

Ebrahim K. Kanoo launches all-new **Toyota RAV4** in Bahrain

Developed around the philosophy that "Life is an Adventure"



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Ebrahim K. Kanoo (EKK), the sole distributor of Toyota vehicles in the Kingdom of Bahrain, announced the launch of the all-new RAV4, marking a full model change for one of the brand's most consistently popular vehicles worldwide. The all-new RAV4 has been developed around the philosophy that "Life is an Adventure," ensuring drivers can move confidently between their everyday routines and extraordinary moments, supported by comfort, safety, and peace of mind.

As one of Toyota's earliest and most successful platforms for hybrid adoption, the RAV4 has played a key role in advancing electrified mobility in line with the company's multi-pathway approach. The new model con-

tinues that journey through the adoption of Toyota's 5th generation hybrid electric system, delivering stronger acceleration, improved fuel efficiency, and a smoother driving experience without the need for external charging.

Commenting on the all-new RAV4, Yoshinori Futonagane, Chief Engineer at Toyota Motor Corporation, said: "The challenge we faced during development was exactly an adventure. 'Life is an Adventure' is the core philosophy behind RAV4, and in developing this new generation, we focused on the values of 'Go anywhere' and 'Do anything.' Our goal was to ensure that customers feel comfort and peace of mind in both their ordinary and extraordinary lives, while also designing a vehicle that captures the spirit of adventure from within."

The model is offered in two

renewed styles: Core and Adventure, each expressing a distinct interpretation of the RAV4 character. The Core style emphasizes a clean, modern appearance suited to urban environments, while maintaining the robust proportions expected of an SUV. The Adventure style adopts a more rugged design language, highlighting RAV4's readiness for light off-road use and outdoor exploration.

Customers can personalize the all-new RAV4 through a wide range of carefully curated interior and exterior color options. Both styles are each offered with two distinctive interior color choices alongside nine exterior mono-tone finishes, including the all-new Urban Rock. Additionally, the Core style offers further customization with five

Bi-tone exterior combinations, allowing customers to express their individuality while enhancing the RAV4's dynamic design.

For more information about the all-new Toyota RAV4, customers can visit the Toyota showroom in Sitra, call 17730730, or visit toyota.com.bh. Guests are also invited to book a test drive and experience the vehicle's performance and features firsthand.



BENEFIT celebrates graduation of second cohort of "Fintech Drivers" programme



Salah Alawadhi, Chief of Human Resources & Administration at BENEFIT

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BENEFIT, the Kingdom's innovator and leading company in Fintech and electronic financial transactions service, has announced the successful completion of the second cohort of its six-month "Fintech Drivers" Programme.

The initiative forms part of BENEFIT's broader efforts to equip Bahraini talent with practical, industry-relevant capabilities and to support the evolving demands of the financial

services and digital innovation landscape.

Designed to equip graduates with practical skills and specialized expertise, the programme offers a high-quality learning experience that supports a confident transition into the workplace and enables participants to contribute to innovation across the sector.

To mark the occasion, BENEFIT hosted a virtual graduation ceremony celebrating seven

graduate trainees who successfully completed the program and were onboarded across key business departments within the company over a six-month period. The initiative was delivered under Tamkeen's Furas Program, within a structured framework designed to bridge the gap between academic learning and industry requirements, translating theoretical knowledge into practical fintech applications.

Commenting on the milestone, Mr. Salah Alawadhi, Chief of Human Resources & Administration at BENEFIT, said: "The trainees demonstrated strong discipline and adaptability within a dynamic digital banking ecosystem, reinforcing the importance of investing in human capital as a key driver of sustainable growth, in line with the objectives of Tamkeen's Furas Programme to empower Bahraini youth"

Bahrain eases upfront VAT for importers at entry points

Hasan Barakat
TDT | Manama



MP Abdulwahid Qarata

Importers of essential goods will soon get breathing space on tax payments, after Parliament here approved a measure allowing businesses to defer Value Added Tax (VAT) — a move aimed at easing cash flow pressures and keeping supply chains running smoothly.

Under the new system, importers will no longer have to pay VAT upfront at entry points. Instead, the tax will be settled later through regular filing cycles, giving companies time to sell their goods before making payments.

Previously, VAT was collected immediately at key gateways such as the King Fahd Causeway, Khalifa Bin Salman Port and Bahrain International Airport — often tying up working capital at a critical stage of trade.

The change, passed during Parliament's 26th ordinary session, shifts payments to align with tax filing periods. Small and medium-sized enterprises will typically pay

quarterly, while larger firms will settle annually.

MP Abdulwahid Qarata said the reform is designed to improve liquidity for businesses facing pressure from immediate tax obligations. By freeing up cash at the point of import, the measure is also expected to support the steady flow of essential goods into the Kingdom.

Officials see the move as part of broader efforts to bolster economic stability and make it easier for companies to operate, particularly at a time when maintaining resilient supply chains remains a priority.