



VROOM

A CLASS
ASIDE
MERC 450
SLC 1980
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MY DREAM ride



Exterior styling is mature and appealing: Audi's design team has quietly distinguished itself by keeping its designs crisp, cutting-edge, and perfectly proportioned. The new A6 may be its best effort yet-just look at the exquisite detailing of the headlights and taillights, or at how this fundamentally front-wheel-drive car is clipped at the nose to give it the taut profile of rear-wheel-drive rivals. No doubt about it, this Audi's got style which matches my lifestyle and makes it my favourite ride

- Vinny Aseeja



TAS'HEELAT AUTOMOTIVE TO COOPERATE WITH GAC MOTOR

Within its strategy for 2015, Tas'heelat Automotive - part of Bahrain Commercial Facilities Company - signed an agreement of understanding between them and the GAC MOTOR Company, one of the leading Chinese automobile manufacturers since 1985, whereby Tas'heelat Automotive will have the rights to represent the GAC brand as exclusive agency and distributor in the Kingdom of Bahrain markets.

The signing ceremony was in China this year and attended by Dr. Adel Hubail BCFC Group CEO, Khalid Mattar Chairman, and from GAC Motor Wu Song Executive Director of GAC, and from the International Business Division of GAC Jerry Lue Chief of the Division, & Wang



Shunsheng General Manager of its Business Division.

It is worth mentioning, GAC MOTOR Company, which is stationed in the People's Republic of China - a subsidiary GAC GROUP - has

brilliance from the majority of other Chinese industries as it enjoys strong partnerships and joint ventures with several global automakers, including Toyota, Honda, Mitsubishi, Fiat companies, and Jeep. The

GAC cars are built to meet international quality standards with the most famous pieces of well-known international brands suppliers from Germany, the United States, Canada, and Japan.

SET TO REINVENT LARGE SEDAN SEGMENT

Game-changing premium '4-door sports car' takes first bows in Middle East



Samir Cherfan, Managing Director of Nissan Middle East

Nissan has unveiled the all-new, game-changing Nissan Maxima 2016 for the Middle East. The completely redesigned 8th generation model is the sportiest most powerful Maxima ever.

The all-new Nissan Maxima 2016 is set to re-define its segment as it brings head turning design, enhanced performance and state-of-the-art technology to Middle

East customers. Together, these attributes make the new Nissan Maxima a unique combination of sports car style with premium elegance.

Nissan Middle East Managing Director, Samir Cherfan, commented: "The dramatically styled all-new

Nissan Maxima 2016, created by driving enthusiasts for driving enthusiasts, looks like nothing else on the road today - and drives like nothing in the segment. It not only resets Nissan Maxima's iconic

'4-Door Sports Car' positioning, it sets a new standard for style, performance and technology in the large sedan segment.

"The new Nissan Maxima reinvents what has been essentially a conservative segment. It raises the bar incredibly high in class-leading design, fuel efficiency, performance and technology. The market hasn't seen anything as exciting as this within this segment."

The high performance, top-end sedan will support Nissan's ambitious business target. Nissan expects the all-new Nissan Maxima 2016 will command a 12 per cent share in the E-segment in the GCC, with a goal of selling around 7,000 vehicles, an increase of more than 70 per cent in sales compared to 2014.



Key Features in the All New Nissan Maxima 2016:

Aura

Nissan Maxima's styling showcases Nissan's new design language - including V-Motion front end, signature boomerang lights, kick-up C-pillars and unique floating roof appearance. Inside, the Nissan Maxima's premium class-above, bespoke interior is anchored by a driver's cockpit that rivals luxury vehicles.

The new vehicle was developed under the inspiration of the Blue Angels at the Naval Air Station in Pensacola - Florida, United States. It holds a specific style inspired by the 'jet fighter' styling theme and ergonomic layout.

The futuristic appearance is finished with large dual exhaust chrome tailpipe finishers and 18-inch machined aluminum-alloy wheels. The

Nissan Maxima SR adds 19-inch aluminum-alloy wheels that use a unique diamond-cut machined finish.

The Nissan Maxima's totally redesigned interior is anchored by a "command centre" driver's cockpit and a premium bespoke style crafted execution. The console also features luxurious padding on the sides with contrasted stitching. A new Display Commander control on the console allows fingertip control of the center display as befitting a premium sport sedan.

The Nissan Maxima's interior execution was a strong focus from the onset of development, with the goal of offering an interior that truly rivals luxury vehicles. It

offers genuine stitching on the instrument panel, doors and console, available ambient lighting, available premium leather seating surfaces with diamond-quilted inserts, unique faceted finishers and a sporty D-shaped (flat-bottom) steering wheel.

The all-new Nissan Maxima 2016's comfort is inspired by Nissan's 'Zero Gravity Seats' design with added foam topper pad for initial softness and long-term comfort that consists of acoustic laminated glass (windshield and front side glass), and Active Noise Cancellation System for a quieter cabin.

As with the exterior, interior colors were carefully considered to fit with Maxima's exclusive sports-premium personality.