

Business

Toyota bags two prestigious titles at Middle East Car of Year awards 2019

Yaris scooped 'Best Sub-compact Sedan' award • Camry crowned 'Best Midsize Sedan'



KUWAIT: Underlining the exceptional quality of its vehicles and their enduring appeal among the region's drivers, Toyota has once again achieved success at the 2019 Middle East Car of the Year (MECOTY) awards. The Toyota Yaris claimed the title of 'Best Sub-compact Sedan,' while the Toyota Camry was crowned 'Best Midsize Sedan' at the regional automotive sector's biggest and most prestigious awards ceremony, which took place in Abu Dhabi, UAE.

Now in its sixth edition, the annual MECOTY awards are renowned as the Middle East's most authoritative industry honors program. The judging panel, which comprised 19 highly respected independent senior editors from leading automotive publications in the region, selected the two vehicles based on a rigorous set of ten criteria including design and quality (exterior and interior); emotional appeal and driver satisfaction; handling and drivability; value for money (new purchase and resale); safety and durability; comfort and practicality; performance and capability; environmental friendliness; technological innovation; and regional appeal.

Yugo Miyamoto, Chief Representative of Middle East & Central Asia Representative Office, Toyota Motor Corporation, said: "We are proud to be recognized again at one of the region's biggest and most prestigious awards program for the automotive sector. These coveted titles are a true testimonial for the outstanding design and craftsmanship of our Toyota Yaris and Toyota Camry models. The new Yaris delivers great fuel economy, optimal performance, and fun driving experience and also sets fresh benchmarks for compact sedans, while the all-new Camry's emotional design, refined interior and cutting-edge technology place it at the forefront of the midsize sedan market." Miyamoto added: "These awards repre-



sent a ringing endorsement of our approach to building class-leading vehicles that exceed the expectations of our customers, whose loyal support remains at the heart of Toyota's ongoing success story. We would like to thank them for continually inspiring us on every step of our journey to develop ever-better cars."

The Toyota Yaris was launched in the region in February last year with a choice of 1.3-liter and 1.5-liter engines and is available with a Multidrive 7S transmission to offer a smooth driving experience and outstanding fuel efficiency. Designed to appeal to those who seek out the latest trends and innovations, the Yaris' stylish exterior and spacious cabin couple superior comfort with uncompromising levels of quality and durability.

Meanwhile, the Toyota Camry sets new standards for the midsize sedan segment in design, performance, and comfort. The all-new Camry was launched in January 2018 and has created a whole new value proposition while ensuring seamless fun and excitement for drivers and passengers alike. The vehicle delivers superior handling and comes with three powertrain options: a 2.5-liter four-cylinder engine mated to a six-speed automatic transmission, a 3.5-liter V6 mated to an eight-speed automatic transmission; and a new electrified hybrid system that combines a petrol engine with two electric motors and exemplifies Toyota's continuous commitment to providing environmentally friendly vehicles.



The Camry's refined interior features a distinctive design that provides comfort and convenience with an additional layer of luxury. In addition, the vehicle incorporates several cutting-edge technologies that offer an interesting and interactive driving experience and provide customers with the opportunity to explore new levels of power and entertainment through the latest technologies in its cars. As with all Toyota models, safety remains a top prior-

ity for the Yaris and the Camry. Both vehicles come with a comprehensive array of advanced safety features to provide unparalleled protection for drivers and their passengers, including SRS airbags, Vehicle Stability Control (VSC), Anti-lock Braking Systems (ABS), Electronic Brake Force Distribution (EBD), Brake Assist (BA), Hill-start Assist Control (HAC), and enhanced body and platform structures, among many others.

Malabar Gold & Diamonds announces summer offers

KUWAIT: This summer, witness a huge collection of gold and diamond jewelry at Malabar Gold & Diamonds and win exciting prizes

- Participating outlets- All outlets in the Kuwait
- Unveiled latest collection of jewelry in gold, diamonds and precious gems.
- Offers in Kuwait:
- Customers get one raffle coupon for every gold and diamond jewelry purchase worth KD 40
- Win 100 gram gold each through raffle draw
- Free one gram gold coin on every diamond purchase of KD 250
- Unveiled latest collection of jewelry specially designed for the season in gold and diamonds

Malabar Gold & Diamonds, one among the largest



jewelry retailers globally with a strong retail network of 250 outlets spread across the globe has unveiled the details of the campaign to celebrate the onset of summer. This Campaign will run at all Malabar Gold & Diamonds outlets located in the Kuwait until 6th July, 2019. To celebrate this season, Malabar Gold & Diamonds showcases the latest collection of gold, dia-

mond and precious gems jewelry in their outlets. This summer season, Malabar Gold and Diamonds gives their customers an exclusive chance to win gold bars with purchase of gold and diamond jewelry. With every purchase of gold and diamond jewelry worth KD 40, customers get a chance to enter raffle draws to win 100 gram of gold each in 10 raffle draws. Adding to the above, customers also get one gram gold coin on every KD 250 worth diamond jewelry purchase.

To add more glitter to this season, they have also unveiled the latest collection of jewelry 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 Jewelry, Era - Uncut Diamond Jewelry, Mine - Diamonds Unlimited, Divine- Indian Heritage Jewelry, Precia - Gem Jewelry and Starlet - Kids jewelry. This holiday season, Malabar Gold & Diamonds provides customers with the most attractive offers, definitely not worth a miss. Their mesmerizing collection and exclusive offers can be availed in all outlets of Malabar Gold & Diamonds in Kuwait.

Ooredoo launches 'Shamel Control' hybrid plan for first time in Kuwait

KUWAIT: Ooredoo Shamel Control is the first hybrid tariff plan of its kind in Kuwait that has both the behavior of a postpaid plan and a prepaid plan. This plan will help customers keep their monthly bill fixed to a controllable cost with the possibility of freezing and transferring the contract. The Shamel Control plan is based on a postpaid bundle with fixed benefits, in which the plan can be topped up and after it is recharged, customers can subscribe for special Shamel Control add-ons or bundles or even use the prepaid balance as PAYGO for making call.

This plan is ideal for prepaid customers that want to enjoy the luxury of having a postpaid line while having the best affordable option, as well as customers or sponsors that would like to provide lines for their children, drivers or house workers while avoiding any unexpected costs that might occur from excessive charges.

Shamel control subscribers can recharge their lines using the available prepaid recharge methods. The postpaid bundle will provide the subscribers with 7GB of internet and 150 minutes of local calls, if there is a commitment with the plan customers will receive a one-time 100 international minutes that they can use during their commitment. Customers who sign up for the 24 months commitment will be able to select and add an iPhone, Samsung or Huawei device.



Huawei and Forms Syntron release open banking service solution

KUWAIT: Huawei and Forms Syntron have jointly released a distributed open platform solution "Fincube" for the global financial industry. Fincube will help banks to better meet the challenges of the "Bank 4.0" era, reduce innovation costs, optimize technologies, and continuously improve service openness capabilities that enhance the experience of bank customers.

The focus of the "Bank4.0" era is experience-oriented banking services; an open banking model based on distributed architecture. The online digital world and the offline physical world are converging rapidly, and in this way the business model of the modern bank is being transformed.

Huawei has continued to work with top financial institutions, research institutes, and independent software developers worldwide to accelerate the transformation of financial institutions. Huawei currently serves more than 1000 financial institutions, including 20 of the world's top 50 banks.

The Forms Syntron solution is built on Huawei's high-density integrated distributed technology solution FusionCube. Based on the advanced computing, net-

work, and storage capabilities provided by FusionCube, the Forms Syntron Universe Analytics Platform uses FusionCube as the basic unit of the distributed architecture and bears platform management and control capabilities. The BaaS (Banking as a Service) capability library consisting of thousands of microservices enables customers to quickly innovate based on standard versions and continuously integrate and deliver new services.

Zhou Zhiquan, chairman and general manager of Forms Syntron, said: "We are very honored to form a global partnership with Huawei. These products enable financial institutions to achieve strategic transformation based on the Fincube product system, and fully prepare for the challenges facing banking services in the new era. At the same time, we will work with Huawei to bring the innovative achievements of the Chinese financial industry over the past decade to the global market."

"The financial industry solution jointly released by Huawei and Forms Syntron is based on the open capabilities of Huawei FusionCube hyper-converged infrastructure and a deep understanding of the financial industry," said by Cao Chong, President of Huawei's EBG Financial Services Business. "It can meet users' diversified requirements for mobile banking services and Internet financial services, eliminate performance bottlenecks, while flexibly expanding capacity to help commercial banks quickly build digital cores and reconstruct core competitiveness in the mobile era."

Huawei Enterprise's "Platform + AI + Ecosystem" strategy focuses on cooperation with partners to provide ubiquitous



connectivity and pervasive intelligence. Currently, more than 700 cities around the world, and 211 of the Fortune Global 500 companies, including 48 of the top 100, have selected Huawei Enterprise as their partner in digital transformation.

Huawei FusionCube will provide the following new support capabilities in the Fincube solution:

The CubeCenter API is released to partners for the first time so that the management capabilities of hardware and IaaS technologies can be better integrated into the upper-layer architecture management

and control and automatic O&M system to achieve more efficient and accurate management and control and further improve the service continuity of financial services.

The latest FusionStorage technology is upgraded to provide better and reliable storage capabilities. Data reliability and data access performance are the most critical technical features of financial institutions. With the integration of the Universe Analytics Platform with FusionStorage and the integration of mature technologies of Huawei PaaS, Fincube can deliver a brand-new experience to financial institutions.