



MID-SIZED LUXURY: 2021 BMW 530e

RAHBAR AL HAQ

WHAT IS IT?

A mid-sized luxury sedan aimed at carrying people quickly and comfortably, and look great while doing it. The current generation just had its Life Cycle Impulse — known to the rest of the industry as a facelift — so we took one out for a drive to see what's what.

WHAT CHANGED?

Not much, and that's good. The G30 was a rebirth of good-looking beamers, and the changes retain most of the charm. The new front grille fins are sharper and backed up with automatic shutters that open and close depending on the car's cooling needs. The front bumper received a minor redesign while the exhaust tips have been given a trapezoidal finish along with the new rear bumper. The design of both the front and rear lamps has been tweaked a bit and now spots a more minimalist design language. All in all, it's the same 5 series we fell in love

in the rear, where the spare tire would be. Combined, the motors deliver a total of 293 Hp and 420 nm of torque, all of it sent to the rear wheel through an 8-speed Steptronic gearbox. In addition to the enormous torque, BMW claims a combined fuel consumption figure of 1.7–1.8 liter per 100/km, making it the most economical of all the engines offered in the 5 series.

As typical with a car with two types of



with five years ago, just slightly refreshed to keep up with time.

That said, fans of the aggressive body kits can take comfort in knowing the M Sport package is available as an option.

THE eDrive

The biggest change that came with the facelift is the powertrain. The new 5 is a hybrid, as denoted by the "e" in its name. The hybrid system can be broken down into two parts. The first is the 2.0 liter B48 TwinPower Turbo engine, making 184Hp. The other is an 80 kW/109Hp electric drive unit mounted



pay extra attention to your pronunciation when issuing a command. The car's 8 factory speakers are perfectly fine for normal ears, though audiophiles might have to go for the optional Harmann Kardon system with up to 16 speakers.

Finally, to compensate for the lack of a spare tire, BMW has fitted all four wheels with run-flat tires, giving you plenty of time to reach a tire shop in the event of a leak.

But all these are irrelevant because you do not buy an "ultimate driving machine" for its luxury feature, you buy it for the driving experience.

THE DRIVE

Painful if you're unprepared. The 420 nm of torque will slam your unprepared neck to the headrest as you unwillingly shout out expletives, along with all the air in your lungs. The six seconds it took for the car to reach triple digits will be both the longest and shortest in your life. As you slam the brakes, the perfectly balanced chassis will come to a graceful stop, leaving you confused about how fast you were going. Afterward, you will smile like an idiot for a solid minute then do it again. As you quickly take a sharp corner, you will discover the 530e behaves extremely well for a car of its size, as the dynamic suspension keeps the car planted to the ground. At the end of it all, you will message your pulled neck muscles and wonder what laws of physics the Germans had to break to make something this large so quick.

VERDICT

Pretty much what we said before. The 5-series may look like a 7-series, but it doesn't drive like one. It's elegant, comfortable, and fast, very fast. It is the closest you can get to buying an M car in this country, short of actually importing one. For all its recent fumbling, the Bavarian company still knows how to make the ultimate driving machine, and this car is living proof of that.

SPECS

ENGINE: 2.0 liter B48 TwinPower Turbo hybrid powertrain (293 combined HP, 420 Nm of torque)

TRANSMISSION: Eight-speed Steptronic, RWD

SAFETY: 6 airbags, ABS, Traction Control, first aid kit, Parking Assistant Plus, rearview camera.

FEATURES: Four-zone automatic climate control,



ambient lighting, sunroof, daytime running lights with LED lighting, BMW i-Drive infotainment system, Power leather seats with memory and adjustment, wireless smartphone integration, multiple USB ports.

OPTIONS: BMW Intelligent Personal Assistant, M-sport package, BMW Display Key, Harmann Kardon sound system with up to 16 speakers, powered tailgate, soft close doors, 360 degree camera, multiple interior leather/wood grades and colors, multiple exterior colors.

PRICE: Starting from TK 1.18cr
For details on all available options and pricing, contact Executive Motors Ltd.

PHOTOS: Ahbaar Mohammad

THE RISE OF FEMTECH

NABILA HOSSAIN

As awareness and movements over gender inequalities progress, a new female health technology market has risen more simply known as the "Femtech" market. There are enormous physiological differences between the male and female body when it comes to hormones, processing medicine, birth, and pregnancy. Historically, medicine has seen the male body as the standard, while that of the female body as the deviant.

The term "Femtech" short for female technology is used to describe the rising trend of applications, devices, products and diagnostics catering to the needs of women's health. Femtech contributes to society with new emerging technology such as tracking wearables, artificial intelligence, apps, and noninvasive hardware to bring awareness to female health.

The origins of Femtech can be traced back to the 1960s, where the women's movement focused on sexuality, family and reproductive rights. It was not until 1960 (100 years after the first rubber condom was produced) that the U.S. Food and Drug Administration (FDA) approved the combined oral contraceptive pill Enovid, which became known as "the Pill". One roadblock to progress in Femtech was the exclusion of women from clinical trials. Less than 25 years ago, FDA policy recommended excluding women "of childbearing potential" from Phase I and early Phase II drug trials, including women who used contraception, were abstinent, or whose husbands were vasectomised.

Despite various advances, addressing women's health issues through research funding still came up short. To help address these problems, Ida Tin, coined the phrase Femtech and other Femtech innovators came forward. Women were no longer forced to wait for others to invest the time and money on research and development to act. Tin launched "Clue," a menstrual cycle-tracking application. Tin's application became a harbinger for other women's health initiatives seen today.

Despite its popularity, Femtech remains a significantly underdeveloped area of health tech. A mere 4% of all healthcare research and development is targeted specifically at women's health. Investors are just now starting to catch on, recognising an opportunity to reach a vastly underserved market, which also happens to be half the population. Femtech posted about \$592.1 million in VC investment in 2019. However, one of the biggest challenges remains that most of the investment community is still male.

Currently, female technology startups primarily focus on a few sectors of female healthcare. These mostly include maternal and child care, family planning, fertility, and menstrual cycles while other biomedical devices deal with invasive

reproductive health. However, women's health today has to also revolve around factors such as mental health, cardiac care or care for autoimmune diseases. Women have five times more mental health issues than men, have three times more heart attacks than men and are seven times as vulnerable to autoimmune diseases as men. This is where Femtech makes its way. It refers to diagnostics, therapeutics, drugs, apps and wearables that empower women to control their own body.

Fitbit, a sensor data technology, has created an anonymous database of their customer's menstrual cycles for research into more innovative ways to track periods. The Femtech industry also targets female health diseases such as endometriosis. Additionally, spit based fertility tests, Uber-like birth control delivery, and at home pap smears are on their way to the public to make female healthcare more attainable.

Femtech startups are shaping women's healthcare in a more convenient and accessible form.

Progeny combines service, data, science and technology to provide fertility solutions to self-insured

employers. Nuelle is a sexual wellness and intimate care company focused on delivering solutions for women. ObsEva is a specialty biopharmaceutical company developing drugs for women's reproductive medicine. Lattice Medical is a French startup that uses bioengineering to treat women who have survived breast cancer. It has begun developing bio-prosthesis that enables cancer survivors to win back their former bodies and lives.

In our country, Maya is dedicated to providing women with healthcare facilities, especially for reproductive and mental health. The startup is based in Bangladesh and incorporated in Singapore and is expanding into new countries. Maya uses natural language processing and machine learning technology for its digital assistant, which answers basic health-related questions and decides if users need to be routed to human experts.

Within general wellness, areas that Femtech can impact positively include pelvic and uterine health, urogenital health, menstrual health, mental health and nutrition and fitness.

Although the benefits of Femtech are increasingly being recognised, there is a lack of visibility and communication about Femtech applications to women users and to the healthcare professionals who are key influencers. Insights into the drivers and motivating factors that increase usage, enhance patient perception, and encourage better engagement, will be critical for Femtech to reach its maximum potential.

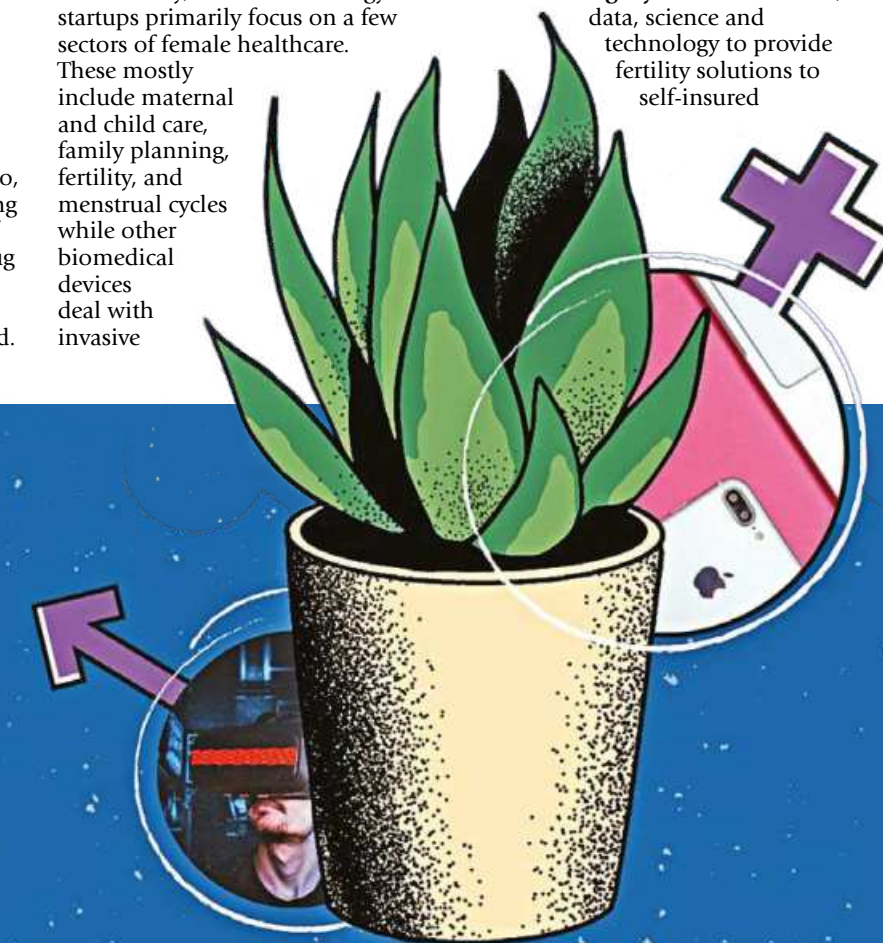


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