

# THE NEXT GENERATION Mercedes-Benz CLS NOW AVAILABLE AT ALBISHER & ALKAZEMI CO



## CULT DESIGN FEATURING A FUTURISTIC LIGHTING SYSTEM • SPORTY INTERIOR FEATURING MODERN LUXURY

**KUWAIT:** Mercedes-Benz authorized General Distributer, Abdul Rahman Albisher & Zaid Alkazemi Company has announced the arrival of the new generation four door Mercedes-Benz CLS Coupé. This iconic model design now has a more incisive front section, and an interior that has been enhanced even further, with many new, perfectly presented details that combine modern luxury and a hand-crafted feel with a passion for sport. The vehicles' technical innovations bring exemplary functionality on the road. Futuristic MULTIBEAM LED headlamps take the lighting system to a new dimension. High-performance, precision LED modules automatically provide the best possible illumination, whatever the road and traffic conditions. Other leading-edge technologies include the nine-speed automatic transmission 9G-TRONIC, powerful new engines, intelligently networked driver assistance and safety systems, as well as an advanced multimedia system with internet access. In terms of performance, the AMG version - the CLS 63 AMG Coupé S-Model takes pole position with an output of up to 430 kW (585 hp).

When Mercedes-Benz launched the CLS ten years ago it established the four-door coupé segment, thus underlining the brand's leadership role in automotive design. For the first time, here was a vehicle combining the elegance and dynamism of a coupé with the comfort and functionality of a saloon. What is more, the CLS was the first vehicle to be available with dynamic LED High Performance headlamps, making it iconic in terms of its lighting system. Due to its immense charisma, the CLS Coupé has established itself as a style icon, and continues to stand out as exceptional in its segment.

Michael Ruehle, CEO Abdul Rahman Albisher & Zaid Alkazemi Company commented on the new arrival: "The CLS has been popular from the day it was introduced and we expect the latest high tech innovations introduced in this new model to be equally well

received and highly sought after in Kuwait."

The CLS-Class's exciting design and thrilling proportions are subtly adapted to these high-tech demands. As before, it has a long bonnet, a slim window line with frameless side windows and a roof with a dynamic rearward slope. All in all, the design of the latest-generation CLS Coupé is more dynamic than ever. How so? Examples include an expressive new diamond radiator grille, a pronounced front bumper with large air intakes, MULTIBEAM LED headlamps and new, darkened rear tail lights with multi-level functionality.

### Taking the lighting system into a new dimension

The new CLS-Class is already equipped with LED High Performance headlamps as standard. Alternatively, the vehicle is optionally available with new MULTIBEAM LED headlamps as designed and developed by Mercedes-Benz. This innovation sees Mercedes-Benz starting a new chapter in lighting design. Since MULTIBEAM LED technology combines the best of today's lighting technologies and is able to adjust the light distribution very quickly and automatically to virtually any road and traffic conditions, it always ensures thus far unrivalled broad and bright illumination of the road surface and edge of the carriageway for high performance and precision without dazzling other car drivers.

The camera-based Adaptive Highbeam Assist Plus system supplies the information required for illumination. If it detects oncoming traffic or vehicles in front with their lights on, each of the 24 individual, high-performance LEDs in a matrix light source is controlled electronically so that various areas of the road surface can be masked out, depending on the situation. Combining the matrix light source with proven LED Intelligent Light System technology, the headlamp control system improves on the precision of today's light sources and sets a gap with a minimal width for the main beam. In this way, other car driv-

ers are not dazzled but drivers of the CLS Coupé always benefit from the best possible - in other words brightest - illumination of the road and carriageway edges. These anti-dazzle, main-beam headlamps can be kept on permanently. New MULTIBEAM LED headlamps therefore offer a new level of safety, which benefits other road users too.

In addition to the camera on the windscreen, this new lighting system uses four control units per vehicle, which calculate the ideal light pattern 100 times per second and control all 24 high-performance LEDs in each precision LED module quickly and individually. Each LED is dimmable in 255 stages. New MULTIBEAM LED headlamps provide exceptionally fast and precise, anti-dazzle continuous main beam and light up the road surface and its edges much more brightly in many situations.

### Optimum vision on bends and roundabouts

As well as the high-performance, precision LED module, each MULTIBEAM LED headlamp contains a module for the low-beam headlamp, which can be swivelled up to 12 degrees to the outside for an active light function with special features that have never been achieved before. The latter is likewise camera-controlled. For example, an anticipatory function means that the active light function starts to swivel before the driver has even turned. The bend is therefore illuminated effectively as soon as possible. This active light function will also swivel back to the straight-on position before the corner ends, allowing the driver to identify dangers earlier when entering and exiting bends. The anticipatory control allows an additional range of between 30 and 60 metres, depending on the traffic situation. Another unique feature is used at roundabouts: before entering onto a roundabout, the cornering light function is activated to the left and right to ensure maximum visibility on all sides at an early stage. For this purpose the navigation system supplies the positions of

roundabouts on the route to the headlamps.

### A friendly greeting: 'Welcome home' function

One charming feature of the new MULTIBEAM LED headlamps is that, in addition to providing daytime running lamps, side lights and turn signal lamps via multifunctional fibre-optic cable, they also welcome the driver by casting a pleasant blue light when the vehicle is unlocked.

### Sporty interior featuring modern luxury

Ample space; simple, sporty elegance; hand-crafted perfection, and premium materials are hallmarks of the model's stylish interior. The new generation CLS ramps up this impression by placing greater emphasis on sportiness, exclusivity and functionality. A new, free-standing colour display in the head unit with a 20.3 cm screen diagonal (8") will help to define the dashboard's contemporary styling. Also new are the redesigned three-spoke sports steering wheel and many refined details, which contribute to the interior's high quality look and feel. The central control panel in the centre console now has four buttons rather than just two previously, thus speeding up operations in many cases. With five attractive interior colours, six types of trim and different qualities of leather to choose from, including Leather PASSION Exclusive, the possibilities for individualization are vast.

### Efficient, sporty engines

Thrilling dynamism and exemplary efficiency are the strong points of the new engines available for the next-generation CLS-Class. The new CLS400 comes with V6 petrol engine with exhaust gas turbocharging. Endowed with a biturbo drive system; it has a 3.5-litre displacement. Thanks to its high output potential and extremely high torque at low engine speeds, this engine sets new benchmarks in its segment. Compared to its predecessor, which had a naturally aspirated

engine, output is 20 kW more at 245 kW (333 hp). Its torque increases by 110 Nm to 480 Nm and is available in the wide engine speed range from 1200 to 4000 rpm. The CLS 500 hits its power peak at 300 kW (408 hp) and up to 600 Nm of torque.

### The usual high Mercedes standard of quality

The latest assistance systems from the S-Class are also available in the new CLS as optional extras. These include DISTRONIC PLUS with Steering Assist and Stop&Go Pilot, BAS PLUS with Cross-Traffic Assist, PRE-SAFE Brake with pedestrian detection, PRE-SAFE PLUS, Active Blind Spot Assist, Active Lane Keeping Assist, Traffic Sign Assist, Active Parking Assist with PARKTRONIC including parking in end-on spaces, as well as a 360° camera.

### Ideally networked

A choice of infotainment system (Audio 20 CD or optional COMAND Online) is available in conjunction with the new, free-standing display in the head unit with a 20.3 cm screen diagonal (8"). Both enable the internet to be surfed without restrictions when the vehicle is stationary. A Bluetooth(r)-capable mobile phone with data option is all it takes. Equally new is a now standard and integral Media Interface for connecting an iPod or iPhone.

Audio and video playback is possible from various sources, for example via Bluetooth, from an Apple iPod or iPhone, from an SD card, USB stick or CD/DVD.

COMAND Online additionally comes with the LINGUATRONIC voice-operated control system; digital TV/radio reception is a further option. "The new CLS demonstrate Mercedes-Benz's ongoing efforts to remain at the forefront of technological leadership and maintain the benchmark in the luxury vehicle market," added Ruehle. The Mercedes-Benz CLS Coupé is now available in Albisher & Alkazemi Co's Shuwaikh Showroom.

## TREG OFFERS EXCLUSIVE PROPERTIES IN LONDON

**LONDON:** Top Real Estate Group (TREG), working as an agent for Barratt London in Kuwait and Qatar, continue their successful relationship with Barratt Developments PLC by offering exclusive properties across London. The agreement between the two companies was signed in London recently between Gary Patrick, (Regional Sales Director, Barratt London) and Adrian Endersby, (Business Development Manager UK, TREG).

Barratt London is part of Barratt Developments PLC and is a market leading residential developer with over 30 years' experience in the capital. Their vision is to make London an even better place to live and they will achieve this through their exceptional build quality, thoughtful design, the way in which they work to inspire communities and their unrivalled customer service.

Barratt London has a huge portfolio of residential developments across all of London for all investors, from state of the art penthouses in Westminster, to complex mixed use regeneration schemes in Hendon. Barratt London prides them on meeting the needs of people looking to invest into London, providing solid returns on investment. Delivering over 1,700 new homes in London for the year 2014/15, Barratt



**Gary Patrick, (Regional Sales Director, Barratt London) and Adrian Endersby, (Business Development Manager UK, TREG)**

London understand how to create successful new communities, incorporating public realm, community facilities, retail and commercial spaces.

There's never been a better time to buy in London, and Barratt London along with TREG can make it happen. During the Kuwait International Property Show, KIPS 2014 (17-22 Nov, Kuwait International Fairs, Mishref Hall 8), representatives from the Barratt London office will be in Kuwait to offer a 'one stop shop', for buy to let pur-

chasers or second home investors. They will be showcasing a fantastic range of properties in great locations within zones 1-6, which could offer gross rental yields of up to 5.7 percent and a good capital growth potential. Many boast amenities like a concierge service and a fitness suite and most have excellent commuter links just a few moments away. And with rents soaring and interest rates low, now is the perfect time to buy in the UK's capital.

## THE 2014 CITY AND CIVIC WITH FLEXIBLE INSTALLMENTS AND NO DOWN PAYMENTS UNBEATABLE SAVINGS FROM HONDA ALGHANIM

As the sole distributor of Honda vehicles in Kuwait, Alghanim Motors continues its commitment to offer best savings and promotions on the entire Honda lineup. This November, Honda car lovers and enthusiasts can enjoy a one-of-a-kind offer on the all-new City and the 2014 Civic, which includes valuable prices offered with flexible installments payments and no down payments. This offer encourages Alghanim Motors customers to own their favorite Honda cars while ensuring their peace of mind thanks to the exceptional prices and payment plans.

This offer includes the all-new 2014 City, equipped with the most advanced features that add a touch of elegance and luxury. Features include the new Cruise Control system, Bluetooth and HFT system, in addition to the 7-inch Touch Screen Display with USB and HDMI inputs; the all-new City boasts sleek exterior lines that conceal an interior so amazingly spacious.

Also included in the offer is the 2014 Civic, an unbeatable package of fun driving and utility. With comfortable Leather Seats and trim, Digital Multiplex Meter, Rearview Camera, the Civic offers its drivers more style, performance and technologies than ever before, including high safety features and fuel-economy as per Honda's worldwide standards.

Alghanim Motors urges customers to take advantage of this exceptional before the end of November by visiting Honda Alghanim showroom in Alrai from 8.30 am until 10 pm, Saturday to Thursday, and from 9.30 am until 10 pm on Fridays. The Honda showroom in Shuwaikh is open from 8.30 am until 12.30 pm and 4.30 pm until 8.30 pm from Saturday to Thursday.

Alghanim Motors, the sole distributor of Honda automobiles, motorcycles, power products, and marine products in Kuwait, is committed to providing customers with flexible payment solutions and efficient and cost-effective services. The waiting lounge offers entertainment and comfort for customers with gaming consoles, digital satellite TV, free wireless internet and relaxing massage chairs.

**Great Savings At Unbeatable Installments No Down Payment**

**City**

**Civic**

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