

THE 5 BIGGEST GLOBAL CAR LAUNCHES IN 2022

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To compete in the modern car market, manufacturers always have to come up with fresh releases every year, whether it's making a reiteration of an existing model, refreshing features that might have needed some adjustment or coming out with newer models to compete in different vehicle segments. Manufacturers also tend to introduce new cars in an existing segment that they were already making cars for. Like every year, 2022 had its fair share of new cars that had a notable impact on the global market. Before the year ends, here's a look back at the five biggest car releases which got everyone talking.



NISSAN 400Z FAIRLADY

Z34 Nissan 350Z and 370Z were already quite well known for being fun, rear-wheel drive, entry-level sports cars. They featured the popular VQ35 and VQ37 engines respectively, which are reliable and have a sound note of a well-known instrument from the brass family. Being the true successor to these renowned cars, the 400Z Fairlady, also known as the Nissan Z, is the brand's newest iteration in the fun sports coupe segment. Released around the spring of 2022, the Nissan 400z completely overhauls the classic look, retaining a VQ30 with either a 9-speed Mercedes transmission or a 6-speed manual pushing about 400 HP. It is currently priced at about \$39,990.

TOYOTA GR86/ SUBARU BRZ

Successor to the previous GT86/BRZ/FR-S trio from Toyota, Subaru and Scion respectively, the new GR86/BRZ eliminates all the previous complaints about lack of power from the engine, bumping the 2L flat-four boxer engine to a 2.4L boxer engine. The car also pushes about 224 HP paired with either a 6-speed manual (the only model to get) or an automatic, offering great handling and mid-range power. The Toyota GR86, released around September 2022, is perhaps one of the most improved cars on this list when compared to each model's respective predecessor. In the global market, this car's price ranges from \$27,000 to \$30,000.



GMC HUMMER EV

Known for their huge form factor, road presence and off-roading prowess, The Hummer H1 and H2 have been running icons until 2010. When the cars were discontinued, many loyal fans were disappointed. However, this year saw the revival of the Hummer in the form of an electric SUV and pickup truck. GMC Hummer EV still retains the form Hummer cars were known for whilst having 1000 HP for the pickup truck version and about 850HP for the SUV models, which GMC claims can do 0-100 in about 3 seconds. This car has been available since the fall of 2022 and is priced at around \$107,000.

HONDA CIVIC TYPE R

The Civic Type R has always been one of the more praised FWD sports cars that came out of Japan, where the older generation FK8 Type R set the record for having the fastest lap around the Nurburgring. But the FK8 had cooling issues and was not the best-looking car in general. The new FL5 Type R, released around October, although has the same powertrain as the previous model, sports improved cooling, a better turbo and exhaust which increases the power to 315 HP. The car also received an exterior overhaul which looks mature. It also eliminates the fake overly styled vents from the last generation, a big plus all around. Currently, its price is about \$43,990.



LOTUS EMIRA

After this year's announcement of Lotus going completely electric, the Lotus Emira marks the last gas-powered example from the company. Released in March 2022, the Emira comes with either a 3.5 L supercharged V6 from Toyota or a 2.0 L inline 4-engine from Mercedes Benz paired with a 6-speed automatic or manual. The Lotus Emira, in terms of body language, looks like their electric counterpart, the Evija, where both almost have a supercar-esque design whilst being an entry-level sports car. Lotus Emira is currently priced at about \$87,000.

How to maintain a work-life balance in an entry-level job

MORIUM KULSUM

In the modern 'always-on' work culture, many employees cannot afford to maintain a work-life balance when juggling the responsibilities of office work and personal life. This is truer for employees in entry-level jobs, which are usually fresh graduates who hustle beyond regular hours in hopes of accelerating their careers. With the mass layoffs going on around the world, closely linked with the bleak economic condition, employees are now willing to do whatever it takes to not lose their jobs even at the expense of personal goals and well-being. As a result, problems arise in their personal relationships which in turn hamper their work performance, and gradually employees lose motivation and feel discontent in their job. In this article, we cover steps that employees can take to equally prioritise their office work and personal life.

Review the company culture before starting a new job

The best way to ensure a work-life balance is to join a company that has a great organisational culture, where such policies are reflected by beliefs, values, and norms from the top-level management to staff members. Since you are supposed to spend a major part of your life at work day after week after month after year, you should be mindful of who you choose to work for. Pointing out her company's flexible rules for employees, especially working mothers, Farhana Preeti, Deputy General Manager and Head of Business Development at retail chain cosmetics shop Shajgoj, said, "Company culture, over brand names or salary amounts, should be given the most priority when evaluating an employer. If you are surrounded by cooperative and empathetic people at your workplace, it makes balance much easier to achieve."

Ashraf Uz Zaman, a recent Dhaka University graduate currently working in the finance and banking sector, agreed, "I believe if your line manager and team members are supportive, it will make everything a lot more manageable." However, he warns that it may not always be possible for you to understand the workplace culture before joining the company. You can do your research by using online resources like LinkedIn or Glassdoor, but according to him, the best way is to contact an acquaintance, a peer or an alumnus to find out about the real scenario without sugar-coated facts.

Understand your work demands Ideally, employees should spend no more than 8 hours at work every day. In reality, however, you may find yourself working

for 9 to 10 hours or more, depending on the role that you are in and the tasks that you are working on. You have to understand what you are signing up for and what is expected of you. Once you have taken stock of your workload, it is time for you to start planning and executing. Ashraf advised, "You have to break down your projects into small daily activities so that the tasks do not pile up and stress you out." You must be proactive in your work hours and collaborate with your team to prevent work from creeping into your personal time with family and friends.

Ashraf also added, "No matter whether you are working in a local organisation or a multinational organisation, you have to understand that it will require a huge sacrifice in the beginning stage." So, it is important that you are honest and adequately prepared. For example, if you are pursuing a Master's degree while doing a full-time job, you should outline your goals weekly based on your professional duties, like spending 10 hours in total per week on studies rather than unrealistically hoping to study for 2 hours every weekday.

Be honest with your family and friends In order to maintain a work-life balance, you have to communicate with your family and friends so that they understand your perspective. Ashraf added that it is important to be honest with loved ones about your schedule, and that you may miss out on family programs or important gatherings. However, just because work keeps you busy does not mean that you should ignore personal relationships. Spend time with your loved ones as often as

possible and remind them that you care about them.

If you are trying to manage a full-time job and take care of your children or elderly parents, you may want to have someone at your house to lend a helping hand. "I am blessed to have family members who help me a lot in raising my child," Farhana said, noting that "their contributions make it possible for me to successfully manage my professional work."

Prioritise your well-being

As an entry-level jobholder who is attending to a lot of responsibilities and working for 9 to 10 hours at the office, it may be difficult to find time for physical exercise or meditation. Maybe you will not have the time or the energy after the long hours and the lengthy commutes. Farhana recommended, "In view of this situation, it is best to do little things that go a long way. Take the staircase instead of the elevator. Go out with colleagues to have lunch during office breaks and get some fresh air." Ashraf added, "When you get time off, truly unplug and enjoy those moments instead of seeing them as an unproductive barrier to your work." Most importantly, you should not take on more projects — just for the sake of monetary or nonmonetary incentives — than you can practically complete.

Keep in mind, however, that some days you may have to work on a project even on a weekend and not have any spare time for your family or friends. Sometimes, conversely, you may miss a deadline because you have to tend to a sick family member. In that regard, Farhana emphasised, "Do not put too much pressure on yourself to follow your daily schedule to a tee. Instead, measure your work-life balance over the long haul."

When nothing seems to work

No matter how stressed out you are, usually, you would not want to talk to the management team. Because in the entry-level stage, asking for adjustments may be considered a weakness or lack of commitment to the organisation on your part unless the organisation has a culture that encourages work-life balance. However, if things are getting out of control, consider having an open discussion with your superior and let them know about your issues.

"If you cannot find a solution that will work great both for you and your company, you may want to consider the option of trying a new workplace, a new industry, or a completely new career path where you will be able to cope with your work and personal responsibilities healthily," Farhana advised. Because if it ever comes to a situation where you can no longer balance work and life, rather you have to choose between the two, always choose the latter!



ILLUSTRATION: ZARIF FAIAZ