

Business

# Al Mulla Automobiles concludes 'GLE Week' at Mercedes-Benz Boutique at the Avenues

GLE week aimed to display full line of available GLE vehicles



**KUWAIT:** Al Mulla Automobiles Company concluded recently its 'GLE Week' that saw it feature the full fleet of the new GLE in the Mercedes-Benz Boutique in Grand Plaza - The Avenues. The GLE week aimed to display the full line of available GLE vehicles and highlight their key features and available options.

In line with Al Mulla Automobiles commitment to hosting bespoke events to its clients, it hosted two evening events, one dedicated to its Mercedes-Benz clients and an evening for Gulf Bank priority banking clients respectively. The guests were provided with a special evening where they were presented with a demonstrative walk-through of the brand-new GLE, while presenting guests with an opportunity to test-drive the vehicles at their convenience.

Commenting on this occasion, Michael Ruehle, General Manager of Mercedes-Benz Passenger Cars & Vans at Al Mulla Automobiles said: "We are always delighted to host special events for our guests and customers, highlighting the variety of offer from Mercedes-Benz. The new Mercedes-Benz GLE is an exceptional vehicle that offers a wealth of innovations." "We are committed to providing our clients with special hands on events where they can experience the exceptional caliber of vehicles on offer in a comfortable environment and get a hands on experience of our vehicles in our state of the art Mercedes-Benz Boutique in the Avenues," Ruehle added.

The new Mercedes-Benz GLE offers new innovations

such as the E-ACTIVE Body CONTROL active suspension system which is a world first, the interior is even more spacious and comfortable, with a third seat row available on request. The infotainment system has larger screens, a full color head up display and the MBUX Interior Assistant. The exterior design not only exudes presence and power but also sets a new standard for aerodynamics in the SUV segment while providing greater agility on the road and superior performance off the beaten track.

**Exterior design: Powerful presence**

Modern luxury both on and off the road: that is the design message of the new GLE. The vehicle's proportions with a long wheelbase, short overhangs and large, flush-fitted wheels already leave no doubt that it feels at home and cuts a good figure on any terrain.

The front section of the GLE exudes presence and power: this is ensured by the upright radiator grille in an octagonal SUV interpretation, the prominent, chrome-plated underguard and the bonnet with two powerdomes. This striking appearance is emphasized by the distinctive headlamp design by day and night. The ULTRA RANGE high beam of the optional MULTIBEAM LED headlamps produces the maximum light intensity permitted by law, i.e. the brightness of the main beam headlamps remains above the reference value of 1 lux over a distance of more than 650 metres.

Viewed from the side, the wide C-pillar typical of the GLE conveys self-assured stability. The large

wheels in sizes from 19 to 22 inches are housed in wheel arches with prominent liners. This underlines the GLE's robust SUV character, as do the pillared roof rails or the optional illuminated running boards.

**Interior design**

The interior of the new GLE derives its fascination from the contrast between the luxurious, elegant ambience of a Mercedes-Benz luxury saloon and the robust, progressive features of an SUV. The prominent, raised center console creates a robust contrast with the floating appearance of the dashboard. As a typical feature of off-roaders, there are two prominent grab handles on the center console. All the controls and displays are in a new design. The controls with haptic and audible feedback appear to have been milled from a solid metal block. Very fine chiselling and pyramid structures show the desire for perfection and craftsmanship. The new sport steering wheel with its striking, sculptured spoke design accentuates the impressive appearance of the SUV's interior.

Even more flexibility is possible with the optional, folding third seat row, which provides two extra seats. Thanks to the Easy Entry function of the fully electrically adjustable second seat row, the two rear-most passengers can conveniently reach their seats.

**MBUX: now with Interior Assist**

The GLE is equipped with the latest generation of

the multimedia system MBUX - Mercedes-Benz User Experience. Improvements versus the A-Class in which this revolutionary system had its debut include two large 12.3-inch/ 31.2 cm screens as standard, which are arranged next to each other for an impressive widescreen look. Showcasing elements in an emotively appealing manner underlines the comprehensibility of the intuitive control structure and impresses with brilliant graphics.

The optional MBUX Interior Assist also allows intuitive, natural operation of different comfort and MBUX functions by movement recognition. A camera in the overhead console registers movements of the driver's and front passenger's hands and arms. When a hand approaches the touchscreen or the touchpad on the center console, the media display changes and individual, elements are e.g. highlighted. The system is able to distinguish the driver's hand from that of the front passenger, and therefore knows for whose seat the message function is to be activated, for example.

In addition there are functions that can be controlled by simple hand gestures: the reading lamp can be switched on and off by extending a hand towards the rear-view mirror, for example. The driver and front passenger can both program a personal, favorite function. General MBUX operation has been improved in numerous respects. For example, the settings menus are in a new design and the initial setup assistant has been improved.

## Thyssenkrupp seeks new CEO amid German boardroom woes

**FRANKFURT:** German industrial giant Thyssenkrupp sank into fresh turmoil as it announced plans late Tuesday to fire chief executive Guido Kerkhoff, in a new episode of the drama plaguing boardrooms of "corporate dinosaurs". The chaos on Thyssen's executive floor underlined the hefty challenge faced by the conglomerate, which has grown over more than two centuries into a behemoth making products from raw steel to submarines and car parts, to slim down and refocus.

Kerkhoff, who had only been in the job for 14 months, had been tasked with splitting the company in two, finding an alternative after a planned merger with India's Tata collapsed, and floating the highly-profitable elevators division, estimated to be worth around 15 billion euros (\$16.6 billion). But all the plans to trim the increasingly unwieldy outfit now stand incomplete.

Kerkhoff had stepped up as Thyssen's CEO after his predecessor Heinrich Hiesinger quit in July 2018, following months of backseat driving from activist investors like US-based Elliott and Sweden's Cevian. Then-supervisory board chairman Ulrich Lehner soon followed, complaining of "psychological terrorism" from shareholders of the manufacturer which for years has suffered from cut-price competition from Chinese steelmakers.

Its plans to slim down its complex structure by merging that arm of its steel operations with Indian firm Tata were frustrated earlier this year by the European Commission's competition watchdogs.

That in turn collapsed a scheme to split the company into two separate halves, "Materials" and "Industrials". Meanwhile, the flagging car industry and trade wars have undermined the broader German economy, eating into Thyssenkrupp's performance.

Now the supervisory board's personnel committee has suggested Kerkhoff should go, to be replaced by present supervisory board head Martina Merz for up to a year.

While it is still making profits, Thyssenkrupp last November reported its earnings have slumped in its 2017-18 financial year to just 60 million euros, down 78 percent on 2016-17. A day after the latest management chaos erupted, the company's

shares were trading at just 12.35 euros around 1 pm yesterday (1100 GMT), down from above 26 euros in early 2018.

It has also lost its blue-chip status as a member of the DAX index of leading German stocks. With its 18-percent stake, Cevian expects "that the new leadership will speed up the transformation process that Thyssenkrupp so urgently needs," founding partner Lars Forberg said in a statement.

Forberg urged a "crystal-clear strategy and a well-defined plan of action."

**Dying-out of 'dinosaurs'**

But across Germany's corporate landscape, Thyssen is not alone in its travails. Several other massive German groups have also in recent years embarked on such reorganization exercises-mainly spinning off business units and refocusing around "core" activities. If size was an advantage "the whole world today would be full of dinosaurs," Siemens chief executive Joe Kaeser told investors earlier this year. "Something must have been wrong with them, because, obviously, they don't exist," he added.

In recent years, Siemens has trimmed sail with moves like spinning off lightbulb division Osram and floating its Healthineers medical devices unit, a step also planned for its energy arm next year.

But even Kaeser appears on the way



In this file photo taken on November 21, 2018, the CEO of German industrial group Thyssenkrupp Guido Kerkhoff poses in front of the group's headquarters in Essen, western Germany. —AFP

out, as supervisors have named Roland Busch deputy CEO—a clear heir apparent. Slimming-down processes don't always run smoothly.

Bosses at once-sprawling chemical and pharma giant Bayer faced an unprecedented rebuke from shareholders at their annual general meeting this year, as they voted

against signing off on the board's 2018 actions. Investors were angered by billions in legal risks resulting from the group's takeover of US seeds and pesticides firm Monsanto-part of Bayer's years-long transition to a "life sciences" firm focused on pharmaceuticals, agrichemicals and over-the-counter medicines. —AFP

### EXCHANGE RATES

Al-Muzaini Exchange Co.		Dollarco Exchange Co. Ltd		BAHRAIN EXCHANGE COMPANY WLL	
<b>EUROPEAN &amp; AMERICAN COUNTRIES</b>		<b>Rate for Transfer</b>		<b>CURRENCY</b>	<b>BUY SELL</b>
US Dollar Transfer	304.550	US Dollar	304.190	British Pound	0.372219 0.386119
Euro	336.530	Canadian Dollar	230.813	Czech Korune	0.004914 0.014214
Sterling Pound	381.140	US Dollar	304.190	Danish Krone	0.040757 0.045757
Canadian dollar	230.550	Euro	0.327205	Euro	0.327205 0.340905
Turkish lira	54.090	Swiss Frank	337.075	Georgian Lari	0.101724 0.101724
Swiss Franc	310.130	Bahrain Dinar	301.815	Hungarian 0.000911	0.029659 0.034859
US Dollar Buying	297.200	UAE Dirhams	808.955	Norwegian Krone	0.053484 0.070334
<b>ASIAN COUNTRIES</b>		Qatar Riyals	83.220	Romanian Leu	0.004749 0.004749
Japanese Yen	2.837	Saudi Riyals	84.460	Russian ruble	0.009106 0.019106
Indian Rupees	4.285	Jordanian Dinar	430.328	Slovakia	0.027368 0.032368
Pakistani Rupees	1.961	Egyptian Pound	18.398	Swedish Krona	0.301821 0.312821
Sri Lanka Rupees	1.675	Sri Lanka Rupees	1.683	Swiss Franc	0.301821 0.312821
Nepali Rupees	2.680	Indian Rupees	4.233	Australian Dollar	0.198223 0.210223
Singapore Dollar	221.980	Pakistani Rupees	1.944	New Zealand Dollar	0.186261 0.195761
Hongkong Dollar	38.853	Bangladesh Taka	3.602	<b>America</b>	
Bangladesh Taka	3.593	Philippines Peso	5.861	Canadian Dollar	0.224165 0.233165
Philippine Peso	5.828	Cyprus pound	18.097	US Dollars	0.300450 0.305750
Thai Baht	9.980	Japanese Yen	3.850	US Dollars Mint	0.300950 0.305750
Malaysian ringgit	77.890	Syrian Pound	1.590	<b>Asia</b>	
<b>GCC COUNTRIES</b>		Nepalese Rupees	2.648	Bangladesh Taka	0.002933 0.003734
Saudi Riyal	81.268	Malaysian Ringgit	73.505	<b>Arab</b>	
Qatari Riyal	83.702			Bahraini Dinar	0.801672 0.809732
Omani Riyal	791.553			Egyptian Pound	0.018646 0.022006
Bahraini Dinar	809.220			Iranian Riyal	0.000084 0.000086
UAE Dirham	82.972			Iraqi Dinar	0.000211 0.000271
<b>ARAB COUNTRIES</b>				Jordanian Dinar	0.424644 0.433644
Egyptian Pound - Cash	21.500			Kuwaiti Dinar	1.000000 1.000000
				Lebanese Pound	0.000151 0.000251
				Moroccan Dirhams	0.021575 0.045575
				Omani Riyal	0.785906 0.793809
				Qatar Riyal	0.082996 0.083830
				Saudi Riyal	0.080127 0.081427
				Syrian Pound	0.001291 0.001511
				Tunisian Dinar	0.102178 0.110178
				Turkish Lira	0.046495 0.056340
				UAE Dirhams	0.082284 0.08312
				Yemeni Riyal	0.000990 0.001070