this we have opted for a combination of uncompromisingly dynamic design and an intuitive operating concept," says Britta Seeger, the member of the Daimler AG Board of Management responsible for Mercedes-Benz Cars sales. "With MBUX - the new Mercedes-Benz User Experience - we are creating a completely new customer experience."

### Exterior design: Exercise in purism

The purist, surface-accentuating design of the new A-Class is the next step in the Mercedes-Benz design philosophy of Sensual Purity. On the basis of a compact two-box design, optimized dimensions and proportions have led to a new interpretation of the model's design.

The exterior of the new A-Class stands for sportiness, dynamism and emotion. The progressive front design with a low bonnet, flat LED headlamps with chrome elements and torch-like daytime driving lamps ensures an emotionally appealing and alluring appearance. The striking radiator grille with Mercedes star, whose silhouette opens out towards the base as a reinterpretation of its predecessor, features pins in a diamond look and a central silver louvre to underline the sportiness of this model.

The vehicle is visually extended by the longer wheelbase and character line along the side. The bonnet slopes more steeply than in the preceding model series, emphasizing the dynamic, upright front. The larger wheel arches for wheels from 16 to 19 inches emphasize the sportiness of the new A-Class and make it sit more squarely on the road. The vehicle has a wider look at the rear end thanks to a more heavily waisted greenhouse, which also emphasizes the shoulders, and to the wider-spaced rear reflectors in the modular, two-section rear bumper. The

slim, two-section tail lights ensure an emotionally appealing, alluring appearance.

### Interior design: A revolution from within

The interior of the new A-Class is completely redefined with its modern, avant-garde look. Mercedes-Benz has taken a completely new approach, revolutionizing the compact class from the inside with a new feeling of spaciousness. The unique interior architecture is shaped in particular by the avant-garde design of the dashboard: for the first time a cowl above the cockpit has been completely dispensed with. As a result, the wing-shaped main body of the dashboard extends from one front door to the other with no visual discontinuity. The Widescreen display is completely free-standing. The air vents in a sporty turbine-look are another highlight.

The dashboard is divided into two three-dimensional, horizontal sections: the lower section is visually separated from the main body of the dashboard by a "trench", and it appears to float in front of the dashboard. The 64 colors of the optional ambient lighting make five times as many colors available than before. And it is not just the variety that has increased, as the emotive presentation also sets new standards in this segment: the different colors are composed into ten color worlds to allow an avant-garde lighting display with spectacular color changes.

The completely free-standing display is available in three versions:

- \* two 7-inch displays (17.78 cm)
- \* one 7- and one 10.25-inch (26 cm) display
- \* two 10.25-inch displays

### MBUX - Mercedes-Benz User Experience: Unrivalled experience

The new A-Class is the first Mercedes-Benz model to feature the completely new multimedia system MBUX - Mercedes-Benz User Experience. A unique feature of this system is its ability to learn thanks to artificial intelligence. MBUX can be individualized and adapts to suit the user. It thus creates an emotional connection between the vehicle, driver and passengers.

Its further strengths include the high-resolution Widescreen cockpit with touchscreen operation of the media display, plus intelligent voice control with natural

speech recognition, which is activated with the code word "Hey Mercedes". A head-up display is also available. The touchscreen is part of the comprehensive MBUX touch-control concept - a triad consisting of the touchscreen, touchpad on the centre console and touch control buttons in the steering wheel.

New and improved Mercedes me connect services are being launched with the new infotainment generation MBUX in the UAE only. These include navigation functions based on Car-to-X communication (information from vehicle to vehicle about events registered by sensors, e.g. emergency braking, ESP intervention, or manual reporting e.g. of an accident by the driver), and Vehicle Tracker, which makes it easier to find the parked vehicle, as well as outputting a message if the parked vehicle suffers an impact or is towed away.

### Spaciousness and seating: The A-Class has grown up

Despite its sporty look, the new A-Class has considerably more utility value, making it as youthful as ever but grown-up like never before. More shoulder, elbow and headroom plus easier access to the rear are clear benefits, as is the larger and more family- and recreation-friendly luggage compartment. All-round visibility has also been considerably improved. This enhances both safety and the impression of spaciousness.

At the same time, comfort features from higher vehicle segments make an appearance: upon request, and for the first time in this model series, not only will seat heating are available for the front seats, but also seat climate control and a Multicontour Seat package with massage function.

### Quiet running: There is strength in serenity

Quiet, vibration-free driving characteristics are a major factor in the grown-up, premium driving impression made by the new A-Class. Alongside effective insulation of the suspension from the vehicle body and aeroacoustic measures, the bodyshell itself plays a decisive role. The suspension connecting points between the body, suspension and powertrain have been strengthened to considerably reduce road roar, as well as the interior noise level.

### Intelligent Drive: functions from the S-Class

The new A-Class has the very latest driving assistance systems with cooperative driver support, giving it the highest level of active safety in this segment with functions adopted from the S-Class. For the first time, the A-Class is able to drive semi-autonomously in certain situations. To do this it keeps a close eye on the traffic situation: improved camera and radar systems allow it to see up to 500 m ahead. The A-Class also uses map and navigation data for assistance functions. For example, Active Distance Assist DISTRONIC as part of the Driving Assistance package is able to support the driver in numerous route-specific situations, and predictively and conveniently adjust the speed e.g. when approaching bends, junctions or roundabouts. Also on board are e.g. Active Emergency Stop Assist and intuitively understandable Active Lane Change Assist.

The new A-Class comes with extended Active Brake Assist and PRE-SAFE PLUS as standard. Depending on the situation, the Active Brake Assist can effectively help to mitigate the consequences of rear-end collisions with slower-moving, stopping or stationary vehicles ahead, and even with crossing pedestrians and cyclists, or prevent them altogether. The PRE-SAFE PLUS can recognize an imminent rear-end collision. If the danger of a collision persists, the system can also firmly apply the brakes of the vehicle when stationary, thus minimizing the risk of injuries by reducing the forward jolt caused by an impact from the rear.

The new A-Class is also the first Mercedes-Benz model to have been developed at the new Technology Centre for Vehicle Safety (TFS). The design of the vehicle structures incorporates findings from research into real accidents. Every single bodyshell component was developed according to the loads and stresses encountered, with respect to geometry, material thickness, joining technology and material.

### MULTIBEAM LED headlamps: optimum visibility in all conditions

The optional MULTIBEAM LED headlamps are another example of the technology transfer from the luxury to the compact class. These allow extremely quick and precise, electronically controlled adjustment of the headlamps to suit the current traffic situation. 18 individually actuated LEDs are housed in each headlamp. The daylight-like light color of the LEDs is easy on the eyes and has a positive effect on concentration. The road ahead is precisely and brightly illuminated. LED High Performance headlamps are a further option. As standard the new A-Class is equipped with halogen headlamps with integrated LED daytime driving lamps.



## Sportiness, dynamism and emotion

## Service Hero awards Home Centre 'Superior Customer Service' in home furniture category

**KUWAIT:** For the third consecutive year, Home Centre, the region's leading home retailer, was awarded 'Superior Customer Service' in Home Furniture Category in Kuwait for the year 2017 from Service Hero, the creators of Kuwait's only customer satisfaction index.

The awards ceremony, held in Symphony Style Hotel, witnessed the attendance of many private sector leaders from across various fields. The award came after an in-depth evaluation by an independent advisory council, which recognized Home Centre's commitment to providing outstanding service and value to its customers.

Service Hero is the Arab world's only 100 per cent consumer-powered customer satisfaction index, which rates 17 industry segments - including cafés, retail banks, mobile operators, home furniture, electronics, and airlines - for customer service. Upon nominating leading brands across every segment, the Service Hero launches a year-long voting process that culminates in the selection of a single winner in each category.

Launched in 2010, the index has counted over 24,024 consumer votes on more than 350 private sector companies in Kuwait and has lately expanded its reach to the UAE.

Commenting on award, Saibal Basu, Chief Operating Officer of Landmark Group Kuwait said: "We are proud of our important achievements which are reflected in the awards we win. We are delighted to receive this prestigious award for the third year running. What makes the validation even more special is that it comes from our customers, who have always been the prime focus of every initiative and launch at Home Centre."

He added: "We aim to bring them only the very best - both in terms of products and experiences



- and this recognition reinforces our long-standing dedication to exceptional customer service. Such distinctions motivate us to double our efforts to ensure we remain the preferred home shopping destination in the region."

Service Hero has appointed an Independent Advisory Council comprised of academic institutions as well as leading business professionals. As a neutral panel of experts, the Council's function is to supervise the assessment and ensure fair and empirical results that adhere to all procedures and norms. Service Hero's main goal is to measure the satisfaction level in the market by real consumers in order to help and empower companies to improve their service levels.



## 26 win Al-Hassad Islamic account

**KUWAIT:** Ahli United Bank recently conducted its Al-Hassad Islamic account weekly draw, Kuwait's leading sharia-compliant rewards program that offers a broad range of prizes to the largest number of winners, on the 21st of February 2018. The account provides 26 weekly prizes that are comprised of KD 25,000 as a grand prize and 25 other prizes valued at KD 1,000 each. AUB also offers four quarterly prizes that are valued at KD 250,000 to each winner allowing them to achieve their dreams of travelling, studying abroad, or owning their dream home or car. On this occasion Ahli United Bank announced, "With this draw, we are adding 26 new winners and prizes to the Al-Hassad Islamic account whereby, the total number of winners annually will include more than 1300.

The weekly grand prize winner of KD 25,000 Sameer Saleh Farhan Al-Saeed, 25 other winners won prizes of KD 1,000 and are as follows: Faisal Zaid Fahad Al-Zaid, Qutaybah Faisal Abdurahman Al-Shayea, Mustafa Hasan Abdul Mawla Al-Basha, Mona Khaled Sadekhan Al-Fadhli, Bodour Jawad Taher Al-Baghli, Raja Abdullah M Al-Meshari, Danah Sulaman Abdullah Al-Rashdan, Naqwah Faleh Saeed Al-Azmi, Georges Saba, Mohd Rafiq Mohd Ibrahim, Fuad Abdulmohsen Mohammad Al-Wuhaib, Mohammad Abdullah Ghazi Al-Mutairi, Rwham Fawzi Abdullah Al-Othman, Mohammed Homoud Mohammed Al-Homoud, Abdullah Ghannam Abdulaziz Al-Otaibi, Meshal Turki Dabbous Al-Dabbous, Jaber Mohammad W Al-Azemi, Abdulrahman Mohammad Rashed Rasheed Al Rasheedi, Naser Haj Ebraheem Al-Muzayyan, Magdy Mohamed Al-Sayed El Morabbi, Abdulla Saleh Ahmed Seyadi, Adetola Idowu Olawale, Abdulla Mansoor Nassir Khamis, Ishaq Hamad Mohamed and Batool S Abdulnabi Ibrahim Alhawi.

Al-Hassad Islamic account's customers in Kuwait and Bahrain are eligible to participate in the draw in line with the program's terms and conditions. Ahli United Bank added, "There are increased opportunities that await our current customers and those who are interested in opening an Al-Hassad Islamic account to benefit from the wide range of prizes and opportunities offered this year." Individual customers can open their accounts with a minimum deposit of KD 100, qualifying them to enter the draw.