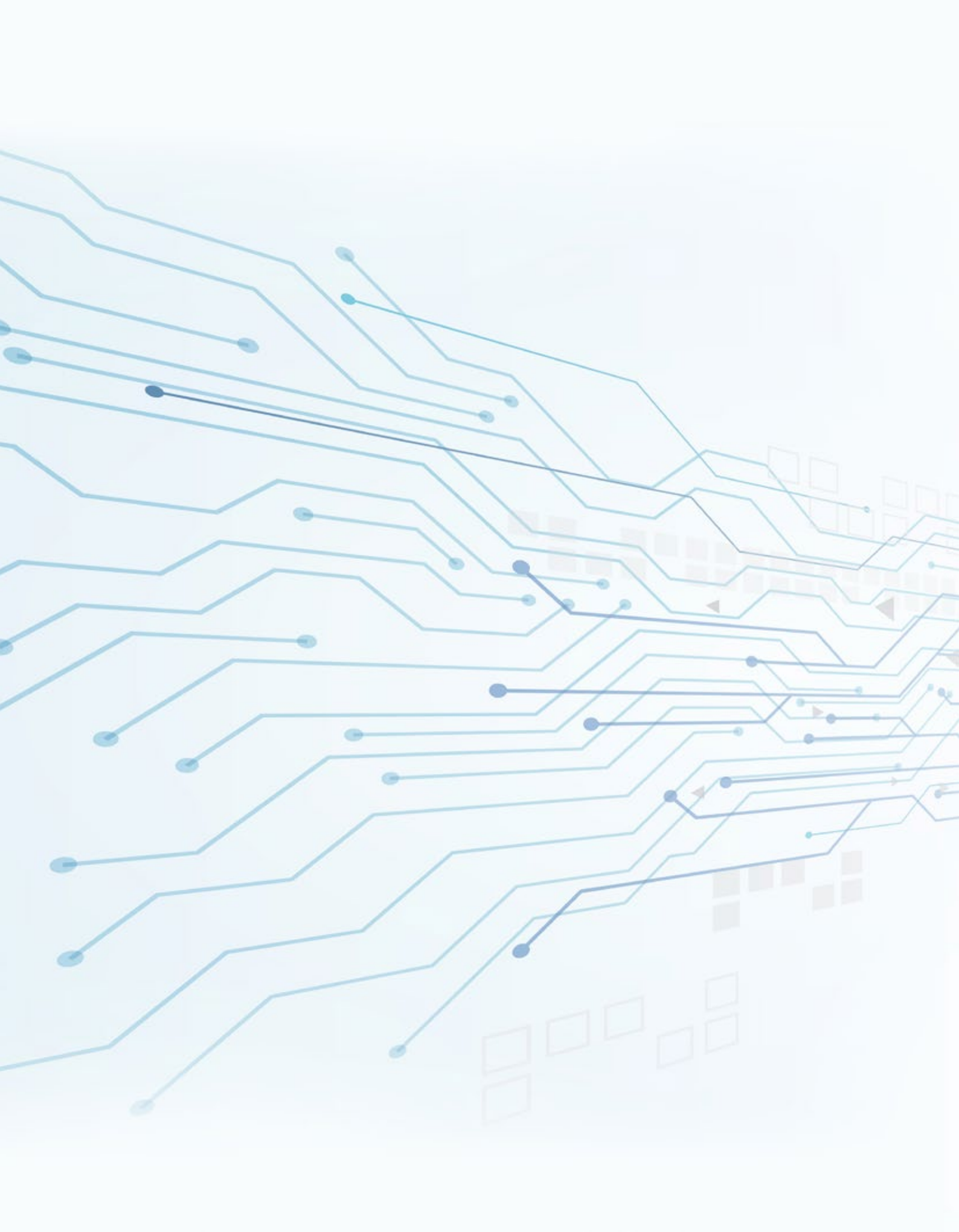


LifeEnriched

Issue 36 - Winter 2019

The logo features the letters 'A', 'W', and 'R' in a bold, serif font. The 'A' and 'W' are primarily dark blue with orange highlights on their upper portions. The 'R' is primarily dark blue with a red highlight on its upper portion. The letters are set against a background of light blue digital circuit lines. A white, torn-paper-like horizontal line cuts across the middle of the letters, creating a layered effect.

DIGITAL
TRANSFORMATION



AWR





Innovation
that excites

NEW NISSAN PATROL 2020 CONQUER EVERYWHERE



الرستماني
AWR OSTAMANI
Arabian Automobiles

800 NISSAN
647726
nissan-dubai.com



Intelligent 4x4

NISSAN INTELLIGENT MOBILITY

[f /NissanDubai](#) [t /NissanDXB](#) [y /ArabianAutomobiles](#) [i @NissanDXB](#)

This Issue

Winter 2019



Cover story

The business environment across AWR has changed. Technological advancements have impacted the organization and its employees, in equal measures. This season, Life Enriched spoke to Salah Yamout, Managing Director of Nissan, about how Arabian Automobiles has responded to the global digital disruption.

10

Editor's Note

Winter has finally arrived after a busy year of events, launches and partnerships. This means, we have a jam-packed addition of Life Enriched for you, with the latest news and trends from across AWR and beyond.

Although we are yet to reach the level of having a writing robot to fill the pages of the magazine, AWR has undergone a massive digital transformation. This is something that Arabian Automobiles has been at the forefront of and will be continuing to develop throughout 2020. Salah Yamout, Managing Director of Nissan, offers his insights on pages 10-15.

Moving from one pioneering leader to another, Life Enriched met with American Rag Cie Founder, Mark Werts to discuss how they have brought LA chic to Dubai with multi-brand streetwear. Read all about the future of retail on pages 18-19.

Following the successful rebranding of AWR Properties, the team have launched its new HQ, with collaborative working and customer centricity at its heart. We were given exclusive access to the creative process and spectacular end result (pages 38-41).

Another addition to AWR's Head Office is the Group Strategy department. If you have been wondering what they are up to, look no further. Readers have the opportunity to get to know the team and find out more about their roles on pages 60-62.

Whether you are an employee on a break in the Roof Lounge of Head Office or one of our valued customers in store, sit back, relax and enjoy our latest issue of Life Enriched magazine. Until next time...

Group MarCom



20



28



64



72

AWR In-The-Know
Top News and Business Headlines from AWR's Companies

- 100,000** Our 100,000+ people follow AWR's LinkedIn page
- Qual recycling bins can be found on every floor of AWR's Head Office
- AWR employees distributed over 170,000 items through Head Office, as part of a Ramadan CSR Initiative
- 19%** The AWR 2020 has shown an average of 19% growth across all our 2019 companies for the same period last year
- 7** AWR Properties new office has seven multi-purpose meeting rooms
- 3.9** Our 100,000+ people follow AWR's LinkedIn page
- There are five members of AWR's newly formed Group Strategy Department
- 22 COUNTRIES** AWR Lounges are operational right now across 22 countries
- ONE YEAR** American Rag Cie has celebrated one year as The Culture Mall
- The Roof Lounge in Head Office celebrated one year as operating the doors to our 36



48

Feature

AWR Loves...	8
AWR Spotted...	26
Around the World with BCD Travel	28
AWR-In-The-Know	36
How to Create an Employee Drive Office Design	38
LinkedIn Top Tips 2019	48
Enriching Communities Goes Back To School	50
UAE's Thriving Logistics Sector	66
What Inspires You?	68
Experience World Coffee Bar	72
How to Rent a Car in the UAE?	74
AWR Automotive Gears Up for 2020	84
An Exclusive Look at M Square	86
Highlights	102
News In Brief	108



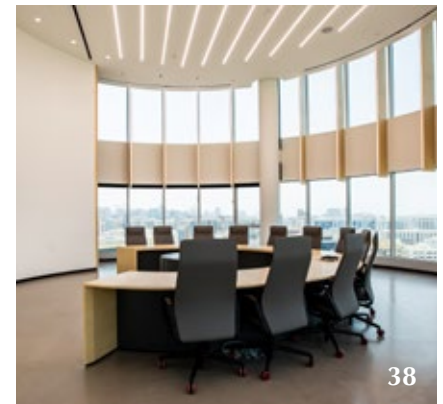
Interview

Life Enriched Meets American Rag Cie Founder Mark Werts	18
The Next Generation of Retail	34
Meet AWR's Group Strategy Team	60
Five Minutes With...	78
The Frater Advantage LED Lighting Series	82
Introducing AMARON Batteries	98



Product Review

The 2020 Nissan Patrol has Landed	20
Apartment51's AW19 Interior Tends	44
Added Power Lends Signature Style to QX80 Limited from INFINITI	54
Fly Like an Angel with AW19 Converse	64
The Best in Technology and Safety with Renault Koleos	94



AWR Loves...

Discover Hands-Free Access

The QX50's standard power liftgate is enhanced with optional motion awareness sensors, meaning you never have to fumble with your keys again. Simply raise your foot behind the rear bumper and the vehicle automatically opens the rear liftgate.



Mégane 4Control

First introduced on Mégane GT, and available on Mégane R.S. and Mégane R.S. Trophy, 4Control is an innovative, electronically-controlled feature that allows the rear wheels to turn in the opposite direction to the front wheels.



AWR Properties Office Design

Created using polished concrete with brass inlay, the flooring used in AWR Properties office lobby is a mesmerizing depiction of a Dubai map.



AWR Engage

The AWR Engage app provides employees with easy access to self-service requests, and functions as an integrated communication platform.

The 2020 Nissan Patrol

The 2020 Nissan Patrol marks one of the most highly-anticipated car launches of the year, with a striking new design, enhanced luxury features and the latest advanced Nissan Intelligent Mobility technologies.



ksubi x Kendall Jenner at American Rag Cie Dubai

Australian denim and streetwear label ksubi has joined forces with world-renowned supermodel Kendall Jenner to launch ksubi's Fall '19 collection, Sign Of The Times. Available now at American Rag Cie Dubai.



World Coffee Bar Food Menu

Famed for its unique blended coffees carefully sourced from around the world, World Coffee Bar at The Dubai Mall now offers a delicious range of gluten-free and organic dining options.



Apartment51 Dallah

Apartment51 Exclusive Dallah Collection (Tradition and Modernity). These Dallah's are best sellers and popular among the Arab region.

TRANSFORMING THE AUTOMOTIVE INDUSTRY

Digital transformation is the catchphrase of the moment. According to Salesforce, the definition in part is “the process of using digital technologies to create new - or modify existing - business processes, culture, and customer experiences to meet changing business and market requirements”.

Companies across the globe are competing to introduce the most technologically advanced products and practices, in order to survive the changing market requirements. But the biggest challenge is not digital transformation, it is the process of changing the culture of an organization. A successful and long-lasting digital culture transformation is deeply rooted at all levels.

The business environment across AWR has changed in terms of operations, management, communications, and how data is interpreted. Technological advancements have impacted the organization and its employees, in equal measures.

The new digital customer journey for Arabian Automobiles focuses on connecting and complementing the online experience to the showroom, to increase walk-ins, encourage test drives and enhance brand visibility with enticing content.









Life Enriched spoke to Salah Yamout, Managing Director of Nissan, about how Arabian Automobiles (AAC) has responded to the global digital disruption.

Can you take us back to the start of AAC's journey of digital transformation?

The customer journey has changed. Customers used to visit our showrooms first and make a decision about purchasing. We had a handful of email enquiries through our website, which would be responded to on a case by case basis, but there was no way of tracking this. Now, customers have already done their research before coming into the showroom, so we need a digital platform to meet this demand. By mid-2019, the number of online enquires to showroom traffic was equal.

How has AAC's digital communication changed?

We have worked with PWC to capture and build our own dealer management system. The first interaction with the customer marks the start of the journey. It is about creating a relationship between the brand and customer. Eloqua automates the conversation and supports sales by sending

triggers to a dedicated sales person across all lines of business of AAC. The automated customer journey tracks what is happening at every stage by capturing the conversation and sending rich content.

Ensuring we are communicating to the right audience, Blue Kai has rationalized the existing customer data and provides us with the ROI. We get so many leads, but need to understand the quality and validity of the customer. Tableau data tracks KPIs and the measurement criteria helps manage the sales team and alter processes where we need to.

We are at the forefront of digital communications in terms of promotions, identifying the drivers of reaction, and what is giving results and the best ROI. Our communication features relevant dynamic content based on the customer's profile. For example a young adult would prefer to see content related to off-roading, whereas a mother is more interested in space and safety features.





N INTELLIGENT M

“There has been a huge cultural transformation... This has raised the digital IQ of our employees.”

What have been the key changes in showrooms?

The Nissan showrooms on Sheikh Zayed Road and in Deira HQ have been transformed into showrooms of the future, with Fujairah scheduled next. Our sales people are now equipped with iPads, fully integrated with our system, so they have all the necessary tools to check quotations and take deposits. Hospitality is at the forefront of our reinvented showrooms and service centres.

Do you think there has been a digital culture transformation across the business?

There has been a huge cultural transformation in the mindset of our people. AWR's I-CAN Transform initiative and training led by the Talent

Development team has brought digital experts in to share insights, learnings and interact with our employees. This has raised the digital IQ of our employees. There has been some great success stories, and we are now seeing those people leading the rest of the team by example.

Tell us about your plans for digital transformation in 2020?

2020 is about making sure all employees are utilizing the systems we have implemented over the past 12 months, and redefining KPI's. We will be developing our CRM to maximize the share of wallet and pursue new opportunities.







OBSESSED WITH DESIGN

www.apartment51.com

LIFE ENRICHED MEETS AMERICAN RAG CIE FOUNDER MARK WERTS

Recognised as one of the most innovative and trendsetting retailers, the man behind American Rag Cie needs no introduction. Life Enriched magazine caught up with Mark Werts for lunch at American Rag's F&B concept, World Coffee Bar at The Dubai Mall.

**“...the new triangle is Africa,
Middle East and South Asia.”**

How was American Rag first launched in the US?

We launched in 1984, selling used and vintage clothes. At the time vintage clothing was looked down on in the US. We thought that the clothes would obviously sell but the US did not feel that way. Paul Smith was our first designer to get on board, and we wanted to bring vintage to a wider audience. It evolved gradually over time, and eventually everyone wanted to get involved. American Rag is a street aesthetic, inspired by flea markets and how the past relates to the future. Our team members treat celebrity shoppers like everyone else, we have a policy of no fuss or autographs. This has attracted more celebrities because it is comfortable for them when we treat everyone the same.

Tell us about the American Rag store in Dubai?

It has the DNA of the company with Moroccan tile flooring, trellis and upcycling. I am very hands-on with how everything looks and we have a house style. I have bistro chairs in my home, similar to the ones in World Coffee Bar. The huge lights came from a restaurant

in Washington DC, you won't find them anywhere else. Every piece has a story. Dubai offers shopping for the entire Middle East, the reach of The Dubai Mall is across the GCC. The regulations of opening a store in a shopping mall is like learning how to play a card game, the winners are the ones who are the most creative. We are offering LA chic in Dubai with multi-brand streetwear.

We have turned brick and mortar retail into a form of entertainment, and no longer have stores, but instead have entertainment centers. Shopping is a lifestyle choice, which is one of the reasons why we have F&B. I believe the new triangle is Africa, Middle East and South Asia. The US is tired, Europe is tired, and I would go as far as saying that China is tired.

This issue of the magazine is about the digital transformation of AW Rostamani. What can you tell us about American Rag's relationship with technology?

American Rag deals with change, bringing the newest, latest and greatest. We are providing retail experiences. The technological train has left the station, either go with it or fail. Technology is an

“The technological train has left the station, either go with it or fail.”

essential element of business, there was no thought of not doing it. We are building a community, instead of glossy pictures, we are showing the personality behind the brand.

What is your style inspiration?

Well, I'm wearing Reebok tennis shoes, an Off-White t-shirt and Adidas Collection sweatpants. I really like the classic athletic wear that we are seeing in 2019. When you buy from American Rag, the focus is on style not price. I'm not interested in landfill fashion (fast fashion). If you wear head to toe anything it wouldn't be right, it is about interpreting it and mixing it. My whole house has Moroccan floors and bistro chairs, but it is ever changing. I get tired of stuff quick.





THE 2020 NISSAN PATROL HAS LANDED



The 2020 Nissan Patrol was officially unveiled at an exclusive event in Abu Dhabi in September, marking one of the most highly-anticipated car launches of the year.



With enhancements that offer customers even higher levels of sophistication, comfort, safety and connectivity, the new Patrol features a striking new design, enhanced luxury features and the latest advanced Nissan Intelligent Mobility technologies. At the same time, the new Nissan Patrol retains its exceptional on and off-road 'Go Anywhere' capabilities and class-leading power.

Commenting on the global introduction, Michel Ayat, CEO of Arabian Automobiles, said: "Arabian Automobiles is extremely pleased with the launch of the new 2020 version of the Nissan Patrol, six years since its previous iteration in 2014. We are confident that the new model will strengthen our position among the top distributors in the region, and will play an

important role in increasing our market share in Dubai, Sharjah, and the Northern Emirates, which has amounted to 20.3% in domestic sales, with a continued year-over-year growth.

"It gives us great pride as Arabian Automobiles to have secured Nissan Patrol's reputation throughout our 50-year career in the market. During this time, we have strengthened customer relationships and provided unparalleled customer service, enabling the brand to reserve a leading position in the market.

"Arabian Automobiles is committed to providing valuable, bespoke services to its customers. In light of the innovative specifications and improvements introduced by Nissan on the exterior and

interior of the new 2020 Nissan Patrol, as well as the addition of a multitude of advanced technology systems, the Nissan Patrol will continue to consolidate its heritage in the region as the first choice for SUV aficionados."

Signature design changes for the new Patrol include Nissan's V-motion grille, interpreted in a new way for SUVs. Along with the new boomerang-shaped LED headlights, the redesigned grille highlights the Patrol's strong, angular front. At the rear, the Patrol's new taillights also sport the boomerang shape. They are seamlessly integrated along with a large chrome nameplate and sequential rear turn indicators, which have been added for the first time on a Nissan vehicle.







Inside, a new center console incorporates dual displays featuring Apple CarPlay and Android Auto**. This ensures customers are always connected and can make the most of their smartphones. New diamond-stitch quilted leather seats with added padding provide a luxurious feel, as does the new hand-stitched steering wheel. Climate control and powered lumbar support are optionally available for the front seats. Significant reductions in noise and vibration result in a quieter, more pleasant cabin. Improved cooling and air flow distribution systems lead to quicker cooling, ideal in hot climates.

The new Nissan Patrol also stands out for its extensive suite of advanced safety and security technologies. In addition to the Nissan Intelligent Mobility technologies already available, the new Patrol comes with Intelligent Emergency Braking, with pedestrian detection and the Intelligent Forward Collision Warning system.

All-terrain Patrol power is provided by the strongest V6 and V8 engines in the segment. The base 4.0-liter V6 produces 275 horsepower and 394 Nm of torque. The 5.6-liter V8 produces 400 horsepower and 560 Nm of torque. An All-Mode 4X4 system lets the driver switch modes to handle different on- and off-road conditions. Hydraulic Body Motion Control, available on V8 models, ensures a more comfortable ride thanks to improved suspension and vibration reduction.

AWR Properties supported efforts to tackle climate change by recognizing Earth Hour across a selection of its residential and commercial buildings. Lights went out in the communal areas of Fahidi Heights, 21st Century Tower, Jaddaf Views, Trio and AWR Head Office and candles were placed on the ground.

During Ramadan, the CSR team at AWR Head Office gifted 700 Iftar boxes to passers-by and drivers who would not be home in time to break their fast. The team thoroughly enjoyed giving back to the community, as part of the Year of Tolerance.



Happy Emirati Women's Day. AWR employees celebrated the Group's inspirational Emirati women in August.



Volunteers from AWR enjoyed spending time with Grade 6 students from National Charity School for Boys over breakfast. Group MarCom and AWR Lifestyle also gifted the children school kits and outfits from Angels at The Dubai Mall.



Teams from across AWR were given the opportunity to unwind and learn a new skill at the end of each week. A programme of yoga classes took place every Thursday in the Roof Lounge, courtesy of GHRD and Zen Yoga Studio.

Brayleys, the leading London and South East England car retailer, met with a variety of company heads at AWR Head Office, including CEO of AAC, Michel Ayat. This comes after AWR acquired a majority stake in Brayleys, marking its first investment in the UK's motor retail sector.



Employees from across AWR came together in the Roof Lounge to celebrate International Friendship Day. Team members baked cakes, cookies and sweet treats to share with their colleagues, and wrote anonymous, heartfelt messages of thanks.



For World Health Day, employees at AWR enjoyed a selection of fresh fruit. The theme for this year's event was 'Health for All' - encouraging our employees to live a healthy and balanced lifestyle.

Spotted...



Group MarCom and AWR Lifestyle conducted a series of focus groups, with customers of American Rag Cie, throughout the last week in June. The focus groups took place at World Coffee Bar, and provided an opportunity to ask participants strategic questions about the brand.



Group IT recognised its employees and recent achievements with a team celebration at the Roda Al Bustan. The event included CIO, Sebastian Samuel opening the evening followed by team awards and fun activities.

AROUND THE WORLD WITH BCD TRAVEL

BCD Travel is taking readers on a tour across the globe for Life Enriched magazine. The first stop is a tour of the incredible sights of Ireland, before experiencing the wildlife of Kenya. It is time to go on an exciting journey...

Cliffs of Moher, Ireland

“From the sheer drama of the Causeway Coastal Route to incredible sights of the Wild Atlantic Way...”

The Island of Ireland

Ireland promises a memorable holiday filled with heritage, culture, history, friendly locals and an abundance of varied activities. Must visit locations include the Republic of Ireland’s cities of Dublin, Galway and Cork, as well as Northern Ireland’s Belfast. Each exudes its own unique draw, encompassing an array of cuisines, experiences, iconic filming locations and landscapes. In Northern Ireland, there are an incredible 90 diverse golf courses, including world-renowned Royal Portrush, host of the 148th Open in 2019. Whether a seasoned golfer or a first timer, everyone is invited to play.

From the sheer drama of the Causeway Coastal Route to incredible sights of the

Wild Atlantic Way, a driving holiday in Ireland will exceed all expectations. These wonderful coastal touring routes go right to the edge of Ireland’s spellbinding scenery, with cliff-edges, majestic geological formations and some of the most charming villages imaginable. There is a real sense of escape when journeying through mystical mountain passes to windswept beaches.

There is a unique choice of accommodation for all budgets, from stunning barges to bubble dome hideaways, castles, cliff-top lighthouses and country homes, with some of the finest spas in the world. With its rich culture, panoramic landscapes and unique activities, it is not surprising that Ireland continues to allure guests.

To find out more,
call +971 4 209 5555
email leisure@bcdtravel.ae

“...nature, wildlife and culture meet on a land untouched”



Zebra migration, Kenya



Photo credit: Lloyd Richards,
Director of Client Services at BCD Travel



Captivating Kenya

Imagine a place where nature, wildlife and culture meet on a land untouched, with blaze orange sunsets and white sand beaches. The incredible diversity of landscapes, cultures, wildlife and activities mean endless opportunities for visits to Kenya. Excellent domestic travel infrastructure allows for tourists to visit a diverse range of environments, all within relatively close proximity to one another.

Kenya's rich diversity of wildlife means that no two experiences in the wild are ever the same. In a single trip to Kenya, travellers can visit tropical forests, beautiful beaches, and deserts, climb mountains and explore the wild. In Kenya, it is possible to plan a safari that blends adventure and relaxation, luxury and natural simplicity, as well as social experiences and solitude.

A spectacle worth seeing is the annual migration of millions of wildebeests, zebra, and gazelles from the Serengeti plains across the Tanzania border and Mara River, to reach Maasai Mara grazing fields. The dramatic crossing of the river can be viewed early June to August. The Mara has got also thousands of species of bird life and plant life, and wildlife viewing is a year round activity, with plenty of species to be seen.

To find out more,

call +971 4 209 5555

email leisure@bcdtravel.ae

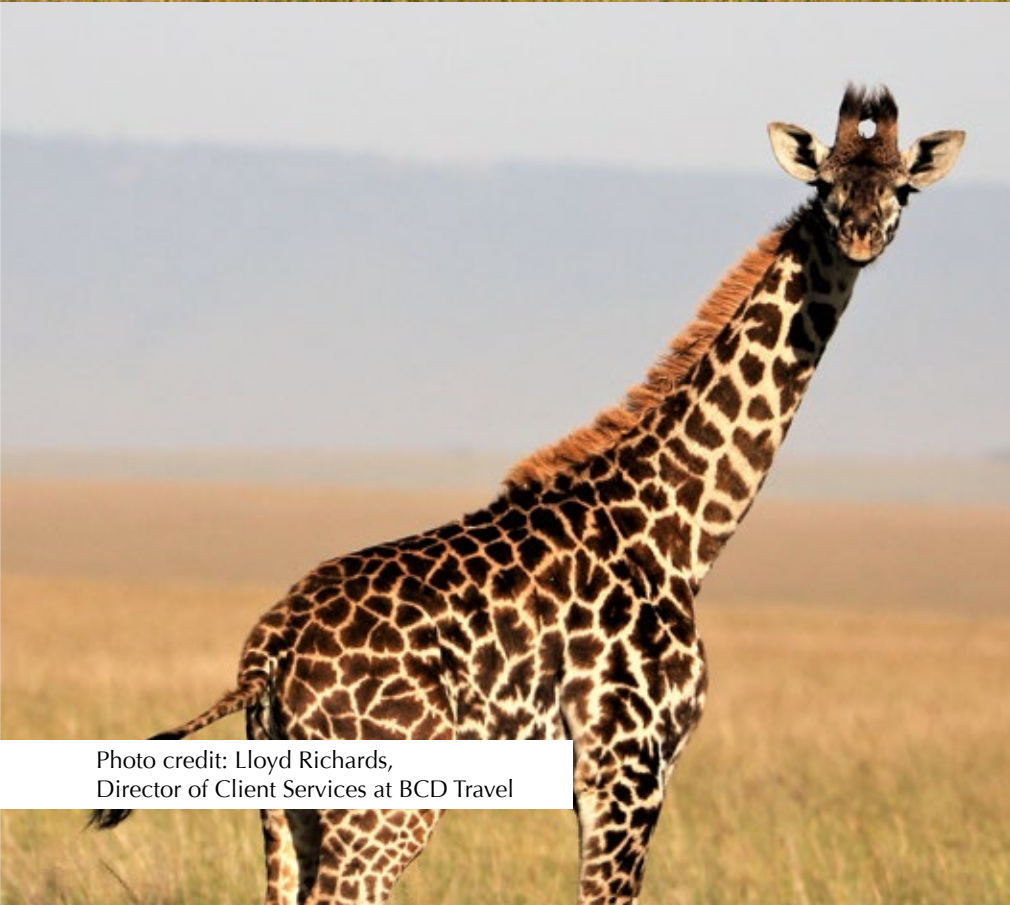


Photo credit: Lloyd Richards,
Director of Client Services at BCD Travel

One life,
many journeys.

AWR
PROPERTIES

www.awrproperties.ae





THE NEXT GENERATION OF RETAIL

AWR Lifestyle's cutting-edge approach to fashion, styling and shopping has cemented its position as a major player in the UAE's booming retail industry. Its flagship brand, American Rag Cie at The Dubai Mall, has brought LA streetwear to millennials across the Middle East.

Life Enriched spoke to AWR Lifestyle's Head of Operations, John Knight, about its collaboration with FAD Institute of Luxury Fashion and Style, and the next generation of retail professionals.

How did the collaboration begin?

Our team here at AWR Lifestyle have a varied and extensive network of colleagues and partners with whom we have collaborated extensively in the past. As part of our 2019 strategy, we challenged our leadership team to leverage these networks as much as possible to support our strategic initiatives. One such initiative is to better understand our customer's needs and define expectations clearly, to that end, Liana Dalli our Head of Marketing, reached out to several academic institutions including FAD, to sound them out regarding a possible collaboration. This would provide our team here with a fantastic sounding board of highly engaged, fashion forward individuals to survey, and test product and customer experience initiatives. These students fit the customer profile for American Rag perfectly. We asked them if they could participate in focus groups, share millennial consumer insights and in turn, work with our team on projects as part of their curriculum, get on the ground fashion retail experience and build a support network of highly qualified industry experts. We were delighted when we met Israel Omidosu, the Business Development Manager for FAD, to find out they were as excited by the possibility of collaboration as we were.

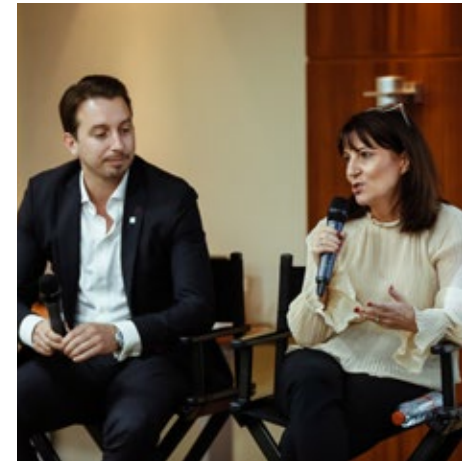


How will the internship programme work?

FAD's aim is to be at the forefront of delivering world-class training in luxury retail management, fostering strong relations within the fashion industry to allow cultural and academic exchange between global creative communities. We, at AWRL, were delighted to confirm this collaboration which will create opportunities for the FAD students to gain valuable experience in the industry. The students and graduates will be eligible to apply for internships in various functions across the business, from styling, visual merchandising, retail operations, marketing, buying and merchandising. The successful candidates selected will work closely with our teams on a part-time basis gaining real hands on experience in their chosen field, which will prepare them with the insight and experience to make their first step on their journey to a successful retail career.

What do you think are the main benefits of a business working with interns?

For me the benefits are huge for both parties, a real win-win. We, at AWRL, want to be working with young talented, creative individuals who are extremely forward thinking, particularly when it comes to fashion and technology. Conversely, the interns gain valuable experience and an introduction to a network of key industry stakeholders. We want to provide a platform where interns can grow and develop. Millennials are the next generation of leaders, and it's our aim to support and challenge them. I believe we should always be concerned about the future of our leadership talent and should continue to set higher standards and goals, whilst finding ways to encourage and protect this sense of purpose millennials crave. If we do, we can all be proud of our role in developing this next generation of talent.



Tell us about your experience of being a guest speaker at the college?

A fantastic experience and so much fun. When the team at FAD asked if any of our team would consider guest lecturing, myself and a few others in the team were happy to accept. I tutored part of the Luxury Brand Management course, and was delighted and humbled with the feedback from the students, and have been asked to take part on a quarterly basis. I was also lucky enough to witness some of the other guest lecturers in action. For me, what separates the FAD courses from other academic courses of its type is the breadth and quality of the speakers they work with. These students are getting real inside industry insights. Furthermore, I was so impressed with the creativity, energy and dedication of the students. We believe we have some real stars of the future taking part in our internship program, and it was a pleasure to take part.

What about American Rag do you think appeals so much to millennials?

For us, it's all about experience. We are creating a vibe and a community in store that people want to be part of. A place to spend time, be active on social media, listen to live music, talk about fashion, sing, dance and have fun, not only to shop. Millennials changing preferences and attitudes regarding corporate responsibility and social consciousness have already impacted how retail brands present and position themselves. It's in the American Rag DNA to lead not follow. We wanted to create a unique online and offline experience, showcase brands on a

“Millennials are the next generation of leaders, and it's our aim to support and challenge them.”

mission, who have a purpose or a cause out with financial growth that has huge appeal to the millennial generation.

We have embraced the fact that our tech savvy customer wants an integrated digital experience. Our artificially intelligent acti-mirrors and robot stylists are not there for novelty value, they're entertaining of course, but they are also there to elevate the shopping experience, to make your purchase simple and seamless. Our customers are not only coming to shop, they come for styling advice, get updates about the latest brands, music and technology, and crucially to post about their experience on social media. This concept was designed to challenge the status quo and force the consumer to think differently, which I believe we do that and more. We are grateful to have been embraced by millennial customers in our first year of trade in The Dubai Mall, but we are just getting started, watch this space.

How has the retail industry changed from when you started your career and how is the business adapting to this change?

It's almost 20 years since I started in retail (wow I feel old now). In that time the industry has undergone a significant transformation, and it continues to evolve quickly. Of course there have been significant advancements in digital channels, with e-commerce brands

reporting record growth almost monthly. However, we are mindful that brick and mortar retail still accounts for more than 80% of sales globally, and even higher here in the Middle East, so it's still vitally important that we continue to evolve the in-store experience of the AWRL brands. That is why we have built a service proposition that embraces technology and that enhances the way consumers interact with our brands.

We are also aware that attitudes regarding corporate responsibility, social consciousness has led to more customers shopping with their emotions instead of their wallets. Our buying team have embraced this new consumer mindset towards brands with purpose has already impacted the brands we select at Angels and American Rag and we will continue to look more actively and purposefully at the culture around us, not only in fashion, but in entertainment, in news and social media. This should mean that the physical stores will transition from the primary point of sales to being part of our broader retail strategy. Instead of a single touchpoint for consumers, the growth we want at AWRL will come from generating leads through amazing customer experience in store and then converting those leads digitally, resulting in complete integration across all channels, including our websites, marketplaces, social media and physical stores.

AWR *In-The-Know*

Top News and Business Headlines from AWR Companies

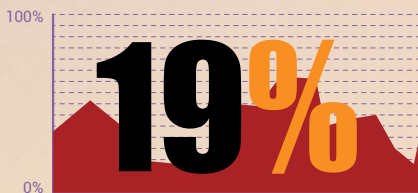
 **100,000**

Over 100,000 people Follow AWR's LinkedIn page

Dual recycling bins can be found on every floor of AWR Head Office.



AWR employees distributed over 700 Iftar boxes outside Head Office, as part of a Ramadan CSR initiative.



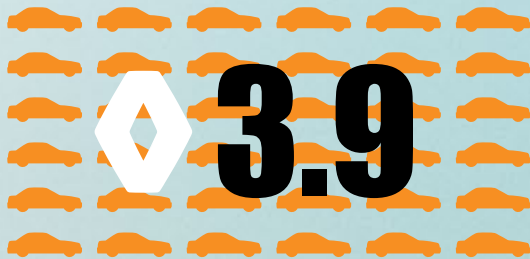
The INFINITI QX50 has shown an exceptional 19% growth during half-year 2019, compared to the same period last year.

7 MULTI PURPOSE MEETING ROOMS

AWR Properties new office has seven multi-purpose meeting rooms.

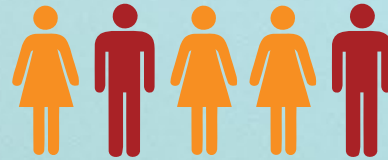


KAR Freight and Forwarding new branch in Sharjah Airport Free Zone (SAIF Zone) intends to cover over 7000 companies based inside SAIF Zone.



Groupe Renault sold an eye watering 3.9 million vehicles in 2018 alone.

Up 3.2% compared to the previous year.



There are five members of AWR's recently formed Group Strategy department.

22 COUNTRIES

AWR Lumina manufactured lights sold across 22 countries.



American Rag Cie has celebrated one year at The Dubai Mall

The Roof Lounge in Head Office celebrated one year since opening its doors to employees.

HOW TO CREATE AN EMPLOYEE DRIVEN OFFICE DESIGN

AWR Properties officially unveiled its new home on the 8th floor of its Dubai Head Office in July, with collaborative working and customer centricity at its heart. Life Enriched took a tour around the office with AWRP Projects Manager, Duncan Wentzel.

Entering from the lift, the grand lobby area sits on a polished concrete floor, with brass inlay depicting the map of Dubai. Break-out rooms are thoughtfully placed, to offer privacy to tenants signing contracts, alongside a slick reception desk. The showstopper is an ultra-modern, circular conference room, with views of Sheikh Zayed Road.

Moving into the workspace through secured double glass doors, the management offices are intentionally located in the middle, acting as the spine of the office. The team handling day-to-day operations are the body of the business, benefiting from floor to ceiling windows pouring with natural light. Duncan tells us that this unique layout is not something usually seen in a traditional office environment.

The space is sympathetic towards collaborative working between the leasing, property development and facility management departments of AWRP, offering free movement and flexibility. There is no pantry in sight, instead AWRP has its very own café with a state-of-the-art coffee machine and comfortable, designer seating.

Technological advances don't stop at the digital screens either side of the reception desk. Seven multi-purpose meeting rooms allow users to seamlessly connect their laptops, iPads or phones to a smart television through small system cables.

Behind every successful build is a dedicated project manager. Duncan describes how the previously occupied 8th floor required complete demolition

before renovation work could begin. "It was a 24/7 operation, with the majority of work taking place in the evening. It is an occupied building so noise control and ensuring no electrical outages was crucial," Duncan explains.

The AWRP team worked tirelessly on a 3D detailed design process, 3D models with mock-ups and renders, before the build took place. The bespoke open ceiling with exposed, lined pipes for architectural value, was just one of the many design elements which required absolute perfection. This really was a renovation project by the people, for the people.



AWR
PROPERTIES

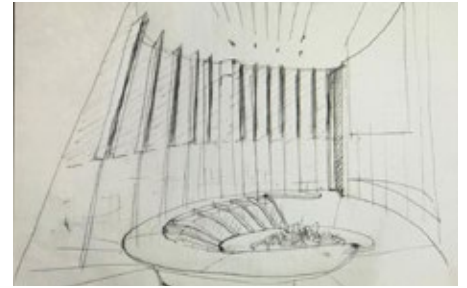




Behind the scenes with Lead Architects Charles Aouad and Christian Semaan from AAS Creations Interior Design LLC...

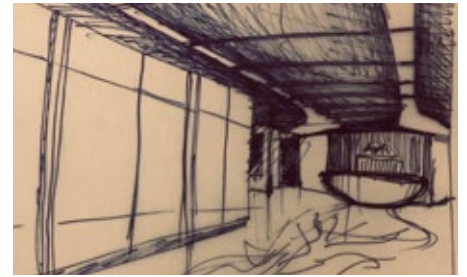
How did the functionality of the office influence the design?

Functionality was a driving factor of design. We had two zones to work with, both with different functions. This meant two approaches to design, ensuring that they worked in harmony together. A core theme throughout was that the office didn't need to be fancy to be elegant, instead it is efficient but elegant. The neutral colour scheme is contrasted with the integrity of the use of materials, such as the natural colour of wood, black steel and grey shades.



What is the end result of the workspace?

The work environment allows for frequent staff interaction. This is expressed throughout the open space experience and emphasized by the use of material. The space fosters transparency, and multiple choices as to how and where to work. Informal meetings can be very efficient, work doesn't always have to be discussed behind a desk or in a meeting room. This is an environment that imitates life outside the office.



Tell us about your approach to the design?

We took a minimalistic approach. The lines are pure and the intrinsic esthetic will last. This was not driven by any fashion or design trend. The ceiling contains objects that work, like an engine. Why not expose it? It has an esthetic that is inherent of its function. The reflective material adds elegance and creates additional visual extensions.



Check out the
original sketches



AMERICAN RAG CIE

Level 2, Fashion Avenue,
The Dubai Mall

Shopping Avenues,
Atlantis, The Palm

#AmericanRagCieDXB



americanragcie.dubai





APARTMENT51'S AW19 INTERIOR TRENDS

As the summer has come and gone, everyone has been busy thinking about the new looks for this upcoming Autumn/Winter season. The team at Apartment51 could not be more excited about the interior trends for the AW19 season.

Taking inspiration from the finest interior design style gurus has allowed the team to curate a snapshot of the looks, and presented the overarching theme of responsibility and authenticity. Each of the styles that are being acclaimed as 'must-haves' seem to share these two common traits. No matter what the season is Apartment51 always stay true to its values and promise of inspirational design and lifestyle, affordable luxury and quality, and most importantly an exceptional experience.

Interior design and home accessory style appears to be mirroring the shift in social consciousness towards living a more considered and thoughtful life. There is an emphasis on less production and more natural pieces, less harmful and more sustainable and less mass and more personal. Colours are more muted, patterns more connected to nature and influences more tied to individual experiences. This season, great interior design for the home is all about making responsible choices that weave a more authentic story and still offer vibrantly remarkable style.

The Apartment51 team have shared their top picks for AW19 home interior trends with Life Enriched readers.

Opulent Outdoors

Here in the UAE we already live in homes or apartments that are more connected to the outside than most; what with our gardens, terraces and balconies. With so many months of the year being conducive to outdoor entertaining and fun family times, big windows and wide opening doors allow us to switch from inside to outside very quickly and give many of us a sense of how lovely it can be to immerse ourselves in the more natural aspects of life. This fab trend towards incorporating nature in our interior design can be found in so many ways, from printed leaf wall paper to green hues in glassware, bold patterned tableware to lush wooden furnishings.





Planetary Passion

As more and more of us are taking steps to improve our individual sustainability report card, it is only natural that it is making its way into the pages of our illustrious interior design magazines. The shift in emphasis to raw materials, reduced manufacturing techniques and the embracing of centuries-old masterful craftsmanship provides so many options for us to be more responsible in our choices. From small home accessory touches that allow you to up-cycle, to entomologically-themed designs patterns that remind you of the plight of integral species like the buzzing bees, there are so many ways to show off your eco-friendly credentials and help the planet at the same time.

Texture Tales

Visionary interior design is no longer all about the eye, it is a multi-sensory experience and touch is at the forefront of AW19 trends; it's all about the textures. From sleek gold embellishments that feel chic and smart, to rustic exotic accessories that tell a story of global travels, you will be spoilt for choice in ways to transform your décor. Rich, luxury velvet is perfect for living room furniture, especially when paired with cosmopolitan style metals. Layering is also huge, whether it is for rugs in the bedroom, blankets on your outdoor furniture or even layering of tableware and serveware, particular in eclectic mismatched styles.



Welcoming Warmth

After unveiling their neutral palette for AW19/20 at London Fashion Week, Pantone have imbued our closing season with an array of hues that encapsulate a greater sense of warmth and welcome into our homes. We might not have any problems with cooling temperatures here

in the Middle East, but the pastel shades they have shared go beautifully with our desert surroundings. They provide a more muted opportunity for us to create a relaxed and encouraging atmosphere for our families and our guests.





Enriching Lives

[Visit website](#)

LinkedIn Top Tips 2019

Automotive · Dubai, UAE, Dubai · 115,145 followers

✓ Following ...

[See all 1,690 employees on LinkedIn](#)

Home

About

Life

Jobs

People

Ads

All

Images

Documents

Videos

Sort by: Top ▾

Publish valuable content



Your followers won't engage in your page if you're posting irrelevant content. Articles of interest, employee activities and CSR are all recommended between two to three times per week. Try A/B testing to see which period is the best time to post.

Comments

[Like](#) [Comment](#) [Share](#)

Put a face to the name

Followers are often engaged in videos concerning their industry. Research what your competition are doing and which forms of content are most popular before putting together a strategy.

Comments

[Like](#) [Comment](#) [Share](#)

Encourage colleagues and employees to connect with you

Are you following AW Rostamani Group? Colleagues and employees are the best resource to start growing an audience. According to LinkedIn, employees have on average 10 times more first-degree connections than a company page.

Comments

[Like](#) [Comment](#) [Share](#)

Marketing

Content shared by employees has 2x higher engagement versus when shared by a company.

Sales

Salespeople who regularly share content are 45% more.

Talent

Social enterprises are 58% more likely to attract top talent and 20% more likely to retain them.

Comments

[Like](#) [Comment](#) [Share](#)

Utilise different types of LinkedIn Ads

Sponsored content, Text Ads and Sponsored InMail can all highlight the best of your company and help reach the maximum amount of people that will be interested in your content.

Comments

Like Comment Share

Customize your Call-To Action

Make sure if you're including a link in your post, it is clear and your website can easily track the customer journey once they've clicked through to your page.

Comments

Like Comment Share

Don't post for the sake of posting

Reposting content for discussion is very popular on LinkedIn, as are videos and employee engagement. However, don't post for the sake of posting, as you do not need to post every day.

Comments

Like Comment Share

Make your content stand out from the crowd



Although LinkedIn is business-first, you still need to make your content stand out from the crowd. LinkedIn show that content that includes an image has 98% more engagement.

Comments

Like Comment Share

Use your employees



Companies who empower employees to share content on the platform perform better. They can more easily increase their reach and engagement, attract top talent and sell their products.

Comments

Like Comment Share

Understand the LinkedIn algorithm

The algorithm for LinkedIn finds content that is most relevant to your followers. Whilst most other social networks keep their algorithm secrets closely guarded, LinkedIn provides quite a bit of information about how its algorithm works.

Comments

Like Comment Share

Understand your audience

Take a look at your comments, likes and followers. What is your most popular type of content? Focus on what your followers are engaging with and tailor your content accordingly.

Comments

Like Comment Share

ENRICHING COMMUNITIES GOES BACK TO SCHOOL

The summer holidays, followed by back to school, can be a financially draining time for families around the world. This is even more challenging for low income families. With this in mind, AWR launched a back-to-school campaign through its CSR platform, Enriching Communities.

Employees from across AWR volunteered their time at the National Charity School, which provides education as per the Ministry of Education's curriculum to boys and girls, irrespective of their social or economic background.

During the visit, volunteers socialized with Grade 6 students from the boy's school, teachers and the principal. A delicious breakfast was served of pastries, fruit, and pancakes with Nutella, along with juices, coffee and tea.

After breakfast, the children were given the opportunity to showcase their best talents, from singing to martial arts. This was met with a chorus of applause from employees and teachers, before everyone joined in singing happy birthday to a boy who was celebrating his special day.

As part of the back-to-school CSR campaign, Group MarCom and AWR Lifestyle joined forces to organize school kits and outfits from Angels at The Dubai Mall. Before leaving for their next class, every child in the class received the two gifts from employees.

It has been over a year since AWR officially launched its corporate social responsibility platform, Enriching Communities. Since then, team members have given back by volunteering their time to a range of good causes, whilst getting to know their colleagues and having some fun.









AWR CSR Pillars

Community

Ensuring the Group actively participates in activities promoting education, supporting people of determination, promoting positive well-being, providing a platform for entrepreneurship, and maintaining the national identity of people in the UAE.

Workplace

Promoting work-life balance, ensuring employees well-being at the workplace, and increasing volunteering efforts.

Environment

Reducing carbon footprint, promoting environmental stewardship, climate change mitigation, and biodiversity care.

Stakeholders

Instilling green supplier policies and anti-corruption, increasing stakeholder engagement, and ensuring stakeholder satisfaction.



ADDED POWER LENDS SIGNATURE STYLE TO QX80 LIMITED FROM INFINITI

It is limited and for a reason. The all-new QX80 LIMITED by INFINITI of Arabian Automobiles takes signature styling to the next level with exceptional detailing, enhanced performance and premium finishes that add more individuality to the vehicle.

The looks say it all with the QX80 LIMITED. With different coloured rims and matte finish door handles, the exquisite look extends to the bumper protector, which comes in chrome and matte finishing.

The side-steps come in an aluminum finish. Open the door, which has an ash wood accent, and there is illuminated kick plates with the INFINITI logo projecting on the floor. The rear also has the 'LIMITED' badge to set it apart.

Absolute luxury comes to life in the interiors. The door panels, in leather, come in dual colour tones. The seats have luxurious cushioning and elegant stitching for added comfort during long drives.

Unlike the door panel, three-tone leather and colours are offered for the seats – in grey, black and premium Alcantara leather. Alcantara leather, which can resist harsh environments without losing its silky feel, is used through the hand-rest, roofing as well as the rear passenger seats.







The attention to detail in seating design adds to the comfort for motorist and passengers on long drives. The unique identity is further imprinted with 'LIMITED' embossed onto first- and second-row seatbacks.

The driving comfort is enhanced with a smooth leather steering wheel and shift knob, while the center console has the LIMITED lettering adding character to the matte silver, ash wood trim design.

When it comes to performance, the QX80 LIMITED is turbo-charged delivering a thrilling 428 horsepower.

Owners of the QX80 LIMITED become part of an elite club of owners – there are very few in number across the world.





Innovation
that excites

TECHNOLOGY THAT MOVES YOU

NISSAN X-TRAIL



Intelligent
Emergency Braking

الرسـتـمـانـي
AWR OSTAMANI
Arabian Automobiles

800 NISSAN
647726
nissan-dubai.com



NISSAN  INTELLIGENT **M**OBILITY

MEET AWR'S GROUP STRATEGY TEAM



**Medea Nocentini,
Chief Strategy Officer**

“I am the liaison between the vision of the shareholders, with the different businesses and group function teams.”

What is the role of a strategy department within an organization?

The Strategy department aligns the views of different teams across businesses and group functions in an ambitious, but also realistic way. We are methodologists, providing the processes and frameworks for plans to be executed.

If you could describe yourself in one sentence what would it be?

Passionate about bringing in long lasting impact and change... with a smile





**Mohamad Darwish,
Head of Group Market Intelligence**

“Market Intelligence is any information relevant to a company when it comes to market and customer trends, and competitors. Information (which should be fact based, checked and credible) is gathered and analyzed specifically to enhance managerial decision-making that impacts strategy in various areas (i.e. market opportunity, and development).”

What do you enjoy the most about your role and why?

As you might know, today they describe information as the new oil, with data all around us from various sources, and companies that don't collect and utilize information risks defaulting on every decision. The enjoyable part of my role is the 'eureka' moment when I find a valuable piece of information or an insight that benefits the company and the need to share it.

Where is your favourite summer getaway destination?

I like to travel to new and exotic places. Nowhere in specific, however for the past few summers I have been going to Fethiye, in Mugla province in Turkey which is a small city opposite to Greece. They share the same sea with Greece. It is a quiet, picturesque city that has amazing mountain ranges, clear water sky blue seas and cove like beaches.

**Asma Dawood
Risk Analyst**

“I am a risk analyst, assessing the risks across the Group. I assess the financial, operational, strategic, and compliance risk, and coordinate with management for risk mitigation and subsequent follow-up.”

How do you stay motivated at work?

I stay motivated at work through innovation. I always try to make something new for each task and that is what helps me stay motivated at work.

What do you like to do in your spare time?

I like jogging, spending quality time with family and friends, reading and watching documentaries.



Kevin Holliday
Head of Group Strategy and Planning

“As Head of Group Strategy and Planning, I’m responsible for managing the group strategy development process, including business portfolio mix optimization and long-term investment strategy. I’m also very active in the start-up space, identifying, assessing and targeting new sectors and companies for strategic investments and/or partnerships.”



How do you maintain a good work/life balance?

For me it’s very important to maintain a healthy mix, working in Strategy means that you are constantly thinking about different scenarios, opportunities and planning ahead, therefore it’s imperative that you take time out to de-stress. I play a lot of sport and exercise regularly which helps a lot.

Do you have any hobbies or special interests?

I’m sport crazy and extremely competitive. Cricket played a huge part in my early life and was fortunate to play a very high level grade in both South Africa and Australia, however now you can mostly find me on the golf course at weekends. I also passionately follow my home town football team Southampton.



Nida Romanes
Office Coordinator

“Aside from the usual administrative jobs as an office coordinator, I carry out some research work for the Group Strategy department.”

How long have you been at AWR for?

I am pleased to say have worked at AWR for over six years. Firstly, with Building Industries, then AWR Lumina, and now with the Group Strategy department.

What do you like best about living in the UAE?

The best part of living in the UAE is experiencing diverse cultures, and learning from them every day. Also, there is always something new to see.



Contact 800-KARFF or info@karfreight.com

www.karfreight.com



FLY LIKE AN ANGEL WITH AW19 CONVERSE

Angels is one of the most exciting luxury kidswear store's to launch at The Dubai Mall.

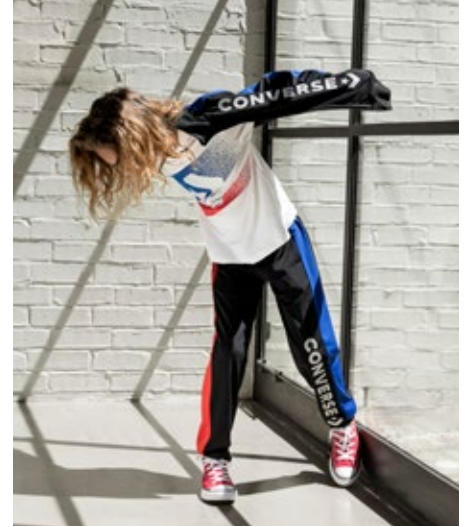
With a diverse range of ready-to-wear clothes and accessories for 0-12-year-olds, its AW19 collection is already proving to be a massive hit with fashionable parents and children alike.

Now stocking Converse Chuck Taylor All Star, the footwear is a perfect blend of style

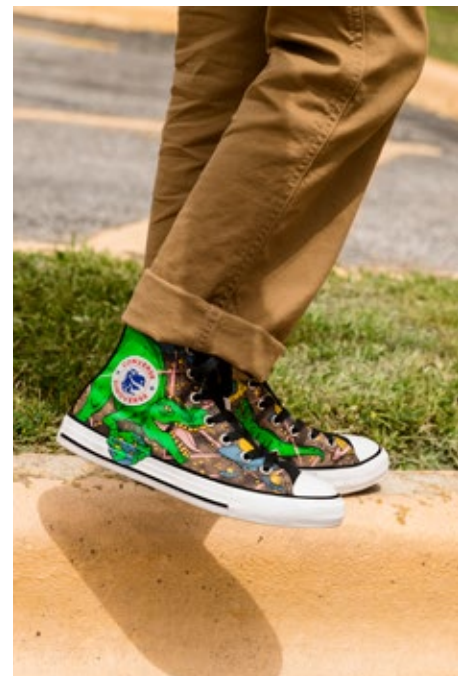
and comfort for active feet. Whether your little one roars like a dinosaur, wants to have their very own unicorn or is obsessed with wearing their favourite colour, the AW19 Converse Collection at Angels has got it covered.



Classic Converse Kids Chuck Taylor All Star in Ox Red



Classic Converse Kids Chuck Taylor All Star in Ox Red



Converse Kids Chuck Taylor All Star Interstellar Dinos High Top in Mason Taupe



For a full range of colours, styles and sizes, and to shop the full AW19 collection, visit Angels on the second floor of The Dubai Mall.

Converse Kids Chuck Taylor All Star Unicorns High Top in Light Blue



Classic Converse Kids Chuck Taylor All Star High Top in Optic White

UAE'S THRIVING LOGISTICS SECTOR



The strategic location of the UAE provides access to over three billion people within the Middle East, Africa and South Asia region, and up to five billion people within an eight hour flight.

The UAE government is well aware of the geographical advantages the region has to offer, and has consistently paved means to improve all avenues to further strengthen the logistics sector.

As part of UAE's economic diversification plan UAE Vision 2021, Abu Dhabi Economic Vision 2030 and Dubai's Industrial Strategy 2030, the diversification initiatives are beginning to pay off. The UAE economy is expected to grow by 3.66% in 2019, whilst the growth in volume of imported goods and services is anticipated to increase by 2.24%, as forecasted by the IMF.

According to the Annual Economic Report published in 2018 by the UAE Ministry of Economy, the total value of UAE's logistics and distribution sector has grown to Dh76.78 billion (\$20.90 billion), and represents about 5.4% of the economy. These two sectors are growing at 7.9% per annum and are expected to drive the UAE economy until 2023.

Leveraging Technology

KAR Freight and Forwarding (KARFF) has strong domain knowledge and insights, as well as international expertise that has enabled it to develop customized supply chain and logistics solutions for customers. The distinguished track-record of KARFF is the driving force of its freight forwarding services. However, an ever-growing industry requires innovation. KARFF has taken significant steps to upgrade to a new system, which boasts a

number of automated features, reducing time-consuming actions. The system also allows portal access to customers, so they can see updates regarding their shipments, and access invoices and statement of accounts.

Robust and Responsible Transport

The development of superior road networks and infrastructure, along with government regulations, makes it possible for seamless movement across borders. In the GCC alone, the land transportation industry is estimated to be a \$9 billion market.

KARFF is continuously adding to its already robust modern fleet of over 100 trucks and purpose-built trailers. This expansion is coupled with responsible mobility management, showcasing KARFF's belief that the effectivity of its fleet cannot only be measured by its number but also with how sustainable it is. The Road and Transport Authority recognized KAR Transport's effort on mobility management, during the prestigious Dubai Award for Sustainable Transport 2018.

Growing Industries

Warehousing is projected to be an important sector in 2019, with particular demand for customizable warehouse space as global companies move or expand to the UAE. This growth is in line with the rising number of e-commerce shopping sites and same-day delivery options.

KARFF's warehousing facility completes the company's portfolio of logistics services and is set to play a major role moving forward. The warehouse is located

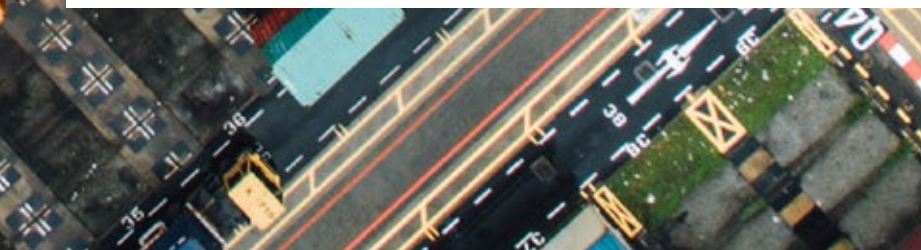
in Umm Ramool, next to the Dubai CommerCity, the first dedicated free zone for e-commerce in the Middle East and North Africa, and is in close proximity to Dubai International Airport, which further ensures any shipment stored in the facility can be transported without delay.

Equipped for the Challenge

Freight volumes are predicted to double over the next 15 years, which means that businesses will have to maximize efficiencies, and maintain high service levels to survive and prosper. Despite the supply chain and logistics industries competitive nature, customer service levels vary between businesses. KARFF has retained its position as a major player in UAE's logistic sector by maintaining excellent rates and service levels for their customers.

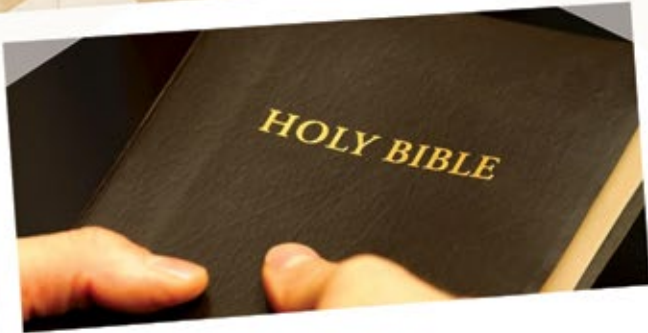
In response to increasing demands, KARFF has recently launched a branch in Sharjah Airport Free Zone (SAIF Zone). Through the new branch, KARFF intends to cover over 7000 companies based inside SAIF Zone. Additionally, the branch aims to target over 5000 companies based in Northern Emirates including areas of Ras Al Khaimah.

The move to open a new hub in Sharjah is in line with the company's vision of developing offices in other parts of the UAE, and eventually expanding to other GCC countries. KARFF is already a member of internationally recognized professional associations such as National Association of Freight and Logistics, in the UAE, International Federation of Freight Forwarders Association and World Cargo Alliance.



What Inspires You?

Inspirations
of AWR Employees



Mira Lamey
Leasing Manager, AWR Properties

"For with God nothing shall be impossible" - Luke 1:37. This quote is the source of my motivation and power. It makes me believe that everything is achievable and nothing is impossible. You just need the will and strength, and I find this strength in God.



Carla Edwards
F&B Manager, AWR Lifestyle

My inspiration comes from living in the highlands of Scotland. You learn from an early age to be proud of where you come from and to treat others how you would like to be treated. Women are brought up to be strong, independent and to fight for what you believe in. You learn to be resilient which comes probably from the constant unpredictable weather. When times are tough laughter is always the best policy. This inspires me every day to always look at the positive and the glass remains half full not half empty. My favorite quote is "Life is supposed to be fun. It's not a job or occupation. We're here only once and we should have a bit of a laugh" - Billy Connolly



Samir Kazi
Head of Strategy & Business Development,
AWR Properties

The Physicist Stephen Hawking inspires me. He proved that determination and positive thinking can triumph over even the most severe limitations. In our daily life we regularly face challenges which may be personal or business. With a determined positive attitude we can look to overcome most of these without letting them pull us down.



Ashish Nanda
Director, Shift Car Rental

What inspires me is to create businesses that bring wealth to shareholders, value to customers, and creates employment which in turn feeds families and educates children to make this world a better place.



Ahmed AlRamahi
Internal Auditor, Group Internal Audit

Since I was 16-years-old I was inspired by the concept of 'Kaizen', a Japanese word that means "Improvements" or "Continuous Improvements". This concept was invented by the Japanese organizational theorist, Masaaki Imai. It means encouraging employees to come up with ideas, and managers to act on them to improve processes. It results in the elimination of poor processes and issues which are creating problems. I also realized that this concept applies to every aspect of life where a self-improvement is always required to get rid of all toxic habits, thoughts and activities in our life.



Eman AlBastaki
Emiratization Manager, Group HR

I am inspired by reading and learning. I love to read books as this motivates me and builds my knowledge about different things. It opens my mind and gives me a better understanding in so many areas of my work and personal life.

Surround yourself

with the dreamers and the doers,
the believers and thinkers, but most
of all, surround yourself with those
who see the greatness within you,
even when you don't see it yourself.

Edmund Lee

Drisha Acharya

National Program Manager, BCD Travel

My family and friends. The saying goes that you are who you surround yourself with, so choose carefully. I'm inspired by those nearest and dearest to me who I'm happy to call family, whether it's immediate or extended. The below quote summarizes my source of inspiration. "Surround yourself with the dreamers and the doers, the believers, and thinkers, but most of all, surround yourself with those who see the greatness within you, even when you don't see it yourself" - Edmund Lee.



Mohammed Irshad

Assistant Parts Manager, Spare Parts

If at any time anyone talks about inspiration, the only idol image that comes to my mind is my father (Mr. Abdul Jabbar). He has taught me a lot about life and most importantly how to value money. Seeing him raise my siblings and me with all the love, makes us feel blessed to have a father like him. He always says work hard and with passion. Never give up always keep trying and success will come to you. Today, as I get the opportunity to say a few words in Life Enriched magazine, I would like to dedicate it to my father who is the biggest inspiration of my life.

QX80
2020

Live Real Luxury

Luxury is better shared with the QX80: bold exterior lines, a sophisticated and luxurious interior for ultimate comfort, the security of advanced safety technologies and the endless power of a 400HP 5.6-litre V8 engine*.



INFINITI

EMPOWER THE DRIVE

الرسـتـمـانـي
AWR OSTAMANI

 **800** INFINITI
46346484



*Also available in QX80 Limited 428 HP.

 [Infiniti-dubai.com](https://www.infiniti-dubai.com)

FOLLOW US
  

EXPERIENCE WORLD COFFEE BAR

AWR Lifestyle's World Coffee Bar is an instore concept that reinforces the lifestyle experience of the California-born American Rag Cie store.

The coffee bar delivers a variety of food and beverages from around the world in a unique and fun setting, nestled within The Dubai Mall.

The coffee concept delivers a variety of unique blended coffees carefully sourced from around the world, including new single origin coffees to delight the palettes of Dubai's specialty coffee lovers. As well as enjoying freshly brewed coffee carefully crafted by the expertly trained baristas, World Coffee Bar also stocks coffee beans and cups that can be purchased for the home.



This original food and beverage concept has a menu of signature house recipes with flavours spanning cultures and continents, all freshly crafted with the finest quality of ingredients. As well as an extensive coffee offering, guests at World Coffee Bar can enjoy shakes and health shots, as well as an array of breakfast, lunch and dinner foods with both gluten-free and organic options.

The unique concept lends itself to its décor with bright and colourful furnishings that complement the Spanish colonial tiles that decorate the floor. World Coffee Bar is carefully positioned next to American Rag Cie so guests can enjoy live music on the weekends from the neighbouring store to add to the unique lifestyle experience.

World Coffee Bar is located on 2nd Floor, Fashion Avenue, Dubai.

HOW TO RENT A CAR IN THE UAE?

Step One

What are the Advantages of a Car Rental?

People have different reasons for renting a car. A resident of the UAE may decide to rent a car so they can remain mobile while their car is being serviced or repaired, as a weekend rental, monthly rental before they find a permanent solution, or due to the growing preference towards car usership rather than ownership. On the other hand, visitors rent a car for the convenience of moving around, as a cost effective alternative to using a taxi service or so they are able choose from multiple models.

Step Two

Am I Eligible?

Residents are required to have a valid UAE driving license that is at least six-months-old. Customers from the countries listed in the table may drive in the UAE using their foreign license with a valid visit or tourist visa only.

The original license should be from the same country as the passport nationality and should be held for a minimum period of two years. Any driving license that is not in English should be translated. Drivers from countries which are not listed above may rent a vehicle subject to them

producing a valid International Driver's Permit (IDP), in addition to a valid foreign driver's license, no less than one year old. Customers are also required to present their passport copy with visa page, however Emirates ID can be presented for UAE residents and National ID from GCC countries.

If drivers are under the age of 23 or their driving license is less than six months old, they are eligible to rent vehicles by signing an undertaking letter.

Australia	Hong Kong
France	Norway
Kuwait	South Africa
Romania	United States
Switzerland	Canada
Austria	Ireland
Germany	Oman
Netherlands	South Korea
Saudi Arabia	Denmark
Turkey	Italy
Bahrain	Poland
Greece	Spain
New Zealand	Finland
Singapore	Japan
United Kingdom	Qatar
Belgium	Sweden

Step Three

How Do I Book?

There are multiple ways of contacting Shift Car Rental. Call a Shift team member on 800SHIFT (74438), book through the website or web chat at www.shiftcarrental.com, or walk into one of the eight branches. Once the renter submits all the necessary paperwork, including credit card details for the deposit and cost of rental, it is time to pick a vehicle. If required, the car can be delivered to a desired location for a small extra fee.

Step Four

What Car Should I Rent?

Customers can browse through the Shift website for their car rental requirements. From there, the renter will be able to see images of the car, along with information on seats, space, features and engine size. Shift has a dedicated team who manages live web chat and telephone enquiries, should the renter require any assistance with the booking. The type and duration of the vehicle rental depends on the customer's individual preference. Shift offers rentals from one day up to 11 months. Vehicles available range from a small compact, mid-size cars to large SUV's.





VHERNIER

MILANO

LEVEL 1, FASHION AVENUE, THE DUBAI MALL

Five Minutes With...



Anita Rodrigues

Executive Assistant -
Sales and Marketing, Arabian Automobiles

Tell us a bit more about your day-to-day role at AWR?

Being the Executive Assistant to one of the most important people in this organization, my role is to support the day-to-day schedule of Managing Director, Salah Yamout. I also need to balance the meeting schedules for both Sales Directors - Nissan and INFINITI/Renault ahead of time, so that their day-to-day operations runs smoothly.

What has been your greatest career achievement?

I joined this organization as a temporary member directly for the CEO, after which he chose to hire me permanently.

Talk us through your morning routine before coming to work?

It starts with my morning prayer, followed by breakfast which is a must but needs to be fast and easy. I then prepare my daughters for the day ahead. I have an alarm to not only wake me up, but also to tell me to go to sleep. I would recommend having a morning routine that you can keep on weekends too.

What do you like to do in your spare time? Do you have any unique hobbies and interests?

I love shopping - it is my weakness and ultimate stress buster. I really like jewelry and have a collection of different designs.

What is your ultimate career ambition?

Apart from this company's reputation as a fast growing industry-leader in the automotive field, the thing that excites me the most about working here is the expansion plans over the next two years.

And finally, if you could do any other job at AWR what would it be and why?

I feel my role is perfect as an Executive Assistant.



Ritchie Williams

Renault Marketing Executive

Tell us a bit more about your day-to-day role at AWR?

This is a difficult question to answer, as there's always something new that pops up every day, so mentally I make sure that I expect the unexpected at any given moment. However, to summarize in short, I am part of the AAC Renault Marketing team, but not too long ago I was in Sales Coordination. So my day can consist of supporting our sales consultants, all the way to planning and executing key marketing campaigns for the business.

What has been your greatest career achievement?

When I first joined AWR, I was entering a field that was completely alien to me. I've always been an avid follower of cars since I was a child, but actually working with the dealership itself throws you into places you could never imagine. Over



the years I've gone from working in sales coordination to shifting to marketing. The transition I made from sales to marketing is an achievement that I am proud of, as marketing has been something that has interested me. What promotion shall we run? What shall we offer? What cars shall we promote? Will customers like what is being offered? These are questions that I like to ask myself regularly; I always try to put myself in the customer's shoes.

Talk us through your morning routine before coming to work?

After forcing myself out of bed at 7am every morning, I quickly start my day with a fresh cup of black coffee to prepare me for what lies ahead. I ensure that on my morning commute to work that the music is blasting on the radio to get me pumped for a day full of fun and exciting, sales and marketing related activities at AWR.

What do you like to do in your spare time? Do you have any unique hobbies and interests?

I like to spend as much time as possible socializing with friends and family during out of office hours. I try to keep fit by playing football regularly, and occasionally I try to drag myself to the gym, although that's been a bit of a mental challenge for me lately. I love listening to Psy music; if you haven't listened to this genre before, then you're definitely missing out.

What is your ultimate career ambition?

For me this has always been a tricky question, as I still believe I'm trying to discover what I truly want to achieve career wise. Considering I studied Aeronautical Engineering at university, and then went into sales coordination, followed by marketing, I feel like I still have a lot to learn and find where my true passion really lies. What I do know for sure however, is that one day I would like to be a senior figure in the industry that I work in, managing a successful team who all love to do what they do.

And finally, if you could do any other job at AWR what would it be and why?

CEO... why not? Always dream big!



Fatima Ahmed
Interior Designer, AWR Properties

Tell us a bit more about your day-to-day role at AWR?

As part of the project team at AWR properties, my main responsibilities include meeting with client's to understand their design inquiries, formulate their needs into 3D visuals and 3D plans, prepare presentations and mood boards to explain the proposed designs, and assist in executing the approved projects proposal within a specific timeline. I am usually communicating with project managers, clients and contractors to get projects done.

What has been your greatest career achievement?

Every successfully completed project is a great accomplishment for me. One of the my greatest projects before coming to AWR was being part of the main design team for Anantara Spa and Turkish Hammam, Palm Jumeirah, which was listed among the best spas in Dubai.

Talk us through your morning routine before coming to work?

In the morning before work I usually prepare my family's and my breakfast,

exercise for 10 minutes, drop my sister to work, and reach a bit earlier as I was working on my master degree in Sustainable Design of Built Environment. I completed this in June 2019.

What do you like to do in your spare time? Do you have any unique hobbies and interests?

For the last four years I barely had spare time as I was busy with my studies, however now I enjoy making 3D modeling, walking, and watching animation movies.

What is your ultimate career ambition?

To create great space designs that enhance people's experiences and promote their wellbeing.

And finally, if you could do any other job at AWR what would it be and why?

Most probably I would love working with the MarCom team. Providing graphic designs to raise people's awareness, meeting with different people and organizing events is what I would enjoy most.



Rana Osman

Senior Marketing Manager, Apartment51

Tell us a bit more about your day-to-day role at AWR?

That's a tough question, my role at Apartment51 is to manage all things marketing for the brand, but in reality my day-to-day role can be anything from marketing, to operations, to e-commerce, to customer service. Sounds odd! On the contrary, it makes the role even more exciting as you get the opportunity to be part of the full cycle of the brand, and really get to know every aspect of how the business functions.

What has been your greatest career achievement?

There are quite a few, so I will choose the latest achievement which was successfully organizing a first of its kind event called 'VIDXB', the MENA region's first and

largest annual gathering celebrating the world of online video, within a short period of 5 months meeting all targets in terms of registrations and for the cherry on top – we were the no. 1 trending hashtag on social media during a busy week of events.

Talk us through your morning routine before coming to work?

I have a 10 month old baby girl, so usually she wakes up just before I leave to the office, which means I get to play with her for 5 mins before leaving which makes my day.

What do you like to do in your spare time? Do you have any unique hobbies and interests?

Every day in our lives is super hectic so when I do get some spare time, I like to kick back and relax on the sofa and watch some Netflix and Friends.

What is your ultimate career ambition?

I cannot name one thing as once I set a goal, I accomplish it, and I am on to the next thing. Hence it is always ongoing and this keeps me motivated to keep exploring new opportunities. In today's day and age, we are continuously learning new things, so our goals keep changing along with it.

And finally, if you could do any other job at AWR what would it be and why?

I love what I do, which is marketing, but I have always liked helping other people and being part of their development journey, so I guess exploring HR would be interesting.



Khristine Tienzo

Secretary, Group CRM

Tell us a bit more about your day-to-day role at AWR?

Well, as a secretary, I handle the calendar of the department head, as well as the other senior team members. I am responsible for uploading and checking the attendance for all of the CRM team. Additionally, I provide assistance to the team if they need anything to coordinate with other departments, especially HR, IT etc. If required, I give support to the call center, such as handling inbound and outbound calls. I also arrange interviews with managers, head of departments, and handle iProcurement and Taleo if necessary.

What has been your greatest career achievement?

My first greatest career achievement is when I was given the opportunity to move to Dubai and to work at one of the five star hotels. It was fun learning new things while working and I loved the environment. I believe that great experience is the reason why I am here in my current position.

Talk us through your morning routine before coming to work?

I have a five-year-old daughter and since I am a working mother, usually when I wake up in the morning I prepare the stuff that she will be needing for a day with the babysitter. I then prepare food for my husband and his things for work, and finally prepare myself. Before 7am, I should be out from home to drop my daughter with the babysitter, and after that it's time to go to the office.

What do you like to do in your spare time? Do you have any unique hobbies and interests?

I love travelling and discovering new countries with my husband and my daughter. Also, I love spending a staycation during the weekend in a hotel whenever we have a chance, eating in a restaurant once in a while, camping during winter and window shopping.

What is your ultimate career ambition?

To experience work in another country and have a small business in the future.

And finally, if you could do any other job at AWR what would it be and why?

Since I have a background working in HR, and if there would be a chance, I would be interested to be a part of Group HR to refresh and maximize my knowledge.



Mohammad Arif
Project Sales Manager, AWR Lumina

Tell us a bit more about your day-to-day role at AWR?

Currently I am working as a Project Sales Manager at AWR Lumina. AWR Lumina is a local manufacturer in lighting, so my role is more into working with lighting project partners on their projects and supporting them in the best possible manner through our lighting brand FRATER. Additionally, I am also working with lighting consultants in the market in order to specify our lighting brand FRATER for projects.

What has been your greatest career achievement?

Being a lighting professional, my dream was always to work with a local manufacturer or brand. I always wanted to see how LED lighting is getting produced, and what equipment and machinery is being used in the complete process. By joining AWR Lumina, this dream has come true so I would say joining AWR Lumina is my greatest achievement so far.

Talk us through your morning routine before coming to work?

I believe if ones morning starts well, then the whole day will be productive

and fruitful. My morning starts with my morning prayers and by thanking God for gifting me another day of my life to utilize it in the best possible way.

What do you like to do in your spare time? Do you have any unique hobbies and interests?

Being a very social and health conscious guy, I spend my spare time mostly with my social network and in the gym.

What is your ultimate career ambition?

My career ambition is to become a business head where I can have more opportunities to utilize my expertise

And finally, if you could do any other job at AWR what would it be and why?

I have been very fond of cars since my childhood, and I would love to work with the automobile business of AWR.



THE FRATER ADVANTAGE LED LIGHTING SERIES

Following its successes in the LED sector, AWR Lumina is launching a never-seen-before retail range of Frater Advantage lighting products, purely for the UAE trade market and strategic export markets. The products have a warrantee of two years, compared to three or five, and are therefore more economical, offering customers a price advantage.

Life Enriched spoke to Head of Frater and Special Projects, Firoz Badar, to find out more about the Frater Advantage Series.

Tell us about the relationship between Frater and AWR Lumina?

AWR Lumina has three verticals – Frater, Electrical Accessories, and Projects and Principle Brands. We celebrated 20 years of collaboration with the Spanish brand in January. Frater Euro-Electricals, S.A., Spain is essentially the parent company, from where the lighting brand was established in 1999. Since then, the majority of lighting is manufactured in our best-in-class Al Quoz facility. Some fixture parts of Frater are manufactured in Spain, with all light modules created in the UAE. Dubai is rightly perceived by end users as having high quality control, meaning that products made in the UAE carry more prestigious.

What is unique about the Frater Advantage Series launch?

A market survey across dealers, agents and end consumers showed us that there was a great need in the market for more affordable, yet good quality lighting. We found that customers would be happy with a warranty of around two years, if it allowed them to source a more economical version. A study of historical data gave us insight into which products sell the most. Around five products families have been initially chosen for the launch of the Frater Advantage series, with two more being launched in the next phase. Depending on the market feedback and need, we will introduce a new family of products as required. Taking all this information into account, we have been able to offer our customers a huge advantage of purchasing a similar range of Frater products for 30 to 50% less, with a two year warranty.





LED Downlight



LED Floodlight



LED Panel Light

Who is the target market?

Frater Advantage will only be sold through distributors, who will have generated leads and demand prior to launch because of the reputation of the AW Rostamani name and Frater brand. We expect this lighting series to sell across mid-market level residential, commercial and industrial developments, including temporary sites.

Can you talk us through the new logo?

The colour scheme is consistent across the Frater logo family, meaning it is instantly recognizable. Advantage was the name chosen specifically to showcase the price advantage we are offering our customers. Using the word Advantage, we have created an A with LED light symbols inside. You can also see an F for Frater inside the A. This has really helped the logo and whole product series come together, and we couldn't be happier with the end result.

Can you tell us about any trends in the lighting industry?

There was considerable movement in the LED lighting industry between 2013 and 2018. There has now been almost a complete transition to LED, and end users are now requesting smart lighting. This is everything from app and voice control, to light and colour changes dependent on movement, occupancy, etc.

AWR AUTOMOTIVE GROUP GEARS UP FOR 2020

AWR Automotive Group successfully kicked off Business Plan 2020 on the 7th October 2019 at the Park Hyatt Dubai.

The kick-off event marked the start of AWR Automotive Group's annual business planning and clearly defined next year's strategic objectives. The event was attended by leaders of all AWR Group companies, Group functions and senior management from AWR Automotive.

Medea Nocentini, Chief Strategy Officer of AWR, opened the event by providing an overview of the Group Strategy function, and shared the direction of the AWR board of directors, focusing on profitability, expansion, diversification into other sectors and investment in start-up companies.

Michel Ayat, CEO of AWR Automotive Group, shared the micro and macro-

economic factors affecting the businesses and also discussed the key trends impacting the UAE automotive industry today. He highlighted a new era for the automotive industry, which is primarily driven by technology and digitalization.

Mr. Ayat also reiterated the clear vision from the AWR board of directors and laid out the strategic direction for 2020, focusing on delivering customer quality, maximizing profitability, and maintaining market share.

This was followed by presentations from Salah Yamout, Managing Director of Nissan, Mahesh Rohra, Managing Director of Strategic Ventures, Nicolas Oswald, Director of INFINITI and Renault, and Faris Younus, Director of International Business Development, in which they highlighted the key strategies for their respective businesses in 2020.





Thousands of smiles



Millions of miles



The first smile. That lasts until the last mile. It's said distance makes the heart go fonder. The more you travel with us, we at **Shift** get more opportunities to make your smile go farther!

Short Term & Long Term Rentals | Fleet size over 8000 vehicles | Fastest growing Car Rental brand in the region | Award Winning | Digitally Enabled | Human Driven

800 | SHIFT 74438
www.ShiftCarRental.com

الرسـتـمـانـي
AWR OSTAMANI

SHIFT
CAR RENTAL



FOR LEASE
400 566 225

OFFICE



AN EXCLUSIVE LOOK AT M SQUARE

AWR Properties manages more than 2.5 million square feet of residential and prime commercial space.

The business is giving a salute to heritage, as well as looking ahead to the future, with its latest development, M Square.

The landmark mixed-use destination in Mankhool is perfectly positioned to inspire the future of business and community living. Located close to the city's transport networks with easy access to Sheikh Zayed Road, Financial Centre Road and Al Khail Road, M Square houses residences, offices, retail, hotel and hotel apartments.

Take a sneak preview at the development...



Disclaimer: All pictures shown for illustration purposes only.

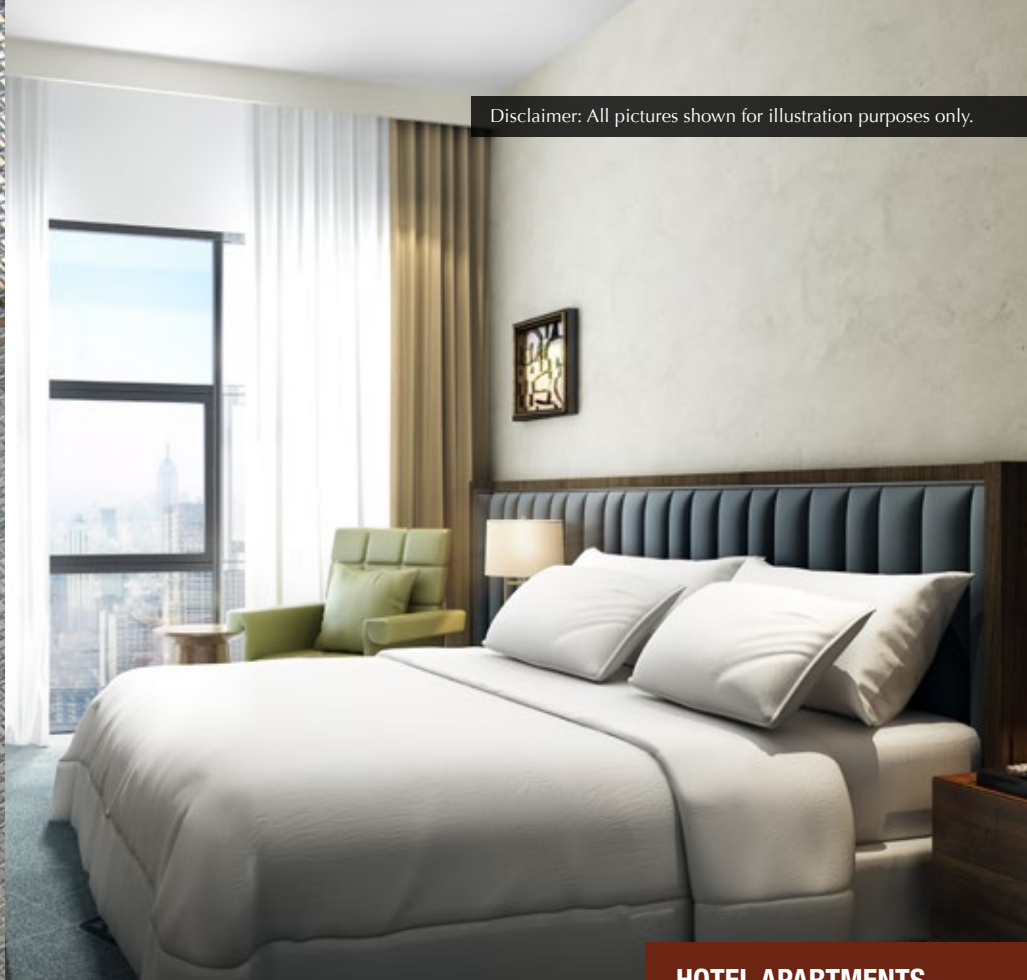


RESIDENCES





HOTEL



Disclaimer: All pictures shown for illustration purposes only.

HOTEL APARTMENTS



Travel Smart. Achieve More.



BCD  **travel**







THE BEST IN TECHNOLOGY AND SAFETY WITH RENAULT KOLEOS

Packed with advanced features, customisable settings and intuitive assistance systems, the Renault Koleos offers driver-centric technological and safety prowess.

Experience a technological tour-de-force with the Koleos 4X2 and 4X4. Packed with advanced features like a customisable touchscreen, an advanced driver assistance system (ADAS) and Bose speakers, discerning customers looking to experience technology at their fingertips need look no further.

With the Koleos' fully-integrated personalisation features, owners will enjoy a vehicle that is designed to create their perfect driving environment. The R-Link 2 touchscreen not only grants drivers access to all the car's comfort features, driving aids, safety and multimedia, but also hosts applications that users may download to further enrich their experience. Doubling down on the personalisation, the dashboard can also be customised with an array of styles and colours to best match the driver's personality.

The Koleos is also engineered to offer drivers the best in safety across its options of 4X2 and 4X4. The ADAS, easily configurable using the R-Link 2, alerts drivers of the presence of objects or people in their blind spot by providing visual feedback on the appropriate rear view mirror. It also simplifies parallel, angle and cross parking by detecting if there is sufficient space for drivers to perform a manoeuvre, and provides audible indications of the distance between the car and its surroundings. The self-parking feature compliments the technology in the vehicle by guiding and managing the steering wheel without the driver's involvement during parking, as well as while removing the car from the space.

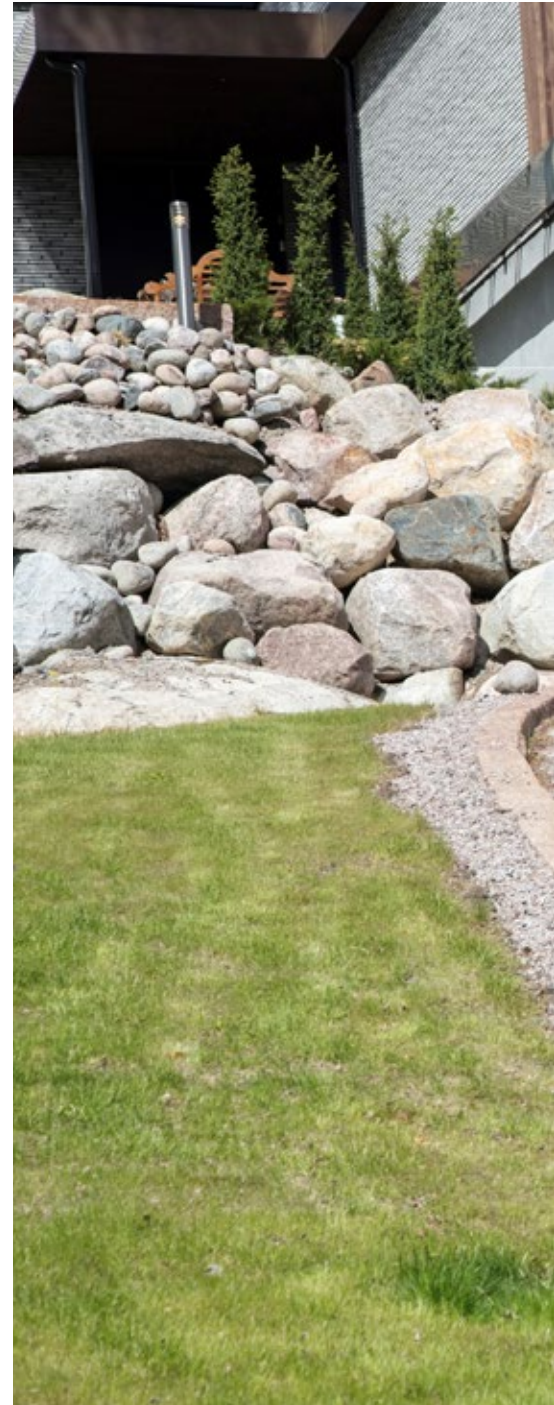
The Koleos' hi-tech driving experience also comes with a 'Lockable Differential System' that controls wheel spin, and comes combined with an 'Electronic Stability Programme' that allows the system to control each wheel independently. Together, these technologies provide a safer, more stable ride for both drivers and their passengers.

Where there is technology, comes safety, and the Koleos assures this with several advanced safety features. Having secured five stars in Euroncap tests, the safety features of the new Koleos are first-rate and designed to assure motorists of a seamless motoring experience in any tough and unexpected driving situation.

Among the key safety features of the Koleos is the ISOFIX, a method of attaching a child's car seat directly to the chassis of the vehicle than securing it with a seatbelt. With ISOFIX, a special base locks into two hard mounting points at the bottom of the car's seat and the child seat

in turn locks into the base. Once at your destination, it's simply a case of unlocking the seat and carrying it away.

Other safety features include Easy Park Assist and the Electronic Stability Programme, which helps in controlling the car even in tough driving conditions. The Hill Start Assist to manage challenging terrains, Blind Spot Warning to alert on vehicular traffic, Tyre Pressure Monitoring for ensuring tyres have the right pressure for the desired terrain and Automatic Parking Brake all enhance the safety of motorists and passengers.





INTRODUCING AMARON BATTERIES

The year 2000 marked the beginning of a green revolution in the UAE automotive industry, with the introduction of AMARON Batteries bringing long-lasting power to driving.

From the conventional black box, AMARON came in bright green packaging, offering zero maintenance batteries. In addition, the product held the longest warranty in the Indian market where it was initially launched, sparking a massive change in the industry.

It was in 2010 ARBL entrusted its flagship brand to AWR for distribution in the UAE. Since then, it has been one of the fastest growing automotive battery brands. From a humble beginning, it now sells over 175,000 units per year in the UAE.

Rajagopal BR, Head of AWR Trading - Allied Products, shares his insights about the AMARON battery business in the UAE.

What makes AMARON a unique product?

AMARON works on world-class Johnson Controls Technology, and uses a special SilvenX alloy, which gives the power to 'last long, really long', as the tagline says.

AMARON is a zero-maintenance battery, serving both passenger and commercial segments, and is also the first battery to leave the factory fully charged. The batteries come in all sizes, catering to all cars on UAE roads.

How is AMARON distributed and sold in the UAE?

Our prime channel is the dealer base, however, AMARON is also sold directly to key fleet customers. We have a strong fleet base, which includes companies

like Pepsi, Coca Cola, School Transport Services (STS), Agility, National Foods, Presidential Office, Emirates Transport and many more. AMARON batteries are sold by all spare parts dealers across the UAE, along with large and small garages. The product is available across the entire AAC network and AUTOTRUST Multibrand network. Our onsite battery fitment partners offer the fitment at your premise, which is all about convenience for customer.

How has the relationship between AWR and AMARON developed?

AWR was the first to establish an AMARON Pitstop in the Middle East in May 2018. Offering exclusive counters for the fitment, it is the first of its kind in similar lines of business. No other competitor brand has a Pitstop or a similar concept established in the Middle East. Moreover, the second Pitstop was inaugurated in the UAE in November 2018. This is definitely a milestone for the ARBL and AWR relationship.

Are you planning to expand the business?

AWR core values emphasize on Never Being Satisfied, so it is only fitting that we can expect a new product range from AMARON very soon. This is currently in discussion with the ARBL management team.



How has AMARON recognized AWR?

AWR has been awarded the best performer award year-on-year. Currently AWR is the star performer in the Middle East, in terms of volume and consistent growth. We have been able to achieve such remarkable results because of the strategic direction of the AWR management. This, along with a strong support from the principals, a quality product, and last but not the least, the trust that the customers have for us and the product. It's our responsibility to be better year-on-year, and deliver better results and quality service.

What is next for the partnership?

We estimate over 1.2 million car batteries are sold in the UAE every year, and would like to see every car fitted with an AMARON battery. It gives me immense honor to say that in less than a decade, AMARON is one of the fastest growing battery brands in the UAE. Currently, the brand is in second position in the UAE market. We are working closely with our partners to reach number one. Looking at the current trends, we aim to reach the top position and be the market leader in the next couple of years.

AMARON[®]

**PIT
STOP**

برج البحيره لتجارة قطع غيار السيارات الجديدة ذ م م

BURJ AL BUHAIRA AUTO NEW SPARE PARTS TR LLC

TEL: 06 526 6637, MOB: 056 9984153, email: contact@burjalbuhaira.com

TOLL FREE: 800 622 437





Visit
Renault-Anywhere.com



Choose Your
Model



Pin Your
Location



A Renault Ambassador
brings the car to you



RENAULT
Passion for life

**Test Drive
Renault
Anywhere!**

الروستمانى
AWR OSTAMANI

Arabian Automobiles

Highlights

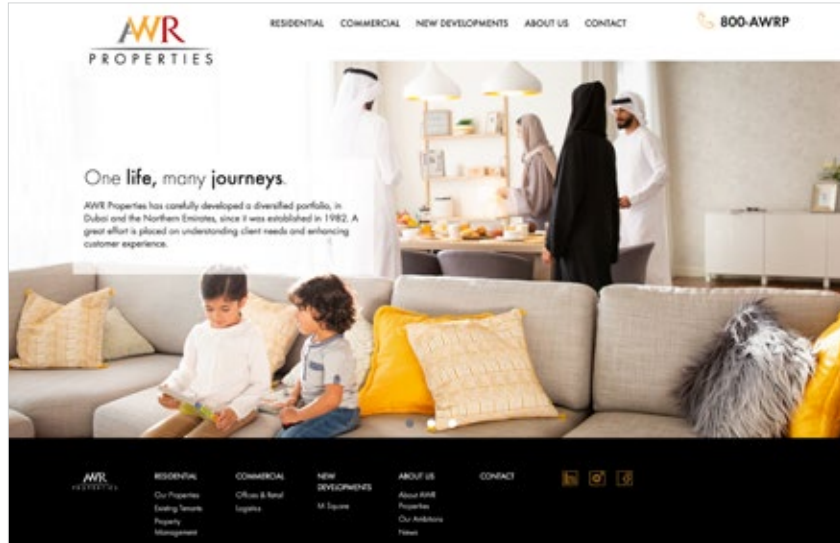
AWR Properties Website is now Live

AWR Properties has successfully launched its new website www.awrproperties.ae, as part of a brand evolution which has included the introduction of a refreshed name and logo.

The website has been built with customer-centricity at its heart. Launched in two parts, phase A which is now live provides a source of information on AWR Properties portfolio and includes a list of residential and commercial properties as well as retail, logistics and new developments.

Additional features will be showcased in phase B, which will be a live portal through property management system (Yardi) where customers and tenants can interact, access real time data information and a facility management portal.

The platform will enhance the efforts of AWR Properties to generate leads and also support the relationships with existing tenants.



The updated name and logo, which was unveiled in the last issue of Life Enriched, has given the Properties division a modern, new-look to remain fresh and competitive, whilst maintaining the Group's overall identity.

Check out the new AWR Properties website at www.awrproperties.ae

AW Rostamani Awarded Tawteen Award

AW Rostamani Group was proudly awarded a Tawteen Award from the Ministry of Human Resources and Emiratisation in recognition of the monumental success it achieved with its Emiratisation initiative and activities.

In alignment with national strategies to uplift and enlighten Emiratis, the group is committed to providing support for nationals and helping them gain the necessary skills to build their future for the benefit of society and their communities.

AW Rostamani provides a supportive workplace that nurtures the talents of its team members and also provides scholarships and summer training in

educational facilities for students to uplift them as the leaders of the future who will carry the mantle of the UAE for generations to come.

The Emiratisation Award is an annual award granted by the Ministry of Human Resources and Emiratisation to honour the Emiratisation pioneers in the private sector in order to stimulate and encourage the private sector and the Emiratis working in the sector to support UAE Vision 2021 aimed at achieving an Emirati-centred knowledge economy and to emphasise the integration of roles between the Ministry and the establishments to achieve the effective participation of Emiratis in the UAE labour market.



Arabian Automobiles Nissan Sales and Marketing Wins Three Award



The Arabian Automobiles team are celebrating after winning an impressive three awards at the Nissan Regional Sales Contest. Arabian Automobiles Nissan Sales Champion, David Ghanameh, received the Champion Gold Award, as well as accolades for the Best in Negotiation and Closing, and Best in Vehicle Delivery.

The awards were distributed at a gala ceremony held at Dubai's Jumeirah Zabeel Saray Hotel, Palm Jumeirah, in June. Management attended from across the NSC's and Nissan Middle East.

Top sales consultants from the different NSC's in the region were put through rigorous and comprehensive assessments to identify the best among the best.

The assessments were focused on each contestant's skills in the sales process and customer handling, as well as at their knowledge of Nissan products, brand, sales, service and customer way, Nissan Intelligent Mobility, and basic automotive knowledge.



Arabian Automobiles Announces Arrival of Limited Edition 50th Anniversary Nissan GT-R 2020



Nissan GT-R, the legendary supercar for anytime, anywhere driving pleasure, is setting history as it marks the 50th anniversary of its launch this year.

Adding to their delight is the all-new 2020 GT-R, which won rave reviews following its debut at the New York Auto Show. The limited-edition GT-R will add to the pride of its owners with several add-ons including the special 50th anniversary emblem, and a new aesthetic look and feel.

Lending a unique personality to the car, the celebration model comes in new body colours as well as new exhaust finishes as well as new hues to the sidelines – based on the exterior body colour. The interiors too have a special makeover with 50th anniversary emblazons on the seats, knobs and steering wheel.

The limited-edition GT-R is truly exclusive and will add to the personality of the owners. The car also carries some of the technical enhancements that will feature in the 2020 model, assuring significant power behind the wheels.



For the 2020 model, Nissan steps up the game with both exterior modifications and tech enhancements. Among the cosmetic changes that stand out are darker colours for the side skirts, rear diffusers and front bumpers – giving the car a distinctive new-look and feel.

With an attention on details, the 2020 model has vented front fenders - typically seen on race cars - which gives more force to the car as it picks up speed. All materials used are lightweight material, while the 3.8 litre twin-charged V6 engine delivers a whopping 565 horsepower.

AWR Group's Multibrand Facility Conducts Waterless Carwash



AUTOTRUST – Multibrand Pre-Owned Cars, is upholding the highest standards of quality for all cars across its showroom through a daily waterless car wash. This is across all of the cars on display, in addition to thorough inspection to ensure that customers are guaranteed of a well-maintained vehicle.

By using the waterless car wash, AUTOTRUST – Multibrand Pre-Owned Cars is also promoting the sustainable development vision of the country. Compared to about 40 litres of water used

in a regular car wash, the waterless car wash deployed by the company uses only 50 millilitres of eco-friendly, non-H₂O waterless car wash products. The waterless car wash takes about 10 to 15 minutes per car, ensuring quality standards are maintained.

This supports the UAE and Dubai's vision to be energy and water efficient. The latest estimates by the Dubai Electricity and Water Authority, reporting a total saving of AED1.2 billion by Dubai in the past decade through electricity and water

conservation measures. The report said the commercial sector accounted for a 28 per cent reduction in water usage in the past decade. The waterless car wash assures the protection of the cars displayed at the showroom, in addition to saving water, and cleaning the vehicle surface without any damage. This protects external car components from corrosion, and promotes a long-lasting shine. The new-look of the cars adds to the delight of the customers, who are guaranteed of a well-maintained car.



Contributes to A Better,
Much Greener Future





News In Brief

Best INFINITI Sales Performer



What really matters in the workplace is helping employees feel appreciated. Appreciation is a fundamental human need. Employees respond to appreciation expressed through recognition of their good work because it confirms their work is valued by others. When employees and their work are valued, their satisfaction and productivity rises, and they are motivated to maintain or improve their good work.

At INFINITI of Arabian Automobiles, the team value the efforts of each INFINITI Sales Consultant in over achieving their target.

As part of its Employee Engagement Action Plan, there is a quarterly competition for the first INFINITI Sales Consultant to reach the best sales performance in a quarter. For 2019 quarter 1 and quarter 2, Abdo Sabbagh demonstrated commitment, determination and focus which yielded great results. As a result, he was crowned the best INFINITI sales performer for the past six months consecutively.

AAC Nissan Marketing receive the Grand Prix Award at Dubai Lynx

AAC Nissan Marketing team along with its creative agency, TBWA, created history by bagging the Grand Prix award in the radio category at the Dubai Lynx award ceremony.

Dubai Lynx is the premier regional platform that recognizes strongly disruptive ideas, which challenge the

communication norms and set new standards.

The simple yet creative idea themed, Predictive Radio Spots, built on the advanced NIM (Nissan Intelligent Mobility) technologies that are available in Nissan models.

QX70 Mercato Winner



INFINITI of Arabian Automobiles partnered with Mercato Mall this Dubai Summer Surprises 2019 to reward lucky shopper with brand-new QX70.

Highly desired by the affluent, style-conscious customers, INFINITI showcased its iconic QX70 at the mall as part of the campaign, enabling visitors to gain a first-hand view of the luxury vehicle that meets their lifestyle aspirations.

To win, visitors to Mercato Mall or Town Centre Jumeirah only had to spend a minimum of AED 200 at any of the retail stores and present the bill to the guest service desk to receive a raffle ticket.

The winner, a Lebanese national, was selected through a raffle draw on 4th

August, in the presence of officials of the Dubai Department of Economic Development and Sales Manager, Hazem ElBasheer.

As a long-term partner of the Dubai Festivals & Retail Establishment's initiatives, including the Dubai Summer Surprises, INFINITI is committed to creating innovative customer experiences that further delight residents and visitors to Dubai.

The INFINITI QX70, with a 3.7 litre V6 engine and 7-speed automatic transmission, assures sporty performance and is stylishly designed, with meticulous attention to detail in the exteriors and interiors, as well as advanced safety features.

INFINITI Wins Two Global Awards at the Internationalist Awards for Innovation in Media

INFINITI has placed Arabian Automobiles Company again this year on the global map. The team were awarded with two awards in New York at The Internationalist Awards for Innovation in Media.

The first award, which won silver, was for the LinkedIn campaign 'Congratulations On Your New Job!' in collaboration with their media agency. The second campaign, 'Making Mum and Dad Proud' in collaboration with their creative agency during the last trade-in, picked up a bronze award.

Clippings from newspapers in Brazil, the Netherlands and India all featured INFINITI owner's mums and dads in their home country proud of their children's success in Dubai.

The Internationalist focuses on the reinvention of marketing around the globe by connecting people and ideas in international marketing and advertising, through original content, intelligence, thought leadership, community, collaboration and influence.



In the 11th year of the awards, over 400 cases were submitted from 32 different locations worldwide. Winners represent just 12% of all entries.

This is the third year in a row that INFINITI has won awards at the Internationalists.

Nissan Intelligent Choice Programme Launched by Arabian Automobiles

The Nissan Intelligent Choice – Certified Pre-Owned programme has effectively replaced the earlier Nissan Certified Pre-Owned programme. Arabian Automobiles has launched the Nissan Intelligent Choice – Certified Pre-Owned programme in Dubai across its showrooms in Deira and Sheikh Zayed Road.

Arabian Automobiles and Nissan Middle East FZE (NMEF) senior officials, along with management and the sales team, attended the launch event.

Mahesh Rohra, Director, Certified Pre-

Owned – Arabian Automobiles, said: "With the refreshed programme, we are assuring the peace of mind and confidence of our customers. The innovative and trusted programme now includes new additions such as electric and hybrid vehicles.

With Nissan being one of the favourite brands with a large following in the UAE, the Nissan Intelligent Choice defines the future of used cars in the country and serves as the way forward for owning a certified pre-owned car that meets the expectations of our customers."

With the Nissan Intelligent Choice - Certified Pre-Owned Programme, every vehicle passes through a stringent, 167-point quality inspection that covers every aspect to guarantee absolute safety and quality. All cars have to be less than five years or covered only 80,000 kilometres.

Additionally, Arabian Automobiles Nissan offers up to three years/100,000 km warranty, 24x7 roadside assistance and financing support. All cars will also use only genuine spare parts, further adding to the confidence of customers.

AAC Renault & Emicool Commit to Sustainability by adding Zoe Electric Vehicles

AAC Renault has once again shown commitment in providing a greener future in the UAE, by signing a deal with Emirates District Cooling LLC (Emicool), delivering 10 Renault Zoe's to help boost Emicool's goals to have an all-electric fleet by 2020.

Emicool will launch phase one of the project by adopting the Renault Zoe, a compact, noise free model, for 40% of its fleet, and will add another 30% pickup style vehicles later in the year, before transforming 100% of its fleet by quarter 1 of 2020.

The move to replace the entire fleet with electric models will reduce CO₂ emissions by 400 ton CO₂ per year.

While the decision to make EV charging spots available, part of Emicool's Corporate Social Responsibility initiative, will give the general public the opportunity to live greener and more sustainable lives.

The Renault Zoe is a 100% electric, noise free compact model, which runs on electric engine technology and generates zero emissions in use, therefore reducing harmful air pollution.

The driving range in normal conditions is 300km, and charge time for the battery is 7.25 hours from a single phase charging station, with a quick-charge option that takes just one hour and 40 minutes from zero to 80% charged, and two hours 40 minutes to 100% charged.

The Renault ZOE is an environment-friendly car with elegant design, maximum comfort and superb performance, and AAC Renault is delighted that Emicool is employing them as it helps in maintaining an all-electric patrol fleet and meets the green mission of UAE's leadership.

Shift Partners with Air Arabia



Shift Car rental is taking the next step forward by announcing a partnership with Air Arabia loyalty programme, by providing air rewards for customers booking car rental services with them.

Any customer booking a rental with Shift Car Rental will now have the opportunity to add 125 Air Rewards points for every AED 100/- spent. This will ensure customers have a better way to access the premium services offered by Air Arabia, with easy redemption options for their travel to over 100 destinations across their network.

Through this partnership, Shift has opened doors for new and existing customers to experience and explore the state-of-the-art services from both Shift and Air Arabia. It is expected that this will increase bookings in view of Dubai Expo 2020.

KAR Transport offer AWR Gold service for members

KAR Transport and Arabian Automobiles developed a partnership to offer distinguished service to AWR Gold members. The AWR Gold programme is in the service contract, sold by AAC, through its service team.

The AWR Gold programme offers stress-free ownership to AAC customers by introducing vehicle pick-up services.

In addition, the programme covers roadside assistance, off-road recovery, airport pick up and drop off, and vehicle

registration services. This aims to give convenient services, with peace of mind in the most comprehensive way, saving customers time and money on and off road.

The objective of the AWR Gold membership programme is to enhance customer convenience and showcase a hassle-free service. Additionally, it enhances service retention and ensures that the company is ahead of its

AWR Properties Tenant Wins

The commercial leasing division of AWR Properties is pleased to announce new tenants in two of its main buildings. GEMS Group has leased seven offices in DXB Tower on Sheikh Zayed Road. Its plan is to expand until they occupy all of the buildings 20 offices. The Infinity Building, also located on Sheikh Zayed Road, has just welcomed two new tenants. QAF Closets, which offers customized wardrobes with unique designs, has leased a showroom. ZiZi Seafood and Grill represents the second addition to the Infinity Building. The restaurant is now fully operational and specializes in seafood.

AMARON Annual Dealer Meet 2019

AWRT and Amara Raja Batteries Limited (ARBL) jointly conducted the ninth AMARON Dealer Meet earlier this year at the Le Meridien Airport Hotel, Dubai.

The Unstoppable was the theme of the 2019 Dealer Meet and was attended by over 150 dealers across UAE. Rajagopal BR, Head of Allied Products, welcomed the guests which was followed by a panel discussion participated by Luigi Rubinacci - Director AWRT, Rajesh Jindal - CMO ARBL and Prakash GN - Head of Exports ARBL.

During the panel discussion key topics related to the automotive industry, including electric vehicles and the threat to the current lead acid batteries, were addressed. Top performers of 2018 were also honoured during the event.

AAC Win Dubai Customs Award

Dubai Customs recently awarded Arabian Automobiles for High Value (CIF) performance in 2018 from Importer/Exporter companies. During the ceremony hosted at DP World Head Office in May, Director General of Dubai Customs HE Ahmed Mahboob honored a number of top performing companies and clients of Dubai Customs. Finance Manager, Sreekuttan, and Customs Manager, Wael Abdel Abdullah, received the award on behalf of Arabian Automobiles.

AAC Nissan National Sales Skills Contest (NISEC) 2019

AAC Sales & Marketing Training Academy conducted Nissan National Sales Skills Contest (NISEC) at the new Nissan NREDI showroom, Sheikh Zayed Road in May.

The competition started with the branch-wide selection of top sales consultant candidates, followed by the grand finals. The event was attended by AAC sales management, GHRD and Nissan Middle East Nissan Academy representatives.

David Ghanameh (Deira) was crowned champion with Harsha Udanti (Al Wahda) taking the runner up spot.

INFINITI Shortlisted for Cannes Lion Festival Artwork

INFINITI has been shortlisted to be the Cannes Lion Festival cover page. The artwork was created by creative agency MullenLowe MENA, and features the new INFINITI QX50 and its predictive forward collision warning (PFCW). The advert features a truck painted in a traditional Pakistani style, which at a glance features the benefit of what PFCW can do for QX50 drivers. Using onboard sensors, the system can sense up to two cars ahead and alerts to any sudden reductions in speed — helping drivers respond and potentially avoid a collision.



Nissan Retail Outdoor Champion 2019

AAC Nissan Retail successfully completed the first wave of the Nissan Retail Outdoor Champion for all the retail sales executive starting from January 2019.

The objective of the program was to promote the culture of outdoor visits, by reaching out to customers at their convenience. As the customer behavior

has changed, and one of the ways forward is retail outdoor.

Sales executives were measured on achieving an outdoor visit target for the month (eight visits), and achieving 25% conversion to sales from outdoor visits.

The Retail Outdoor Champion for Q1 2019 is Husam Al Shawabkeh. He made 29 visits, sold eight with a 28% conversion rate.

Nissan Retail Sales Certification Program

AAC Sales & Marketing Training Academy has launched an AAC customized Nissan Retail Sales Certification Program, with the objectives of elevating the skill level of sales consultants in customer handling. Applying industry best practices, and new skills development on outdoor sales and vehicle appraisals will result in the improvement of vehicle sales and customer satisfaction.

This is in response to an increasing number of well-informed customers, who regularly shop through the internet along with their changing customer behaviors. The year-long certification of each sales consultant requires completion of all the modules, followed by an assessment. The first training course was conducted in May. The launch ceremony was attended by the sales & marketing management team, sales managers, sales consultants, GHRD and training team.

Nissan Retail SE Sales League 2019

AAC Nissan Retail successfully launched the Nissan Retail SE Sales League for all the retail sales executives starting from January 2019.

The objective of the league was to drive the competitive spirit among the team and embrace the performance culture. The competition was focused on five key pillars (unit sales, gross profit, upselling, SSI and data quality). Sales executives will be measured on their performance in these areas and rewarded accordingly.

Shift Car Rental partners with GEMS Education

Shift Car Rental is taking the next initiative forward by partnering with GEMS Education for its GEMS reward program. With this partnership, Shift will offer a discount of 30%* on monthly car rentals to the GEMS community, which comprises of teachers and parents.

KAR Freight and Forwarding Services and Sales Training

KAR Freight and Forwarding conducted a services and sales training in May at AWR Head Office.

Sandeep Sahae, KARFF CEO, led the discussion on Freight and Forwarding services. Attendees from KARFF sales, customer service and operations department tackled topics on sea freight, air freight, land transport and more. Participants learnt about necessary documentation, industry terminologies, and latest industry news and advancements.

KARFF employees actively participated by sharing their own experiences and know-how in the industry during the discussion. Employees were tested further as they underwent calculation exercise to improve estimation skills. Head of Sales for Freight and Forwarding, Surjeet Singh, also discussed the steps of a successful sales process. Surjeet highlighted the importance of each step, while sharing real-life instances and the application of each.

Sandeep emphasized that training is just the beginning. He encouraged everyone to delve deeper and spend time researching topics more and keep up to date with industry news, policies and practices.

The program is part of KARFF's initiative to keep its work force well informed. As day-to-day operation is important, programs such as this training keep employees mind open to more learning and challenges. This helps to improve their overall knowledge in emerging changes in the industry, which makes them well equipped in satisfying customer's ever-growing need.

GEMS reward program, is designed to reduce impact of school fees by offering lifestyle enhancement rewards to its community member with the GEMS rewards app. Approximately 100K GEMS community members will receive this benefit from Shift Car Rental, who can experience a high level of service at affordable rates.

angels

LUXURY KIDSWEAR

Level 2,
The Dubai Mall

Shopping Avenues,
Atlantis, The Palm

#AngelsKids



Angels



AngelsUAE







Arabian Automobiles Sponsors Hamdan Bin Mohammed Heritage Centre

Arabian Automobiles has presented three Nissan Kicks as raffle cars to the Hamdan Bin Mohammed Heritage Centre to support its year-round activities. The centre aims to focus on the importance of heritage in the promotion of national identity among UAE nationals, and the desire to revive and spread the country's rich history among current and future generations. Among the first winners of the Nissan Kicks car was Emirati national, Saeed Sulaiman Almemari, who received the prize from representatives of the centre and Arabian Automobiles.

Arabian Automobiles supports a range of activities and events, as well as campaigns that make a difference to the community, as part of its Corporate Social Responsibility commitment.

AUTOTRUST Launches Value Miles

For years AUTOTRUST Multibrand Pre-Owned cars have been helping people enjoy great memories, and now its new venture, AUTOTRUST Value Miles, will let customers enjoy a lifetime warranty too.

Every car in this range comes with a standard lifetime warranty, for unlimited miles and unlimited time.

Backed by the same assurance of the AUTOTRUST brand, Value Miles will feature trusted and quality pre-owned cars that are less than 6 years /120,000 kms old and have been through a rigorous 145-point inspection.

AUTOTRUST Value Miles is a promising product and the lifetime warranty will let people drive without worry.

AAC Triumphed with Three Accolades in Nissan Aftersales Regional Conference

AAC Aftersales received three awards for FY 2018 during the Nissan Regional Aftersales Conference held in Oman in June.

The occasion was participated by all Middle East NSCs, AAC maintaining the leading NSC status in GCC and Mediterranean region.

The accolades were given to AAC Spare Parts for their excellent performance in FY'18 in the following areas: Parts Performance Award FY'18, Key Value Parts Purchase Award FY'18 and NGMO Sales Award FY'18.

The awards are in recognition of the outstanding efforts by AAC parts team towards the achievement of parts department targets in FY 2018.

Arabian Automobiles Aftersales launches AWR Connect

Arabian Automobiles is excited to launch AWR Connect Mobile App. It has been designed exclusively for Arabian Automobiles customers, keeping in mind its universal appeal to all AAC brands, and offering them the next level of convenience through their digital platform.

AWR Connect represents the connectivity between customers and AWR throughout its lifecycle. Through the app launch, customers will be able to witness a seamless experience and transparent personalized communication with Arabian Automobiles during their vehicle ownership period.

Features include intelligent service reminders, appointment booking, service locations, real-time vehicle status when your vehicle is undergoing repairs, interactive repair estimates for any additional repairs, online payments, e-tokens, post-service feedback, contact centre details, notification centre, campaigns and promotions.

Future Mobility Club Conference

AAC Renault was pleased to partner with the Clean Energy Business Council, who hosted their first public event for the 'Future Mobility Council' at the Renault R-Store on Sheikh Zayed Road.

FMC is a working group under the Clean Energy Business Council (CEBC) focusing on the different modes of mobility. It has ambitions to tackle the challenges in current regulations, policies, infrastructure and community awareness with the objective to enable more innovation in the mobility sector.

This was the first public event of its kind, and was attended by key industry figures in the green and electric mobility sector. Nick Vincier, of Duval Union Consulting, delivered a key note speech explaining the seven trends that are shaping the future of mobility and the important role technology plays in this. Two panelist discussions followed, which focused on the challenges vs opportunities that businesses are facing in the region.

One of the discussions focused on the current infrastructure and regulations and the other focused on community awareness. Some of the panelists were Mark Carson - Director of Customer Service at Renault Middle East, Alex Nikolenko - Technical Manager at GreenParking, Fares Al Mazrooei - CEO of VOLT & EVOA and Ivano Ianneli - CEO of Dubai Carbon Center of Excellence.

The event was attended by more than 120 people representing the different sectors of mobility in the UAE and the MENA region.

AAC Renault is proud to be pioneers in this industry, with two electric vehicles already in its line-up and with several vehicles already being driven by numerous government entities across Dubai & Northern Emirates. The automotive industry has a responsibility to ensure that Dubai achieves its objective of reducing its carbon footprint, and AAC Renault will continue to focus on its electric vehicles and continue to promote them.



CEO Michel Ayat Unveils Renovated Prime Honda Showroom

Prime Honda recently renovated one of its showrooms in New Delhi to meet the new corporate identity guidelines set by Honda Cars India. The updated showroom was officially unveiled by CEO of Arabian Automobiles, Michel Ayat, and Director of Honda Cars India, Rajesh Goel. Michel Ayat also met with President of Honda Cars India, Gaku Nakanishi, during his visit to New Delhi.

Three honours for INFINITI Aftersales in Regional Skills Contest

AAC INFINITI Service Team won three awards in the INFINITI Regional Skills Contest, including the champion gold medal for the second consecutive year, won by Robin Dela Vega, and a silver medal for Anil Nair. Maninder Pal Singh won the Best Mentorship Award, again for the second consecutive year.

The awards were distributed at a gala ceremony held at the Park Hyatt, Dubai. The Regional Skills Contest is a platform designed by INFINITI Middle East to recognise and award INFINITI frontline brand ambassadors. The regional skills contest evaluates the competencies of the team in providing exceptional customer satisfaction and total ownership experience. Covering INFINITI service teams from across the GCC, the contest tests the level of innovation, commitment, dedication and passion that members show in enhancing customer service standards.

Renault and GEMS Education Collaborate to Promote Road Safety

Renault of Arabian Automobiles has announced its partnership with GEMS Education, one of the world's leading K-12 education providers, for GEMS Rewards, an exclusive rewards program offering discounted rates and promotions for parents and staff.

As part of the partnership, Renault will offer discounted rates across its lineup of crossovers, SUVs and sedans, for the families of students at GEMS Education, as well as the organisation's staff members.

The two entities will also activate a comprehensive road safety awareness programme, where Renault will highlight the technological advances in vehicle safety that adds to the confidence of motorists and passengers.

The agreement was signed by Ahmad Zaher Sabagh, General Manager – Renault Sales, and Sugam Bhasin, Vice President Marketing at GEMS Education.

KARFF Honours Outstanding Employees in H1 2019

KAR Freight & Forwarding honoured outstanding employees in July for their continuous efforts during the first half of 2019.

Shajeer AK was again awarded Best Sales Person, and Noorie Banu, took the Best Support Staff Award.

Faisal Ahamed Meerasa was awarded High Performer for this term. He has proven to be an indispensable member of the team, with his excellent performance as a messenger.

Certificates and cash rewards were given to the outstanding employees. The event aims to inspire employees to aim high in their respective field.

American Rag Featured on Cosmopolitan Middle East Cover

Clothing, accessories and shoes from American Rag Cie have been featured on a 10-page cover story in Cosmopolitan Middle East's July/August issue. The issue featured Kuwaiti-based influencer and businesswoman Ascia Al Faraj, who has a following of 2.6M that is largely KSA, Kuwait and UAE-based.

Cosmopolitan Middle East is a regional edition of the US-based Cosmopolitan magazine and covers women's lifestyle, including fashion, beauty, health, culture and entertainment, with a circulation of 35,000.

AAC Honored by Dubai Taxi Corporation at Strategic Partner's Gathering 2019

AAC was honored for its effort in supporting the Dubai Taxi Corporation as a supplier and a strategic partner. The Strategic Partner's Gathering 2019 was held at the Sofitel Hotel, Palm Jumeirah. The award ceremony was held under the patronage of both Abdul Mohsin Ibrahim (CEO of RTA) and Dr. Yousef Al Ali (CEO of Dubai Taxi). Ibrahim Abousamra (Head of Fleet) received the award.

Renault ZOE Partners with GreenParking



With sustainability at the core of its business, GreenParking's inclusion of a ZOE vehicle in their fleet is a consolidation of AAC Renault's position as pioneers of the EV movement in the Emirates. This also aligns with its vision of supporting green initiatives and lifestyles.

When seeking the premier green vehicle to introduce to its fleet and promote their services in the process, GreenParking's choice of the 100% electric ZOE comes as a recognition of the car's green and sustainable features. This include zero emissions — 0g of CO2 — a superbly quite engine and an electric driving experience like no other.

Renault, of Arabian Automobiles, continue to elevate its presence in this upcoming key sector, and will continue to partner and form key relationships with businesses whose main objectives are centered on sustainability and contributing towards a greener future.

GIT Achievement Awards



Group IT recognized its employees and recent achievements with a team celebration in the Roda Al Bustan hotel on Thursday 3rd October. The event included Group CIO, Sebastian Samuel opening the evening followed by team awards and fun activities.

Nissan Global Aftersales Senior Vice President visits Arabian Automobiles



Kent O'Hara, Senior Vice President, Global Aftersales of Nissan Motor Company, visited the Deira Service Center and Parts Warehouse at DIC on 9th September. Key highlights of his facility tour included a service operation process explanation, digital enhancements. This includes,

vehicle receiving and delivery process through IPads, 60 minutes express service, integrated vehicle delivery management, and parts warehouse process. The AAC Aftersales business overview and Global One Aftersales CRM update were also discussed during his visit.

Shift Car Rental Collaborates with Indian Institute of Management Nagpur for Study



Shift Car Rental recently welcomed a team of management students from the Indian Institute of Management Nagpur (IIMN) to conduct a study on the buying preferences of consumers in the car rental market in the UAE.

The in-depth study revealed insights into the current market, as well as decisive factors that drive customers to choose a company to rent a car from. The key factors are the quality of vehicle, and pricing and convenience, when compared to other factors for car hire.

Ashish Nanda, Director of Shift Car Rental, comments: "Apart from the marketing efforts that are being tailored by Shift, the study has given us an elaborate picture about the customer preferences. This will serve as an input for us to design methodologies for promoting our products and increase sales."

Shakti Ghosal, a visiting faculty member from IIMN, expressed gratitude for Shift facilitating the study, and said the entire project was productive and informative.

KARFF Receives ISO Certification



KAR Freight and Forwarding achieved another milestone this year, receiving its ISO 9001: 2015 Certification on 19th September. KARFF collaborated with the AWR Business Excellence team for the flawless preparation of requirements, which was then reviewed extensively by the world leading independent provider of management system certification, Lloyd's Register.

KARFF has proven its ability to consistently provide products and services that meet customer and applicable statutory and regular requirements. The review also proves how KARFF is always aiming to enhance customer satisfaction through effective application of systems, including processes to improve systems, and assurance of conformity to customer.

KARFF is now looking forward to maintaining, and further improving systems and processes, which in turn will lead to customer satisfaction and therefore, overall company growth.

AWR Lumina Secures Al Wasl Tower Project

AW Rostamani Lumina will supply all light fixtures for Al Wasl Tower. This includes the back-of-house lights and residential front-of-house packages. Al Wasl Tower is a high-rise, mixed use tower, which is under construction on Sheikh Zayed Road. The building will be used for commercial offices, residential apartments and a hotel.

I CAN Transform Season 2 - Retail Outdoor

ACC Sales & Marketing successfully organized the fifth session of I-CAN Transform, season 2, focusing on retail outdoor. The session presented by Matt Warren - Chief Operating Officer and Co-Founder Pineapple Group FZE, covered topics including current good practices of retail outdoor, including good practice at AAC Nissan.



AAC Parts Awards Outstanding Employees in Q1'19

As part of an employee engagement and motivation programme, AAC Spare Parts department awarded Sales Channels Executives/Managers, Branches In-Charges/Managers and PDC Warehouse Staff for their outstanding performance in Q1'19. Best performers in each category were awarded certificates and vouchers for achievement of their individual KPIs.

Victory at this year's Loeries Awards for INFINITI

INFINITI of Arabian Automobiles won the 2019 Silver Loeries Award with the INFINITI QX50 and its predictive forward collision warning system represented on a Pakistani truck. The Loeries Awards continue to push, champion and share creativity and innovation. It is not just an award, it is about recognizing creative brilliance and making the audience feel something.

AW Rostamani Completes Wikipedia Page

Over the past six months AWR's Group MarCom team have been working on revamping the AW Rostamani Wikipedia page. The page has been transformed from the basic site in 2018, to a fully comprehensive story about the company. Information about board members, the history of the company, subsidiaries and ventures, including CSR, are now included on the page.

Parts Scores Hat-trick at Nissan Aftersales Regional Skills Contest 2019

AAC Parts department won the NIPEC Gold for the third successive years scoring a hat-trick. The Nissan Parts Executive Competency Award (NIPEC) was held at the Jumeirah Zabeel Saray Hotel, Palm Jumeirah.

Parts Sales Executive, Shameer Sha Shahabudeen, won the gold, beating four contestants from other regional NSC's. He was also judged the best parts sales executive in the order taking category.

CPO Conducts Session on Health and Wellness

CPO conducted its first health and wellness session for AAC employees, with assistance from GHRD. Dietitians Farah Aboul Hosn and Arwa Allahwani, from Zulekha hospital, spoke about nutritional facts and the importance of a healthy diet.

Eyad Al Shamaa, Head of Purchase, shared his personal experiences and journey towards maintaining a healthy lifestyle and how he has transformed himself over the last two years. Florin Peanca, Sales Executive, also spoke about the importance of a workout plan and importance of having a good trainer.

The session was rounded up with a Q&A, and all guests received special discount vouchers on consultation from Zulekha hospital.

American Rag Expand Women's Ready-To-Wear Range

American Rag Cie has expanded its women's ready-to-wear offerings with new and exclusive brands to the market.

Brands include the Ksubi x Kendall Jenner collaboration range, MISBHV, Shadow Hill, Tiger Mist, I Am Gia, Nana Nana, Moon Boots and Alo Yoga.

Shift Car Rental Awards 12 Employees

Shift Car Rental recently honored 12 of its team members during a quarterly awards ceremony. The accolades were given in recognition of their achievements, tireless efforts and loyalty shown towards the company for the duration of their work, which spans over 10 years. The awarded employees received appreciation certificates, and a souvenir. The ceremony was addressed by Michel Ayat, CEO, AWR Automotive and Mahesh Rohra, Managing Director, AWR Strategic Ventures.

Ashish Nanda, Director, Shift Car Rental, commented: "In line with our vision, Shift has always been keen to strengthen and develop the skills and abilities of its employees by providing them with training to help them achieve desired goals and outcomes." Shift Car Rental's quarterly awards is an incentive to enhance employee's participation and performance in the work place, and plays an important role in the company's success.



American Rag Cie Captivates Customers with Streetwear Window

American Rag Cie at The Dubai Mall is showcasing unique brands with its new window display, focusing on the elevated streetwear direction for Fall/Winter 2019. Brands featured include I.Am.Gia, Daniel Patrick, Misbhv, The Hundreds, LYPH, Alo Yoga, Ragyard, Black Barrett,

McQ. Inspired by the Retrofuturistic art movement and classic Hollywood movies such as 2001: Space Odyssey, The Matrix, Alien and Tron, the mannequins are emerging from a Dubai's city skyline into space. This is also in celebration of the 50th anniversary of the moon landing as part of the brand's American heritage. The windows will be installed throughout the Fall/Winter season. Stay tuned for the store's festive campaign, launching in late November.

AWR Properties Collaborates with Yardi Platform to Streamline Operations

AWR Properties and Group IT have combined multiple old systems to launch a single market leading solution, Yardi. The property management software and investment management solution will streamline processes across the entire Real Estate Business, including Leasing, Finance, Facilities Management and FM – Procurement. Yardi Voyager® will be utilized for property management and financial accounting, and other connected Yardi solutions including Yardi® Leasing Manager, Yardi® Orion Business Intelligence, Yardi® Procure to Pay, Yardi® Advanced Budgeting & Forecasting, Yardi® Advanced Maintenance, RENTCafé and COMMERCIALCafé.

Dr. Amina Al Rostamani, CEO of AWR Properties, said: "At AW Rostamani, we enrich the lives of our customers, employees, partners and stakeholders, and

add real value to the nation's ambitions for growth. Our collaboration with Yardi represents our dedication to providing best-in-class experiences to our customers through innovative solutions. With Yardi, we will be able to streamline processes across our entire properties operation through a single solution."

I – CAN TRANSFORM Season 2- Global One After Sales CRM

Nissan of Arabian Automobiles successfully organized the sixth session of the I-CAN Transform series – Season 2 focusing on the Global One After Sales CRM. This was presented by Ammar Qadri, Vice President and Client Engagement and Strategy at The Marketing Store in London. This is a structured framework which enables users to increase and maintain service retention and brand loyalty. Higher service retention leads to increased parts sales and service revenue.

Shift Car Rental's Induction Session at Kings International School

Shift Car Rental successfully renders services to teachers, and has recently participated in an induction programme at Kings International School in Dubai. The sole objective of the programme is to directly engage with the community of teachers, who form a major part of Shift's client base for rental services.

The school offered a space of productive engagement where teachers and prospective clients were briefed individually on services and latest offers.

Adding to the most competitive rates and tariffs, the teachers were offered distinctive monthly, quarterly and yearly offers. The session also became a platform to successfully gather information about future opportunities.

Lumina Wins Two LED Retrofit Projects Contributing to Energy Savings

AWR Lumina has won a further two projects by implementing GE LED lighting solutions in villas owned by UAE Nationals living in Dubai. AWR Lumina has incorporated GE LED lighting solutions in 2,933 villas.

These projects have been awarded to Lumina by Imdaad LLC, under the supervision of Etihad ESCO, a company owned by Dubai Electricity and Water Authority (DEWA).

As part of this project, Lumina is retrofitting lamps from GE Lighting and committing a combined energy saving of approximately 7,777 KW in power consumption.

#WEAREAWR

 @AWRostamaniOfficialAccount

 @aw_rostamani

 AW Rostamani





QX80

LUXURY IS
BETTER SHARED



INFINITI

EMPOWER THE DRIVE