LifeEnriched
Issue 32 - Autumn 2017

The Road to Excellence
Recognised with the Dubai Quality Gold Award

Nissan Pathfinder
Turn Up the Adventure

Enrich Club
Never Wait in Line Again

INFINITI
The All New Q60
BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN
ESTABLISHED 1904

FUSION COLLECTION
This Issue

Autumn 2017

Cover story

AW Rostamani remarkably achieved the Dubai Quality Gold Award this May. AW Rostamani reflects on their journey towards excellence since the company’s inception and highlights the milestones that they have accomplished in order to reach this grand achievement.

Editor’s Note

Since the release of our last issue in April, AW Rostamani has seen many impressive developments and achievements, the most prominent has been receiving the grand accomplishment of the Dubai Quality Gold Award.

Being honoured with this award is an outstanding achievement for the whole company, and shows our commitment to excellence in alignment with Dubai’s own set ambitions and goals. The award ceremony will remain as an unforgettable memory for all employees and we would like to thank every member of AW Rostamani for their contribution towards winning this great accolade.

In light of sharing our thanks with our employees, this issue also sees a tribute to our AW Rostamani Veterans (p.72). Life Enriched Magazine conducted several interviews with our proud AWR Veterans, exploring their career journeys and motivations of working within company and helping it thrive and prosper for almost a quarter of a century. This growth has been reflected in every AW Rostamani business as you will see when delving into each of the magazine’s main features.

For starters, we have made many impressive technology advancements focused on improving our customer experience across the board. With our core values consistently at the forefront of our minds when advancing our systems and processes, we have seen an undeniable commitment to this promise this season. Real Estate is embarking on a digital modernization to improve tenant and customer attraction and experience (p.24), Arabian Automobiles has introduced never-seen-before 90-minute service turnaround time (p.56), Enrich App is introducing friendlier and easier ways to make payments online (p.70), whilst Shift Technologies have partnered with Outsystems improving digital integration for clients three times faster, with a quarter of the effort (p.52).

Amongst these exciting developments, Life Enriched seen many of our flagship products reviews such as the Nissan Pathfinder 2018 (p.18), the La Calla Pendant by Vhernier (p.48), the all-new Renault Megane, and the INFINITI Q60 Coupe (p.42); while also listing a few helpful gift ideas from Georg Jensen’s signature pieces (p.30).

For the first time, this issue of Life Enriched sees brand-new and engaging features added to the magazine. These include: an “AWR Loves…” page sharing our favourite products across the board (p.6), a sports page presenting an interview with our high-morale cricket team (p.88), a highlights and awards page listing all our grand achievements (p.94), an event reflects feature which looks back on our summer events (p.100) and lastly a teaser feature, titled ‘What’s Coming Next’ allowing you a sneak peek into what to look out for next season (p.104).

It has been a truly impressive and unforgettable season, from the Dubai Quality Gold Award to the newly launched Shift Car Rental Stars Awards. We hope to continue enriching the lives of everyone that makes up AW Rostamani, our employees, customers and stakeholders. For all our readers, we hope you relish this issue and the stories that have brought it to life.

Group MarCom
Product Review

The Greatest Adventure Ever Driven 18
The Ultimate Luxury Gift Guide 30
The All-New Q60 Coupe 42
VHERNIER launch the new Calla Pendant 48
All-New 2018 Renault Megane – The Next Move 64

Features

Real Estate Modernises 24
Strategic Hotel Renovations to Maximize Return on Investment 34
From fire to light bulb to LED to Lumina 40
The Link between Client-Focused Business and Technology 52
There is No Speed Limit on Customer Convenience 56
Never Wait in Line Again 70
AW Rostamani Veterans 72
AUTOTRUST – The Take-Off 76
Shift Car Rental Announces New Generation Digital Experience 86
Another AW Rostamani Automotive Star 92
Highlights and Awards 94
Events Reflects 100
What’s Coming Next 104

Executive Interview

Online Homestore for Luxury and Affordable Designs 58
Growing Dubai One Property at a Time 80
Be an ‘All-rounder’ 88
AWR Loves....
Items from our brands that we cannot get enough of this season!

Renault Massage Chair
Take advantage and relax with every journey. The Renault TALISMAN comes with passenger massaging chairs!

Enrich Club App
We are enjoying the many generous benefits shared across our brands with our loyalty program turned app, Enrich Club.

INFINITI 360 view
We love to be able to see every side. Gain a new perspective on what’s around you. With the Around View® Monitor offering Moving Object Detection and Front and Rear Sonar System four cameras as well as one virtual 360° views from above, its easy to see and maneuver in even the tightest spaces.

Georg Jensen Candles
No dinner is complete without a statement table centrepiece and nothing says a special meal more than our Georg Jensen Urkiola Candleholder.

Apartment51 The Bosa Table
We love Apartment51’s Bosa T-tables by Jaime Hayon for their functionality, simplicity and quirky designs. Here, pictured with Louis Vuitton.
**Service 90 Minute Service**

No one enjoys the inconvenience of having your car serviced! Arabian Automobiles has rectified this with its new 90 minute service!

**AutoTrust - Cool-Shot**

For their ability to cool us down! Cool-shoots enhance the effectiveness of our A/C and deliver colder vent air faster!

**Lumina Office Lighting**

We love our Lumina light fittings in our offices for saving us from eye strain, headaches, wasted energy and more over – for their saving the environment capabilities.

**Vhernier Calla Pendant**

New divine Calla Pendant – to dress up any occasion with chic modern style.

**Building Industries Villa Rendering**

We love the opulent finishes in the New Villas – part of the Emerald Palace – Kempinski Hotel on the Palm, currently in completion phase, by our Interior Fit-Out and MEP arm, AW Rostamani Building Industries!

**Nissan Car App**

Do you feel nervous when a family member borrows your car? Don’t fret. Nissan SmartCar lets you monitor your vehicles whereabouts and performance at any time, with ease.
The Road to Excellence
The Foundation

Since its inception, AW Rostamani Group has underlined its ambition to become an industry leader and to build stakeholder value by continuously ‘enriching lives’. From the beginning, the Late Chairman, Abdul Wahid Al Rostamani envisioned growing the organisation to become one of the most progressive business houses in the region and laid the foundation to transform AW Rostamani into a beacon of excellence in the Middle East & beyond.

It was an ongoing mission for the organisation to make a real difference to customers, employees, partners and stakeholders and add real value to the nation’s ambitious growth. This approach enabled AW Rostamani to mirror the growth of the region and embrace change and development with resolve and vigor. Strengthened by the core values, it has guided the organisation along the path to distinction and helped to reinforce its standing as a business house that enriches lives.

“In line with the growing demand and consistent growth, AW Rostamani is embarking upon a new phase of strategic development”

“A natural evolution for the group, the expansion will be considerable, further strengthening our position as a key player in the region.” – stated the Late Chairman Abdul Wahid Al Rostamani in 2006.
Dubai’s drive for quality was born from the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Ruler of Dubai and Vice President & Prime Minister of UAE with the establishment of the Dubai Quality Award (DQA) in 1994. The Dubai Quality Award based on the Excellence Model used by the European Foundation for Quality Management (EFQM) provided a holistic framework for organisations in Dubai aspiring for excellence and encouraged their development.

This same year, Arabian Automobiles Company (AAC) initiated its journey of excellence with the implementation of the Balanced Scorecard. This initiative aligned the Government’s ambitions with AW Rostamani’s own like-minded internal goals and the organisation embarked on a long term strategy that quantified its efforts aligned to this direction. The implementation of Balanced Scorecard was a turning point in the history of AAC which transformed the management style and became the backbone for the company to demonstrate robust performance in the coming years.

‘In 1994, when Dubai started its journey of quality and established the Dubai Quality Award, we initiated our journey of excellence with the implementation of the Balanced Scorecard,’ commented CEO of AW Rostamani Automotive Group, Mr. Michel Ayat. ‘Building a robust strategy & ensuring alignment of the entire organisation synergized our growth strategies with the vision of the Nation’s leaders and transformed the organisation into a beacon of excellence in the Middle East.’

Beginning of Excellence

Aligning the Organisation

With a strong and committed team at the helm, the company was able to develop award winning strategies that progressed all aspects of its business. The company built upon their core values of excellence, integrity, adding value, never being satisfied and passion, to form a clear and successful strategy that could be implemented effectively and measured continuously.

Anil Lamba, Chief Human Resources Officer states, ‘Our core values provide a common understanding and shared-mindset to our people and are the guiding principles that inspire and fuel our passion for quality and excellence. Our diverse operations and cosmopolitan workforce are unified and nurtured by these enduring values which provide a strong sense of identity and are embedded in all our strategies and processes with the ultimate objective of enriching people’s lives.’

A key benefit of implementing the Balanced Scorecard was that it helped in cascading AW Rostamani’s strategy across the whole organisation. The balance scorecard provided a framework for every employee, including all 4,000 of AW Rostamani staff, to monitor their execution strategies and in turn, evaluate the best way to improve their processes. More than this, it provided clarity to employees of their contribution to the overall strategy of the company.

With an unwavering focus on strategy execution and by continuously improving its strategy practices, AAC created a new benchmark by becoming the first and only private company in the UAE to be inducted into the Palladium Hall of Fame for Strategy Execution in 2013.

Over the last 24 years, being associated with the Balanced Scorecard has not only helped AAC implement key strategies successfully, but has also ensured that AW Rostamani emerged as a resilient organisation in delivering consistent performance faster than the market.

The Balanced Scorecard Hall of Fame Award elevated AW Rostamani on an international stage and demonstrated their robust alignment with Dubai’s cause for excellence.
From this moment forward, the momentum grew stronger for the pursuit of excellence. ‘Enriching Live’s’ was a strong message that resounded from every department, top-down and through to the end consumer and which were shown in the company’s brand awards. This saw a new phase in the journey towards creating new, innovative ways of improving the customer’s experience and convenience.

Focused on operational excellence, AAC has garnered various regional and international accolades from OEMs in its operations across Nissan, Infiniti & Renault. In 2014, AAC won the Nissan Global Award that measures the achievement of Nissan distributors around the world, rewarding companies for their sales efforts, customer service, after-sales service and commitment to achieving business excellence.

Salah Yamout, Sales and Marketing Director of Arabian Automobiles asserts, “In our constant endeavor to deliver an impeccable service to customers, AAC has led the industry by pioneering various innovative initiatives such as Video Mystery Shopping to use as a visual validation of our strength and weaknesses, and the implementation of Ipads in the showroom to support our journey of transforming our showroom to deskless centers.”

“AAC also won the Infiniti Global Performance Award in 2014. In 2017 was recognised by Infiniti Global as a Leader in the Infiniti Quality Excellence Program. In 2013, Arabian Automobiles Company won the Dealer of the Year for the third year in a row in recognition of outstanding performance in sales and after-sales for Renault.

AAC is also currently the holder of Nissan Motor Company’s ‘World Aftersales Progress Club Global Award’ and is the only Nissan distributor to have won the award for the ninth year in a row. This award is yet another milestone achieved by AAC in pursuit of the vision in making Arabian Automobiles Company a global benchmark in Nissan Aftersales activities. In addition to the above OEM recognitions, AAC has also garnered various industry awards that have demonstrated its commitment to excellence.

In 2014, Arabian Automobiles Company was honoured with the Dubai Quality Award (DQA) and it was the first time that an automotive distributor in the UAE had been awarded the DQA. In 2015, Arabian Automobiles Company received the Mohammed Bin Rashid Al Maktoum Business award instituted by the Dubai Chamber for the most outstanding performance. In 2013, The Roads & Transport Authority (RTA) honored Arabian Automobiles Company with the Dubai Award for Sustainable Transport (DAST) recognizing its efforts and sustainable initiatives in upholding environment conservation.

In addition, INFINITI won the ‘Best Performing Brand’ in the automotive category of the Dubai Service Excellence Scheme in 2017; an accolade that was previously won by Nissan in 2016 and Renault in 2015 which rewards organizations for their exemplary performance in ensuring customer confidence and enhancing customer service.

These are only a few examples of awards that were achieved by Arabian Automobiles Company during this phase of AW Rostamani’s Journey. AW Rostamani com-
Mr. Khalid Al Rostamani (Vice Chairman-AWR Group), together with Mr. Michel I. Ayat (CEO of Automotive AWR Group), receiving the Dubai Quality Award – 2013 Cycle for Arabian Automobiles Company from H.H. Sheikh Mohammed Bin Rashid Al Maktoum, 2nd June 2014

Mr. Abdul Wahid Al Rostamani, Late Chairman – AWRostamani Group and Mr. Michel I. Ayat (CEO of Automotive AWR Group) receiving the Mohammed Bin Rashid Al Maktoum Business Award for Arabian Automobiles Company from H. H. Sheikh Maktoum Bin Mohammed Al Maktoum 27th May 2015
municated their commitment in not only just believing in the cause but about living it. Being recognised for these awards is a testament to a method in which the Group has aimed to build a conducive environment that drives the culture of excellence and innovation at all levels of the organisation.

AW Rostamani made a pledge to enrich the lives of their customers, partners, stakeholders and employees through their products and services. The organisation strived to achieve this pledge by creating new, innovative ways of improving the customer’s experience and convenience. New initiatives were launched across the company which advanced processes and built upon customer convenience. For example, AAC pioneered technology improvements such as ipads for sales executives and service advisors. Alongside this, the express service was introduced to best convenience the customer. Together these initiatives ushered a new wave of innovations across the industry.

The Dubai Quality Gold Award is a strong endorsement of the operational excellence across the organisation.

Sharad Dubey, Director of Aftersales continues, “Our constant focus on enhancing efficiency through continuous process improvements has enabled us to set the benchmark in aftersales performance by being the only NSC worldwide to have won the Global Nissan Aftersales Award (GNAA) consecutively for the last 10 years. Our performance is further strengthened through robust business results which have resulted in AAC becoming biggest purchaser of Nissan Genuine Parts globally.”

The strong organization platform that has been built over the years and the various pioneering initiatives undertaken by AAC has catapulted the company to the forefront of the automotive industry and has helped in delivering outstanding results even during challenging market conditions.

“ The Dubai Quality Gold Award is a strong endorsement of the operational excellence across the organisation.”

Mr. Khalid Al Rostamani (Vice Chairman-AWR Group), together with Mr. Michel I. Ayat (CEO of Automotive AWR Group), receiving the RENAULT “Dealer of the Year 2013” Award for Arabian Automobiles from Mr. Jérôme Stoll (Chief Performance Ocer & Sales and Marketing Senior VP-RENAULT)

H.H. Sheikh Ahmed Bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince Court presents the Sheikh Khalifa Excellence Award (Silver Category) for Shi Car Leasing & Rental Co. to Mr. Khalid Al Rostamani, Vice Chairman of AW Rostamani Group. 25th November 2014

Mr. Salah Yamout - Director, Sales & Marketing of Arabian Automobiles Company and Mr. Hussam Baghdadi - General Manager - INFINITI, Sales & Marketing receiving the award for INFINITI as the Best Performing Brand under the Dubai Service Excellence Scheme for the 2016 cycle.
Dubai Quality Gold Award

For over 50 years the Group has consistently shown commitment to its promise of enriching the lives and in turn solidified its legacy as a trusted, respected, and loved corporation in the UAE and the region. The positive legacy of AW Rostamani can be attributed to the success of the Group’s companies. The current portfolio includes some of the most valued and influential brands in the region and beyond. State-of-the-art facilities and award-winning practices ensure the highest operational qualities and best working processes enable their businesses to enjoy strong customer retention levels and productive working relationships.

As highlighted, AW Rostamani’s automotive arm, Arabian Automobiles Company is one such brand that has always set the standard for the group as a result of its impressive track record of consistent growth. This year, the company has reached a pivotal point in their journey and most proudly won the Dubai Quality Gold Award.

“We are highly honored to be the first automotive company in the country to win this prestigious award of the highest order.”

Mr. Michel Ayat, CEO of AW Rostamani Automotive Group, continues, “Our commitment to enrich our customer’s lives by providing superior products backed by impeccable service is the fundamental principle that has driven us to sustain the highest quality standards across all of our operations. This award embodies our ambition to deliver world class products and services that fulfil the AWR brand promise for our customers across every touch point and further raise the bar for future quality and excellence.”

The company saw everyone within the organisation come together to achieve this award, having passionately self-motivated themselves to put in great levels of effort and determination to reach this end goal. On achieving the Dubai Quality Gold Award, the team-spirit and emotions emitted pride, achievement and company unity. This moment will leave a lasting-impression in the company’s journey and is truly a moment to cherish for every member associated with the AW Rostamani family.

The accomplishment of the Dubai Quality Gold Award highlights the dedicated commitment to establishing a sustainable performance system across the entirety of the organisation, which is founded on the AW Rostamani’s core values of constantly adding value and improving all aspects of its operations.

Mahamad Rafique, General Manager of Business Excellence comments, ‘Our journey towards excellence has firmly placed us on the path of progression and has motivated us to constantly improve in the true spirit of healthy competition. The Excellence Framework established by the DQA and complemented by our core values of passion & continuously adding value helps us build a clear roadmap in our pursuit for achieving organizational excellence while positively impacting all our stakeholders.’

As one of the founding companies in the UAE, the AW Rostamani is well immersed in the culture and future of the country and will only keep growing as the country grows. While the automotive arm of the company has secured accolades on a regular basis, the Group is composed of a long list of companies that are continuously aiming for greatness. The future is exciting for AW Rostamani Group and by working collectively, the possibilities will continue to remain endless.

The journey towards excellence only continues...
NISSAN KICKS
MAKE AN EPIC ENTRANCE

BOOK YOUR TEST DRIVE
nissan-dubai.com
You can’t solve today’s problems with yesterday’s tools. Digital disruption is not about systems, it’s about your business, your customers, and your bottom line. This is a new breed, this is the era of The Digital Integrators.
Nissan Pathfinder

The Greatest Adventure Ever Driven

Intelligent Mobility guides everything Nissan do. They’re using new technologies to transform cars from mere driving machines into partners. Together the journey is more confident, connected, and exciting. Whether it’s cars that share the task of driving with you, or highways that charge your Electric Vehicle as you go along. It’s all in the very near future. And it’s a future already taking shape in the Nissan you drive today.

Make big plans. The destinations are endless. And unrivalled space means everyone gets in on the action.

Where to next? Put it to a vote. Now take on the road, or what they call a road, with available Intelligent 4x4, while you tow up to 3,300 lbs. (1,500 Kg).

Then feel secure with some of the most advanced driver-assistance systems anywhere. Capability at this level always makes for memorable ADVENTURES.

Find your next adventure with the legendary Nissan Pathfinder
With a rugged design, plenty of power up front, easy access for all 7 passengers, and advanced technology, the possibilities for adventure are endless.
Plan an extended stay
Pathfinder surrounds you with premium comforts, including a standard Tri-Zone Automatic Temperature Control System, available climate-controlled (heated and cooled) front seats, and the innovative Nissan Intelligent Key. Then it makes you feel even more catered to with Push Button Ignition and a 203 mm (8.0"") touch-screen display. Add in an available memory seating system, premium wood-tone trim elements, and a Dual Panel Panoramic Moonroof, and getting to the next destination may be the best part.

Because everyone should come along
In Pathfinder, capability goes way beyond taking on rugged conditions; it's conquering the real world you face every day. That means more than just seating for seven. It means seating for seven with exceptional passenger room, including a 2nd row that slides over 133 mm (5.2") for stretch-out room and 3rd-row reclining seats. And with a highly flexible interior that can adapt to nearly any adventure, an available Tri-Zone Entertainment System, Bose® Premium Audio System, and Bluetooth® streaming audio, this is one time where one size fits all beautifully.

Nissan EZ Flex® seating system innovation that gives everyone an open invitation
What if getting to any seat was easy? With the innovative EZ Flex Seating System, the 2nd row glides and tilts forward for easy access to the spacious rear seats. And once you’re in the 3rd row, you’ll find it exceptionally comfortable, thanks to reclining seats. Pathfinder is family-friendly, too. With Pathfinder’s LATCH AND GLIDE® technology, you can even tilt and slide the right side of the 2nd row with a child seat securely strapped in.

Nissan advanced Drive-Assist® display innovation that's right in front of you
From keeping tabs on your trip to observing the 4WD system’s torque distribution to monitoring your tyre pressure, the Advanced Drive-Assist Display puts it all right before your eyes. Steering wheel controls let you toggle through the different screens.

Our world at your fingertips
Call hands-free to invite friends to dinner. Enjoy your hand-picked music and podcasts. All while Bluetooth® streaming audio, and two iPod®/USB connection ports keep the entertainment going all the way to your destination. The 8” display makes it all possible, working seamlessly together with your compatible smartphone and Pathfinder’s high-resolution, colour display with multi-touch control.

It all adds to a better drive
In Pathfinder, power and efficiency combine to make every drive exceptional. It starts with an enhanced powertrain, including a more potent 3.5-litre V6 that provides plenty of passing power. Add in our Next-Generation X-Tronic CVT® (Continuously Variable Transmission)/D-Step and the drive only gets better. It can hold the engine at the ideal rpm for the job, giving you a wave of power when you need it and running low rpm for quiet, efficient cruising when you don’t.
Bring a boat just because you can
Go ahead, bring your favourite toys. 271 HP and 340 NM of torque equal an impressive 3,300 lbs. (1,500 kg) maximum towing capacity, which means Pathfinder is more than up for the task. What does that mean for you? Your next adventure just got a lot more exciting.

It’s always time for an adventure
With Pathfinder’s available Intelligent 4x4 intuitive 4WD system, you’ve got a system that’s capable on-road and off. And it’s the only vehicle in its class with available selectable driving modes. Choose full-time 2WD for maximum efficiency. Auto Mode constantly monitors conditions and adjusts the balance of power between front and rear wheels for best traction. Challenging conditions? 4WD Lock Mode is your choice. The only thing you have to do, is to choose a new adventure. Pathfinder will get you there.

Balance of Power. The Advanced Drive-Assist® Display illustrates the Pathfinder dividing the power between the front and rear axles, helping to give you the available traction and control you need.
Ups and Downs. When your travels take you on steeper paths, hill start assist helps prevent rollback when starting and driving away on an incline. Hill descent control helps making the Pathfinder go down steep grades more manageable by automatically adjusting your speed and brake pressure to help keep you going at a controlled speed.

Wouldn’t it be cool if you could have your hybrid and your SUV, too?
Introducing the Nissan Pathfinder Hybrid. More Power. More Fuel-Efficient. With a responsive 250-horsepower, 2.5 L supercharged, 4-cylinder petrol engine combined with an electric motor, Pathfinder Hybrid goes the distance for you in every way. It’s designed with further enhanced fuel efficiency, which is up to 24% better than the conventional Mid-Sized SUV. There are also all the things that make every Pathfinder the Next-Gen SUV: the comfort of best-in-class roominess, the convenience of easy access to the 3rd row, a tri-zone DVD Entertainment System, and the rugged capability of the intuitive 4WD system.

HEV battery* technology with advanced durability of over 15 years/400,000 km.
• Space-saving battery pack that means comfortable room for seven and no loss of interior or cargo space.
• Intelligent Dual Clutch System that alternates between the electric motor and petrol engine, depending on driving conditions and power required.
• Regenerative Braking System that captures energy generated at braking, and uses it to recharge the lithium-ion batteries

Nissan intelligent cruise control - get an assist when you want it
Unlike traditional systems that only maintain a set speed, Pathfinder’s available Intelligent Cruise Control also helps maintain an adjustable set distance between you and the car in front. As traffic slows down or speeds up, Pathfinder can respond accordingly.

Nissan intelligent around view monitor sense more around you
A Rear View Monitor is great when backing up – but when it comes to parking, it’s nice to see more than just what’s directly behind you. That’s why Pathfinder’s Intelligent Around View Monitor uses four cameras to give you a virtual 360˚ bird’s-eye view of your vehicle, with selectable split screen close-ups of the front, rear, and curbside views, so you can get a better look.
Nissan intelligent mobility technologies
your partner, no matter where the road takes you

1. Intelligent Emergency Braking (I-EB)
Using radar technology to keep an eye on your speed and proximity to the vehicle ahead of you, Intelligent Emergency Braking can give you audible and visual display warnings to help you know when to reduce your speed, if necessary. It can also apply braking to help you avoid a collision. If a frontal collision is unavoidable, this feature can automatically engage the brakes to help reduce speed of impact and reduce the severity of a collision.

2. Blind Spot Warning (BSW) If another vehicle is detected in the blind spot area, an indicator appears in the driver’s or front passenger's door pillar and on the Advanced Drive-Assist® Display. Then, if you put your turn signal on, the indicator flashes with a warning chime.

3. Rear Cross Traffic Alert (RCTA) When you’re backing out of a parking space, this feature watches the area around the rear of your Pathfinder, and can warn you about vehicles detected that you might not see behind you approaching from either side. So feel more confident backing up.

4. Moving Object Detection (MOD)
When the Intelligent Around View Monitor is in use and MOD detects moving objects near the vehicle, it gives a visual and audible alert.

Nissan intelligent driving features
innovation that looks out for you

What if you had the confidence you need for every part of your drive?
Tyre Pressure Monitoring System (TPMS) with Easy-Fill Tyre Alert TPMS lets you know when a tyre is low. And Easy-Fill Tyre Alert takes the guesswork out of filling your tyres, with a beep of the horn when you’ve reached the correct pressure.

Active Safety
Whether you need to hit the brakes hard or manoeuvre around an unexpected obstacle, these standard technologies help you respond to a potentially harmful situation. Vehicle Dynamic Control (VDC) helps you maintain your steered path. Traction Control System (TCS) helps reduce wheel spin in low-traction situations. Anti-lock Braking System (ABS) helps you maintain steering control around obstacles while braking heavily. Electronic Brake force Distribution (EBD) sends extra force to the rear brakes when you have additional weight of passengers or cargo in the back. Brake Assist helps apply maximum braking force if it detects hard braking and senses you are in an emergency situation.

Passive Safety
Six Standard Airbags (SL grade). Nissan Advanced Airbag System has dual-stage supplemental front airbags with seat-belt and occupant-classification sensors. In addition, Pathfinder features driver and front passenger seat-mounted side-impact supplemental airbags along with roof-mounted curtain side-impact supplemental airbags with rollover sensor. LATCH System (Lower Anchors and Tethers for Children).

Impressive power and capability are ready to get you there. Now you just need everyone to agree on a destination. Take an adventure with the Pathfinder.
AW Rostamani Real Estate has earned a reputable name in the real estate market of the UAE. Amidst a competitive industry, AW Rostamani Real Estate has effortlessly maintained a high level of quality service and personalised customer care.

Having achieved tenancy agreements lasting over 28 years, AW Rostamani Real Estate demonstrates its ability to obtain long-lasting customer appreciation and loyalty. They have achieved this level of customer allegiance by offering a brand people can trust, keeping to their core values and providing a name in the industry that immediately represents reliance and security.

AW Rostamani Real Estate has been compiling a carefully developed and tended portfolio of property since 1982. The real estate arm of AW Rostamani boasts more than 2.5 million sq. ft. of residential and commercial space in the UAE and offers a range of products, from luxury housing and affordable residential units to commercial office spaces. They specialise in property development and management, leasing and asset management of a wide range of prime properties. They offer an impressive portfolio of the finest and most sought after properties, which include Al Mussalla Tower, Diplomat Building, Khorfakhan Villas, DXB Tower, and 21st Century Tower.

21st Century Tower is one of the major projects under AW Rostamani Real Estate’s
portfolio. During the years 2003-2009, 21st Century Tower was the tallest residential building in the world. Today, the tower stands as a prominent landmark, located at the prime city location at Sheikh Zayed Road, in the prestigious neighbourhood of Emirates Twin Towers and Burj Khalifa. The plot area covers 14,200 sq.ft, is 269 metres in height and over 55 levels which consists of showrooms, offices, showrooms by Doha Bank, Starbucks at ground level and 400 other residential units. Apartments vary from two bedrooms to three bedrooms.

Next quarter, AW Rostamani Real Estate will be adding an impressive five new properties to their growing portfolio. Properties include the Trio Building, Al Barsha,
Al Jaddaf Building, Souk Al Kabeer, Bur Dubai, a large staff accommodation building in Jabel Ali and a grand mixed-use project, Mankhool.

The real estate industry of the UAE has seen a considerable shift in customer needs and expectations. Two-three years ago customers were more concerned with location and luxury. In today’s market, we are experiencing a more money-conscious customer. In order to meet these expectations, the competition has been reducing their prices, and with this reduction, they have lowered its customer service and maintenance quality. To stand out from the crowd, AW Rostamani has kept its high level of customer service and added new technology and advancements to their systems to ensure that customer convenience and care is paramount.

With over 40 years’ experience in the industry, they have perfected their customer care in line with the core values of AW Rostamani. They have managed to differentiate themselves from their competitors by offering honourable services that best take care of the customer’s comfort and experience. Unique and attentive services include but are not limited to 24/7 maintenance, advanced and convenient processes, a well-organised and devised maintenance routine system, tri-annual renovations and continuous personalised tenant care.

To continue to build on their extraordinary customer service capabilities, AW Rostamani Real Estate will be launching a new website next quarter which will be built solely around customer convenience. New functionalities will be added to the site, making the customer experience more accessible and enjoyable.

Such functionalities will include a ‘Live Chat’ application which will be available 24/7 for customer queries, assistance or emergencies. The website will also be personalised to the customer’s preferences, making their property search more efficient and targeted towards their needs. Additionally, a loyalty system will be offered online, which will be connected to AW Rostamani’s Enrich Club programme. This will enable customers to receive discounts from other AW Rostamani companies across multiple industry sectors, such as automotive, lifestyle and technology.

AW Rostamani Real Estate provides its clients with a personalised, dedicated and efficient service by understanding their needs. Their profound experience in managing clients properties ensures that they consistently maintain and deliver the services that are essential in maximising the benefits for their clients.
Where you need us, when you need us
GEORG JENSEN
Presents The Ultimate Luxury Gift Guide

Everyone needs a little guidance and inspiration when preparing to buy a gift for someone special in their life. Georg Jensen shares with us their most loved gift items and why. If you have a special occasion coming up, don’t fret. Georg Jensen will tap into your gifting creativity and help you choose the perfect gift; a gift that oozes elegance and remains classically timeless for eternity.

JEWELLERY & ACCESSORIES

Fusion Centre Ring
Symbolise your everlasting union and precious moments this autumn season, through the beauty and refinement of this exquisite Fusion Centre Ring to build unique, personal combinations as your own love story grows stronger day-by-day. Customisation available.

Moonlight Grapes Ring
Surprise the most elegant lady in your life with this Moonlight Grapes Ring. Inspired by an original Georg Jensen design from the 1920s, the sterling silver bunches of grapes are brought to life with detail and craftsmanship. From boardroom to ballroom, this is one accessory that is classic and draws on ever-lasting elegance.

Lamellae Twisted Cuff
Designed by renowned architect Zaha Hadid, this cuff is a show-stopper. Paired with an elegant black dress, it will make for the perfect evening dress, or simply paired with a plain outfit, this instantly transforms any occasion into sophistication and grace.
**Koppel**

For the man who is always on the go, this Georg Jensen Koppel watch is the perfect addition to his autumn wardrobe. This timeless piece combines both elegance and design making it one to keep for everyday and every evening.

**Torun Ring**

No better way to show how much she means to you other than with this infinitely eye-catching, sleek and feminine Georg Jensen iconic Torun ring. Symbolising the promise of coming together to be stronger than apart, she will definitely sparkle all year long with this timeless jewel.

**Vivianna Bangle**

For the more fashion forward gift recipient, this Vivianna Bangle is iconic, seamlessly blurring the line between time-keeping and jewellery. Numberless, strapless and also mirrored, this aesthetic is further enhanced by the open-ended design to give the impression that the bangle floats above the wrist, the ultimate symbol of elegance, femininity and eternity.
Urkiola Candleholder

No dinner is complete without a statement table centerpiece and nothing says a special meal more than this Georg Jensen Urkiola Candleholder. Surprise your loved one with this stunning piece of craftsmanship and we promise it’ll be used front and centre at every dinner party.

Bernadotte Jug

This elegant stainless steel jug with a chrome plated screw-on-lid and handle is as beautiful as it is functional. Gift someone with this and they will be sure to keep both you and your guests happy with hot and welcoming beverages.

Cafu Vase

Make your special someone bloom this season with this understated gold-plated Cafu vase. Paired with a bunch of lovely white lilies, he/she will be made sure to feel appreciated today, and cherished forever.
Join today and be rewarded
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The UAE’s hotel sector has an impressive and enviable position amongst the world’s hospitality elite. Consistently high occupancy is driving a sustained programme of expansion, whilst strategic growth in the nation’s infrastructure is fueling diversification in hotel brand and chain scale to satisfy both current and future predictions of demand.

Whilst the growth in the market is providing new and exciting concepts for travelers and residents alike, the pace of growth has a definite impact on existing hotels, where there is an increasing requirement to reposition or renovate to maintain market position. Hotel renovations are vital to maintain positioning and ensure continued revenues for owners and operators alike. In an ever more interactive and fast paced social environment, the need to stay ahead of the market has never been more important.

It would be easy to align hotels with the latest trends and fashions, but the hospitality industry is unique, complex and vulnerable to changes in market conditions, demographics and economic drivers. It is therefore important to establish the metrics that will determine the maximum return on investment (ROI) for a renovation project, for all stakeholders. Owners and investors need to achieve an interest return on the capital they invest and hotel operators need to key in to potential increases in occupancy and room rates.

Equally, the design team should see their vision fulfilled, and the consultant and contracting teams should work hand in hand to ensure the highest quality of finish within the defined timeframe and project budget.

Whilst it sometimes seems counter intuitive to engage at the strategic stage with project managers and contractors, the benefits of engaging with parties that understand the intricacies of hospitality projects in a live environment, along with value maximization and risk mitigation, will help shape a project that both guarantees speed to market, one of the most underestimated costs in any renovation, and provides the highest return on investment.
Assembling and engaging with the right stakeholders at the outset will ensure that the drivers for a successful project are considered with a single aligned focus. AW Rostamani Building Industries (AWRBI) have an in house team who can advise on the strategy for renovation projects in order to optimise the solutions and provide ROI advice.

For starters, we are a tier one turnkey interior fit out contractor, covering the whole of the UAE. Specializing in the Hospitality and Commercial office sectors, the company has over 30 years’ experience within the GCC market. AWRBI is able to deliver the highest level of service and quality through a dedicated team of managers and directly employed operatives.

All too often poor renovations, with little or no alignment to the agreed metrics for ROI will result in budget issues that have a negative impact on launch. The outcome is that the client feels that they have less for their money, the design is compromised, and the consultant and contracting teams are forced to engage in rounds of value engineering; an incorrect concept of cost cutting that has little to do with engineering or value. AW Rostamani Building Industries’ approach to value maximization considers all aspects of material specification and cost in use to define a scope that meets both the operator and asset manager’s requirements.

Establishing the metrics for any renovation is more than just defining a project budget, and a design concept for the works, and hoping revenues will follow. Market analysis is required to determine competition and best use scenarios, but this must always be considered with an evaluation of the condition of the asset.

Just as travelers’ research social media for hotel reviews, operators increasingly look to these platforms for feedback on their products and service. For example, if the majority of guest’s complaints are concerned with the availability of hot water, or the air conditioning, renovating with the latest design trends and in-room connectivity, whilst a vital component, are not in themselves going to address the issues. There are soft and hard touch points that need to be considered. A refurbished product will create an initial buzz and drive increased revenues, but this will quickly diminish if the issues are not addressed. A well maintained facility is far more likely to sustain market share, through a dedicated following, rather than a seasons fashion item. This is the bigger picture when it comes to ROI and sustained growth.

Timing and sequencing of the renovation works to take advantage of low season occupancy, and ensuring measures to protect revenues during the project, are components of a well-considered strategy.

Hotel operators work many seasons ahead in terms of booking and affiliations with tour operators. Positioning the works to minimize the impact on these arrangements and to further capitalize on re-negotiated rates will optimise ROI. Therefore, choosing the right team can ensure that the project delivers on all levels to stakeholders and guests alike.

The message is to engage early with an experienced team who are centered on delivering and maximizing ROI. AW Rostamani Building Industries have a wealth of experience in managing and delivering hospitality projects, especially in live site environments, where we have developed procedures and methodology to deliver to the highest possible quality, with the minimum of impact to operations.

AW Rostamani Building Industries are currently carrying out a full renovation at the Hilton Beach Resort and Spa, Ras Al Khaimah for RAK Hospitality Holdings.
DRIVEN BY VALUE. BUILT ON QUALITY.
Man created fire over 1.7 million years ago. The early use of fire by man was for warmth, protection from predators and cooking. Man could also use fire to help forage and hunt game. Another product of fire, was light. The use of light catapulted man’s productivity. Men were able to double their productivity and function into the night.

Fire was the only source for light emission until the 1790s when gas light technology was developed in England. It wasn’t until 1878 that electrical lumination was created by the American inventor and business man Thomas Edison who invented the first long-lasting incandescent lamp.

The light bulbs of the 1870s had faults and flaws, which included an extremely short life span and a high electric current which was difficult to produce and costly to sustain at the time. Edison came to the quick conclusion that in order to connect a large series of electric lights into an electric grid, he would need to develop a lamp that used a low amount of current, with high resistance and relatively low voltage.

Lumination hereby became a product to sell, a product to enjoy and a product to light up the night on a substantial level. This saw a paradigm shift in lumination, with electricity being supplied directly to your home and in turn, mass produced at an industrial scale.

In 1962, the latest revolution in lighting was established with the invention of the LED by an American engineer, Nick Holonyak. Holonyak had joined General Electrics’ research department in 1957 with an ambition to create a light capable of replacing the clunky incandescent bulbs. Upon the discovery of LED, Holonyak knew that LEDs would eventually replace incandescent bulbs.

At the beginning, LEDs were mostly used for electronic equipment but with the use of white spectrum LED emission and a reduction in manufacturing cost, LED lights are becoming more and more popular. Today, 50 years later, we are beginning to see the replacement of incandescent light bulbs with LEDs which
has helped revolutionise the landscape of lighting. As we can see all around us, large lighting companies such as Philips and GE, and powerful TV manufacturers are using, producing and selling this advanced lighting technology. Today, our advanced technology items such as our phones, computers, laptops and the majority of our electrical appliances are emitting light through the use of LED.

Only a flawed 20% of the energy brought into an incandescent will be transformed into light. The rest will be wasted energy to the environment. The nature of incandescent lights is that they emit over 80% of energy as heat radiation. For example, some chicken farms are using incandescent light bulbs to heat their hen's eggs for their heat output rather than for their intended light source. Similarly, you can compare this to a child's easy-bake oven, which can make brownies from the heat of a single incandescent light bulb. This is an inefficient light source.

In comparison, a modern LED converts most of its output spectrum into visible light, thus saving up to 80% off your electricity bill. In addition, it reduces the carbon footprint of the consumer and make a significant difference to the environment.

How does Lumina contribute?

Having understood the economic and social benefits of this new lighting technology, AW Rostamani embarked on a journey in 2014 to become the first LED manufacturing and design organisation in the region. AW Rostamani Lumina has developed a fully automated, state-of-the-art LED SMT. The SMT is hallmarkd and set apart from its competitors because it offers an online automated optical inspection machine which analyses the individual LED points in a product to ensure a flawless end product.

Driving forward AW Rostamani's core values of reliability and always placing the customer first, Lumina set up a one-of-its-kind Lumina Laboratory located in Dubai. Inside the largest luminaire science facility in the region, LED and lighting products are manufactured using state-of-the-art machines that offer the best quality, price, consistency and flexibility for their customers. With great pride, the Lumina Lab became the only ISO17025 accredited science facility in the region, thus giving it the authority to issue internationally accepted quality certifications for its own as well as its third party international manufacturers. This lab also attains the status of a partnership with the Quality Control Council of Abu Dhabi to certify its products moving into the UAE. This ensures the best quality lighting products are being provided to UAE citizens from the perspective of not only functionality but also safety parameters.

Products are manufactured according to high-quality standards, designed to save energy, reduce carbon footprint, save power and add to a greener and cleaner environment. Lumina produces high-quality energy efficient solutions and services to the B2B, B2C and direct customers. With a 360-degree lighting approach, which includes one-stop-shop retail, hospitality, residential, industrial, and consumer, Lumina has a strong geographical presence in 18 countries across Asia, the Middle East and Africa.

In 2015, AW Rostamani Lumina signed a partnership agreement with GE with a scope that includes all regional projects. All light sources by GE Lighting are included as part of the agreement except automotive lamps and signage solutions. The partnership agreement with GE Lighting will further strengthen AW Rostamani Lumina’s business in the region. Furthermore, with the region placing the highest emphasis on green buildings and sustainable projects, demand for sustainable lighting is also making strong inroads.

AW Rostamani Lumina is one of the region’s leading providers of end-to-end lighting solutions. An ISO 9001 and KEMA certified company; AW Rostamani Lumina’s best-in-class solutions not only enhance the aesthetic appeal and overall well-being for end users but also conserves energy and is making its own a stamp in history on the development of advanced lighting technology.
The All New Q60

With daring curves and a powerful stance, INFINITI introduce the exhilarating performance of a twin-turbocharged 400-horsepower V6 engine and the unmatched responsiveness of the world’s first digitally adaptive handling system. The all new Q60.

The top of the line 3.0T Q60 is equipped with an exhilarating performance of a twin-turbocharged 400 Horsepower V6 engine and the unmatched responsiveness of the world’s first digitally adaptive handling system, while the 2.0T variant Q60 offers a four-cylinder gasoline engine that is turbocharged to produce 208 HP.

Both variants possess expressive design, unmatched performance and powerful dynamics that redefine the sports coupe, including technological innovations such as Adaptive Front Lighting Systems and LED auto-leveling headlights that respond to steering, allowing drivers to not just see ahead, but all around the vehicle. Combined with INFINITI’s full suite of driver assistance and safety technologies, as well as dynamic digital suspension and directive adaptive steering, the Q60’s powerful stance promises a compelling ride that puts drivers at one with the road.

Life Enriched magazine takes a thrilling glimpse into the Q60 Red Sport 400 Coupe’s ground-breaking features and sensational power.
Technology built to enhance your senses. INFINITI build technology to enhance your senses, striking design that demands a response and performance that makes you feel more alive.

Connectivity
Technology keeping you connected to the world. INFINITI InTouch makes your world flow.

INFINITI INTOUCH™
Your life is always moving and INFINITI InTouch™ with Navigation and INFINITI InTouch Services seamlessly bring your world into your car. Stay ahead and in contact with your voice, text, calendar, navigation and music.

Sound - a new stage for a new sound, the latest from Bose®
Hear it here first. The new Bose® Performance Series makes its worldwide debut on the all-new Q60. Enjoy concert-like sound that envelopes you, transforming the cabin into a dynamic listening experience. For those who demand a performance-focused sound system, the new Bose® Performance Series with Advanced Staging Technology delivers. Thirteen high-performance speakers, including multiple new 10” and 6 x 9” woofers and a lightweight silk dome tweeter achieve “live performance” precision. Revel in a wider and more precise soundstage, where the acoustics are always ideal.

Proprietary digital signal processing
A recent Bose® innovation, Advanced Staging Technology utilizes advanced algorithms to dynamically direct music to their ideal locations within the cabin. Instruments and vocals have exceptional clarity. So from the driver’s seat, you feel as if you’re sitting in the front row at a concert.

Improved audio performance
Immerse yourself in an exhilarating sound experience. AudioPilot® 2.0 Noise Compensation Technology constantly monitors outside sounds and adjusts the music accordingly while Centerpoint® 2.0 Surround Technology allows you to enjoy surround sound from CDs, MP3 CDs and satellite radio.

Driver aids - effortlessly extend your abilities

Cruise smarter
Set your desired speed and safety distance and Intelligent Cruise Control (ICC) with Distance Control Assist (DCA) will automatically and smoothly decelerate in slowing traffic. When traffic pace resumes, Intelligent Cruise Control (ICC) will bring you back up to your preset speed and safety distance.

Respond faster
High Beam Assist automatically dims your high beams as oncoming vehicles approach, then turns them back on when traffic clears.

See further
The Adaptive Front lighting System (AFS) improves visibility at intersections and around curves by sensing your steering and turning the headlights. Together with
LED auto-leveling headlights, AFS helps you see not just ahead, but around as well.

**View clearer**
Gain a new perspective on what’s around you. With the Around View® Monitor with Moving Object Detection, four cameras and one virtual 360° view from above makes it easy to see and maneuver in even the tightest spaces. Peek around corners with confidence, thanks to a new front camera that looks out to the side with a sweeping near-180° view.

**Steer easier**
Working with Direct Adaptive Steering®, Active Lane Control proactively evaluates the road ahead and can automatically make small steering angle corrections if your all-new Q60 experiences minor direction changes due to uneven road surfaces or crosswinds. You gain an increased feeling of stability, while reducing steering wheel vibration.

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**Safety shield - effortlessly extend your awareness**
A unique combination of active and passive safety innovations enhance your ability to respond instinctively.

**A shield of protection**
The INFINITI Safety Shield concept – INFINITI’s comprehensive approach to safety – layers technologies to help monitor conditions, help you avoid a collision and help protect you and your passengers if one occurs.

**More confident in reverse**
Backup Collision Intervention helps increase you awareness. As you back up, the system warns you if approaching vehicles or large stationary objects are detected behind your all-new Q60, and it can help you avoid a collision by applying the breaks.

**Respond to your surroundings**
Forward Emergency Braking with Pedestrian Detection can detect vehicles in the lane ahead of you. If deceleration is needed to help minimize a collision or even help prevent one, the accelerator pedal can be pushed up and the brakes can be applied. The system adds another dimension of security by also looking out for predestrains that enter your vehicle’s path.

**Senses where you can’t see**
The Blind Spot Warning and Blind Spot Intervention Systems use sensors to detect vehicles entering the blind spot area. First, a warning light will illuminate – the, if necessary, a brief steering input can be provided to help guide your all-new Q60 back to your current driving lane.

**Design**
Every line shapes an emotion. INFINITI’s philosophy and the future of Infiniti’s design takes stunning shape on the all-new Q60. Emotion is boundless. So is daring design.

**Exterior aerodynamic advantage**
0.28 coefficient of drag says as much time has been spent making this sports coupe invisible to the wind as striking to the eye. This is evident with near zero-lift aerodynamics in the front and rear, and an Active Grille Shutter that stays closed to lower drag at speed, but opens if additional cooling is needed.

**Athletic stance**
Low center of gravity and strong wide stance make your intentions known. Add large 19-inch alloy wheels with narrow gap to fenders and Light Guide Technology signature headlight and the visual message is clear: Q60 is meant to perform.

**Impression amplified**
INFINITI signature cues express a unique design language. The double-arch grille reflects a bridge between the arc of the top mirrors and the arc of the bottom. Human eye-inspired LED headlights give a provocative stare, while the crescent-shaped C-pillar curves forward, punctuating the exterior with dynamic detail.

**Deep dramatic creases**
Using a revolutionary 3-D stamping process that allows for aggressive creases and deep curves, the high character lines capture your imagination. Engineers even redesigned the door hinges so the leading edge tucks into the fender to provide dramatic sculpting.
Interior
A body of art crafted expressly for you. Tailored to accentuate the human form, the cabin celebrates the driver with bold thinking and fine modern materials.

Sport seat design
Crafted to blend comfort with science, the all-new driver's seat performs on a higher design level. Feel the sport-inspired difference. Deep bolsters help hold you in place. Zero gravity research led to a form and cushioning seat design that can help reduce fatigue on long drives.
Tailored and accented
Craftsmanship is obvious in the lasercut holes in the leather seat upholstery, which permit tighter stitching and more dynamic free-flowing shapes. Around the centre console and throughout the interior, available black or silver optic carbon-fibre trim offers an upscale modern look.

Natural grip
Your hands move in unique ways and a steering wheel should reflect that. This one does. Sport-inspired thumb grips and steering wheel-mounted paddle shifters are just the right shape for performance driving.

Flexible doorstop
Every time you get in, you’ll appreciate the thoughtfulness of the segment-exclusive flexible doorstop. Designed to stay open between set positions on level surfaces, you can easily enter and exit without worrying about the door springing back on you.

Performance
Accelerate your potential and performance. This is power through innovation, where the forces of advanced technology open new horizons. A first-ever INFINITI twin-turbo engine culminates in jaw-dropping performance.

Engines
Two turbo engines, including a first-ever INFINITI twin-turbo, culminate in jaw-dropping performance.

2.0-liter i4 turbocharged engine
Feel the rush of a turbo. Experience the fuel economy of a four-cylinder. With optimal power and efficiency, you glide forward confidently. The turbo spools quickly to produce 208 hp at 5,500 rpm and outputs a stirring 350 Nm of torque.

All-new 3.0-liter v6 twin-turbo 400-hp engine
With the new V6 twin-turbo, torque builds quickly and power pours out like an endless flood. Acceleration is instant and feels limitless. Direct Injection Gasoline (DIG), water-cooled air charging, a turbo speed sensor and advanced turbine blade design make for quicker response and a higher peak.

Amplify every move digitally handling
Unleash the full-performance potential of the all-new Q60 and yourself with the world’s first pairing of digital steering and suspension.

Steer with enhanced precision
When you turn the wheel, Direct Adaptive Steering® not only translates your input, it converts your intention into an electronic impulse. Since your steering is digitally processed, you get the response you want. Smooth. Quick. Precise. Every movement is a reaction to your command, tuned for a more natural connection.

Handle with instant adaptability
The all-new Q60 recalibrates the balance between comfort and performance into something revolutionary. Change from comfort-biased to dynamic ride with the push of a button and release a highly personal and responsive experience. Without you doing a thing, Dynamic Digital Suspension continually adjusts to corners and road imperfections for lasting confidence.

Choose your drive
With multiple customizable driver settings, the INFINITI Drive Mode Selector takes performance and control to a more refined level. Select between Standard, Snow, ECO, Sport, Sport+ and Personal modes. Then, further tailor your drive by tuning steering, engine and suspension inputs. The result is one that suits the moment, and more importantly, can be personalized exactly to your liking. Expand your experience beyond road conditions and preset factory settings.

Closer thrills
All paddle shifters are not positioned equally. In the all-new Q60, paddle shifters are steering wheel-mounted instead of column-mounted for easy reach during aggressive cornering.

Redefine the drive. The introduction of the Q60 Red Sport 400 Coupe represents an important step in Arabian Automobiles Company’s pursuit of innovation.
A unique piece that evokes a flower, a seed, or perhaps a cone. It’s an ancestral shape, sculpted into our collective minds and recalled in our collective memories. The Calla, a single element design, often modelled in a sequence, has become one of VHERNIER’s most iconic and notable shapes.

Over the years it has been created in different materials, yet with each variation, it conserves its charm and its strength. The most recent creation is made in Kogolong, an opal of volcanic origin sculpted into three elements, each a magnificently flawless white.

This time around the pendant is created in a limited edition. Part of the proceeds will be donated to the Andrea Bocelli Foundation which provides aid to the children of Haiti, a poverty-stricken island that the Italian jeweller holds close to his heart. In support of the children in Haiti and the Andrea Bocelli Foundation, this philanthropic venture by the brand was led and celebrated by the President, Carlo Traglio, who strongly believes in the company’s duty to “take a little bit of VHERNIER’s good fortune and success, and pay it forward to those in need.”

Previously, Vhernier has raised funds for two initiatives directly benefiting Haiti: ‘Vhernier for the Kids of Haiti’ in the US, in support of education, and ‘One Ring to Save the Life of a Child’ in Italy, to help fund the paediatric surgery.

A declaration of love to nature, this necklace by VHERNIER transforms the exquisite fragility of calla lily flowers into a succession of ebony cones.

In an ongoing effort to uphold the brand’s philanthropic mission, VHERNIER has chosen to donate a portion of the proceeds to the Andrea Bocelli Foundation that provides aid to the children of Haiti. The underdeveloped country holds a special place in the Italian designer’s heart and has been the source of inspiration for two previous fundraising initiatives.

The Andrea Bocelli Foundation (ABF) was established in July 2011 by the will of Maestro Bocelli and of his family to give back a bit of the affection and closeness that they had received in the course of his career traveling across the world. The Foundation aims to support and promote projects that help the weaker classes of the population in Italy and in developing countries in which conditions of poverty, illness, malnutrition and complex social situations nullify or reduce their life expectancies.

The Foundation aims at promoting intervention in favor of health, education and social integration and wants to do so by measuring, as far as possible, the effects of its intervention with the objective of constant improvement.
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Technological innovation is at the top of the agenda for the GCC with the UAE taking the lead to encourage its private and public sectors to constantly innovate. The birth of The Internet of Things (IoT) has set the groundwork for a smarter, more connected world in which tasks that span from business meetings to driving a car are made easier and more seamless.

Large corporations are clearly starting to see these benefits and more businesses in the region are starting to further incorporate technology into their operations across all levels. The products and services that follow are innovative, efficient, and, digitally advanced.

At the frontline of this technological revolution is the shift to a more digital, online space. The need to be digital is prompting organisations to completely rethink ways to manage, engage, lead, and develop their processes. Organisational design is being challenged with a large focus on real-time feedback and analytics. And in turn many companies are beginning to acknowledge the change and are embracing the advancements in apprehension of being left behind.

AW Rostamani is one such entity that fully understands this modification in the market and has firmly encouraged its advancements. The group’s technology arm, Shift Technologies, is proactively moving toward becoming a first of its kind digital integrator in the region. By partnering up with Outsystems, the business has launched an innovative method to market and resell its products.

The partnership with Outsystems, a global leader in low-code mobile and web application development (as recognised by Forrester and Gartner) sees Shift Technologies make the move to take further their understanding of the Enterprise Architecture.
(EA) space. EA, is a conceptual blueprint that defines the structure and operation of an organisation and determines how an organisation can most effectively achieve its current and future objectives.

By utilising the Outsystems platform, development can be done three times faster, with a quarter of the effort. This type of innovation has been in Shift Technologies DNA since its inception and by building on its technology heritage to become a leading digital integrator going beyond solutions and systems, the company is building an improved marriage between client-focused business and technology.

By seeking to bring the latest technology to their organisations, companies are fast-advancing ways to assist their customers by developing their education and understanding of information. Whilst doing this they are also reducing costs, improving time efficiency and ensuring data security.

The GCC is turning into an innovative hub well beyond its years with the possibility of setting the standard for the next technological revolution. With the UAE emerging as a pioneer in this field, by highlighting the role of IoT and its desire to push for smart cities, a world where innovation and creativity will aid business operations will soon become the norm and Shift Technologies stands ready to assist its clients in preparing for this new norm.
Customer first is the long-standing commitment made by Arabian Automobiles Company, and their latest achievement shows evidential devotion towards this pledge. “People who walk through our doors are far more than clients,” said Sharad Dubey, Director, Aftersales, Arabian Automobiles. “They are the focus of everything we do. We always endeavour to deliver the very best customer experience.”

In light of this, Arabian Automobiles has now launched the latest enhanced customer experience program focused purely on customer convenience, titled Express Service. Express Service is a unique service concept that provides a competitive edge to AAC which promises customers vehicle delivery within 90 mins from their arrival in a workshop with an appointment. This service dramatically enhances workshop productivity, which in the long run means less hassle for the motorist and less time wasted at vehicle service intervals. The objective of the whole concept is to provide customers a better experience and exceed their expectations. Arabian Automobiles’ new Express Service concept is already active across the company’s network covering all major service workshops such as in Deira, Shaikh Zayed Road, Al Awir, Sharjah, Ajman, and Ras Al Khaimah, making it easily accessible to all customers.

How does it work?
Upon arrival, customers are welcomed quickly and conveniently via an iPad check-in and escorted to the waiting lounge where they can relax while their vehicle is serviced. During this time, their vehicles will be undergoing major periodic maintenance service, computerised quality inspection, road test, washing and payment all within just 90 minutes. Major process enhancements, a two-man technician’s concept, IT automation, workshop layout changes and state-of-the-art equipment have collectively resulted in this drastic reduction of turn-around time. And, should a customer forget their allocated appointment, there is no reason to worry because the entire Express Service concept is designed to be e-smart and connected. Customers can receive service reminder messages to ensure they don’t miss their service schedules, while in the background the necessary parts are automatically ordered for their vehicles to be ready and waiting at the workshop. Whilst the service is in motion, customers can also stay updated in real-time. They will receive a message informing them of the status of their vehicle, for example, that their vehicle has proceeded to quality test or to the washing department. This has all been designed with the customer in mind and to ensure they are continuously taken care of, resulting in a very satisfied vehicle-owner when leaving the service centre.

With such pioneering technology, passionate technicians and streamlined processes, Arabian Automobiles will continue to strive for the world-class
standards it has been recognised for, not just by Nissan Motor Company in Japan, but also by the legions of Nissan fans in our region.

People who walk through our doors are far more than clients.”

Arabian Automobiles has now received the World Aftersales Progress Club Global Award for the ninth consecutive time. The evaluation is based on extensive criteria covering the entire aspect of aftersales performance and business management, such as customer retention and satisfaction, parts, accessory, and service sales. This makes the company the first Nissan distributor anywhere in the world to achieve this distinction.

In total, Arabian Automobiles has been awarded the honour an astonishing 18 times to date in the company’s 47-year history. This is thanks to the passionate team, hard work, and in a large part to the loyal Nissan customers who have continuously supported Arabian Automobiles in Dubai and the Northern Emirates.
Two good friends and now business partners, Roberta Calarese and Huda Al Rostamani, have joined their talents together to launch the new online site for luxury homewares, Apartment51. Apartment51 is an online homeware store created in 2016 to capitalise on Dubai’s flourishing retail industry.

“It’s a concept that reflects our lifestyle, taste, background and education, who we are and where we come from,” says Huda. The site’s name is not without purpose.

“We picked ‘51’ because in numerology, it’s the number of freedom of expression and of family, so for us, it’s really about creating a warm environment at home.”

Roberta explains. “It’s also the number of something that’s destined to achieve great heights.”

Apartment 51 was conceived over a casual conversation back in 2014. “It was really just a simple evening with friends,” says Roberta. “Huda, her sister Hana, who is a silent partner, and I were sitting and talking about how difficult it is in Dubai to find things that are edgy in design, of good quality but at affordable prices.” With this, they thought why not open a concept store that would meet their needs as buyers, offering items they’d like to put in their own homes.

Over two years later, the idea came to fruition in the form of a smart, one-stop shop for kitchenware, tableware and decorative accessories. From quirky Dutch designs that are signature Pols
Potten to the traditional Turkish aesthetic of HM Koleksiyon to the craftsmanship of Italian brand Riviere. “We bring products that have uniqueness to them, ethnicity, culture,” states Huda.

“We look at three components when selecting brands – design, quality and price.”

Apartment51 is now 18 brands strong, the virtual doorway to affordable luxury. Roberta shares. “There’s an Italian brand called Carlo Moretti that does beautiful, long glasses, but each glass retails at Dhs500, which is too much. But then we look at, for example, a Portuguese brand called Porcel that does fine bone China and Limoges but is extremely affordable.

The quality is fantastic, the design is great. So these are brands we want to incorporate into Apartment51.”

What’s next for Apartment51? “The final vision is to have a 360-degree store that covers everything for the house,” says Roberta. Huda shares that a showroom is on the cards but it’s something that’ll happen in due time. “We don’t want to rush into something customers feel isn’t the right place,” she notes.

They both feel the virtual space, however, comes with greater possibilities. “The things you do online aren’t what you can do in a physical store,” says Huda. “Sometimes, people get bored when they go to the same shop and see the same thing, so if you notice now, the new trend is to re-shift the products in a shop so that customers feel like they haven’t seen them before when they come again.”

Apartment51 was also showcased at this year’s Modern Woman Show, a three-day exhibition in Dubai featuring luxury brands across the board. “We created our stand like an apartment where you have all your things put together in a mix and match way,” shares Huda. “This is the experience we want to create for people, to feel they have objects surrounding them in their home that bring good energy and a sense of taste of creativity.”
Innovation that excites

Arabian Automobiles

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Product Review

All-New 2018 Renault Megane

The Next Move

The Renault range is expanding with the introduction of a New Compact Sedan – the all-new 2018 Mégane. This model completes Renault’s offering in the segment and strengthens the brand’s position where compact saloons remain the preferred choice amongst motorists looking for a comfortable and spacious vehicle that reflects their social identity.

The all-new Mégane was conceived, designed and developed in line with the New Mégane Hatch, launched at the beginning of 2016 in Europe. This means it benefits from the same features and technology as its five-door sibling, while adding record-breaking roominess for its class with generous space for its occupants and a boot volume of 508dm³ VDA. Courtesy of its dynamic styling and its range of features from the next segment up, the new Mégane represents a genuine upmarket shift, which enables the brand’s latest model to position itself as the new benchmark in the compact saloon category.

Renault has bestowed the new Mégane with features that are more usually associated with models from the next segment up, boasting all the necessary credentials to attract retail and business customers thanks to its attractive, differentiating positioning:

- Exterior dynamic and status enhancing styling for the driver and/or the company they represent
- Best-level low fuel consumption and CO2 emissions for the segment
- Unrivalled dynamic performance and range of features and technologies for its class (R-LINK 2, driving aids) to re-assure and assist high-mileage drivers
- Exceptionally comfortable seats and roominess make it the perfect travel companion.
- A proven vehicle and several hundred thousand kilometers of road tests have ensured its quality and reliability.

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Carefully Crafted Refined Interior

Travelling comfort is further enhanced by the careful attention that has been paid to the interior finish, to the quality of the soft-to-the-touch materials, which are within easy reach of the driver and passengers: Materials found in Renault’s higher-end models:

- Plush foam-backed covering selected for the dashboard, upper door panels, door inserts and armrests, satin-effect chrome instrument, air vent and centre console surrounds
- Full-grain Nappa leather-trimmed steering wheel, available on the top trim level

The consistency of the materials used for the dashboard and the top of the door panels accentuates the interior’s perceived width. The centre console is wide, tall and surrounded by a smart trim. On the top version, the design of the console as well as the front and rear door panels are enhanced by two fine strips of light picked out in the same colour as that of the ambient lighting.

All of the above contribute to the sensation of superior comfort on-board the new MEGANE.

Seamless performance

As an engine expert and a pioneer of turbocharging and downsizing in Formula 1, Renault is a leading advocate for engines that seamlessly blend driving pleasure and efficiency. The all-new 2018 Renault MEGANE’s 1.6 litre engine generates a thrilling 115hp and 156nm of torque from 4,000rpm and features an X-Tronic gearbox that was designed to enhance driving enjoyment and reduce fuel consumption compared to conventional automatic transmissions.

While providing drivers with stylish design and a full suite of state-of-the-art technology and safety features, Renault MEGANE also delivers an exhilarating ride with seamless gearshifts and maximum efficiency.

Dynamic and Balanced Exterior

The new MEGANE is far more than merely a four-door version:

- It stands out from the opposition by dint of its coupé-like silhouette and proportions. Its broad, sculpted shoulders express its sportier style
- Renault’s designers have drawn upon their acclaimed expertise to seamlessly incorporate 508dm3 VDA of boot storage capacity without compromising the vehicle’s aesthetic appeal
- Its generous dimensions (4.63m long and 1.81m wide, with a record wheelbase in its class of 2.71m) underscore its status-enhancing credentials and provide additional room for occupants.
- Its 1.57m front and rear track – the widest in its class – and its range of wheel sizes up to 18 inches imbue it with a striking stance
- A unique feature in the compact saloon category, the top version of the new MEGANE is equipped with a panoramic sliding glass roof that fills the cabin with natural light in the front and rear
- The front C-shaped lighting signature features LED 3D-effect light guides. Available as option on the top version of the new MEGANE are full LED head lights
- The rear LED lights form a unique horizontal 3D-effect signature featuring Edge Light technology. The slender brush stroke-like lines emit a deep red light

66
Class-leading Seat Comfort and Roominess

The precision-designed seats promise and provide class-leading comfort and support thanks notably to the use of dual-density foam. Leather seats available as option on the top version offer massage function for the driver plus electrically-adjustable lumbar support.

The cabin offers a generous level of space for the driver and passengers alike:

- Shoulder and elbow room are amongst the best in the class (1,441mm shoulder room in the front and 1,377mm in the rear, with 1,492mm elbow room in the front and 1,413mm in the rear)
- 216mm knee room in the rear
- The angle of the rear-seat back optimises head room for taller passengers and improves postural comfort

Particularly close attention has been paid to cabin stowage space and user-friendliness:

- The central armrest can be adjusted in length to offer as much as three litres of storage
- A generous 7-litre glove box
- The front-door stowage space accommodates a 1.5-litre bottle

Unrivalled Equipment and Technology

The new MEGANE comes with a wide range of features more commonly associated with the next segment up and unique in the segment: a configurable 7-inch TFT colour screen instrument display and the R-LINK 2 multimedia tablet available in two formats - a 7-inch landscape format or an 8.7-inch portrait format.

R-LINK 2 is a control centre that manages the vehicle's various functions: multimedia, navigation, telephone, radio, MULTI-SENSE and driving aids (ADAS).

R-LINK 2 offers:

- An intuitive, easy-to-use interface, similar to that of a tablet or smartphone: click-and-drag to move icons, page scrolling, two-finger zoom
- Easy customisation, courtesy of three configurable ‘home’ pages with widgets (icons) and up to six different profiles that allow swift access to pre-selected driving settings and in-car ambience preferences
- Connectivity, with smartphone replication (available depending on market). For iPhone users, the Siri voice command system can be activated from the steering wheel

The new MEGANE equipped with R-LINK 2 also benefits from 3D Sound by Arkamys® and eight speakers. Thanks to its special digital signal processing software, this system adds depth and texture to listening pleasure.

Upper Segment Equivalent Driving Aids (ADAS)

More traditionally found in higher-segment vehicles, useful and easy to use ADAS contribute to driving comfort and safety.

The new MEGANE benefits from the very latest driving aid (ADAS) technologies that also equip Renault's high-end models (Talisman, new KOLEOS).
These driving aids are all accessed and activated via the R-LINK 2 tablet and include the following functions:

- To alert: Blind Spot Warning (BSW), Unstable Trajectory Alert (drowsiness alert)
- To assist: rear view camera, front, rear and side parking sensors, Easy Hands-Free Park Assist

The new MEGANE is also equipped with the latest-generation electronic stability control (ESC), traction control, braking assist, electronic brake force distribution, hill start assist, tyre pressure monitoring system as standard equipment.

Features that make life easier

In addition to these technologies from Renault’s high-end models – unique in the segment – and depending upon the version and market, the new MEGANE offers the following features from the next segment up, designed to make life easier:

- Easy Trunk Access (ETA): a hands-free boot opening system that works by detecting movement underneath the rear bumper. This is a unique feature in the compact saloon segment
- Hands-free entry card and starting (with automatic vehicle locking)
- The electronic parking brake immobilises the vehicle when the engine stops and frees up space on the centre console
- Automatic dual-zone climate control

Designed to make driving safer

The new MEGANE benefits from Renault’s vast experience in the realm of passive safety with the following features:

- Two front airbags (standard)
- Two lateral thorax/shoulder airbags for the front occupants (top version)
- Two curtain airbags (top version)
- Anti-whiplash front and rear head rests (standard)
- Anti-submarining system for both front and rear seats (standard)
- Rear ISOFIX anchorage for i-Size child seats (standard)
- Front seat belts are equipped with pretensions and load limiters (standard)

The new MEGANE is a dynamic and elegant saloon which features the styling hallmarks associated with this type of car which, in many countries, is still the favoured body shape of motorists in search of a vehicle that mirrors their success and social standing.
Enrich Club is excited to launch the smart payment solutions feature later this year, offering a wealth of convenience to AW Rostamani customers and allowing them to use multiple payment options for a variety of products and services.

If you were to ask any person about their most dreaded customer experiences, waiting in line would be towards the top of that list. The Online Payments feature of Enrich Club is coming soon to allow customers to pay for service requests, sales orders, service contracts, vehicle reservations, renewal of insurance and other services offered by AW Rostamani Group companies. The purpose of introducing these features is to improve the user experience of AW Rostamani customers by providing an online payment gateway that will enable them to make their payments conveniently against any transactions with AW Rostamani.

The portal will also provide an option to buy loyalty points online. Customers will have an option to make payments against their transactions using their credit card, points or a combination of both. The online translations are integrated to create cash receipts in Oracle. There will be no need to wait in a queue just to make a payment at a cashier. The customer will be able to view their car service transaction online at www.Enrichclub.com, make the payment online and then simply arrive at the service centre to find his/her car ready for collection. A payment process that used to take approximately 15 to 20 minutes on average, could now be completed in only five minutes within the comforts of their own home.

Slowly but steadily, more customers in the UAE are adopting a new way of shopping, opting for online purchases rather than visiting traditional brick-and-mortar stores. A report by Visa and the Department of
Economic Development in Dubai showed that the average monthly online spend by UAE residents witnessed a double-digit increase in 2017, reaching over AED 2,000 on average. Estimates and surveys indicate that the UAE’s e-commerce market is worth over AED 20 billion annually and predict that this number will double by 2020.

According to the study by Visa and the DED, 56% of UAE consumers interviewed make online purchases at least once a week, with nearly 68% saying they prefer using cards to pay online. In view of this development, Enrich Club are enhancing the payment channels to best suit the AW Rostamani customers’ lifestyle.

We believe this will be a great initiative to cater to our customers’ needs and will offer convenience for a better customer experience at AW Rostamani locations. Moreover, Enrich Club is also going for an external coalition with YouGotaGift.com to offer more reward options to AW Rostamani customers.

**And what will happen next?**

While e-payments are still in their infancy in the UAE, the trend is certainly here to stay and grow, given the wide range of benefits they bring to the wider public. Offering easy ways to pay for all sorts of products and services from service requests and sales orders to service contracts and insurance renewals, payments has never been more convenient.

With automation now being a key aspect of customer experience, AW Rostamani is now focusing on more high-touch interactions with customers and to use Enrich Club as a platform to understand what the customers’ needs and desires are. AW Rostamani’s Enrich Club is devoted to providing high-quality and lasting customer experiences which could only happen by analysing market trends and customer expectations and designing high-tech solutions that are driven not only by what the customers want now, but what they could dream of in the near and far future.
AW Rostamani Veterans

AW Rostamani provides a healthy and happy working environment for their employees to thrive. So much so, that many employees have proudly served over 20 years to the company, making them AWR Veterans. AW Rostamani considers this dedication to its core values of integrity and commitment as the truest form of a compliment. In addition to AW Rostamani’s core values, cultivating professional growth and encouraging career progression is also at the forefront of their successful long-term business strategy. Many of the veterans across multiple subsidiaries, not only offer 20 years’ experience but also have solely worked at the company for their entire career-lives. Today we additionally recognise all who have committed to almost a quarter of a century at AW Rostamani. We spoke with six veterans to hear what has motivated and driven them to enrich their lives at AW Rostamani.

Hussam Baghdadi

We spoke with Hussam Baghdadi who took us through his journey at Arabian Automobiles Company. Hussam joined AW Rostamani back in April 1995. He started as a Nissan Sales Executive. Going down memory lane, Hussam reminisces about his first day at work. He felt a little like a stranger and during this period he recalls, there were no formal induction programs like AW Rostamani has implemented today. He had to find his own way around very quickly in order to survive. Hussam had the need and drive to succeed and climb the ladder from his very first day.

He added “When I started in 1995 we had a small showroom in Deira selling only Nissan cars. We were only 6 sales people, one of which was Gordhan Punjabi who now heads our Training division. At the time, I was only responsible for my sales target. I then moved to being a Sales Supervisor for Nissan and later was promoted to Sales Manager of the Nissan showroom in Deira. Since then, I climbed the ladder to National Sales Manager before moving to Infiniti back in 2005 where I grew into the role of Deputy General Manager. Today, 22 years later I head the INFINITI Business as the General Manager in Sales & Marketing and together with my team we have managed to place INFINITI to the number one position in the region.
and the top five INFINITI Dealers globally within the world of INFINITI”. Hussam has served the company for a quarter of a century, seeing it grow from a small dealership of two hundred employees to the most awarded local company in the UAE and employer of thousands.

Hussam’s proudest moment was launching the INFINITI brand which had no previous awareness in the region, and is now generating a 5.6% market share within the Premium Total Industry Volume. Not only that, INFINITI has attained the award for the Best Performing Brand for the 2016 cycle. Life Enriched asked Hussam what has been his best day at AW Rostamani and why, he replied, “Every day. Coming to work is always the best day because I work with the best teams, the best people and we sell the best products in the best facilities. My fondest memory is when we separated INFINITI from Nissan and launched the brand in 2005 in the presence of Mr. Carlos Ghosn, as I knew this was going to be a great success story in the years to come”. Hussam celebrates and gives thanks to Mr. Ayat for being his greatest inspiration and motivation at AW Rostamani.

“Michel Ayat has taught me a great deal in my professional day-to-day life. He has a tremendous amount of energy and a great sense of leadership. After 22 years in this company, I continuously learn from Mr. Ayat. He is the best mentor I could ever hope for. What I have enjoyed most about my role is leading the great INFINITI team. They have become an extension of my family which makes it a true honor and pleasure to come to work every single day of my life.”

Hussam has felt a strong loyalty to the company for over 20 years due to AW Rostamani’s Late Abdul Wahid Al Rostamani, who had been a great father and influential leader to him. Hussam states that he gave us the power of ownership and always supported us on a professional and private level. And for this, his loyalty is endless to the AW Rostamani family.

We asked Hussam what he felt has been his biggest challenge, and he answered with the challenges of the 2008 recession. This was a time that saw a tremendous slowdown of business. They overcame this challenge by pure team work under the leadership of Mr. Ayat who supported them and motivated them not to give up, to push forward and strive on. Hussam shares his advice to new recruits,

“Be passionate about what you do at work, never give up, never be satisfied and challenge everyone, as you are now part of the best company in the region, that is led by empowering owners and the best management team.”

Hussam commends each and every employee within the large organisation and AW Rostamani as a whole, from evolving from a small dealership of a couple of hundred employees to over 4,000 employees today. AW Rostamani has become the most awarded local company in the UAE and follows the latest best practices and processes.

Hussam concludes that he is confident AW Rostamani Group and Board Members will continue to grow and prosper under Mr. Khalid Al Rostamani’s leadership.

Rita Pulikan

On November 28th 1992, Rita Pulikan started her first day at AW Rostamani. The first position she held was Telephone Operator in Arabian Automobiles Company. Following a further 11 years, she is now the proud Executive Secretary of the same department. Rita states, “I love my job. I am very proud that I will be completing my 25 years of service in November this year.”

“I will be the first female in mine or my in-law’s family that will receive the long service award!” From her first days at AW Rostamani, Rita faced many challenges. Rita’s first role as Telephone Operator also involved some typing responsibilities but Rita had very little, to no typing experience. To overcome this challenge, Rita enrolled in a typewriter class outside of work hours and as a result achieved a Typing, Self-Correspondence and Secretarial Course Certificate.

Rita has been motivated to commit over 25 years to AW Rostamani because of the safe, encouraging and happy work environment the company offers. Rita gives many thanks to her family for their continuous support and her daughter for her encouragement which too, have contributed to her loyalty to AW Rostamani for over 25 years.

“My fondest memory was when my son was around three and half years old and I told him where I was working. Because he was too small to memorise Arabian Automobiles Company, I told him that Mamma is working for Nissan and showed him the Nissan logo. Whenever we used to go out
in the car, he would peep his head out of the window the minute he would see the Nissan logo, he used to shout “Mamma Mamma see NISSAN- NISSAN…” “1 NISSAN, 2 NISSAN, 3 -3 NISSAN.”

Rita continues, her biggest influence to her work ethic and inspiration has been from Mr S.B Prasad, Service Manager who accepted her CV for her first role and Mr. Ayat for inviting her to join Arabian Automobiles. Rita adds, “I am also tremendously grateful to Mr. Vally Almedia, Senior General Manager of Parts, for taking me on as Secretary and Mr. N R Kannan. Without Mr. N R Kannan’s acknowledgement, I wouldn’t be in the role I am today, as Executive Secretary. Thanks to all.”

Rita’s advice to new recruits is, “Life is not as easy as you think. You need to have a goal and work hard. Always work with a road map in both your professional and personal life.”

Ali Ali Mohammed

Ali Ali Mohammed joined AW Rostamani on 11th March 1975, as an assistant in the Service Department. Ali Ali tells Life Enriched magazine that after 42 years, he can remember memories of excitement and nervousness during his first day at AW Rostamani. Ali Ali’s story is very special and unique because he has spent the entirety of his working life at AW Rostamani Group. On beginning his journey at AW Rostamani, Ali Ali believed he would work with the company for 2-3 years and then return back to his home country, “but because of God’s grace, I have completed 42 years. Every day I have spent here I have felt more and more proud.”

When Ali Ali joined the company there were only 50 employees within Logistics. Since then the company has grown into a large MNC. Ali Ali states, “Abdul Wahid Al Rostamani has been a great influence on me because of his personality and I will never forget his kindness, vision and simplicity.” When Life Enriched Magazine asked Ali Ali what his advice to new AW Rostamani recruits would be, he said “This is a very good company. Happiness will be with you always because of the culture that it brings.”

Valerine D’Almeida

Valerine D’Almeida started his career in March 1975, celebrating an impressive 43 years with AW Rostamani. He began his career at AWR 43 years ago as a Parts Sales Executive and today is the Senior General Manager of Spare Parts Department. Valerine speaks of the satisfying career achievement he felt when joining the company because the role was in alignment with his previous experience in India, and therefore felt that he had joined the right organisation, for this reason, and secondly for the company’s association with a global automotive brand. From his first day, Valerine expressed that he felt immediately impressed by Mr. Rustom Phiroz Master – Parts Manager for his overall command of operations and his team.

For Valerine, there were no set personal ambitions before embarking on the ship to Dubai except to work for 10-15 years and return back home. He simply hoped to start his career working with a strong and capable leader and to learn from them. This was fulfilled having met and worked closely with AW Rostamani Group Late Chairman Mr. Abdul Wahid Al Rostamani and the Parts Manager Mr. Master. From this moment forward he felt committed and inspired by his new role.

Valerine is very proud of the fact that the Management of AW Rostamani holds high regard to his work and the results delivered by the entire Parts Department under his leadership. In addition to this, Valerine celebrates the improvement of business performance of the Parts Department in 1986 to 2016, overcoming difficult challenges and unfavorable external factors. In the year 1986, Valerine and his team set up the Dealer Network and in turn, they began the Parts Sales. Today the network strength is at 130+ Dealers.

In addition to this, the day he cherishes most for his own personal development is the day he was elevated to the post of Parts Manager. “Our Late Chairman without any hesitation had promoted me immediately when the position fell vacant”, he said.

Life Enriched asked Valerine what is it about the AW Rostamani Group that has motivated him to commit to the company for over 20 years. Valerine replied,

“Core values that were encouraged by our Late Chairman have motivated every member of the organisation”

“Similarly it has been the aspirational people within the company, who have put in the best effort to achieve the highest accolades from the principals who have inspired me.”

Valerine said he would like to inform future employees of AW Rostamani, that “AWR is a great organisation to work for as it is greatly driven by core values and security.”

Balaiah Gandla

Balaiah started his journey at AW Rostamani in September of 1996. He joined the company as a cleaner and today is a proud chargehand. During his first day in
and for the first time, Lumina’s financials broke even by the end of 2005. Since then Lumina has been a profitable organisation. Prasad states “This was my fondest memory; meeting directors, taking approval for a turnaround business plan and making the plan a success with results.”

In 2016 Prasad under the vision of new management and his team were successful in bringing a paradigm shift to the conventional lighting factory to state of the art LED lighting manufacturing unit. Prasad and his team were able to qualify the stringent quality audits of GE and could become their approved vendor to manufacture LED lighting fixtures in GE brand as an OEM.

Another important milestone in Prasad’s career was establishing a state-of-the-art lighting laboratory in 2015. Prasad and his team were successful in getting ISO 17025 accreditation from Dubai Accreditation Council. Prasad boasts that AWRL Laboratory is the only accredited lighting laboratory in the entire GCC region.

Prasad started his journey in 1999 as a Production Manager. His team of 20 people worked in almost all the functions of Lumina except Finance and today he is the General Manager of Operations in Lumina, taking care of manufacturing, product development and supply chain with a team strength of approximately 120.

Today he states, “My personal ambitions are to develop the business unit as one of the top manufacturing units’ in the region and to establish the brand ‘FRATER’ as the most reliable brand for lighting applications in the Middle East.”

Prasad’s advice to the younger generation of AW Rostamani is to work in line with the core objectives of the Group, be focused, aim high, never give up and build career.
The Take-Off

According to a report by Alpen Capital, the number of passenger cars in use in the GCC region is expected to grow at 5 percent annually from an estimated 10.3 million in 2015 to 13.2 million in 2020. Its report said new passenger car sales are projected at 1.4 million in 2020, compared to 1.2 million in 2015.

It has been said that the cost of vehicle ownership in the GCC is lower compared to other countries globally, due to a favourable tax structure. Key drivers to car ownership in the GCC include, attractive insurance and financing options that make it easier to own a car in the GCC along with the availability of low-cost fuel. Although oil-based economies have recently resorted to raising energy prices in a bid to reduce subsidies, the cost of fuel is still much below the global average.

With these trends, a market has emerged in which large automotive service groups offer multi brand car repair and sale of used cars aftermarket sales, car repair and service.

The UAE has witnessed the full effects of this emerging market that is being tapped into by a variety of large businesses. AW Rostamani, a leader of the UAE automotive industry has recently launched their own multibrand service network titled AUTOTRUST. The multibrand network for car repair, service, and sale of used cars sees AW Rostamani, which has historically exclusively serviced Nissan, Infiniti, Renault and MG/ ZNA only, now expand its expertise and offering to all customers across the UAE, without any car brand restrictions. Customers will also be able to enjoy a new and highly convenient buy / sell option through the multibrand used cars channel too.

AUTOTRUST is slowly turning into a positive alternative for its customers and offers state of the art services to all customers in the UAE. Its service centres are conveniently located in Abu Dhabi, Dubai and Sharjah. AW Rostamani not only offer multiple convenient service locations but they also offer 50 years automotive experience, ensuring the best products and services are provided to their customers with a legacy of quality at competitive prices. AUTOTRUST also has tailor-made service packages with a lot of value additions that are unique to the industry, keeping in mind the need to provide its customers with the best possible customer experience.

The AUTOTRUST brand is aiming to be the most preferred automotive multi-brand service provider in the industry offering a wide range of services for a wide range of cars. They are quickly becoming the preferred partner for repairs of a wide variety
of cars originally starting off with different brands of Japanese and Korean cars and then moving onto American and European cars. The brand has now won the trust and confidence to repair high-end cars like Rolls Royce, Bentley, Audi, and Porsche. Becoming the preferred and trusted service partner for this calibre of car is the key milestone for any automotive service provider in a competitive market.

AUTOTRUST is already becoming the first choice for the discerning insurance companies who are keen on providing high-quality repair and service levels to their customers who have vehicles with non-agency repair cover. These tie-ups aim to provide excellent support in terms of accident repairs to customers in the UAE who currently have non-agency repair motor vehicle policies, using genuine parts and skilled trained technicians with the latest technology and equipment. This marks the beginning of AUTOTRUST, on their venture towards a long and fruitful journey of enhanced business volumes and customer delight in the multibrand automotive service and repair Industry across UAE.

Subsequently, AUTOTRUST Car Service and Repair Centres are drawing the attention of high-end automotive brands. AUTOTRUST Service & Repair Centres started off servicing and repairing Asian cars, including Toyota, Nissan, Honda, Mitsubishi, Lexus, Infiniti, Hyundai and Kia before American cars and European cars such as Ford, GMC, Chevrolet, BMW, Mercedes, Volkswagen, Audi and Porsche followed the interest.

By bringing together the best of excellence in technology and customer satisfaction, AW Rostamani ensures that the launch of AUTOTRUST comes at a time when the UAE Government is discussing a new legislation change. Manufacturers and official automotive distributors will be obliged to honour warranties even if customers have conducted periodic maintenance and/or repair at independent workshops. With this in mind, AW Rostamani ensures that AUTOTRUST customers enjoy benefits ranging from warranty, 24/7 roadside assistance, insurance and finance.

The UAE automobile sector is dynamic and one of the faster-growing sectors in the world, primarily owing to the growing population and high disposable income coupled with significant infrastructure developments in the region.

AW Rostamani believes that with the launch of AUTOTRUST, the group is on the right track to be the most preferred multi-brand auto service network in the UAE offering all automotive aftersales-related services to a variety of car brands with an aim to one day expand its presence to all Emirates including major and minor service points.
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In just 50 years, the UAE, and the city of Dubai has become an international symbol of growth, prosperity and success in all sectors, one most prominent industry being the property development sector. AW Rostamani has proudly contributed to the growth of Dubai and its iconic buildings, such as the 21st Century Building on Sheikh Zayed Road. Life Enriched visited the Group Property Development division to speak with the team about their industry and what exciting projects they have coming up this quarter.

Entering the Group Property Development office, we were met with a room filled with positive energy and busy colleagues. Desks were covered high with organised piles of documents and contracts.

Life Enriched: You’re busy…
Group Property Development: Always (said the team with big, returning smiles).

LE: Then we really appreciate the team taking the time to speak with us.
GPD: It’s our pleasure.

LE: Thank you! What is it that the Group Property Development team like about AW Rostamani?
GPD: The fact that the company is a family led is a powerful feeling within the company, yet it is extremely professional and well organized throughout. AW Rostamani is a huge organisation that covers all your requirements as an employee. All your needs are taken care of by HR and their well-thought out processes so that you as the employee feels a sense of pride to work here. It is incredible how much the Rostamani’s have contributed to this country and therefore equally incredible to be able to work alongside them. It was an honour to work and interact with the Late Chairman Abdul Wahid Al Rostamani. He has inspired us in many ways. Every day is different and in the property development industry, it is always exciting and dynamic.

LE: How has the Property Development Industry changed in the last five years?
GPD: We have seen the market become saturated slightly in the last two years, with more competition entering Dubai’s Real Estate. In order to overcome the challenges of increased competition, we have ensured that we stand out from others by upgrading our buildings, both commercial and residential, whilst remaining affordable. Customers are looking to upgrade to higher quality apartments or offices but are only willing to pay the same as they have done previously. We take it upon ourselves to promise higher quality and specification than the market, priced fairly, all the while never compromising on service and excellence.

LE: How do you make small improvements to your buildings that have big impacts on your tenants?
GPD: We pay attention to every detail. We believe in fluidity and consistency throughout. It is important that our lobbies, corridors, even elevator lights all portray the same consistent level of attractiveness and quality. We have spent a great deal of time researching our suppliers and travelling abroad to incorporate high-quality materials in our properties. Most recently we visited Italy for new marble. We are looking forward to revealing some very advanced features to our new properties next quarter. But that’s all we can say for now.

LE: Can you give us a small teaser?
GPD: We can say that we will be taking customer convenience to the next level. Features that you have never seen even in
your top luxury Dubai hotels will be part of a big project we have coming at the start of next year. Above this, the features won’t just be interior features... This will be something completely new to Dubai.

LE: We can’t wait to hear more. What are the most exciting projects Group Property Development have completed?
GPD: At the moment, Al Mankhool Mix-Use Project is very exciting. When completed it will contain a 5-star Islamic Hotel hotel, serviced apartment, a residential tower and an office tower. This is one of our most luxurious projects. Moreover, this year we will have also completed the Trio Building in Al Barsha, Infiniti Showroom and Service Center in Sharjah.

LE: They sound impressive. Have you faced any challenges?
GPD: There are many challenges in property development, it is very much an industry whereby you need to be a problem solver. The Al Mankhool project has faced many challenges as the buildings are using the latest and most advanced technology in order to reveal a very distinguished hotel and serviced apartment, and with these complexities will always come challenges.

LE: What it is that you enjoy most about your industry?
GPD: Finding a proper solution that most others would initially see as impossible. We are firm believers in making the impossible possible and solving any problem. You must be tough and resilient. But above all else, calm. This industry is known for disputes and frustrations, but calm and clear thinking is the correct and professional way of dealing with such situations, which we practice and execute at AW Rostamani Group Property Development.

LE: What advancements in technology are you seeing developing in your industry and how do they affect/improve your processes?
GPD: We are seeing all around us that technology is rapidly advancing and improving the way in which we work. Currently, we are working with new advanced building management and control systems. And we are looking into many new advanced features for our customers which will be revealed at a later date. One which we can mention now is we are looking into using a mobile app that will give access into your room in the hotel rather than an access card.

LE: This gives us great joy. My phone is always in my hand, so rather than dropping all the shopping bags to locate my access card in my purse, I can simply raise my phone to the sensor. This will be very convenient for customers!
GPD: We think so and there are many more features like this, which are even more impressive! Customer satisfaction is one of our company’s core values. We place the customer at the forefront of our minds in every project that we do.

LE: This is great to hear and see become a reality. Thank you very much for speaking with us.
GPD: It has been a pleasure and we look forward to speaking to you in the near-future to tell you more.
ADD A SENSE OF STYLE TO YOUR HOME
Shift Car Rental Announces New Generation Digital Experience

AW Rostamani’s Shift Car Rental’s business arm was awarded at the Dubai Awards for Sustainable Transport for their digital management of their leasing and delivery system through mobile application services. The digital device based delivery system called Shift Leasing Delivery Management System (SLDMS) offers their customers a paperless experience, one of their various initiatives to Go Green.

AW Rostamani digitised their shift leasing management system using tablets, abandoning the age of paper-based and manual systems. The advanced method involves a delivery management system whereby Shift Car Rental drivers can log in to the application on a tablet that they bring with them to the customers. Once logged-in the drivers can view the jobs and activities available to them to start their day.

Through this, drivers receive and deliver vehicles from customers accordingly, a unique service that Shift Car Rental offers. “The technology that we developed for Shift Car Rental eliminates the amount of paper wasted in efforts of reducing our carbon footprint. This has given us incentive for Phase Two where we will extend this paperless system to our short term rentals of our business and digitally check in and check out cars at our multiple locations. This then creates a more efficient way of organising our fleet of 6,000 cars and most importantly, our customers for whom we try to facilitate the process as much as possible,” said Ashish Nanda, Senior General Manager at Shift Car Rental.

He added, “Providing the best customer experience and ensuring that our customers stay satisfied are aligned with the AW Rostamani legacy and with the UAE’s vision for happiness. This is what makes
this service special as it was created in the UAE, for the people that call it home.”

What makes this service unique is that customer feedback can be recorded on the app on the spot when the driver arrives at the location to receive the car. The tablets are also equipped to capture signatures as confirmation of delivery receipt.

The users can even inspect the car using the tablet and make a note of it through the tablet.

Aside from these benefits, AW Rostamani Shift Car Rental is still looking to advance the service. They are looking into including a voice recording function to better understand any customer complaints, using Gantt charts to depict work allocation and schedule of the drivers in the app for better monitoring and lastly, images and previous transaction details of the vehicle will be available to the next user.
Wellness at AW Rostamani
Be an ‘all-rounder’

Globally, companies are investing in corporate wellness programs and initiatives to help provide healthy and balanced lifestyles for their employees. AW Rostamani promotes their self-made corporate health and wellness program, called Layaka. Observing the employees of AW Rostamani come together to motivate and lead one another to success is a fantastic achievement for the organisation. AW Rostamani adds strong focus on team-building initiatives and support exercises, with the understanding that for a company to achieve it must contain strong, happy and committed employees. Anil Lamba, Chief HR Officer for AW Rostamani Group, said the company launched Layaka at the end of 2012 and since then, has seen substantial employee participation. To start with, Layaka involved a 12-15 week calendar of various games.
What tournaments have you competed in?
ICCA-Challengers Cup, Duplays Corporate Cricket, Unilog Super League, Sealine T20, Floors & Decks Ramadan T20.

What highlights and awards have there been and why were they great?
We have won the prestigious tournament in ICCA Challengers Trophy in 2017, stood runners up in Duplays corporate and achieved the ‘Fair Play’ award in Floors & Decks Ramadan T20 Tournament. Alongside our trophies and medals, the team repeatedly qualifies for semis and finals in other participated tournaments.

How often does the team train?
Mostly every week, and more regularly when we have tournaments lined up.

Who is the coach?
Mohammed Irshad (Indoor team coach) & Mohammed Ashiq (outdoor team captain and coach)

What are your ambitions for the team?
To be recognised as one of the top corporate teams in UAE and to remain a strong unified team! We place great emphasis on supporting our teammates and leaning on one another to constantly develop and improve our team skills.

What are the AW Rostamani’s team secrets to achieving your successes?
Friendship, passion, trust and dedication is the recipe we stick to, alongside a well-planned strategy on the ground. In fact, it’s a well-bonded team that merges individual talents and skills into one super-performing whole, with capabilities that surpass even our most talented member.

Do you have a team slogan? Fun, Fitness, and Friendship, Why is having team-spirit so important?
Not only does it give employees a chance to compete against other companies while enhancing their own fitness but it also strengthens and brings colleagues together. By utilising sporting principles and values, we build united professional success as a team.

What is in store for the future of the cricket team?
The team is looking forward to participating in some exciting tournaments in the upcoming months, therefore a lot of fun is in store. Regular training sessions have been scheduled. And our aim is to bring more prestigious trophies home this year!
Another AW Rostamani Automotive Star - Prime Honda, India

According to the Society of Indian Automotive Manufacturers (SIAM), the Indian automotive sector today is a $74 billion industry and by 2026 is expected to achieve a turnover of $300 billion—clocking an annual growth rate of ~ 15 percent. With government policies in place, India is slowly establishing itself as an automotive hub capable of one day competing with the biggest players not only in Asia but globally.

With these kind of numbers brought to light, it’s no surprise that many automotive companies see an opportunity in tapping into the Indian market, be it to sell or manufacture their cars. The market is growing at a rapid rate providing new opportunities for car manufacturers that may not have existed 10 years ago. But nowadays, it’s no longer about just being able to sell or build a car, it’s about a number of details that all make up the customer experience. From aftermarket offerings to showroom offerings, car companies need to keep up with their customers’ wants and desires. The automotive industry is more interactive and fast-paced than ever before with the need to stay ahead of the market more important than ever.

One such company that has made a name for itself as the fourth largest selling Japanese car manufacturer in India is Honda. The company, under the trade name “Honda Cars India Ltd”, has commenced its commercial activities (manufacture of Honda cars, sale of spare parts and other sales services) and has set a vision of being the most customer oriented automotive company in India. With great management, a strong relationship between all relative stakeholders can be possible, in turn ensuring success across all levels as is the case with the Honda brand in India. Behind the growth of the brand in India is Prime Honda (trade name), Capital Cars Private Limited, a leading player in authorised dealership of Honda Cars India Limited and a wholly owned subsidiary of AW Rostamani Holdings LLC, Dubai, as of September 2010. Prime Honda has been the recipient of various awards and accolades over the years, including:

- All India Technician Contest - DT & BT category – Gold – 2014-15
- Parts Excellence Award – Gold 2015-16
- Best Inventory Management – Parts - Gold 2015-16
- All India Highest Certification - Auto Terrace – Winner 2015-16

Director of CPO Management and CEO of Prime Honda, Mahesh Rohra states, “Prime Honda is the shining star on the automotive horizon of the fast-
growing market in India. It has a legacy of being a training ground for automotive professionals, from principals to sales dealers. It offers unmatched career development prospects and this has been clearly demonstrated by employees eager to impress and play a vital role in the progression of part of Prime Honda.”

The successes of these operations have made Capital Cars Private Limited a key member of the AW Rostamani family, in turn pushing the group to expand its offerings across India to ensure a wider group of people benefit from this very expertise. In New Delhi, an in-house automotive training centre has been created for the training and development of automotive professionals to deal with a wide variety of customer needs. This opens the door for a host of opportunities including AW Rostamani employees that wish to move between Dubai and India and reiterates the importance of Capital Cars Private Limited to the group.

Currently, Capital Cars Private Limited has two showrooms – one in East Delhi and a second one in Vaishali, Ghaziabad, UP and four workshop locations – two each in Delhi and Ghaziabad where customers can be greeted by friendly and professional licensed AW Rostamani 450 trained employees. The modern customer is savvy and more aware than ever, which is why it’s the modern day businesses duty to provide them with the best experience possible by the best team, Capital Cars Private Limited.

AW Rostamani has a wealth of experience in managing and delivering projects, where procedures and methodology have been developed to deliver the highest possible quality, with the minimum of impact to operations.
Highlights and Awards

It has been a very exciting season for highlights and awards, at the top of the list AW Rostamani proudly achieved the Dubai Quality Gold Award, as mentioned in this issue’s cover story (pages 8-14). We have listed a few others to give you an insight into AW Rostamani’s Spring/Summer accomplishments.

AAC Shines in Nissan Aftersales Regional Conference

AAC Aftersales made strong representation in the Nissan Regional Aftersales Conference held in Amsterdam on May 22-23, 2017 and received nine Awards for FY16, maintaining the leading NSC status in the GCC & Mediterranean. Awards included:

- Best Service Performance Award
- Best Parts Performance Award
- JPY ¥ 10 Billion Parts Purchase Achievement
- Key Value Parts Purchase Award, 1st Place
- Best Aftersales Marketing Manager Award
- BP-DOS Award
- AS DOS 3 Star Certification – Dibba Branch
- AS DOS 3 Star Certification – Ajman Branch
- AS DOS 3 Star Certification – RAK Branch

During the conference, Parts & Accessories Performance, Parts & Service Operations, Service & CS Performance, Standards, Aftersales Marketing and Global Aftersales Direction & Priorities in FY16 Aftersales Performance were reviewed. FY17 NMEF Aftersales Direction, Business Expansion, GDAP, Aftersales Marketing Activities Plan, Aftersales Business Plan & IPR Activities and Parts Logistics Direction was also shared.
AW Rostamani Chief Information Officer Awarded ISACA CIO of the Year

Sebastian Samuel, Chief Information Officer from Group Information Technology at AW Rostamani, was presented with a grand achievement earlier this month. Samuel graciously accepted the ISACA CIO of the Year award. ISACA (Information Systems Audit and Control Association) is a nonprofit, independent association that advocates for professionals involved in Information Security, Information Assurance, Risk Management and Governance. ISACA’s constituency—more than 140,000 strong worldwide—is characterised by its diversity and with more than 200 chapters established in over 80 countries worldwide.

AAC Honored at Dubai Taxi Corporation Annual Gathering Celebration

AAC was honoured for its extraordinary effort in supporting the Dubai Taxi Corporation as a Supplier and a Strategic Partner at Dubai Taxi Corporation, Roads and Transport Authority Strategic Partner’s Gathering 2017 Ceremony Award. This occasion was held under the patronage of Mr. Mohammad Obaid Al Mulla, Chairman of DTC Board Member of RTA Board of Executive Directors and Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation.

Lumina Teams Up With Adeeb Group To Light Nation Towers

In honour of Earth Day on April 22nd, International Capital Trading (ICT) has signed a deal with AW Rostamani Lumina and Adeeb Group for a retrofit using eco-friendly lighting solutions in Abu Dhabi’s Nation Towers as of April 25th. Aligned with the announcement by HH Mohammed bin Rashid Al Maktoum and HH Sheikh Mohammed bin Zayed Al-Nahyan to switch to environmentally friendly lighting, the project led by AW Rostamani sees the Nation Towers become the first location in Abu Dhabi to switch to eco-friendly lighting solutions. AW Rostamani are pleased to have signed on for this project with Adeeb Group to provide not only eco-friendly lighting solutions for ICT, but also quality lighting provided by General Electric (GE). AW Rostamani Lumina is the sole distributor of GE lighting in the UAE, and hope this project will be the first of many in Abu Dhabi and the UAE. “We hope the newly fitted out Nation Towers will give a breath of life to the numerous people that regularly visit the Nation Towers” said, Umar Khan, Chief Executive Officer, AW Rostamani Lumina. He added, “Providing the best customer experience and ensuring that our community stay satisfied is aligned with the AW Rostamani legacy and with the UAE’s vision for Sustainable Environment and Infrastructure. This is what makes this project so special as it was completed for the UAE, and for the people that call it home.”
Shift Car Rental’s Award Employees every quarter with new STAR AWARDS scheme

Acknowledging and recognising efforts always encourages more productivity and dedication. Shift Car Rental believe in distinguishing all those who display great levels of commitment and passion towards their daily duties. Shift Car Awards is a quarterly event. The awards are also distributed to the operations, sales, aftersales and finance departments, in recognition of their efforts. They also have motivational awards, which encourage activities additional to staff’s regular duties and responsibilities. Honesty Awards are the most celebrated awards as it bestows a great deal of respect and honour on the one who receives it. The entire ceremony encourages employees to work more efficiently and responsibly.

Arabian Automobiles Recognized as Leader of INFINITI Quality Excellence Program.

Arabian Automobiles Company, the exclusive dealer for INFINITI in Dubai, Sharjah and the Northern Emirates, has been recognized as the leading National Sales Company (NSC) in the INFINITI Middle East FY16 Quality Excellence Program. The INFINITI Middle East FY16 Quality Award was presented by President of INFINITI, Mr. Roland Kruger in Japan and received by Mr. Khalid Rostamani, Vice Chairman of AW Rostamani Group. INFINITI of Arabian Automobiles was the first ever NSC to win the award in the year 2016, making this the second year running that the company has secured the top honor. INFINITI’s Middle East Quality Excellence Programme was designed to enhance operational excellence across the company’s partners. The ranking process reflects the company’s scrupulous quality standards, including a customer satisfaction index, accurate reporting of sales and after sales, marketing analysis, and unannounced shopping sessions and test drives conducted by impartial assessors. Seen in the picture: Left to right Mr. Hanna Hajjar, Division Manager for Government Sales, Mr. Mohammad Obaid Al Mulla, Chairman of DTC Board Member of RTA Board of Executive Directors and Dr. Yousef Al Ali, CEO of Dubai Taxi Corporation.

Refurbishment of the Dubai Airport Operations and Crisis Center Levels 1-3

AW Rostamani Building Industries have successfully completed a 29,450 sq. ft. Interior fit out project for the Dubai International Airport. The challenging project, which focused on the refurbishment of the Dubai Airport Operations and Crisis Center levels 1-3, was completed involving state-of-the-art technologies in ELV and MEP to serve the requirements of such an operation, combined with high end functional design and interior finishes. “We are pleased to have worked on this project with the Dubai Aviation Engineering Projects and thank them for their professionalism and patience throughout the entire process” said, Rizkallah Abed, CEO, AW Rostamani Building Industries. He added, “Providing the best customer experience and ensuring that our customers stay satisfied is aligned with the AW Rostamani Group and with the UAE’s vision for happiness. This is what makes this project special, as it was completed for the UAE, and for the people that call it home.” The project was overseen by consultancy firms, Dar Al Handasah Shair and Partners, who aided in providing innovative solutions for the project’s most complex engineering and design needs that ensured the project was delivered on time and Gleeds Gulf Engineering Consultants, who aided in providing cost management services.
Arabian Automobiles Renault participates with Dubai Government Accelerator Office to Incentivise on Electric Vehicle Purchase

Arabian Automobiles Co LLC, as the leading electric vehicle distributor in the UAE and a key supporter of the UAE Vision 2021, was pleased to contribute to the Dubai Government Accelerators Office’s event that marked an important milestone to establish multiple incentives on Electric Vehicle. The UAE government is taking great strides towards increasing the proportion of clean energy in the total energy mix and are fully aligned with this initiative. Renault is the first company to bring Electric Vehicles to the UAE and have now been selling them for two years. The event held at the Emirates Towers at the Government Accelerators Office led by Minister of Energy Suhail Mohammad Faraj Al Mazroui who said the new platform dubbed “Incentives for Using Electric Vehicles” will call for up to 10 per cent of car fleets of federal ministries and agencies to be electric vehicles. The long-term plan aims for up to 20 per cent of government fleets to have electric vehicles. Details of the incentives, including green insurance plans and green bank loans cooperating with banks, car companies and insurance firms to help educate potential electric vehicle buyers on the benefits of going green to reduce greenhouse gases in the UAE. Arabian Automobiles continuing efforts to promote EVs under the Smart City Vision of the leaders by offering test drives of the long-range ZOE 40 and the Kangoo ZE and Twizy. By displaying these innovative vehicles and allowing the general public to discover them up close, we aim to raise awareness of the benefits of EVs and encourage their widespread adoption of clean transportation.

CRM has achieved multiple awards in the annual Middle East Call Centre Awards

AW Rostamani Group CRM achieved multiple awards in the annual Middle East Call Centre Awards event, organised by Insight Middle East. Insight Middle East is the leading authority in the region in the contact center and CEM industry. This is the fifth year in a row in which AW Rostamani has been recognised by industry leaders, international contact centres and customer experience judges.
as a world class organisation which provides superb customer experience to its customers through various result-oriented initiatives and best practices. The awards achieved, were awarded in the following categories:

1- Best Call Center (small size category)
2- Best Voice of Customer Program
3- Best Customer Retention Programs

AW Rostamani participated in the INSIGHTS Call Centre Awards for the first time in 2013 and since then has positioned itself as a competitive player in customer relationship management. More than this, over the years, AWR has strengthened its image as a leading force in the Middle East contact centre industry and continues to improve by further setting high standards for enhancing customer experience across all its channels. Attending the event were large call centre players from various industries such as automotive, banking/finance, telecommunications, FMCG, aviation and entertainment. Well-known brands were represented, including Etihad Airways, McDonald’s, Mashreq Bank, DNATA, RTA, Vodafone, Ooredoo, FastLink, and Ajman government.

INFINITI Launches ‘Luxury That Leaves a Lasting Impression’

INFINITI launched ‘The Lasting Luxury Offer’ campaign, which hosts a range of outstanding offers. During the campaign INFINITI are offering to cover 100% of the down payment on new vehicles – a once in a lifetime opportunity that presents customers with a chance to purchase their favorite INFINITI vehicle while benefiting from unparalleled savings and driving away with total peace of mind. The campaign also offers customers a five-year service contract, five-year warranty and one-year insurance, as well as the use of an INFINITI courtesy car while having their INFINITI vehicles serviced over a five-year period. This offer is designed to give customers long-term benefits, while also allowing them to make major savings. Customers have ample opportunities to benefit from the campaign, which is available across all INFINITI Centres throughout Dubai, Sharjah, and the Northern Emirates.

Shift Car Driver with the biggest and most honest heart - Driver returns AED25,000 to customer

On the 26th June, a customer returned his hire car to Shift Car Rental’s driver, Shahzad Ali Ghauri. The customer was in a rush to get to the airport for his vacation. Shahzad gave him his hire car return documents and the customer made his way for his flight. Just a few moments later, Shahzad checked the dashboard of the car. To his great shock and surprise, Shahzad found an envelope with a large sum of money inside. He said he did not count it but thought it could have been anything between AED25,000-50,000. Shahzad called his Assistant Manager, Humayun Sharif to inform him of what had happened and then quickly called the customer. The customer answered in shock and sudden regret that he had forgotten his money, totaling AED25,000! The customer frantically asked Shahzad where he could meet him and thanked him profusely. Shahzad told him to ‘Keep calm, Sir’ and that he would meet him where they had met. As the customer approached the hire car, Shahzad opened the door slightly ready to greet him. Shahzad was immediately met with a huge hug from the customer. The customer repeatedly said ‘Thank you, thank you, I owe you everything. If you need anything, anytime you call me!’ The customer was overwhelmed and astounded by Shahzad's honesty and caring nature. Shahzad tells this story to Life Enriched with glistening tears of happiness in his eyes. The customer called the Shift Car Rental office and asked to speak directly with the Manager who he relayed the story to Mr Ashish Nanda and Mr Chenna Reddy presented Shahzad with a proud appreciation letter and shared the story with AW Rostamani’s management. Shahzad said that he was simply doing his job and was so happy to see the happiness in the customer’s eyes when he returned his money.

Arabian Automobiles and ENOC donate AED 40,000 following the success of XPlore UAE 2017

Arabian Automobiles Company, the flagship automotive division of AW Rostamani Group and the exclusive dealer for Nissan in Dubai, Sharjah and the Northern Emirates, has presented a cheque worth AED 25,000 to Dubai Center for Special Needs to contribute to the academic, physical and social needs of their students. They have also donated a further AED 15,000 to the Canadian University College, Umm Al Quwain, to help fund their scholarship programme. The cheques were donated at an event hosted at the Hilton Al Hamra Beach and Golf Resort in Ras Al Kaimah, after a day of off-road thrills and adventures. Organised in collaboration between Arabian Automobiles Company and the ENOC (Emirates National Oil Company), XPlore UAE is the popular off-road fun drive that transfers passion for adventure towards a worthy cause, with all participant fees being donated to a new Dubai charity each year. XPlore UAE saw 600 participants enjoying an exhilarating day of off-road driving across Ras Al Kaimah’s legendary sand dunes, in an impressive fleet of 250 SUVs. The event was generously supported by platinum sponsors Emirates Islamic and gold sponsors Auto Pro and Mapfre.

AUTOTRUST... Now Trusted by Marque Cars

AUTOTRUST is quickly becoming the preferred partner for repairs of a wide variety of cars. AUTOTRUST Service Centres started off cautiously with different brands of Japanese and Korean cars and then moving onto American and European Cars. AUTOTRUST Service Centres have now won the confidence to repair high-end cars like Rolls Royce, Bentley, Audi, Porsche and Corvette. Being the preferred and trusted service partner for this calibre of car is the key milestone for any automotive service provider in this competitive market. AUTOTRUST believes in bringing together the best of excellence in technology and customer satisfaction.
This summer season has been packed with AW Rostamani events, from hosting grand Ramadan iftars to Retail Exhibitions. We reflect on just a few here.

Arabian Automobiles and Al Ihsan Charity Association Celebrate Another Successful Run of ‘Ramadan Aman’

Arabian Automobiles Company, the flagship company of AW Rostamani Group and exclusive dealer for Nissan, INFINITI and Renault in Dubai, Sharjah and the Northern Emirates, announced yet another successful run of ‘A Safe Ramadan’ campaign established in partnership with Al Ihsan Charity Association. Arabian Automobiles’ dedicated team recently distributed light meals at traffic intersections in Dubai just before Maghrib prayers. The charity, awarded for the ‘Best Volunteering Experience’ among the Middle East by the Arab Youth Forum, aims at reducing road accidents during the holy month by alerting drivers about Ramadan traffic and reiterating speed limits to avoid accidents. The Company has continuously displayed its commitment and dedication to the public and joined their customers in celebrating the holy month of Ramadan.

AW Rostamani Lifestyle Sponsors Modern Woman Show

The second edition of Dubai’s elite and luxurious exhibition, Modern Woman Show, featured over 80 top-of-the-line brands, both local as well as international. Held at Za’abeel Hall 4, Dubai World Trade Centre, the 3-day event ran through Saturday, April 22nd and was open to visitors with free entry to the show. The premium exhibition was inaugurated by the Chief Guest Her Excellency Mona Al Marri, Director General of Government of Dubai Media Office in the presence of Guest of Honour, Her Excellency Majida Ali Rashid, Assistant Director General and Head of Real Estate Investment Management and Promotion Center, Dubai Land Department; Mr. Adel Al Zarouni, Managing Director and Partner of Rivoli Group, Ms. Reem Al Zarouni, Emirati entrepreneur & co-organiser of Modern Woman Show along with senior delegates from AW Rostamani, Lootah Perfumes and Sumansa Exhibitions, the organizers. AW Rostamani Lifestyle CEO Greig Fowler added, “We are honoured to be involved in such a significant event. Here at AW Rostamani Lifestyle, we are committed to the UAE’s retail and fashion sector growth and support the Dubai’s government vision in positioning the emirate as the go-to destination for tourism both at a regional and international level. We are proud to be participating as well as supporting emerging local brands and are looking forward to another successful show this year.”

Arabian Automobiles Company Hosts Annual Renault Corporate Dinner 2017

AAC Renault hosted its Fleet Customer Meet on the 17th April at the luxurious Grand Hyatt, Al Garhoud. The evening was dedicated to appreciating and thanking the various fleet partners who have contributed to shaping AAC’s business volume objective over the years. Attendees were warmly welcomed by the AAC Team to a refreshing experience at the pre-function with music, food and light conversations. The event witnessed a grand response of 320+ delighted
On this day, the students came for an Award to AW Rostamani's Head Quarters, accomplished the Hamdan Excellence Award Winners Visit Corporate, RAC & Govt. departments. On April 5th, the Training and Development GHRD team invited a group of astute students who had represented and attended by over 100 customers from the fleet channels—SME, Corporate, RAC & Govt. departments. Arabian Automobiles Nissan hosted a gathering of its key fleet customers on 16th May 2017 at the Le Meridien Dubai Hotel & Conference Centre. AAC took this opportunity to showcase the newly launched Nissan Kicks to their customers. Customers were warmly welcomed by the Fleet sales team at a pre-function area which had displays of key models like Sunny, Altima, X-Trail, Patrol V6 & Navara Pickup. The event started with a welcome speech by Ibrahim Abousamra, Head of Nissan Fleet. He thanked the fleet customers for their loyalty and patronage which helped in the growth of AAC's business over the years. This was followed by a product presentation highlighting the key benefits and advantages of including Kicks as part of their fleet. The car was then revealed to the audience thus making an Epic Entrance. The customers were provided with an opportunity to test drive the Nissan Kicks. The event was well represented and attended by over 100 customers from the fleet channels—SME, Corporate, RAC & Govt. departments.

Arabian Automobiles Reveals Nissan Kicks to its Fleet Customers

Arabian Automobiles Nissan hosted a gathering of its key fleet customers on 16th May 2017 at the Le Meridien Dubai Hotel & Conference Centre. AAC took this opportunity to showcase the newly launched Nissan Kicks to their customers. Customers were warmly welcomed by the Fleet sales team at a pre-function area which had displays of key models like Sunny, Altima, X-Trail, Patrol V6 & Navara Pickup. The event started with a welcome speech by Ibrahim Abousamra, Head of Nissan Fleet. He thanked the fleet customers for their loyalty and patronage which helped in the growth of AAC's business over the years. This was followed by a product presentation highlighting the key benefits and advantages of including Kicks as part of their fleet. The car was then revealed to the audience thus making an Epic Entrance. The customers were provided with an opportunity to test drive the Nissan Kicks. The event was well represented and attended by over 100 customers from the fleet channels—SME, Corporate, RAC & Govt. departments.

Hamdan Excellence Award Winners Visit AW Rostamani

On April 5th, the Training and Development GHRD team invited a group of astute students who had accomplished the Hamdan Excellence Award to AW Rostamani’s Head Quarters. On this day, the students came for an educational talk about AW Rostamani to learn and understand how a reputable conglomerate company has achieved its title as one of the UAE’s leading, innovative and successful businesses in the region. The students showed undivided attention, enthusiasm and excitement towards learning how Late Abdul Wahid Al Rostamani grew the AW Rostamani Group. The discussion began with an introduction by May Elmahdi followed by Mohammed Albooshi who explained the workings of the Group and its story from 1951 to present day. To end the event, students were given a tour of the Deira showroom and were presented with an explanation of our sales processes by Waheed Rahhal. The students left the event feeling as though they had achieved a new understanding and knowledge towards business and the Training and Development GHRD team felt great pleasure in adding to their motivation and dreams of building their own success in the future.

AW Rostamani Car Accessories Hosted First Customer Meet

AW Rostamani Car Accessories hosted their first Customer Meet at the AWR Car Accessories Gallery, located inside the Spare Parts Showroom, Deira on May, 11th. The customer meet was organised through a social media competition promoted on Facebook and Instagram, whereby customers who participated could be in with the chance of winning grand prizes. The draw was announced by Ms. Afsha Al Mulla from GCRM Department and Parts Management, congratulating three lucky winners. The first winner received the gold prize of a car makeover worth AED10,000, and the second and third winners were awarded free leather seats and fitment for their own vehicles. The event was followed by refreshments and canapes, along with a thank you gift for all customers who attended. It was a fantastic and joyous occasion, which proved to benefit the awareness and promotion of AWR Car Accessories.

Lucky Infiniti QX60 customer drives away with AED 100,000 and a brand-new INFINITI

A generous prize of AED 100,000 was won through a scratch and win voucher presented to Mr. Kutalmis Kaan Damar when he bought the QX60 – INFINITI’s seven-passenger SUV. Commenting on the win, Mr. Kutalmis Kaan Damar stated, “I am absolutely thrilled to have been offered this opportunity by Arabian Automobiles Company – winning AED 100,000 was a huge surprise! I feel very fortunate and grateful because I made significant savings on my INFINITI QX60 and drove away with a brand-new car as well as peace of mind.” Every customer that purchased a new INFINITI from Arabian Automobiles Company during the holy month was presented with scratch and win vouchers as part of their Ramadan Campaign that offered them the opportunity to earn AED 100,000 rewards along with 100% down payment.
AW Rostamani Celebrates Iftar with Employees Residing at Staff Accommodation

On June 15th, AW Rostamani hosted a grand Iftar for the employees who reside at the staff accommodation. The event took place at the magnificent Meydan Hotel, overlooking the Meydan Racecourse. As the sun set on the Dubai skyline, an impressive 1,100 employees attended the Iftar. The room was filled with an electric energy of happiness and joy, celebrating this very special occasion. Beautiful decorations and banners surrounded the attendees, whilst they indulged in a grand buffet of appetising delicacies. As guests entered the venue, a red carpet and lit lanterns covered their path. On entering, they were met with a fun photo activation whereby they could have their photograph taken with friends against a Ramadan-themed backdrop. To end the event, a Raffle was drawn with over 10 fantastic prizes. The top prize of AED3,000 was awarded to Sadananda Babu from AUTOTRUST NBZ, who has been working with AW Rostamani since 2013. Members from AW Rostamani’s Head of Departments, such as Trading, KART, Automotive and MarCom announced the winners and awarded them with their prizes.

AW Rostamani Trading Conducts Amaron Dealer Meet 2017

The Amaron Dealer Meet 2017, was jointly conducted by AW Rostamani Trading Co LLC and Principal Company Amara Raja Batteries Limited (ARBL), on the 10th May 2017 at the Great Ballroom Le Meridien Airport Hotel Dubai. This was followed by an award ceremony which gave recognition to the top 15 dealers in Gold, Silver and Bronze category. One of the key highlights of the evening was the jaw-dropping entertainment by a well-known mentalist, who injected a great sense of energy to the event. Over 150 major dealers from all over the Arab Emirates, joined the Meet celebrating AMARON’s grand contribution to the region’s automotive industry. AMARON was launched in 2010 in UAE, catering to both retail and fleet customers including all vehicle brands and models across commercial and passenger segments. The Presidential Affairs office of UAE, Coca-Cola, Pepsi, Massar Solutions and STS Bus Transport are some of the prestigious fleets that are associated with AMARON UAE, as well as in-house channels which include AAC Service and Parts outlets and more recently, AUTOTRUST multi-brand service centres. AMARON currently holds over 12% market share in UAE and has a growth of over 20% in 2016. AWRT is aiming towards making a significant milestone, to have every other UAE vehicle on the roads fitted with the AMARON battery. Prakash GN, Head of Exports thanked the dealers for their support and developing the product into a huge success in the UAE Automotive market.

INFINITI of Arabian Automobiles Title Sponsor of Asateer Tent for Seventh Consecutive Year

The highly-anticipated launch of the Asateer tent was attended by INFINITI VIP customers and celebrities from the worlds of Arab film, media and music in the run-up to the holy month of Ramadan. In its seventh consecutive year as title sponsor for the luxurious tent, Arabian Automobiles will be displayed INFINITI’s all-new premium Q60 coupe throughout the month and also offered a unique virtual reality experience that allowed visitors to enjoy a test drive of the car via a specialised VR headset. We were pleased to bring INFINITI’s Q60 coupe to life by offering our customers a virtual reality experience in a fittingly luxurious setting.

Prime Honda Pledge from Doorman to Chairman

In September 2010, AW Rostamani Group acquired Prime Honda, an authorised dealer of Honda SIEL Cars India Ltd. Honda SIEL Cars Ltd. recognises Prime Honda as its model dealership with prestigious recognitions including Best Service Technician Award, Best Service Advisor Award, National Body Technician team award, Best Paint Technician Award,
Human Resources Management Award and Green Dealer Award. Keeping their focus on customer & environment consciousness, Prime Honda was first amongst Honda dealerships in obtaining accreditation for ISO-9001:2008 for Quality Management Systems, ISO 14001:2004 for Environmental Management Systems & OHSAS 18001:2007 for Safety and Health. AW Rostamani has two Honda showrooms in Delhi and Uttar Pradesh in India along with four service centres. Honda Cars India has set an objective this year to be the most customer-oriented automotive company in the region as per surveys completed by JD Power. As a part of this objective, a pledge was organised for the Sales and Service team at the Vaishali 3S facility at Ghaziabad, UP. Rohit Kumar, Zonal Head North India Honda Cars addressed the gathering with a speech which focused on research that proved customer experience to be as important as purchasing the product itself. A strong message was shared with the team that a new product launch will always attract buyers, but the sustainability of sales is built by the quality of service and brand recognition. He stated, “Each team member in this dealership, irrespective of their role, designation or position is here to serve the customer right from welcome from our proud doormen to the Chairman.”

Shift Technologies host three Iftars across the GCC for their VIP clients

Ramadan is a time where the community as a whole comes together and families get closer. Shift Technologies view their clients and partners as part of their family and their relationship with them is always one that takes their aspirations and drivers into consideration. With this in mind, Shift Technologies chose to cherish such an opportunity to engage with them by hosting Iftars in Dubai at Ewaan, Dubai Palace, The Palace, Abu Dhabi and The Four Seasons Riyadh, during the Holy month. The events offered the chance for their clients to mingle with their peers in a more intimate and relaxed setting and to understand Shift Technologies’ reach, both across industries and geographically. It also allowed their clients to see that they care about their clients beyond the project and execution phase and that their relationship with them is not a transactional one but one that is strategic and built upon mutual respect. All feedback was highly positive with many guests stating that it was an elegant, tasteful and delicious affair. Their clients enjoyed being able to meet individuals from other organisations who have had similar projects and discuss ways to continue building on the work Shift Technologies had delivered to them. Many also favored the casual atmosphere, away from the stresses of projects and deliverable reviews.

“Fly High with Nissan Genuine Parts”- Spare Parts 17th Annual Nissan Parts Dealer Meet

Arabian Automobiles Company - Spare Parts Department conducted the 17th Annual Nissan Parts Dealer Meet on 17th April 2017 at the Tallest Hotel in the World, JW Marriot Marquis. The spectacular and successful meet was themed “Fly High with Nissan Genuine Parts” as they have awarded the Best Performing Top 22 Nissan Parts Dealers with London and Bali Travel Package and Top Four Renault Dealers with Gold/Electronic gadgets. Mr. N.R Kannan- Arabian Automobiles Company - General Manager, Spare Parts welcomed the guests with an astonishing welcome speech which explained about the history of Nissan Parts Dealer Alliance starting way back year 2000. Furthermore, he spoke about the Evolution of Technology with emphasis on user-friendly Dealer Online Portal that is up and running now. The third Edition of Management Policy Booklet for Nissan, INFINITI, and Renault under the authorised Dealership of AW Rostamani Arabian Automobiles Company (Dubai and Northern Emirates) was also laid down to Trade Partners. In line with the CEO’s vision of taking the business to the next level through the Fast (Swift Service), Forward (Futuristic Business Approach), Forever (Value Relationship)concept Mr. Sendhil Mani – Sr. Manager, Spare Parts launched the first ever Dealer Mobile App exclusively for parts incorporating Nissan, Infiniti, and Renault Parts which will be available in Android and Apple apps stores. Mr. Sharad Dubey of Director Aftersales thanked the Trade Partners for their valuable contribution they have made the year 2016 which has, in turn, helped Arabian Automobiles Company to win the prestigious World Aftersales Progress Club Award from Nissan for the 9th time in a row and overall winning 18 times. Furthermore, he also discussed changing government regulations which are providing opportunities and ways to handle the challenges.

Vhernier host elegant Suhoor for VIP Fashion Influencers

AW Rostamani Lifestyle hosted a beautifully elegant Suhoor on Tuesday 20th June at the Ritz-Carlton DIFC to introduce Vhernier’s new collection to VIP fashion influencers and guests. In celebration of the Holy month and the Year of Giving, the Suhoor played focus to the La Calla Necklace as the focal conversation piece of the evening. This very special piece is a limited edition pendant. Part of the proceeds will be donated to the Andrea Bocelli Foundation which provides aid to the children of Haiti, a poverty-stricken island that the Italian jeweller holds close to its heart. Guests were invited to interact with the new collection, over an elegant dinner and tea. Katia Jundi was amongst the VIP influencers. The event was successful in communicating the new collection to the region through the interactions of the influential fashionistas and high profile attendees. Additionally, AW Rostamani Lifestyle saw immediate responses over social media and instant positive attention towards the new collection.
What’s Coming Next…

Life Enriched brings you a few teasers for next season. Here’s an insight into what to look out for….

**Up Next: Renault - #PassionForLife**

More than the words themselves, Renault’s signature is illustrative of a fresh approach to vehicle design. Renault took a promise in 2012 to produce quality, attractive vehicles that spark emotions and make everyday life easier for the customers. Next quarter, Renault will be launching a new campaign titled, #PassionForLife. We look forward to finding out the passions that drive you.

**Real Estate – New Look**

Real Estate will be launching a new look next quarter. Introducing a new brand name and website with fixed aspirations to improve customer convenience the new brand and website will be built solely around the customer’s needs. New functionalities will be introduced to the new website that ensures the customer enjoys a more integrated, accessible and user-friendly experience.

**INFINITI of Arabian Automobiles Company to reveal enhanced premium sports sedan at the International Motor Show**

INFINITI will be enhancing one of their premium sports sedans. The new model will feature a refreshed exterior and interior design, as well as innovative technologies designed to empower and support the driver. The enhanced sports sedan will retain its sleek proportions and athletic stance while establishing a greater visual differentiation between model versions.

INFINITI’s designers have brought the model in line with its ‘designed to perform’ ethos. Changes to the interior blend artistry with innovation, stitching and the use of authentic materials, further elevating the level of craftsmanship inside this new model.

Innovative technologies empower and support the driver while giving a glimpse into the automotive future. The vehicle will deliver an empowering and rewarding drive thanks to innovative powertrains, including the award-winning 3.0-litre V6 twin turbo engine from the new and exclusive VR powertrain family, which was recently named on the prestigious 2017 Ward’s 10 Best Engines list. We invite you to join INFINITI of Arabian Automobiles Company at the International Dubai Motor Show where the vehicle will be revealed.
Arabian Automobiles Gold Service Coming Soon

We are very excited to reveal an exclusive Gold Service from Arabian Automobiles soon! The Gold Service has been inspired by our recent accomplishment of the Dubai Quality Award (DQA) GOLD. This award has given the company great joy and satisfaction, so much so that we would like to extend the award to our Arabian Automobile Company Customers by providing them with an extra special, ‘AWR Gold Service’. As a teaser, this package will offer customers personal assistance, travel luxuries and the most exclusive ways to save time and money on and off the road. More to be revealed soon…

Big changes for AW Rostamani Lifestyle including the opening of 3 brand new stores and new brand concepts joining Lifestyle from the US!

Next quarter sees multiple impressive changes to AW Rostamani’s Lifestyle arm. From new store openings in prime locations to three new brand arrivals. Here is a little sneak peek into what you can look out for in the next coming months.

Georg Jensen will be launching the Vivianna bangle at their 50th Anniversary in November. This celebration will take place in their new stores opening in Atlantis Avenues in November and The Dubai Mall in December. In August, Georg Jensen will also be launching their E-commerce site to accompany Apartment51. The site will offer click and collect, reserve and collect, as well as a VIP home service for high profile clients! In conjunction to this, the AW Rostamani Lifestyle brand will be launching across several online market places which include; Noon.com; Sayidaty Mall Online; Souq.Com & Ounass between August and the end of September.

Angel’s is undergoing a complete revamp with a brand new concept which will be implemented next year at their flagship store in Dubai Mall and a refurbishment of their Dubai Outlet Mall store, reopening this October. Vhernier will be opening a new flagship store located in Dubai Mall in November, located alongside other iconic luxury fashion and jewellery brands. Lastly, AW Rostamani are excited to announce that two new lifestyle brands from the US will be joining Lifestyle, as well as their first ever hospitality company! We look forward to revealing more shortly.

Arabian Automobiles Gold Service Coming Soon

We are very excited to reveal an exclusive Gold Service from Arabian Automobiles soon! The Gold Service has been inspired by our recent accomplishment of the Dubai Quality Award (DQA) GOLD. This award has given the company great joy and satisfaction, so much so that we would like to extend the award to our Arabian Automobile Company Customers by providing them with an extra special, ‘AWR Gold Service’. As a teaser, this package will offer customers personal assistance, travel luxuries and the most exclusive ways to save time and money on and off the road. More to be revealed soon…

Get your little ones ready for school with Graffiti and Angels

Angels and Graffiti are offering a helping a hand this ‘Back-to-School’ season. Graffiti is a kid’s fashion store targeting kids and youth between the ages 6-14 years of age. The brand is all about oomph and attitude with accessories and ready to wear collections from top brands such as: Yporque, Imperial, Patrizia Pepe, Someday Soon Caesar Patioti, 7 For All Mankind, Eddie Pin and many more. Angels is a brand inspired by the region’s rapidly growing fashion savvy clientele, Angels presents the finest collection of high-end international brands across ready-to-wear clothes and accessories exclusively for children between the ages 0-12 years. When you spend AED1,200 or more at either Angels or Graffiti, you will receive a cool back-to-school pack until the end of September.
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