

Alsayer unveils new era of technology

Experience the power and driving pleasure with Toyota's all-new Camry Hybrid Electric Vehicle

KUWAIT CITY, May 14: Mohamed Naser Al-Sayer & Sons EST CO, a subsidiary of Alsayer Holding launched all new 2018 Camry Hybrid Electric Vehicle unveiling a new era of technology. The launch event was attended by Alsayer Board of Directors Faisal Bader Al Sayer Chairman, Mubarak Naser Al Sayer CEO along with Bengt Schultz COO, Johan Heislitz Senior Business Director, Scott McNicol General Manager Toyota Retail, distinguished guests from partner organizations, valued clients, representatives of the press and media and employees from Toyota retail and fleet sales.

Speaking about the Camry Heritage Faisal Bader Al Sayer "I remember when Camry was introduced 2 decades ago in the middle east, since then several generations of Camry were launched, undergoing stages of transformation till the newest 2018 model, but one of the things has not changed a fraction — our Customer's Trust! Business or personal, customers across different age profile are proud and happy users of Camry. Now Toyota is bringing a Camry powered with new era of technology to the Middle East — the Hybrid Electric Vehicle. Going forward our focus is aligning with Toyota to keep pace with the fast transformation of automotive technology, to drive positive changes and to set new trends in the region."

Taking ownership experience to a whole new level, the launch of the all-new Camry Hybrid Electric Vehicle (HEV) in the Middle East, exemplifying its continuous commitment to providing environmentally friendly vehicles, while offering customers the opportunity to experience the power and pleasure of sustainable mobility through cutting-edge technology and an engaging driving experience.

According to Scott McNicol "2 decades ago Toyota set a new trend in industry with the introduction of Prius world's first mass produced hybrid — and since then there was no looking back. With several hybrid models currently available Toyota Hybrid sales has surpassed 10 million units worldwide. This is a testimony that customers have started embracing this exceptional technology."

The all-new Camry HEV provides a comfortable and stable ride with superior handling characteristics, thanks to Toyota's New Global Architecture (TNGA) platform, which represents an entirely new strategy to the way the company designs, engineers, and packages its vehicles. TNGA retains all of Toyota's traditional values of superlative build quality and safety while injecting a fun driving experience that plays on all the senses.

The class-leading model can be driven entirely by either electrical power with zero-fuel consumption and carbon emissions, or with a combination of a petrol engine and two electric motors depending on the vehicle speed and customer's driving behavior. The batteries in the hybrid electric drivetrain are automatically charged by either the petrol engine or when braking and decelerating, eliminating the need to plug in a power cord. Furthermore, the all-new Camry HEV does not require a special fuel yet



Alsayer officials unveil the all-new Camry Hybrid Electric Vehicle. Photos by Mohammed Morsi



Faisal Bader Al Sayer test driving the new 2018 Camry and addressing the audience about Camry heritage.

drives like any other conventional car. In addition, thanks to its top-class fuel efficiency, visits to petrol stations will be significantly reduced.

Yugo Miyamoto, Chief Representative, Middle East and North Africa Representative Office, Toyota Motor Corporation, said: "We are excited to launch the all-new Toyota Camry hybrid electric vehicle to build on the success the Camry already enjoys in the region. With its stirring driving performance and state-of-the-art electrified technology, the all-new Camry HEV creates a whole new value proposition, while ensuring seamless fun and excitement for driver and passengers alike without compromising on its environmental credentials."

Miyamoto added: "Toyota has been pioneering hybrid electric technology for more than 20 years and delivers not only great fuel efficiency and low carbon emissions but also provides a smooth, comfortable, and engaging driving experience, leading to higher customer satisfaction rates. We extend our

deepest gratitude to our customers in the region for their continued support, which inspires us to excel and develop cars that exceed their expectations."

Toyota continues to play a leading role in constantly innovating and developing technologies that protect the environment, which is also a strategic imperative that forms the cornerstone of the company's business. Electrification of vehicles has been an indispensable focus for Toyota since 1997 and the company has launched several hybrid electric vehicles in the past two decades, leading to a steady rise in the adoption of its environment-friendly cars and pushing its cumulative sales of electrified vehicles to 11.47 million. This enormous sales record represents a reduction of more than 90 million tons of CO2 compared to the sales of equivalent conventional vehicles and underscores the tremendous support received from customers.

Combining two power sources consisting of a petrol engine and two electric motors, the hybrid electric drivetrain on the all-new

Toyota Camry HEV produces 176 hp and 118 hp and delivers 22.5 kg-m and 20.6 kg-m of torque, respectively. The combined power of the two power sources (petrol engine and two electric motors) is 215 hp. The drivetrain is mated to an electronically controlled Continuously Variable Transmission (e-CVT) that executes smooth yet quick gear shifts, simulating a six-speed sequential shift transmission to deliver a new level of driving pleasure.

With an exciting interior featuring a distinctive design and offering convenience and comfort with a layer of luxury, the new car's bold cabin is accentuated with a range of advanced features. This includes a wireless charging system for smartphones, dual-zone automatic air conditioning system, six-speaker sound system, multi-adjustable power front seats, and 60/40 split and reclining rear seats, among many others.

Further enhancing the driving experience, the all-new Camry HEV model introduces the latest in-vehicle information technol-

ogy displays, offering a unique level of integrated information with minimal distraction. It relays information through three available interlinked displays; a 10-inch colored head-up display (HUD), a seven-inch multi-information display within the instrument cluster, and an eight-inch audio/navigation control panel that is seamlessly integrated into the center console in a modern, flush-surface design.

As with any other Toyota model, safety remains a top priority for the all-new Camry HEV and employs the latest safety technologies including the brand's innovative Toyota Safety Sense (TSS) safety package, which features Pre-Crash Safety (PCS), Dynamic Radar Cruise Control (DRCC), Automatic High Beam (AHB),

and Lane Departure Alert (LDA). In addition, a comprehensive array of safety features has been added to protect vehicle occupants, including six SRS airbags, Vehicle Stability Control (VSC), Anti-lock Braking System (ABS), Electronic Brakeforce Distribution (EBD), Brake Assist (BA), Hill-start Assist Control (HAC), as well as an enhanced body structure and platform structure, among many others.

Available in nine distinctive exterior colors, the all-new Camry HEV lets customers express their individuality. On the other hand, the interior is available with two types of wood ornament. Furthermore, the all-new Camry HEV has been rearmmed with a 17-inch alloy wheel and an 18-inch alloy wheel.



Some photos from the launch of the new Camry Hybrid Electric Vehicle.