

Business

Ford increasing production of new Lincoln Navigator, Ford Expedition

Production boost to meet greater-than-anticipated customer demand

DUBAI: Ford is increasing production of two popular full-size SUVs to meet surging demand for both all-new models ahead of their arrival in the Middle East. The Lincoln Navigator, the company's new all-new luxury SUV flagship, and the Ford Expedition - the smartest, most capable and most adaptable large SUV ever - have both undergone a complete redesign, building on the reputation the nameplates have forged in the region for quality, capability and power.

The company is using advanced manufacturing technologies and an upskilled workforce to increase line speed at its Kentucky Truck Plant to build even more Lincoln Navigator and Ford Expedition SUVs, boosting production targets approximately 25 percent since last fall when the SUVs hit the market.

A new \$25 million investment for additional manufacturing enhancements brings Ford's total investment at Kentucky Truck Plant to \$925 million and allows the company to increase manufacturing line speed.

This investment and advanced manufacturing upgrades are examples of the company's quest to improve its operational fitness. Upgrades include 400 new robots, a new 3D printer that enables workers to make parts and tools more quickly and cheaper as well as enhanced data analytics to keep the assembly line moving as efficiently as possible.

Surging customer demand

In the US, Lincoln dealers simply can't keep the entirely new Navigator on dealer lots: the luxury SUVs are spending an average of just seven days at the dealership before they are sold. In the Middle East, pre-release demand for the Navigator is extremely strong from customers in Saudi Arabia, the UAE and Kuwait.

Expedition - which begins arriving into Middle East showrooms - is also off to a strong start, with demand

for Ford's smartest, most capable and most adaptable SUV ever growing considerably since its appearance at the Dubai International Motor Show last November.

Ford Middle East and Africa's marketing director, Crystal Worthem said, "We knew that the Middle East would fall in love with the Expedition and Navigator - but we've been floored by the interest both all-new SUVs have had ahead of their arrival. Both have been tailored to deliver the best on- and off-road performance, power and capability for customers in a region where uncompromising dependability is essential."

"Launching Lincoln's flagship SUV in such a receptive market is incredibly exciting and we really can't wait for the first customers to get their hands on theirs. For Ford, the all-new Expedition heads our robust SUV lineup, making it the freshest line-up of SUVs available in a highly competitive scene for 2018," Worthem added.

To ensure customers can get vehicles as quickly as possible, Kentucky Truck Plant assembly line workers are working overtime and voluntary weekend shifts.

Advanced manufacturing

Kentucky Truck Plant's advanced manufacturing technologies and tools are helping Ford upskill its workforce and deliver better quality vehicles to customers more quickly. More than 400 new robots - including collaborative robots - were added to the facility during last year's transformation, mainly in the body shop. The robots enable the plant to increase the line speed while keeping employees safe from repetitive-motion injuries. The plant also added a robot lab, where employees can test out software tweaks or trouble shoot issues away from the factory floor - in both instances, saving valuable time.

Data analytics have helped the plant identify and address thousands of concerns in near-real time. A data



Ford's investment at Kentucky Truck plant up to \$925m

analytics hub includes seven big-screen TVs that provide minute-by-minute updates, letting plant officials know whether production is meeting hourly targets or whether there is a concern on the line that should be immediately addressed. Data updates also allow workers to be proactive, alerting them to instances of pending parts shortages so they can arrange for a new batch to be delivered to a work station before parts completely run out. An enormous spare parts "vending machine" allows workers to more quickly locate a necessary part while automatically keeping inventory at optimal levels.

The plant recently installed a 3D printer onsite to print individual parts for tools necessary to keep the

plant running. Manufacturing a prototype part using traditional methods can take eight to 16 weeks at a cost of more than \$250,000 in tooling alone. Producing the same part using 3D printing can take days - and sometimes just hours - and can be done for a few hundred to a few thousand dollars.

Kentucky Truck Plant

Kentucky Truck Plant opened in 1969. It currently employs more than 8,400 people, including approximately 8,100 hourly employees. The plant builds the Ford Expedition, Lincoln Navigator and Ford Super Duty.

Munich Airport and Lufthansa start testing of humanoid robot in Terminal 2

MUNICH: She is 120 centimeters tall, with sparkling, round eyes and a pleasant voice: Starting today, "Josie Pepper" the robot will be answering questions for passengers in Terminal 2. Whether they need directions to their gate or want to stop at a certain restaurant or shop - Josie Pepper will look them in the eyes and give them a prompt answer.

With the rollout of Josie Pepper, Munich Airport and Lufthansa are breaking new ground: It is the first-ever test of a humanoid robot equipped with artificial intelligence at a German airport. For the next few weeks, Josie Pepper will welcome travelers to the non-public area of Terminal 2, which is jointly operated by Munich Airport and Lufthansa. In her initial deployment, Josie Pepper, who speaks English, will await passengers at the top of the ramp leading to the shuttle connecting the main terminal to the satellite building. This test phase will be used to show whether Josie Pepper is accepted by passengers.

Josie Pepper's "brain" contains a high-performance processor with a WLAN internet access. This creates a connection to a cloud service where speech is processed, interpreted and linked to the airport data. What sets the system apart: When this robot type



speaks, it does not just deliver pre-defined texts. With its ability to learn, it answers each question individually. Just like a "real" brain, the system gets steadily better at combining questions with the relevant information to provide more precise replies.

IBM Watson Internet of Things (IoT) cloud-

based, artificial intelligence technologies are behind Josie Pepper's capabilities. Pepper was developed by the French company SoftBank Robotics. The lady robot was given the name "Josie" by the staff of Munich Airport and Lufthansa when she arrived at the airport.

Gulf Bank announces winners of Al-Danah daily draws

KUWAIT: Gulf Bank held its Al-Danah daily draws on 27 February 2018 announcing the names of its winners for the week of 18 February - 22 February 2018. The Al-Danah daily draws include draws every working day for two prizes of KD 1,000 per winner.

The winners are:

(Sunday 18/02): Jasbeh Abed Jber, Ahmad Hussain Ahmad Abbas.

(Monday 19/02): Jamal Asheer Almeslamany, Ashraf Abdulmottaleb Hasan Mohammad Eid.

(Tuesday 20/02): Sami Mohammad Helal Alsuwaidan, Sultan Abdullah Sultan Almallik.

(Wednesday 21/02): Ismaeel Abd Ali Alraheem Alshatti, Abdullah Hussain Ibrahim Shah.

(Thursday 22/02): Ali Abdullah Abdularhaman Almuhanha, Fatima Abdulkareem Mohammed Alsaqer.

Gulf Bank's Al-Danah 2018 draw lineup includes daily draws (Two winners per working day each receive KD 1000). Al-Danah's first quarterly draw for the prize of KD 200,000 will be held on 28 March, the second quarterly draw for the prize of KD 250,000 will be held on 27 June and the third quarterly draw for the prize of KD 500,000 will be held on 26 September. The final Al-Danah draw for KD 1 million will be held on 10 January 2019 whereby the

Al-Danah millionaire will be announced. Gulf Bank encourages you to increase your chances by depositing more into your Al-Danah account, immediately from any local bank, using the new ePay (Self-Pay) service, which is available on Gulf Bank's Online and Mobile Banking.

Five reasons why the Al-Danah account is the best:

- 1) Kuwait's single biggest yearly cash prize of KD 1 million and the largest international bank prize according to Guinness World Records
- 2) Kuwait's biggest quarterly cash prizes, up to KD 500,000
- 3) Two winners of KD 1,000 every working day
- 4) The most chances to win
- 5) Only Bank that transfers your chances to win from the previous year to the current year.

NBK announces Al-Jawhara KD 125,000 winner



KUWAIT: National Bank of Kuwait announced the winner of the KD 125,000 monthly Al-Jawhara draw for February 2018. The name of the winner, Khalid Abdullah Al-Sahoo, was announced live on air on radio FM 88.8 and in the presence of a representative from the Ministry of Commerce and NBK representatives. NBK rewards its most loyal customers through Al-Jawhara draw with weekly, monthly and quarterly prizes total of KD 2.2 million annually. Customers qualify for a chance in the draw for every KD 50 in their Al-Jawhara account.

Customers can double their chances in case no withdrawals or transfers occur during the required period. To open Al-Jawhara account, customer can simply visit NBK Online or Mobile banking and deposit KD 400 (minimum opening balance) or they can visit the nearest branch. Each KD 50 deposited during the required period equals one chance to enter the draw. Winners' names are always made public and posted on the NBK website & Social Media accounts.

Winners for Al-Jawhara weekly draws in February include: Younan Najeeb Mikhael Jadallah, Bassam Abdullah Al-Bassam and Khaleel Ibrahim Slaem. Each won KD 5,000.

Benefits of Al-Jawhara Account include a free Visa debit card with access to more than 650,000 ATM machines around the world; access to NBK Online Banking and the NBK Mobile Banking app for viewing and managing your account wherever you are in the world. Customers always have access to NBK's 24 hour, seven day a week call center and SMS notice service by request. Al-Jawhara account holders also have unlimited withdrawals (terms and conditions apply).

NBK strives to maintain lasting, strong and positive relationships with customers and work to provide many premier prizes, rewards and promotions to thank our customers for their loyalty.

VIVA participates in Mobile World Congress 2018 in Barcelona

KUWAIT: VIVA, Kuwait's fastest-growing and most developed telecom operator, participated in the Mobile World Congress 2018 organized by Group Special Mobile association "GSMA" that took place in Barcelona between 26 February and March 1.

VIVA's delegation from different divisions, Technology, Marketing and Corporate Communications, was present at the congress through STC's Booth, sponsor of the event, where VIVA showcased in cooperation with Huawei Kuwait a product called "CEO War Room". It is data centric - all planning goes through a centralized data warehouse, which required it

to consolidate information relating to billing, usage and rollout planning, and define the number of users and sites.

It is noteworthy to mention that VIVA won lately "Speedtest Award Winner 2017 - Kuwait's Fastest Mobile Network" by Ookla, and it is pioneer in the middle east in providing the latest products and services to its customers among telecom operators in the middle east region, and achieved successfully the establishment of the first Voice Over LTE (VoLTE) interconnection in the Middle East and North Africa region in partnership with local networks, and was the first telecom company in Kuwait that has successfully tested the fifth-generation "5G" in its lab, which fosters its leadership in providing the latest technology that will enable customers to exchange information and communicate at higher speeds.

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organizations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile Asia Expo.

