



ASICS GEL-CUMULUS M

ASICS launches new GEL-CUMULUS 21 shoes

ASICS, the true sport performance brand distributed by Ali Abdulwahab Al Mutawa Commercial Co (AAW), launched the new advanced model of the GEL-CUMULUS 21 running shoes on May 22, 2019 in the Kuwait market.

The ASICS Institute of Sport Science (ISS) has improved the cushioning and doubled the performance of the fit in area of the new GEL-CUMULUS™ 21 shoes, making running further feel more comfortable.

Designed to cushion the feet over long distances, the GEL-CUMULUS™ 21 shoe combines FLYTEFOAM™ Propel technology and

rear and forefoot GEL™ technology for extra bounce and premium shock absorption for running further. Extra foam in the ankle wrap provides a softer, more cushioned feel.

The development of every ASICS shoe, including its legend models, goes through an intensive testing and development cycle in which the new shoe will only be released if the data proves it outperforms the predecessor.

The new GEL-CUMULUS™ 21 model will be available at ASICS stores located in Electra, The Avenues, along with their online stores and select specialist running outlets from May 22nd, 2019.



ASICS GEL-CUMULUS F

Redesigned luxury sedan takes brand to the next level

Genesis Northern Gulf launches its luxurious 2020 G90 sedan

KUWAIT CITY, May 27: Northern Gulf, the exclusive dealer for Genesis in Kuwait, recently launched the new Genesis G90 2020 model in the Kuwaiti market by putting it on display at Al Raya Centre from 19 to 27 May.

The early release and display of this car was planned so that Genesis' loyal fans would have the opportunity to see the unique car that is characterized by its distinctiveness in terms of design, performance, and luxury.

A lot of time and consideration was taken during the development of the G90 through looking into the smallest of details to ensure that the car is one that truly reflects the strength of the brand.

Commenting on the launch, Raed Turjuman, Northern Gulf's CEO, said, "It is with great pleasure that we launch the new G90 and introduce it to the Kuwaiti market. This car truly reflects Genesis' brand identity through its elegant design, superior performance and luxury."

He continued, "We are very proud to be the exclusive dealer of this prestigious brand and are confident that this sedan truly embodies and reaffirms the brand's positioning in the world of luxury cars."

The G90 has undergone exterior and interior design changes that have further enhanced its stance as the brand's flagship sedan. The car has been described as an embodiment of athletic elegance especially through the



The all-new Genesis G90 on display at Al Raya Centre.



incorporation of the new "Quad Lamp" styling theme that features a horizontal design that we expect to be seen on all future Genesis models.

The G90 introduces multiple technology enhancements and firsts for the Genesis brand. The 12.3-inch central display is re-engineered to incorporate a new Graphic User Interface that features the signature Genesis black and copper color scheme.

The widescreen display, which now offers full touch-screen functionality and Apple Carplay® and Android Auto® connectivity, shows multiple functions simultaneously using a convenient split-screen feature.

In keeping with Genesis' commitment to unparalleled occupant protection, all available safety and driver assistance technologies are included as standard equipment. New systems and features include:

■ Lane Follow Assist (LFA) goes beyond the existing Lane Keep Assist system, actively working to keep the vehicle centered in its lane for reduced fatigue.

■ Highway Driving Assist (HDA) works in conjunction with LFA and Adaptive Cruise Control (ACC) to manage the vehicle's speed and lane position, taking into account lane markings, navigation data, and the movement of

the vehicle ahead

■ Blind-Spot View Monitor (BVM) uses the side cameras to show the driver a video image in the instrument cluster display when the turn signal is activated; unlike other such systems, it functions for both sides

■ Rear Cross-Traffic Collision Avoidance-Assist (RCCA-A) uses side radar to detect approaching obstacles, braking to avoid a collision if required

■ Forward Collision Avoidance-Assist (FCA-A) can now detect cyclists, in addition to other vehicles and pedestrians

■ Safe Exit Assist (SEA) alerts the driver and passengers if with a chime and cluster warning mes-

sage when an object is approaching the doors.

As a design-focused brand, Genesis has introduced fascinating models that embody athletic elegance, starting from the brand's flagship model G90, mid-size luxury sedan G80 and its derivative G80 Sport.

The G70 sedan made its world debut in September 2017 and was recently named 2019 North American Car of the Year™. Genesis will be opening dedicated brand stores in major cities in the near future. Experience more at <https://www.genesis.com>

In addition to its unique marketing campaigns, Northern Gulf continuously strives to offer new

promotions and surprises to its customers and worldwide fans.

It consistently goes the extra mile to ensure customer satisfaction and to provide the opportunity to own a Genesis car at an attractive price.

The company also endeavors to build Genesis' reputation as a successful, leading automotive company that manages to compete against other companies that have long-since established their positioning.

The promotions developed are always in line with Genesis' philosophy of prioritizing the needs of customers regardless of whether before or after a purchase.



Al Mutawa honoring Al Khasti in recognition of Zain's strategic partnership.



Zain volunteers taking part in Rijeemy activities on daily basis.

Kuwait's biggest health and sports challenge during Ramadan

Zain concludes strategic partnership of Rijeemy

KUWAIT CITY, May 27: Zain, the leading digital service provider in Kuwait, concluded its strategic partnership of the seventh edition of Rijeemy, Kuwait's biggest health and sports challenge during the Holy Month of Ramadan. The event, organized by Rijeemy Center and supported by Zain for the third year, featured the participation of Zain volunteers throughout the first 20 days of Ramadan at 360 Mall with aim of promoting a healthier and more active lifestyle during fasting.

Zain's strategic partnership of this health program came as an extension of a series of partnerships the company continuously adopts to serve its strategic and sustainable goals with the aim of contributing to the wellbeing and health of the community.

Zain's contribution fell under the company's Corporate Sustainability and Social Responsibility strategy, and showed its keenness in having a productive role in social and health activities, especially during the Holy Month of Ramadan.

Zain presented many special activities for Rijeemy participants, including the "Challenge Zain" activity that witnessed the participation of Kuwait National Football team Captain Bader Al Mutawa. In addition, the daily Walkathon, one of the event's most exciting main activities, offered participants a chance to speed walk in 360 Mall alongside renowned Clinical and Sport Nutrition consultant Dr Abdullah Al Mutawa, who offered daily live health and sports tips

related to maintain an active and healthy lifestyle during fasting.

This year's edition of Rijeemy witnessed the participation of many certified experts from Rijeemy Center, who provided health and nutrition advice to participants as they join the daily activities. In addition, Zain was keen on inviting its own employees to participate and volunteer in the program's activities to further affirm its commitment towards its own human resources.

Zain's solid Corporate Sustainability and Social Responsibility strategy primarily focuses on the wellbeing of the entire nation. For that reason, the company has maintained its support to all kinds of initiatives that spread awareness and help make a difference.

Strategic partner for the ninth year

KIPCO continues its support of The Protégés

KUWAIT CITY, May 27: Kuwait Projects Company (Holding) (KIPCO) announced it will be the strategic partner of The Protégés for the ninth year.

"The Protégés program has proven to present a unique and extraordinary category of youth to the community. We are excited to see what the Protégés ninth generation will come up with, and we proudly continue to empower Kuwait's youth in owning their own success" said Abeer Al Omar, Director of Corporate Social Responsibility.

"We created this program to provide life skills and leadership skills to future Arab generations, which is enhancing the welfare of the community and the leadership for the Arab world. We would like to thank H.H the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah and His Highness the Crown Prince Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah, for their constant support, encouragement, and their strong faith in the organization and its objectives. Thank you as well to all the sponsors for contributing to the success of the program over the past nine years, led by the strategic partner of the Protégés program KIPCO and its subsidiaries, said Shamlan Al Bahar, founder of the Protégés.

Al Bahar continued, "Our main goal is to look for talented youth, and

give them a chance to shine, hoping that these young people, through participating in the program, will gain the knowledge and life experiences that will change their lives forever. So, we are here today to launch the 9th Generation Partnership of the Protégés program, and we encourage all young people, aged 16 to 24 years to learn more about the program, and register for the current year as soon as possible. KIPCO and its subsidiaries have participated to support the program over the past seven years. For example, the American



Al Bahar



Abeer

University of Kuwait has offered the campus to host training courses in Kuwait. OSN the regional satellite TV company have also set up advertising

space to promote the program."

"The program is designed to enhance social skills, life skills, and the development of self-awareness, as well as focus on improving thinking and creativity. This is achieved through workshops, projects, guest speakers, and trips outside Kuwait. Thank you for the great support from KIPCO and its subsidiaries, we look forward to this great continued partnership" added Al Bahar.

"KIPCO and its subsidiaries are keen to support and encourage talented youth to create a conscious generation of their future responsibilities. The company renews its strategic partnership with The Protégés program for its absolute confidence in the achievements of the program. KIPCO have harnessed all their capabilities to support the program and ensure sustainability and provide for their founders and mentors the services and products through its subsidiaries, which help to complete each season as required and provide the necessary requirements for students enrolled in the program. There are nine subsidiaries of KIPCO that sponsor this program annually: Burgan Bank, KAMCO, United Real Estate, Gulf Insurance Group, Al Qurain Petrochemicals Company, American University of Kuwait, OSN Ad Company, Kuwait Hotels Company and United Networks" said Abeer.

Team notch victories against Al-Mudmar and Al-Barq

KIB continues to shine at Al-Roudan's tourney

KUWAIT CITY, May 27: Kuwait International Bank (KIB) recently participated in the 2019 Late Abdullah Mishari Al-Roudan's Ramadan Indoor Football Tournament with a team of professional football players, working together to compete for the winning title. In its latest match, KIB's football team managed to score 2:1 against Al-Mudmar team and defeat Al-Barq after a 4:1 victory.

KIB's football team displayed a great show of sportsmanship and athleticism on the field, forging ahead in one of the most popular sporting events across the country. Long preparations and trainings preceded the tournament, ensuring that the Bank's football team gives their best performance on the field during every match.

On this occasion, Senior Manager of the Corporate Communications Unit at KIB, Nawaf Najja, said: "We are very proud of our team and the disci-



The KIB team at Al Roudan's Football Tournament.

pline, sportsmanship and team spirit they have shown throughout the tournament. Sports has always been at the heart of our social responsibility program, encouraging the community in all ways so they can shine in sporting events – locally and internationally. For this reason, we have included a number of sports activities and events in this year's Ramadan program; thereby promoting sports across

diverse segments of the local community."

KIB's football team has managed to achieve great achievements over the years, as a result of its focus on teamwork, sportsmanship, and fair competition. As part of its comprehensive Ramadan program, the Bank remains committed to supporting sports events and activities that encourage the local sports scene and cater to local youth.