

FIRST ANNUAL COMPETITION OF INNOVATION A ENTREPRENEURSHIP IN SMES INFINITI UNVEILS 2 NEW PREMIUM CROSSOVERS IN MIDDLE EAST

Abdulmohsen Abdulaziz Al Babtain Co, the exclusive agent of Infiniti in the State of Kuwait unveiled the Infiniti QX60 and QX50 premium crossovers. Infiniti is in the midst of a massive product offensive. The introduction of these two models builds on this story with many more announcements in the pipeline.

The new Infiniti QX60 is completely redesigned from the exterior and features a host of new features and technologies that enhance comfort, convenience and safety. At the front, the redesigned double arch grille is flanked by standard-fit bi-xenon headlamps. There is greater use of LED lighting, including new LED Daytime Running Lights as well as front fog lamps which feature LED lighting and chrome finishers. It also features the signature brand design cues such as double-wave bonnet, and crescent-cut D-pillar. On the interior, Infiniti's QX60 offers the signature driver-oriented cockpit, highlighted by thin chrome accents as well as an upper instrument panel has been wrapped in soft-touch material with contrast stitching.

On this occasion, Mohammed Shalaby, COO, Al Babtain Group said: "The totally new model of Infiniti QX60 & QX50 is the ideal choice for the passionate drivers due to its unique features on the roads in its category. It set new criteria with its creative design and great performance in addition to the modern technology of the premium crossovers vehicles".

The attendees admired the new Infiniti QX60 & QX50 arriving in Kuwait, for its new and different design of the previous generation equipped with new technology that makes it well deserved to rank on top of the premium crossovers vehicles category. Shalaby added saying that: "The new Infiniti QX60 & QX50 with its all new design are one of the most significant in their category's as it's powered with sports performance, which results in a mixture beating all levels".

Shalaby also spoke about the systematic efforts of the Abdulmohsen Abdulaziz Al Babtain Co., in presenting its promotions and services to preserve its leading position among the car agents in Kuwait. Infiniti's QX60 continues to deliver in spades on the technology front. Added in for 2016, is Forward Emergency Braking (FEB) with Pedestrian Detection. When combined with the already existing industry first features like Predictive Forward Collision Warning, Backup Collision Intervention and Around View Monitor, it makes for one of the safest 7 seat crossovers in its segment from a technology perspective. The 2016 QX60's new suspension components and settings combine to deliver



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Abdulmohsen Abdulaziz Al-Babtain Co. WLL

superior levels of both comfort and agility, while a revised steering system delivers greater feedback for a more rewarding drive. Featuring Intelligent All-Wheel Drive, the QX60 is offered with a powerful and efficient 3.5-liter V6 gasoline engine. The 2016 Infiniti QX60 is available across the Middle East and Kuwait.

On the other hand the QX50 from an exterior design perspective the QX50 LWB has been enhanced for 2016 with a new front and rear bumper and lower front and rear fascia, new LED Daytime Running Lights, new signature Infiniti-style double-arch front grille, new side mirrors with integrated LED turn signals and updated side sill styling. Signify - cant inroads have also been made on its size. The wheelbase increases by 81mm whilst overall length is boosted by 114 mm. The result is an increased interior volume by 235 liters as well as increased 2nd row – rear legroom by 109 mm. The QX50 LWB also features a host of technological advancements that include; Streaming Audio via Bluetooth® wireless technology, Advanced Around View® Monitor (AVM) which includes front and rear sonar, 7-inch color display with Infiniti Controller. Also available is the optional Infiniti Hard Drive navigation System with a color touchscreen display that is additionally complimented with the Bose Premium Audio System with 11 speakers.