

# TIRES & PARTS

Magazine

The Middle East's First Automotive, Tires and Parts Magazine.



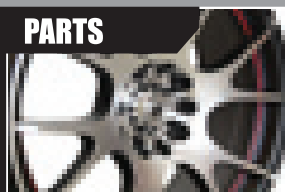
*Bridgestone launches*  
**TURANZA GR-90** *in style*



**Greg Herron**

Executive Director of MPS Gulf

**PARTS**



B-Unit from Konig

**Hot Products**

Nike Hyperdunk  
Kobe Bryant





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# Armed for any conditions

Hummer with Mattracks rubber tracks

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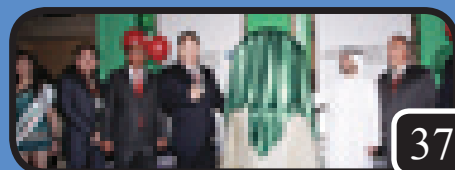
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For more information on TIA, visit [www.tireindustry.org](http://www.tireindustry.org)



#### **What does MPS stand for?**

Micro Paint Systems

#### **Where and when was it first invented?**

MPS was first invented in Canada in 1998 and has been reformulated over 20 times to reach the market leading solution we are using today. Since then, our research and development facility has continued to engineer and formulate and streamline the product. The founder and technical head of MPS, Stanton Hill, has had many years' experience in the global chemicals industry and has worked with some of the largest automotive paint manufacturers in the world, including both DuPont and PPG.

#### **How does it work?**

The unique MPS process is a new, non-toxic way of repairing anything from stone chips to minor accident damage. Applied by professionally trained technicians using a simple spray gun, it uses cutting-edge nanotechnology to repair minor damage without the need for extensive masking, the removal of any parts, large spray booths and extended drying times.

#### **How many workshops are using it in the UAE?**

There are already 36 workshops here in the UAE, and the number is growing. Our largest regional client is Al Futtaim Motors. We are very proud to be working with market leaders in the region and see this as a huge vote of confidence from the automotive industry to be partnered with such a prestigious brand.

# Greg Herron

**Executive Director of MPS Gulf**



**How does MPS help workshops in their repairs, and is it cheaper than the old way of doing the paint repairs?**

It's no exaggeration to say that MPS is revolutionising the way that workshops carry out paint repairs. For a start, the process can be completed on average in just sixty minutes, compared to the traditional two days. Not only does this significantly reduce waiting times for the customer, but it frees up space in the workshop and doesn't impact on paint booth use.

It is quicker and cheaper than conventional methods of carrying out paint repairs, which helps to increase productivity and workshop throughput. It is also very simple to train technicians on how to carry out the process – we provide full training on-site.

**Is it environmentally friendly?**

Yes our paint solution is 100-per cent isocyanate free, and is waterborne – the only one of its kind in the world today. It has the lowest VOCs of any paint solution currently available on the world market, way ahead of current EU regulations

**In what other markets is this technology being used?**

We have recently sold the solution into Qatar & Bahrain, Globally we are operating MPS in Australia, New Zealand, Canada, USA and key markets in Europe

**Can it be used for all kinds of paint jobs?**

Yes, and because our paint solution is absolutely unique, we can repair any car in any colour typically in one hour. Automotive is our main market right now, but our solution has application for marine, HGV and aviation repair solutions as well.

**Does MPS manufacture and produce any other unique automotive solutions?**

Yes we do. We produce our own range of unique automotive refinishing solutions, which are like no other products on the market today.

We have three solutions: CCR (clear coat rejuvenation), HLR (head light rejuvenation) and OBP, (optical brilliance protection). We recently sold 5,000 litres of these products to one of the largest car distributors in the Gulf region, who have replaced their incumbent polish supplier with our range of solutions. It is always great to have a strong range of products that actually deliver what has been sold to the end client user. We are in the process of building up our channels for the polish distribution and are actively seeking partners in this space throughout the UAE, GCC and further MENA markets.

**What are your plans for the GCC/MENA Region**

We are looking to build channel distribution through a sub-distributor network that we are currently putting together in all the GCC/ MENA countries for both our SMART (Small, Medium Area Repair Techniques) paint and refinishing solutions. Our initial target markets are Bahrain, Qatar, KSA, Kuwait, Lebanon & Oman. We have clients in a number of these markets already and each day we receive more interest from the across the Gulf. We see the GCC/MENA region as a large growth market for the company, hence the huge focus and drive we are putting into this Region.

**What does the future hold for MPS here in the Gulf and afar?**

We are always investing money into R&D to improve all of our products, and we have a number of very interesting adaptations and innovations in the pipeline, particularly for our paint application solution. As well as this we will also be looking to launch a number of new SMART solutions into our existing and new client customer bases this year. Stay tuned to this magazine for further news.



# *Efficiency paired with elegance*

Pioneering premium sedan with “green” technology  
and avant-garde design

Mercedes-Benz’ F800 Style research vehicle is showing the future of premium automobiles from a new perspective, as the five-seat premium sedan combines highly efficient drive technologies with unparalleled safety and convenience features and an emotive design idiom, which interprets current Mercedes-Benz styling in line with the brand’s hallmark attribute of refined performance.

The F800 Style has a spacious interior full of intelligent seating, operating, and display concepts. Another unique feature of the large sedan is an all-new multi drive platform, which accommodates electric drives with fuel cells (enabling ranges of almost 375 miles) as well as the use of Plug-in Hybrids that can drive for up to 18 miles solely on electricity. Both variants of the F800 Style therefore make locally emission-free mobility possible at the level of a premium-class automobile, while at the same time being fully suited for everyday driving and providing a dynamic driving experience.

“We are dedicated to reconciling our responsibility for the environment with practical customer utility in a fascinating automobile,” says Dr. Thomas Weber, the Daimler Board of Management member responsible for Group Research and Mercedes-Benz Cars Development. “The new F800 Style research vehicle combines this commitment to providing the leading innovative drive concepts with our traditional Mercedes strengths in the areas of design, safety, comfort, and outstanding performance.”

## **PRE-SAFE 360° improves safety in rear-end collisions**

While the Traffic Jam Assistant heightens comfort and active safety, the innovative protective system known as PRE-SAFE 360° further improves passive safety. PRE-SAFE 360° is based on the proactive occupant protection system PRE-SAFE® developed by Mercedes-Benz. Unlike the previous system, PRE-SAFE 360° also monitors the area behind the vehicle. As a result, the system engages the brakes around 600 milliseconds before an anticipated rear-end collision occurs. The key advantage of this system is that braking a stationary vehicle helps prevent secondary accidents such as those that occur when the car is pushed uncontrolled into an intersection or a pedestrian crossing. It goes without saying that PRE-SAFE 360° also allows the driver to take control at any time. For example, the brake is immediately released if the driver hits the gas pedal, should they recognize that there is sufficient space in front of their vehicle to avoid the rear impact.



## Rear pivot-and-slide doors ensure maximum entry comfort

A particularly customer-friendly innovation of the F800 Style is its rear doors. Whereas the front doors are attached to the A-pillar in a conventional manner and open wide toward the front, the rear doors slide backward when opened, as they are suspended from an interior swivel arm. Because the doors slide back close to the vehicle body, occupants find it much easier to get into and out of the automobile in tight parking spaces.

The F800 Style also has no B-pillar, making the entire space between the A and C-pillars completely accessible when the doors are opened. Despite the lack of a B-pillar, the F800 Style boasts a bodyshell that is both extremely robust and lightweight, and that meets the stringent demands for crash safety that are a hallmark of the Mercedes brand.

## Reinterpretation of the typical Mercedes-Benz design idiom

The F800 Style is both a technology platform and a showcar. This research vehicle was created through close cooperation between technical research and advanced engineering departments and the advanced design studios in Sindelfingen, Germany and Como, Italy. Its exterior appearance is marked by a long wheelbase, short body overhangs, and a sensually flowing roof line.

"The exciting coupe-like roof line, and in general the vehicle's balanced proportions, lend it a stylish sporty look that reinterprets the Mercedes-Benz design idiom and emphasizes the sculptural character of the F800 Style," says Mercedes-Benz Head of Design Prof. Gorden Wagener. "The result is a harmonious blend of innovative form and function, which conveys a sense of great styling and authority."

## Front end with distinctive LED headlights

The vehicle's front end features a variation of the radiator grille with the centrally placed star that is typical of Mercedes sports cars. The curved radiator grille bars softly flow around the tube holding the Mercedes-Benz brand star. Along with the wide radiator grille and the generously curved air intake openings, the model's unique bright LED headlights emphasize the dynamic nature of the research vehicle. The headlights are divided into individual segments for daytime running lights, turn signal indicators, and primary headlights. The F800 Style's taillights are also equipped with state-of-the-art LED units that enable an exciting interplay of indirect illumination and direct beams. The result is an attractive, unmistakable, and memorable visual effect.



## Wood and light create a cozy interior

Luxurious wood surfaces and lots of light ensure a high level of comfort in the interior of the F800 Style. Occupants will immediately notice the modern sense of lightness, and functional elements like the driver area and the door armrests seem to float in space like sculptures. The innovative lightweight-construction seats in the F800 Style consist of a magnesium shell and a carbon fiber laminate shell backed with a fine yet resistant netting. The seat shell also features genuine wood veneer. For the veneer process, Mercedes-Benz engineers used a 3D surface coating procedure designed especially for the veneering of three-dimensional surfaces. This same procedure was used to create the wood finish in the center console, on the doors, and in the driver area. These wood finishing pieces are molded as 3D laminated components and are augmented by an aluminum core, which ensures that the components meet the high crash safety standards that are a hallmark of Mercedes.



## Successful transfer from research to series production

Mercedes-Benz has presented 13 research vehicles since the early 1980s. The range of innovative and pioneering automobiles that was unveiled - beginning with Auto 2000 in 1981 and leading up to today's F800 Style - offers proof of the consistency and foresight with which Mercedes-Benz engineers address the core issues of research and technology in order to develop innovative solutions for the future. Many systems that were first used in research vehicles and viewed as revolutionary at the time are now found in Mercedes-Benz production cars, including the DISTRONIC proximity-controlled cruise control, which was first installed in the F 100 in 1991 and made its series production debut in the S-Class in 1998.

The F800 Style is continuing this approach. Like its predecessors, the model features important drive, comfort, and safety system innovations, as well as an avant-garde design, all of which point the way forward for future series-production Mercedes-Benz vehicles that will continue to impressively combine fascination and responsibility.

In its regular trim, the Hummer H2 not only looks fantastic, but also brings with it a real degree of off-road capabilities. But this can go much further, as GeigerCars.de have proved with the "H2 Bomber" on rubber tracks.

In contrast to the regular wheels with their 8.5" x 20" rims encompassing 305/60 tyres, the specialists from Munich have equipped their project SUV with a Mattracks 88M1-A1 rubber tracks at each wheel. Those massive structures, 40cm wide and 150cm long, guarantee unrivalled traction on virtually any type of terrain, whether the vehicle is needed for agriculture, emergency services or expedition. Even extreme gradients are handled without a sweat, not least thanks to the powerful 8 cylinders under the bonnet which gives you 398 bhp and 574 Nm of torque.

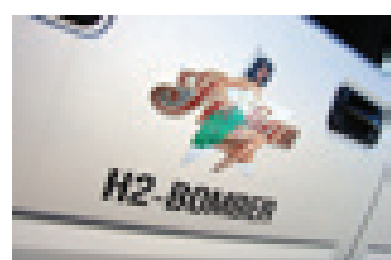
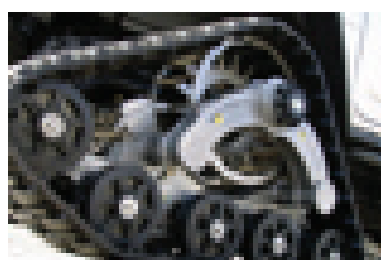
How well the GeigerCars.de Hummer acquits itself on the rubber tracks can be left to Autobild editor Wolfgang Blaube to experience: He explored to legendary Nordschleife of the Nürburgring in the depths of winter with the circuit covered in snow and was completely captured by the "new dimension of fun" after just a few kilometres.

# Armed for any conditions

## Hummer with Mattracks rubber tracks

Also in the interior of the GeigerCars.de "Bomber", finished in a matte silver, with extra headlights on the roof and the lettering printed in an army style, the fun factor is not missed out: The luxury design fulfils every wish and a sunroof is every bit a part of the Hummer project as the navigation system with a DVD drive from Kenwood, the roof monitor with headphones or the rear-view camera including a monitor in the rear-view mirror. If requested, the GeigerCars team can of course equip each Hummer model with an economical LPG autogas system and other extras.

If you're on the lookout for an off-road master, the H2 is definitely the right choice. With a Hummer equipped with rubber tracks, no terrain remains inaccessible.





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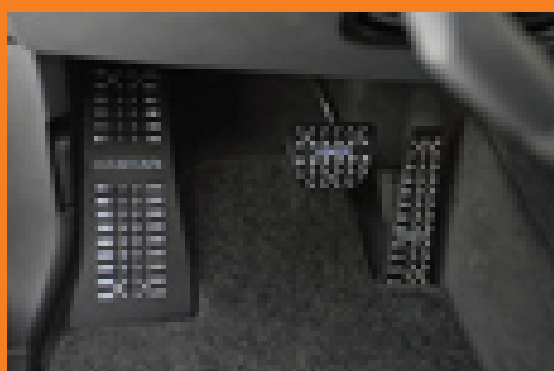
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# The Tycoon Evo M

powerful appearance with striking design





HAMANN-Motorsport, the renowned specialist for exquisite refinements of BMW-automobiles shows its latest developments on the 80th Geneva Motor Show. The masculine show-piece on the HAMANN exhibition stand with 200 square metres is the world premiere of the 670 hp/493kW strong and 300 km/h fast TYCOON EVO M based on the BMW X6 M.

Already the shape of the TYCOON EVO M with its impressive broad built gives a good hint of what is to be discovered. Mainly responsible for that are the front and the rear wing extensions made of light composite materials. These let the body expand by impressive 60 millimetres. Additionally, the HAMANN designers enhanced the sides with the newly designed side skirts. The distinctive hallmark of the front is the apron with the four striking LED daytime running lights. But the body set does not only emphasise the appearance, enlarged air inlets in the front and the carbon bonnet allow an optimised air ventilation of the engine compartment. At the X6 M rear, HAMANN also replaces the original skirt with an own development. This makes room for the earthy sounding sports

exhaust system with the centrally positioned double end pipes. The rear view of the TYCOON EVO M is perfected with beautifully designed rear- and roof spoilers. All of those components produce a low-swirling airflow over the vehicle silhouette and render additional downthrust.

#### **Rich performance enhancement thanks to optimised exhaust gas flow**

In addition to the spectacular shape of the TYCOON EVO M the HAMANN engine department added a powerful performance enhancement for the serial engine. The most significant component for the performance enhancement and responsible for the dynamic and earthy sound of the TYCOON EVO M is the stainless steel high performance exhaust system with metal catalysers. A newly programmed map for the serial motronic completes the upgrade and suspending the speed limit of 250 km/h allows unrestrained driving pleasures.

As a result of the modifications, the X6 M now offers 670 hp / 493 kW at 6,000 r.p.m. and 780 Nm torque at 1,500 – 5,650 r.p.m. This is a surplus of 115 hp and 100 Nm compared to the serial version. Therefore, the all-wheel accelerated from 0 to 100 in only 4,2 seconds and reaches a maximum speed of 300 km/h.

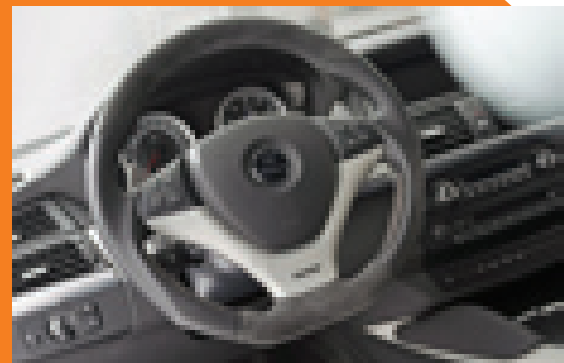
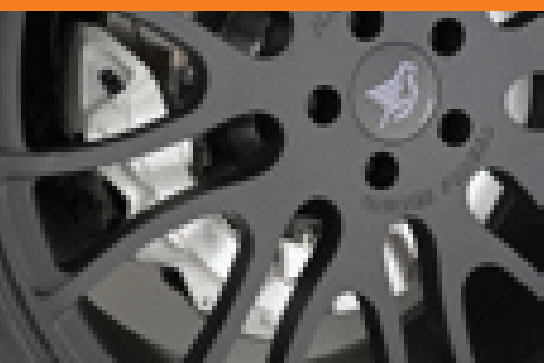
#### **Varying rim designs and sizes**

Specially adjusted to the increased requirements of the TYCOON EVO M, the refining specialist presents varying wheel designs and sizes. A highlight concerning styling and technology is the rim model UNIQUE FORGED ANODIZED produced in most modern forged technology. The dynamic shape of the delicate, anodised cross spokes does not only lead to a dynamic and striking look, but also results in an even weight distribution and therefore guarantees higher bearing loads. HAMANN offers the 23-inch wheel in the dimensions 11.0 x 23 at the front- and 12.0 x 23 at the rear axle, combined with wheels measuring 315/25 R 23.

The light alloy wheels are especially emphasised with the HAMANN lowering kit. Progressively coiled springs at the front axle and a modification kit for the rear axle thereby lower the centre of gravity of the Sports Utility Vehicle by approx. 40 millimetres.

#### **Most noble interior applications underline the motor sports atmosphere**

In addition to the existing factory-provided interior, HAMANN offers accessories made of black-anodised aluminium in combination with carbon applications. Pedals and foot rest render motor sports air and perfectly match the 12-part HAMANN decoration set made of carbon fibre. An three-spoke sports steering wheel additionally render the TYCOON EVO M a dynamic overall appearance. For the luggage compartment in the back of the X6 M, HAMANN offers an elegant and practical boot mat with diamond-shaped decorations and an embroidered logo



# BMW X6

The first sports Activity coupe with dynamic performance control.



The BMW X6 stands out in particular through its unique sporting looks and performance, unmistakable design adding a most exclusive touch. And now the truly discerning driver is able to make the driving experience and looks of the world's first Sports Activity Coupé even more outstanding, tailoring all the car's features to his individual, sporting preferences.

The wide range of products from BMW Performance offers numerous options for this purpose, ensuring an even more intense experience of driving dynamics and the fascinating, aesthetic design of the BMW X6. The range of retrofittable options specially developed for BMW's unique Sports Activity Coupé for the drivetrain, suspension, aerodynamics and cockpit is included in the broad selection of BMW Original Accessories.

BMW Performance components convey know-how from motorsport to the road, expressing a particular passion for supreme performance and characteristic design. All features in the BMW Performance product line are available individually, enabling the driver of a BMW X6, through the choice of selected components, to set clear sporting highlights in all areas he finds particularly relevant. At the same time all BMW Performance products may be combined with one another to provide a harmoniously balanced overall package.

**Aerodynamics and the suspension: precise optimisation, individual style.**

The sporting looks of the BMW X6 are accentuated more than ever before by the BMW Performance Aerodynamics Kit with features and elements tailored exactly in both style and function to BMW's Sports Activity Coupé. This even includes the cameras and sensors for the Park Distance Control, Active Cruise Control with Stop & Go, and the Side View driver assistance system.

The BMW Performance Aerodynamics Kit is made up of the front bumper, side-sills and an insert for the rear bumper, all in special design and all finished in body colour. The BMW Performance Aerodynamics Kit for the BMW X6 may also be supplemented by a rear spoiler, rear fins in matt black and a front grid finished in high-gloss black paint.

BMW Performance light-alloy wheels in Y-spoke design further optimise the dynamic driving potential and the striking looks of the BMW X6. Reduced in weight, these cast light-alloy 12-inch wheels stand out in particular through their roll-milled rim hump and exclusive twin-tone finish with a glossy outside surface and Ferric Grey paintwork between the rims. A special production method reduces the weight of each wheel by approximately 1,500 grams compared with conventional wheels of the same size. The reduction in unsprung masses ensured in this way has a positive effect on both the driving dynamics and steering behaviour of the BMW X6.

The BMW Performance light-alloy wheels come on tyres varying in size from front to rear and featuring runflat qualities allowing the driver to continue even after a complete loss of pressure. Rim dimensions are 10J x 21 at the front on 285/35 R21 tyres and 11.5J x 21 on 325/30 R21 tyres at the rear.



### **BMW Performance Power Kit: even more muscle when accelerating.**

The BMW Performance Power Kit available as a retrofit option on the gasoline versions of the BMW X6 as of June 2010 increases both torque and acceleration to an even higher standard. Developed specifically for the V8 power unit in the BMW X6 xDrive50i and the straight-six in the BMW X6 xDrive35i, the Performance Power Kit significantly improves both acceleration and elasticity through a further increase in maximum output and peak torque precisely matched to the car's power characteristics.

The BMW Performance Power Kit comprises appropriate modifications to engine management with a positive effect on the development of power in both engines. The Kit was developed by BMW's engine specialists and naturally reflects the high quality standards of the BMW Group with the increase in power and torque remaining in full compliance with all warranty rights and claims on the part of the customer.

The BMW Performance Power Kit raises maximum output of the eight-cylinder with BMW TwinPower Turbo and High Precision Injection in the BMW X6 xDrive50i by 30 kW/41 hp to 330 kW/448 hp. Peak torque, in turn, is up by 50 Newton-metres/37 lb-ft to 650 Nm/479 lb-ft. The six-cylinder power unit of the BMW X6 xDrive35i equipped with Twin Turbo technology and High Precision Injection shows an increase in maximum output by 15 kW/20 hp to 240 kW/326 hp, with peak torque increasing by 50 to 450 Newton-metres/332 lb-ft.

Benefiting from the BMW Performance Power Kit, both models accelerate 0.2 seconds faster from a standstill to 100 km/h, the BMW X6 xDrive50i with the BMW Performance Power Kit completing this sprint in 5.2 seconds, the BMW X6 xDrive35i in 6.5 seconds. Acceleration in gears from 80 – 120 km/h (50 – 75 mph) is 0.5 seconds faster in each model.

Likewise starting in June 2010, BMW Performance also offers a sports exhaust system. Available also on the BMW X6 xDrive50i and BMW X6 xDrive35i, this option stands out clearly through its chrome-plated tailpipes, at the same time offering even lower weight and a particularly striking sound pattern together with a further reduction of exhaust counter-pressure.

### **Cockpit: driver's workplace like in a sports car.**

BMW Performance offers attractive accessories also for the car's interior design, again raising the sporting driving experience in the BMW X6 to an even higher standard. As an example, all model variants of BMW's Sports Activity Coupé may be equipped with a BMW Performance sports steering wheel with a flattened rim at the bottom and alcantara coating for optimum grip and a pleasant touch in all temperatures.

The driver's workplace is further optimised in the true style of a genuine sports car by BMW Performance aluminium pedals and the BMW Performance driver's footrest. In their technical features and design all of the BMW Performance components available in the BMW X6 comply in full with the typical style of the brand and naturally fulfil all of BMW's supreme standards in terms of quality and safety.

Accordingly, they are fully in line with all BMW warranty standards and requirements. BMW Performance accessories and features are sold and fitted by BMW Dealers and Service Partner as well as BMW Retail Outlets.





# *Cadillac plans new start in Europe*

A newly created organization, Cadillac Europe, will be established to manage import, distribution and marketing of a selected range of Cadillac models specified for the European markets. The vehicles will be retailed through a fully authorized Cadillac sales and service network in key European markets. Specific details will be announced at a later date.

"Europe is an important market for Cadillac," said Bryan Nesbitt, Cadillac general manager. "Re-establishing distribution of our premium offerings is good news for those who seek import exclusiveness"

At the Geneva Motor Show, Cadillac presents the CTS Coupe for the first time in Europe. Slated to arrive in North American Cadillac showrooms this summer and this fall in Europe, the CTS Coupe is a new luxury sports coupe designed to become the visual centerpiece of the brand's revised lineup.

The Coupe is a classic 2+2 layout bolstered with advanced technology, such as a rear-view camera system and a performance-oriented suspension, combined with rear-wheel or all-wheel drive.

The Coupe joins the CTS Sport Sedan, the 556-horsepower (415 kW) CTS-V and new CTS Sport Wagon as the foundation of Cadillac's lineup. A high-performance V-Series edition of the Coupe will also be released this year.

In Geneva, Cadillac will also exhibit the new CTS Sport Wagon, CTS Sport Sedan and the range-topping CTS-V. The new CTS Sport Wagon will be available as of model year 2011, while the CTS Sport Sedan and the CTS-V are available now. Additionally, Cadillac will present the new SRX, a midsize luxury crossover, featuring a completely new design combined with an efficient, high-technology engine. The new SRX goes on sale in Europe with model year 2011.

The Cadillac Escalade Hybrid will also be shown in Geneva. The Cadillac Escalade Hybrid is the first full-size luxury SUV worldwide featuring the fuel-saving Two-Mode Hybrid System. This vehicle offers more than 40-percent fuel consumption reduction in city driving and dramatically reduced exhaust emissions, while offering all the advantages of a spacious luxury SUV.

Two-Mode Hybrid technology can operate the vehicle solely on battery-electric power during idling or low-speed driving situations. The permanently all-wheel-driven Escalade Hybrid also incorporates Active Fuel Management technology that enables the 6.0L V-8 engine to operate on only four cylinders in certain driving conditions to save fuel.


## **Hyundai Motor Makes Donation to Support Quake-Stricken Chile**



Hyundai Motor Co. will donate US\$200,000 to assist the international communities' humanitarian relief efforts in earthquake-stricken Chile. The donation will be made to the government of Chile and relief organizations, through Hyundai's regional office in Chile.

In addition to the relief aid, Hyundai will conduct a special service campaign in cooperation with Hyundai Mobis to repair cars damaged by the earthquake and offer parts at discounted prices.

Hyundai Motor has been lending a helping hand to people in disaster-stricken areas in the form of monetary donations, distribution of emergency supplies, or direct participation in relief activities, as part of its efforts to fulfil its duties as a global corporate citizen. Hyundai provided support in the aftermath of Iran's earthquake in 1999, the 2004 tsunami disaster in Asia, the 2007 Greek forest fires, and the 2008 earthquake in Sichuan as well as the recent earthquake in Haiti, to name a few.



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# Quality & Emotion

## The BMW X1 by AC Schnitzer



The X1 is the latest welcome addition to the compact vehicles segment, and brings the characteristic BMW "Driving Pleasure" to this class. With an extensive range for the BMW X1, the AC Schnitzer version celebrated its world premiere at the Geneva Motor Show 2010.

The BMW X1 is available with choice of a 6-cylinder petrol engine and three 4-cylinder diesel power plants. Here again, AC Schnitzer is setting totally new standards for driving pleasure in the premium compact segment. The BMW X1 xDrive23d has been upgraded from a 150 kW/204 HP diesel engine with BMW TwinPower Turbo and Common Rail injection to 240 HP. The 2.0 d and 1.8 d units in the BMW X1 also feature Common Rail injection and a turbocharger, and with the AC Schnitzer tuning package achieve 210 and 171 HP respectively. Naturally, the power upgrades are available for both the sDrive and xDrive versions. The AC Schnitzer engine styling including capacity logo is available for vehicles with and without performance upgrade.

Acoustically, the sporting driving experience is enhanced by the AC Schnitzer sports rear silencer for the petrol X1 xDrive 28i (in development). Visual elegance is provided by the chromed "Racing" tailpipe trim which is also available for all other models.

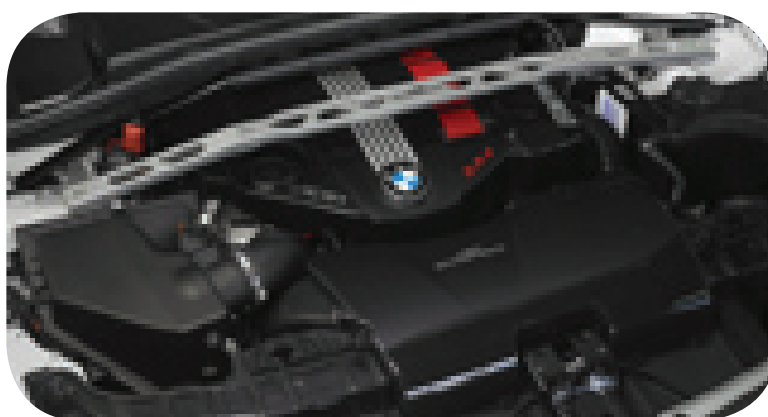
The superb driving behaviour of the BMW X1 with its focus on agility, precision and handling is the direct result of the sophisticated suspension technology used on the extremely solid body structure. AC Schnitzer has built on this and with its suspension spring kit and an aluminium strut brace, ensures the perfect balance between sporting performance and driving comfort.

The AC Schnitzer aerodynamics package is far more than mere decoration, although it harmonises effectively in the overall concept. The front spoiler and rear skirt extension, in combination with the rear roof spoiler, improve downforce and ensure additional ground adhesion. Engine bay venting is optimised by the AC Schnitzer Bonnet Vents. These are enhanced further with chromed centre webs available as an option. In aesthetic terms, the AC Schnitzer aerodynamic conversion emphasises the expressive styling and reveals to the observer on first glance the universal sporting ambitions of the X1 by AC Schnitzer.



Impressive design elements also lend a sporting and youthful note to the interior of the BMW X1 by AC Schnitzer. These elements include silver "Exclusiv" carbon interior trim, illuminated leather gear knob, aluminium gear knobs with or without digital gear display, "Black Line" aluminium cover for the i-Drive system controller, aluminium handbrake handle and pedal set, foot rests and velours foot mats.

The finishing touch comes from a set of attractive wheels, so the X1 retains its stylish appearance not only on twisty or changing terrain, but also outside a fashionable cafe. An ideal choice is the brand-new Type VIII wheel in 19". The new wheel with its 5 double spokes in BiColor Finish is an evolution of the well-known Type VI wheel, and complements perfectly the styling language of the BMW X1. AC Schnitzer Type IV wheels in silver or in BiColor in 18, 19 or 20 inch, together with the Type VI rim in 18", complete the range available for the BMW X1.



# Technology & Art

**TECHART World Premiere at the Geneva Motor-Show**



**Since 1974**, this vehicle has been making the hearts of true sports car fans beat faster: the Porsche 911 Turbo – a masterpiece made of the finest materials and a symbol of top engineering and design. An almost-perfect sports car. Almost, because individuality and personality are essential elements in achieving perfection. TECHART automobile design stands for the creation of individual masterpieces for sports car enthusiasts looking to give their vehicle a touch of individual flair. The result is the TECHART personalization program for the new 911 Turbo and 911 Turbo S models consisting of a new aerodynamic package, light metal wheels, and exquisite interiors was be presented at the 80th international Motor-Show in Geneva, Switzerland.

## **Absolute performance – no compromises**

The new Aerodynamic Kit I emphasizes the Turbo's inner strengths without being excessive or overloaded. The sturdy RIM polyurethane exterior reduces aerodynamic lift on both axles, allowing smoother handling capability at extreme speeds. One striking feature is the front spoiler, with its dynamically-accented air intake valves and seamless integration. As your eyes pass to the side of the vehicle, you notice the airflow-optimizing side sills, which are stretched to make the vehicle seem to sit lower. A small roof spoiler on the Coupe elongates the visual appearance of the roof line. The spoiler profile can generate additional downforce with the extensible rear spoiler. Rounding off the modified back end is the diffuser, which extends the standard skirt downwards. Personalized mirror moldings add yet another sporty accent and enhance the unique TECHART appearance.



The same applies to the TECHART Aerodynamic Kit II. Independent front and rear spoilers optimize mass air flow for improved ventilation of the braking and intercooler systems. TECHART's multifunctional daytime running lights are available for the front spoiler II. It combines daytime running lights, position illumination, sidelights, parking lights, and turn signals in a combined housing that fits seamlessly into the design of the vehicle front. The display brightness of the daytime running lights automatically adjusts to the selected daytime lighting setting. Furthermore, the daytime running lights dim automatically when either of the turning signals is active, in order to improve their visibility.

The high performance look and unmistakable TECHART design are also reflected in the wheel enhancements. Connecting the powerful torque of up to 700 Nm securely to the asphalt are the TECHART Formula light metal wheels, with their modern 5-spoke design. The product range includes TECHART Formula, Formula II, or filigree Formula III alloy-forged wheels in up to 20-inch formats. This classic form guarantees efficient heat diffusion and displays the braking system. For optimum road grip, TECHART recommends Conti Sport Contact 3 or tires of the brand Michelin Pilot Sport PS2.

In addition, TECHART's Noselift System is also available for the new 911 Turbo. This makes problems with everyday obstacles a thing of the past for this vehicle. At the push of a button, ca. 60 mm of additional space can be created between the road and the front spoiler by lifting the vehicle height on the front axle. The hydraulic TECHART Noselift System is very reliable, easy to retrofit, and exhibits the everyday applicability you expect from TECHART.

### **Elegant TECHART interior designs**

TECHART's interiors for the new models are unmistakable: clear yet elegant, sporty yet comfortable, the cockpit, seats, doors, and roof make for a luxurious experience. These sporty enhancements please all the senses – smell and touch included. For instance, the interior could be completely outfitted with the finest leather. The TECHART 3-spoke sporty steering wheel, aluminum pedals, dials in individual colors, or stainless steel entry strips embossed with the TECHART logo are all installable options. For exteriors and interiors, TECHART knows how to engage the emotions – and please the senses.





## Auto Fact

What does "TVR" the car company stand for?

Trevor is the name of the creator his name is TreVoR Wilkinson.



# VATH Coupé

AS

**P**erformance and ultimate comfort are fundamental principles in more than 21-year history of a famous tuning company VÄTH Automobiltechnik from Hosbach. By exposing its 435 hp strong Coupé, VÄTH offers a super sports car which impresses not only by its excellent road performance, but also by its discreet appearance.

With its automotive efficiency package V50S (8,211 Euro) the overall performance of the E 500 Series-Engine (388 hp) rises up to 435 hp. This made it possible to increase the maximum torque up to 575 Nm. Here comes naturally the convincing measuring data: the maximum speed limit lies within approx. 280 km/h. By means of modern computer engineering, VÄTH succeeded in increasing the performance of serial production vehicles by 47 hp by optimizing the software, including raising the maximum speed limit, sport air filter and complete sport exhaust device with sport catalysts.

The dynamical appearance was perfected with the help of the superlative gear box mechanism: in fenders VÄTH accommodated 20 in. 3-part Smiths Wheels with high-efficiency pneumatics, sized 245/30-20 and 285/25-20. The complete suite will cost you 8,211 Euro including montage.

For street sport cars VÄTH offers a complete running gear, with a built-in adjustable hardness control. Thanks to the adjustable shock-absorber, the car's body can be lowered by 20 to 65 mm. The sport vehicle costs 2,963 Euro.



# *E 500* *pe V50S* *sphalt Testing*

Additionally, for high performance VÄTH provided a brake mechanism (5,355 Euro incl. racing brake fluid Castrol SRF and flexible tubes of a brake drive) with 6-position brake calipers and 378 mm large brake disks.

Plant-produced and completely carbon-made: front facing (1,416 Euro) in carbon self-confidently and powerfully underlines the technical manner of the Coupés. The luggage carrier-spoiler (1,761 Euro) and back diffuser (1,773 Euro), also produced from layer carbon, complete/perfect or similarly contribute to a sportier look.

VÄTH offers nearly boundless possibilities for individual interior equipment. Thus, when requested, the inside of the car can be entirely trimmed with colored skin. In addition, we offer Carbon-Interior-Packet (2,737 Euro) for high-quality interior possibilities in all variations.

Further accessories like velour foot mats (226 Euro) and speedometer (1,297 Euro) with a scale up to 330 km/h accomplish a wide range of options for interior space.





## C 63 AMG Estate once again Official F1™ Medical Car

When the new Formula-1 season got underway in Manama/Bahrain this year, it marked the debut of the most spectacular and powerful Official F1™ Safety Car of all time. The job of the new Mercedes-Benz SLS AMG, which was launched on 27 March 2010, is to ensure maximum safety in Formula 1. The "gullwing" model replaces the SL 63 AMG, which was used as the Official F1™ Safety Car in 2008 and 2009. As in the last two years, the C 63 AMG Estate will be used as the Official F1™ Medical Car for the coming season.

"Together with the entire AMG Team, I am very proud that the new SLS AMG is the official F1 safety car. I'm sure all Mercedes and AMG fans will be excited to see the gullwing model together with the new Mercedes GP Petronas Team at the F1 circuits," says Volker Mornhinweg, Chief Executive Officer of Mercedes-AMG GmbH.

The Official F1™ Safety Car is deployed whenever hazardous situations such as accidents or bad weather endanger normal racing. The SLS AMG, piloted by Bernd Mayländer (38, from Germany), is on standby in the pit lane throughout the entire race. When radioed by Race Control, the former DTM driver and his co-driver, FIA man Pete Tibbetts (44, from the UK) take to the track at the head of the field in order to guide the Formula-1 race cars safely around the circuit.

### Unique vehicle concept for maximum driving dynamics

The Mercedes-Benz SLS AMG has the best possible credentials for this demanding role in the top flight of motor racing: its 6.3-litre V8 engine has a peak output of 420 kW (571 hp) and a maximum torque of 650 Nm, enabling the gullwing model to sprint from 0 to 100 km/h in 3.8 seconds. Fast lap times are a must for the Official F1™ Safety Car, otherwise the Formula-1 cars' tyres and brakes would cool down too quickly, while their engines could overheat.

### The unique vehicle concept is a key factor in ensuring outstanding driving

dynamics: the aluminium spaceframe body keeps the vehicle weight down to 1620 kilograms (DIN kerb weight). And thanks to the dry-sump lubrication system, the AMG V8 powerplant can be installed very low down, resulting in a beneficial lowering of the vehicle's centre of gravity. The installation position a long way behind the front axle and the transaxle arrangement of the new seven-speed double-clutch transmission on the rear axle have a positive effect on the weight distribution, which is 47/53 percent (front/rear). Pure motorsport technology is used for the AMG sports suspension: aluminium double-wishbone axles front and rear ensure outstanding driving dynamics with precise turn-in ability, first-class agility, low mass inertia when changing direction spontaneously and, therefore, a high cornering limit.

### **Double-clutch transmission and ceramic composite brake system**

The AMG SPEEDSHIFT DCT 7-speed sports transmission with double-clutch technology features four modes and allows fast gear changes with practically no interruption in tractive power - in manual mode ("M"), gear changes can be effected in 100 milliseconds. Together with the 3-stage ESP®, the integrated mechanical multidisc differential lock ensures outstanding traction. Meanwhile, braking distances are minimised and resistance to fading is maximised, even when the brakes are subject to typical race-track loads, courtesy of the AMG ceramic high-performance composite brake system with its generously sized ceramic discs measuring 402 x 39 mm on the front axle and 360 x 32 mm on the rear axle. The weight-optimised 10-spoke forged wheels are shod with 265/35 R 19 (front) and 295/30 R 20 (rear) tyres.

The Official F1™ Safety Car features the same engine, power transmission, suspension and brake system as the standard-production SLS AMG. The exceptional technology package for the super sports car ensures perfect driving dynamics and means that no further technical modifications or lightweight-design measures are necessary, with the sole exception of the all-new rear silencer, which allows the high-revving AMG V8 naturally aspirated engine to breathe more easily and offers Formula-1 fans an even more emotionally charged sound experience.

### **Aerodynamically optimised roof light bar incorporating LED technology**

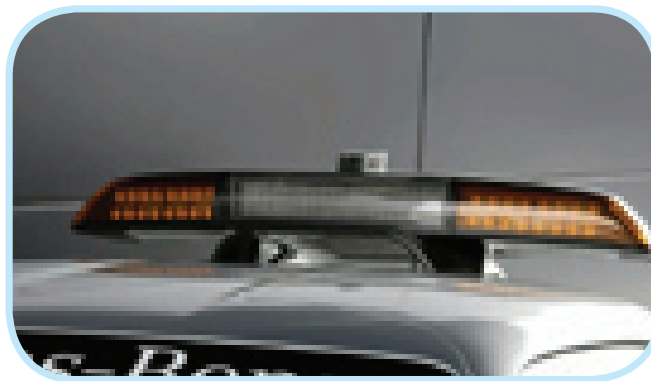
Compared to the standard-production SLS, the Official F1™ Safety Car is distinguishable on the outside by its prominent F1 logos, carbon-fibre exterior mirrors

and the characteristic roof light bar with integrated TV camera. It sits on an all-new carbon-fibre hood whose shape has been tested in the wind tunnel to ensure optimum airflow at the rear aerofoil. The aerofoil pops up when the car reaches 120 km/h and, together with the rear diffuser, provides the necessary rear downforce. LEDs are used for all light functions for the first time in the new, aerodynamically styled roof light bar. Their advantages over the previously used bulbs lie in their extremely fast response time and low power consumption.

The two centrally positioned green lights in the aerodynamically optimised light bar are illuminated when the Official F1™ Safety Car joins the field and first needs to overtake all the racing cars in front of it. Once the SLS AMG has assumed the leading position, the outer orange flashing lights are switched on to signal to the Formula-1 drivers that no overtaking whatsoever is allowed. The white stroboscopic lights in the headlamps and tail lights perform a general signalling function in that they always flash whilst the safety car is deployed. A special number plate at the rear, with "Safety Car" lettering and 700 LEDs, provides additional safety in darkness or wet weather. A reversing camera is integrated to the left of the number plate, allowing those in the cockpit of the Official F1™ Safety Car to keep an eye on the Formula-1 cars behind via monitor.

### **Practical interior with AMG sports bucket seats**

The distinctive gullwing doors open to reveal a practical cockpit which, like the exterior, differs only slightly from that of the standard-production model. AMG sports bucket seats with black leather upholstery and six-point seat belts ensure optimum lateral support. On the right side of the AMG DRIVE UNIT, there are four coloured buttons for controlling the various light functions, along with the signal horn, which is activated when the car is driving into and out of the pit lane. The centre console, like various other



interior trim parts, is finished in genuine carbon fibre, while the AMG performance steering wheel in leather/Alcantara features a specially shaped grip area, a high-quality genuine-metal insert and a flat-bottomed rim with a diameter of 370 millimetres. Two genuine-metal shift paddles are used to change between the seven gears in the double-clutch transmission.

Two central monitors in the SLS AMG cockpit are used to monitor the progress of the race. To the left and right of the lower monitor are the controls for the radio system, which allows Bernd Mayländer and Pete Tibbetts to communicate with Race Control as well as with each other. A second interior mirror lets the co-driver keep an eye on the Formula-1 cars behind. Meanwhile, the "Marshalling System" is integrated in the central display on the instrument cluster and in the lid of the glove compartment: here the driver and co-driver can see exactly the same signals as the Formula-1 drivers in their cockpits. For instance, the various LEDs indicate when yellow or green flags are being waved. LEDs indicating the status of the roof light bar, along with an on-board camera angled towards Bernd Mayländer, are mounted at the front end of the dashboard.





# Central Trading Company launches Federal Tyres

Central Trading Company, the major valuable player in the automotive aftermarket launched its new tyre brand; Federal.

Federal Tyres product launch was held at JW Marriott Hotel, Deira in the presence of a large group of key tyre dealers in the UAE and executives of both companies.

"We are pleased to include Federal Tyres in the portfolio of our globally renowned brands. This will enable us to cater to a new segment of the tire market," said Marwan Al Rostamani – Chairman of the Al Rostamani Group.

"Central Trading Company is proud to offer a new tyre in the UAE market. Federal Tyres are manufactured in Taiwan which is known as an advanced industrial country," said Mohammad Aqel – General Manager, Central Trading Company.

"After years of exploring and learning about UAE market, we have finally understood how the market operates. Therefore, we have chosen Central Trading Company as our UAE partner due to their expertise and professional management of the tyre business," said Jaime Ma – CEO, Federal Tyres.

Federal Tyres was established in Taiwan in 1954 and through the years it has technical cooperation with major tyre companies which provided Federal the necessary strong technical capabilities and know – how to produce their own tire brand.

With state – of – the – art technology, strict quality control and highly regulated safety standards, Federal continues to develop innovative quality tyres for the UHP, SUV, LTR and PCR lines.

Federal is the first manufacturer in Taiwan to enter the international market successfully under its own brand and successfully developed Taiwan's first ever slick tyre. It has also won the trust and confidence of the Japanese market thus, making it the most popular import brand in Japan.

Today, Federal has established a strong network of overseas distributors with more than a hundred national / regional representatives throughout more than 70 countries.

"As the sole distributor for UAE, we will be able to capture a different segment in the market where demand is relatively high," mentioned Mr. Mohammad Aqel. "To intensify the presence of Federal Tyres we will be running a couple of enticing promotions for the dealers and consumers, once dealer network is already established," he added.

Federal established the Advance Product Quality Planning (APQP) program for pursuing detailed quality control throughout the company. In line with this program, they also established the "Self Motivated Quality Assurance System" for the front line staff. To maintain and improve its superlative performance, they implemented ISO-9001 standards and adopted QS – 9000 parameters for quality assurance. Over the years, Federal also received a number of awards and certificates from car manufacturers such as Ford and GM.

Bolstered by new and better UHP, SUV, winter tyres and their ever improving full range of other high quality tires, Federal is presently enjoying tremendous growth.

Besides just focusing on producing high quality products, Federal is committed to protecting the environment and takes corporate responsibilities to comply with environmental policies and minimize pollution.

Together with Central Trading Company, Federal will continue to focus and constantly improve customer satisfaction, on – time and prompt delivery and after sales services

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A diver in a blue wetsuit and mask is underwater, holding a white box with the Bridgestone logo and 'TURANZA GR-90 Launch' text. Bubbles are rising from the diver's equipment. The background is a deep blue underwater scene with some rocky structures on the left.

## Bridgestone Launches TURANZA GR-90

# *Take a Journey*

Bridgestone, the golden standard in Japanese tyre technology and the world's No.1 tyre and rubber manufacturer, announces the launch of TURANZA GR-90 – tyres for drivers wanting a supreme touring experience.

Suddenly the destination no longer matters with TURANZA – “Take a Journey”. TURANZA is no ordinary tyre, distinctly manufactured to evoke driver's emotions with a defining concept of “Take a Journey”, transforming a routine trip into a sublime touring experience, from city driving to long touring excursions.

Focused on the demand for better tyre presentation from a handling performance perspective, Bridgestone collaborated with auto manufacturers worldwide, and derived the TURANZA lineup, designed to offer an unprecedented experience in supreme ride comfort, road handling capabilities, smoothness and low noise characteristics.

TURANZA is recognized as the “premium touring” tyre because it does not exclusively focus on quality alone, but instead pursues an ultimate balance of comfort and handling on all kinds of road conditions. In attaining such an unparalleled objective, the designers needed to fully understand driver's expectations far and wide.

The intelligent design principles and craftsmanship of rounded corners combined with ideal construction rigidity provide superior handling over a wide range of roads. The ultra-efficient tread design featuring rows of low and high-angle winding grooves and flexible construction delivers outstanding travelling dynamics, and better water dispersion, leading to high levels of safety and comfort.

Turanza GR-90, successor of the Turanza GR-80, is available in a wide variety of sizes from 14 inch to 19 inch, including low profile versions, to fit a diverse range of cars and to satisfy most driving styles and road conditions. Turanza GR-90 has the highest specification level of ride comfort, ideal for luxury/ medium sized sedans. With the superior noise-reduction technologies and dampening design, this premium tyre offers a smoother, quieter ride, over and above higher levels of enhanced safety.



The TURANZA, originally developed for fitment on European luxury cars, is aimed ideally at complimenting performance luxury saloons such as those by Mercedes Benz, BMW, Audi, Lexus, etc. With a worldwide reputation for excellent quality, the TURANZA provides a premium touring experience for a wide variety of automobiles, not only luxury models.

Masaharu Kimura, Bridgestone Passenger Car Tyre Development Manager said, "Creating the TURANZA was a journey in itself. Even though we faced several seemingly insurmountable challenges, our global team pulled through at every stage. Ultimately, the feedback from satisfied customers worldwide has really made our journey worthwhile."

Born from Bridgestone's state of the art engineering process, innovative tread design and extensive usage of quality compound materials, the TURANZA represents the brand's passion for setting groundbreaking standards in performance touring tyres and unites comfort and handling at the highest levels.

TURANZA evokes maximised comfort, extreme quiet and enhanced safety. It is a feeling of serenity beyond any normal ride, almost to the point that you realize your intended destination is less important than the journey there.



# Apollo Tyres campaigns for road safety in Iran

## Takes Safe Drive and Customer Connect Programme outside India

Taking forward its relationship with its valued customers in Iran, Apollo Tyres launched its Safe Drive initiative in the capital city of Tehran recently. The Apollo Safe Drive initiative seeks to ensure safety of people on the road by educating drivers and owners on various aspects of tyre care and maintenance – including inflation pressure and tread-wear checks. Members of Apollo's International Sales team, along with Apollo's business partners conducted tyre checks at petrol pumps on major highways for two days.

The company hopes that this contact with ordinary customers will ensure safer driving on the highways, during the Iranian New Year celebrations, when families enjoy undertaking road trips.

Alongside Apollo Safe Drive, the company is already working on a 360 degree consumer connect programme for its customers in Iran. This involves working with fleet owners to ensure that they can extract maximum benefits from the tyres – both in terms of better mileage and longer life – and the Top Gear programme for garage owners and mechanics to educate them on correct fitment, balancing procedures and appropriate tyre applications, keeping in mind vehicle and customer requirements.

Apollo Tyres' products have been available in Iran for the last few years. The company exports primarily truck-bus cross ply tyres and passenger car radial tyres to Iran from India. The acceptance of Apollo products is clear in the manifold growth the company has witnessed in its sales of both passenger and truck-bus tyres in the last three years. To fulfill growing customer requirements, Apollo is planning to introduce its truck-bus radial range in Iran later this year.



# Toyo tires introduces new Versado CUV luxury performance tire for Crossovers



Slow down or avoid curbs, potholes, and any debris in roads; also slow down on rough roads. Failure to do so may throw off your vehicles alignment and cause un-needed damage and wear to your vehicle's tires.



Toyo Tires introduces its newest member of the Versado family of luxury tires, the Versado CUV for crossover vehicles. Designed specifically for this growing vehicle segment, the Versado CUV carries on a tradition of comfortable and quiet operation while being loaded with advanced features to enhance handling, stability and fuel efficiency.

Toyo Tires' proprietary Silent Wall™ technology utilizes thousands of vertical serrations along the walls of the circumferential tread grooves to significantly reduce "pipe resonance", an annoying whistling audible to the human ear. An attractive asymmetric, non-directional tread and multi-wave sipes also contribute to a smooth, quiet ride throughout the life of the tire.

Fuel efficiency is on everyone's minds in today's world. A new low rolling-resistance compound makes the Versado CUV Toyo Tires' most fuel-efficient tire yet. Additional benefits of this compound include wear resistance and all-season performance.

A computer-optimized casing and a large block and rib design deliver an improved distribution of tread pressure to the road surface for enhanced handling and stability. Four wide circumferential grooves evacuate water while open lateral slits improve water drainage. Multi-slant grooves enhance traction in inclement weather, making the Versado CUV optimum for a vehicle with a broad range of uses such as a crossover.

The Versado CUV is available in 25 sizes to fit 17- through 20-inch diameter wheels. To learn more about this exciting new tire built for popular crossover vehicles, log on to [toyotires.com](http://toyotires.com). The Toyo Tires brand was voted #1 overall by independent tire dealers across North America\*. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications

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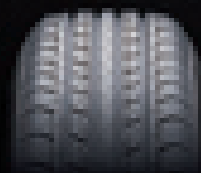
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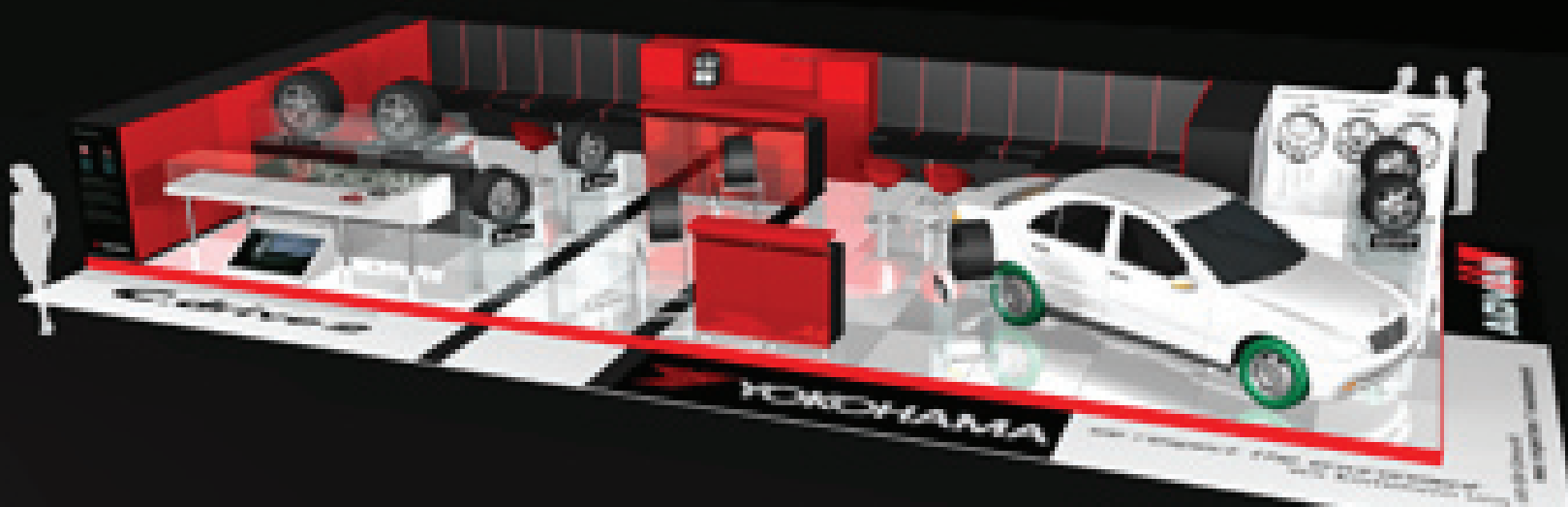
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DIABLO

## High-Performance eco tires developed for European market was shown for the first time at the Geneva motor show



During this years Geneva International Motor Show The Yokohama Rubber Co., Ltd. participated under the slogan "We respect the Environment...", the company's high-performance eco tire "C.drive2" was be show cased in Europe for the first time, together with its eco flagship tire "dB super E-spec," In addition, a specially tuned Toyota Prius Hybrid wearing "super E-spec" concept tires colored based on an image of green leaves will was exhibited to highlight Yokohama Rubber's strong intention to develop tires that contribute to environmental protection.

Designed in all respects to help protect the global environment, the "dB super E-spec" is the ultimate eco tire, and is sold in Japan as the "DNA dB super E-spec." Together with its excellent environmental performance, Yokohama's new technical innovations, including a next-generation inner liner, "AIRTEX," which provides superior air retention and thus improves fuel efficiency, and a "Super Nano-Power Rubber Compound" with Orange Oil, to enhance both fuel efficiency and gripping, are demonstrated. The "C.drive2" - to be presented at the show - is the model replacing the high-performance and-comfort "C.drive" tire in the ".drive" series - already popular in Europe - and delivers excellent performance on wet surfaces as well as fuel efficiency.

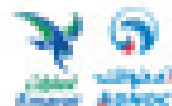
Yokohama's flagship ADVAN brand was represented by the premium sport tire, "ADVAN Sport" and the street sport tire, "ADVAN NEOVA AD08." In addition, a specially prepared display board illustrated how the brand has earned a place as original equipment on many pace-setting vehicles around the world. Moreover, for the first time at a European motor show, Yokohama introduced its own brand of alloy wheels, which have been well received in Japan. Three models from the ADVAN Racing series and the AVS MODEL series were on display.

The Geneva International Motor Show, one of the five largest motor shows in the world, is an international event with a history dating back to 1905.

**MAXXIS**

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## The choice of champions

[illegible]

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# Fore by Fore by Infinity

Infinity –manufacturers of a wide-ranging portfolio of highly regarded tyres – have been building on their increasing high-quality reputation by supporting and sponsoring a number of prestigious global golf tournaments.

The first event, the Achimota Masters Invitational, was held in Ghana and generated lots of local interest!

The Captain and President of the Achimota Golf Club formally welcomed Mr. Surender Kandhari, Chairman of Infinity Tyres, to the course and thanked him for both the generous sponsorship and the offer to adopt hole fourteen of the golf course.

Mr Kandhari pledged a 5-year sponsorship package for the championship and expressed his delight at the local interest (89 men and 22 ladies entries) – particularly from the younger players!

The winners of the Ghana event were flown over to participate in the Infinity-sponsored Emirates Mixed Amateur Open.

The Emirates Golf Club, voted one of the Top 100 golf courses outside of the US by Golf Digest (May 2009), is frequented by the world's top players and hosts the PGA European Tour sanctioned Dubai Desert Classic and Dubai Ladies Masters.

The final event was in South Africa – on the edge of the Kalahari Desert.

Infinity co-sponsored the annual Trentyre Kathu Golf Day.



Kathu is situated in the Northern Cape Province of South Africa and is home to one of the five largest open-cast iron ore mining operations in the world. Infinity mining tyres have recently been introduced to the harsh conditions of the Sishen mine.

A total of 160 players participated - the day ended with a traditional "spit braai" for over 200 guests.

The winner of the day received a set of Infinity High Performance passenger tyres soon to be launched by Infinity in South Africa.

Harjeev Kandhari of Infinity Tyres (Europe) commented: "Golf is truly a global sport. Infinity tyres are delighted to be associated with golf throughout the world. Welcome to Infinity World!"



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# Federal tires gives users new insight into video discovery



Success requires a completely new attitude to do something out of the box. To keep up with the trends in marketing and technology as a forward-thinking company, Federal Tires debuts new online video portal by producing an engaging series of videos on YouTube while broadcasting those contents directly to a global audience across the internet. Utilizing the social media communication approach as a premier platform for the distribution of high quality, fully featured footage of events in all forms of motorsports, Federal provides a place where performance enthusiasts, racing aficionados, customers and friends can connect online and develop a unique Federal community.

This is the beginning of a new marketing strategy for Federal in 2010,. Customized and innovative campaigns are essential in stamping on the brand's presence in an increasingly competitive and crowded web space. Bringing more interesting and exclusive video clips to YouTube helps further our goal of offering the best video entertainment experience of the wired world. With a variety of themes and collections to choose from, worldwide users are welcome to watch and share original videos from all the actions in professional auto racing, all showing off extreme performance tires with the head-spinning speed embraced by the latest and the hottest YouTube videos to let the participants know about all of Federal's activities. Additionally, the company encourages visitors to interact with the brand either through submitting ideas to suggest product improvements, or spreading the word about Federal virally using self-generated content to others on the network.

Also being a part of Federal's new drive on the World Wide Web arena, they will be running electronic advertising campaign in a fully integrated manner with major media outlets to promote their video series by embedding them via banner ads, weekly e-newsletters, and on pages of their official website as an effective branding tool to generate more views of the films.

The online exposure and traffic of Federal's dedicated YouTube channel is pretty massive and substantial, which not only increases greater visibility and access to viewers but also delivers significantly strong results. The company is starting to upload its own videos and sound clips that people will not be able to find anywhere else online. To view and rate the most recent video demonstrations release on the web, simply click through your fingertips at <http://www.youtube.com/watch?v=9TY4dc8tIGo!>

# Yokohama Rubber releases C.drive2

a new high-performance eco tire for family cars in all classes,  
from small to large

Yokohama Rubber Co., Ltd., has announced that it will release C.drive2, a new high-performance eco tire in its ".drive" series, in Europe in the first quarter of 2010. C.drive2 comes in 26 sizes in the range of 14 to 17 inches, and the company plans to add 11 more sizes this summer. The tires were exhibited at the Geneva International Motor Show 2010 in Switzerland.

C.drive2 represents a basic change from the original C.drive model, Yokohama's high-performance and-comfort tire, after an interval of six years. Retaining the basic concept behind the previous model, which is grounded in delivery of confidence in the rain and superb handling capabilities, C.drive2 was developed for a better wet grip while maintaining a low rolling resistance for the fuel efficiency. The handling stability under both dry and wet conditions has been heightened to meet the European safety requirement.

C.drive2 will fulfill the ".drive" series lineup, which also includes S.drive (high-performance sport tire), A.drive (all-round standard tire), and W.drive (winter tire) models.





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## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Bristol Classic Car Show	01-02 May 10	The Footman James 31st Bristol Classic Car Show is the longest continuously-running major classic car show in the UK. It is one of the country's leading classic car show and is always a firm favorite with the public, trade and clubs. It will be two days between 1 to 2 May, 2010 at Royal Bath & West Showground in the United Kingdom.	The Royal Bath & West Showground, North Somerset, England, United Kingdom	<a href="http://www.bccsl.co.uk">www.bccsl.co.uk</a>
IndoAutomotive	05-10 May 10	Entering the 3rd edition, IndoAutomotive 2010 is a big scale showcase of vehicle parts, accessories and components, updated products and technological innovations. It promises a comprehensive showcase ranging from vehicle parts, accessories, tuning and upgrading, maintenance and service stations and more.	Jakarta International Expo (JIExpo), Jakarta, Jakarta Raya, Indonesia	<a href="http://www.indoautomotive.com">www.indoautomotive.com</a>
Busworld Asia-Shanghai	06-08 May 10	Busworld Asia-Shanghai 2010 is slowly but inevitably becoming the leading exhibition for and by professionals covering China and all of Eastern Asia! The Shanghai Busworld will have grown bigger that the Kortrijk one ever was!	Shanghai New International Expo Centre(SNIEC), Shanghai, China	<a href="http://www.busworld.org/">www.busworld.org/</a>
Automotive Meetings	07-09 May 10	It gathers decision makers from the automotive sector in the same place over two days and makes them interact through: 'Business Meetings' Cars manufacturers & first & second rank OEMs will meet the automotive subcontracting network who expose their know-how and innovations through face-to-face business meetings.	Poznan International Fair Grounds, Poznan, Poland	N/A
Automechanics Latvia	07-10 May 10	Automechanics Latvia is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers	Riga International Exhibition Centre, Riga, Latvia	N/A
Auto Show South	14-16 May 10	Being hosted by Confederation of Indian Industry, Auto Show South will offer unlimited business opportunities for Automobile Industry. It will be held at Hitex Exhibition Centre and will become a major hub of pioneers of Automobile sector. It will Showcase Automobiles - Cars, Suv's Muv's, Cv's, Two & Three Wheelers, Electric( Battery Operated) Vehicles & Many More.	Hyderabad International Trade Exposition Centre(HITEX), Hyderabad, Andhra Pradesh, India	N/A



## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Automotive Engineering Show	14-17 May10	Automotive Engineering Show is a showcase of processes, systems & technologies or 'enablers' in automotive manufacturing. This is the first exclusive fair focusing on Automobile engineering & vehicle manufacturing processes. The unique rationale of the event is very strong penetration within the automotive manufacturing region. It aims to connect various constituents of this rich industry.	Chennai Trade & Convention Centre Chennai, Tamil Nadu, India	N/A
Auto World Astana	19-21 May10	Auto World Astana is a mega show of automobile first time of its own in Kazakhstan. It is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Korme Exhibition Centre, Astana, Kazakhstan	<a href="http://www.autoworld.kz/en">www.autoworld.kz/en</a>
Madrid International Auto Show	20-30 May10	A mega show of automobile first time of its own in Spain. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Feria de Madrid, Comunidad De Madrid, Madrid, Spain	<a href="http://www.ifema.es/ferias/automovi">www.ifema.es/ferias/automovi</a>
Bike Asia	21-23 May10	Bike Asia is the first international exhibition on bicycle, motorcycle, accessories and components in Southeast Asia. It is a Regional show for a 500 million people who can reach Singapore within 5 hours flight and over a billion people within 8 hours.	TBA, Singapore	N/A
Autonomia Expo	21-23 May10	Autonomia Expo is the exhibition for disability, technology, aesthetics and culture which will focus on the enterprises that trade and sell products and services for customers with disabilities or the organizations of disabled people. The event will be taking place at the Peristeri Exhibition Center.	Peristeri Exhibition Center, Athens, Attiki, Greece	<a href="http://www.autonomiaexpo.org">www.autonomiaexpo.org</a>
Automechanika Middle East	25-27 May10	he reasons for the show's popularity are as a consequence of strong international business and an increasing trend to maintain vehicles. UAE is a great market for us as it combines car-mad enthusiasts with serious business opportunities, fleet operators and traders. This spells out a great opportunity for suppliers to the maintenance, retailing and body care sector.	Dubai International Convention & Exhibition Centre Dubai, United Arab Emirates	<a href="http://www.automechanikame.com">www.automechanikame.com</a>

# Experience Audi in the virtual world

Audi is the first carmaker to make a home for itself within the PlayStation Home platform. Known as Audi Space, it's a virtual world that architects and designers have given a futuristic look. It has a lot going for it, including the presentation to visitors of the Audi A1 on February 11. In addition, Audi e-tron stands at the ready for a test drive in a spectacular racing game. And the winners can lay claim to an exclusive Audi Apartment.

PlayStation Home is a 3-D community on the PlayStation 3. Since its launch on December 17, 2009, visitors to Audi Space have been able to learn in depth about the brand with the four rings. The main attraction there is the Audi Vertical Run racing game with the Audi e-tron – which has already chalked up one million races. Four electric motors accelerate the electric car in the game to speeds up to 200 km/h (124.27 mph).

The daring racetrack leads players between high-rise buildings and high above the roofs of the city. The grand prize – the lavishly designed Audi Apartments – can be found above the skyscrapers of the PlayStation world, with a view of the mountains.

The best race drivers experience typical Audi architecture, based on Audi Terminals all over the world, with their clear design and large glass facades. And it all wouldn't be complete without a car, of course. The new e-tron can be parked right in the middle of the living room. The design of the surrounding buildings is based on the skylines of Tokyo and Shanghai. The concept was developed by the renowned architects at Allmann Sattler Wappner.



"The goal of the project was to present the Audi brand to a specific target group in a highly emotional and interactive environment. We pushed the possibilities offered by Sony on the PlayStation Home platform to their absolute limits," said Kai Mensing from Audi Online Marketing.

Lothar Korn, Head of Marketing Communications at Audi, explained that showcasing the brand within virtual worlds represents an important building block for Audi. "Audi is a progressive brand when it comes to its communication as well," Korn said. "The Audi Space in PlayStation Home is a perfect example of this, and despite the futuristic atmosphere, it's still typical Audi."

The background music is also typical Audi. Depending on where visitors are within Audi Space, they will hear varying music that matches the atmosphere. The music is based on the Audi Corporate Sound Concept, which lends the brand a distinctive acoustic identity as well. All of the many details harmonize perfectly with each other. In just under two months, Audi Space has already had more than 700,000 visitors. In the "PlayStation Home Awards 2009" from the Alphazone4.com website, Audi took first prize first time around in the "Best Apartment" and "Best Mini-Game Reward" categories.

And the virtual world of Audi continues to grow and flourish: the opening of the Audi A1 showroom will be followed quickly by a matching A1 game. Starting in March, there will be virtual presentations about the Audi e-tron. And in addition to a revised version of Audi Vertical Run, a completely new game will be offered by the end of the year.

Use of Audi Space, including the virtual test drives, is free of charge for all PlayStation3 players. The only requirement is the downloading of PlayStation Home onto the console. More information on PlayStation Home can be found at [www.playstation.com](http://www.playstation.com).

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- Shoulder edge sipes design promotes even and long tread wear.



# Bosch develops new motorcycle antilock braking system

Bosch has recently developed a new generation antilock braking system (ABS) for motorcycles which has the potential to prevent 38 per cent of motorcycle accidents involving personal injury and 48 per cent of those leading to fatalities, according to a study published by the Swedish highways authority. Further, a study published by the German Federal Highway Research Institute (BASt) concludes that fatality rates would be reduced by 12 per cent if all motorcycles were equipped with ABS.

The lightweight, cost-optimized system developed by Bosch has received the 'Innovation and Environment' award from Germany-based ADAC, Europe's largest automobile club, making Bosch the third time recipient of this award since 2005. The pioneering equipment weighs only 0.7 kilograms, features a cost-effective design, and is half the size and weight of previous motorcycle ABS systems made by Bosch. It is part of a new Bosch modular generation which was introduced in November 2009. All other ABS systems currently on the market are based on passenger-car technology.

*"This new system has the potential to greatly advance road safety initiatives throughout the Middle East, which has a strong base of motorcycling enthusiasts," said Volker Bischoff, General Manager, Robert Bosch ME.*

Although the Middle East in general has a high incidence of road accidents, Saudi traffic authorities say that fatalities in the Kingdom have been decreasing since 2004 due to improved traffic laws. Motorcycle accidents in particular occur due mainly to poor driving experience and night driving with poor illumination. The introduction of new technologies such as Bosch's new braking system would perfectly complement the government's enforcement of stricter motorcycling laws.

The active safety mechanism used by the new Bosch product enables motorcyclists to brake safely in emergency situations without locking their wheels and significantly reduces braking distance. Only every tenth new motorcycle manufactured in Europe adopts this kind of system, while on a global scale only every one-hundredth is equipped. In comparison, around 80 per cent of passenger cars worldwide use it.

Bosch has been manufacturing brake control systems for motorcycles since 1994. Its new ABS system was designed by engineers at the company's competence center in Japan.



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# Konig wheels launches its B-Unit from its Tuner Line



The Distributors of Konig wheels in the Middle East region Varga Trading Company LLC recently launched a new and exciting wheel from its tuner line called the B-Unit. This wheel is from the light weight series which is ideal for tuner enthusiasts alike.

The B-Unit is offered in a matt black with polished face finish and comes with a red underline to give it a sporty look. It comes in a 17x7 size with a PCD of 10(114.3/108) which would be ideal for most Japanese and American vehicles such as the Ford Focus , Nissan Alitima and Honda civics etc...

The B-unit can be purchased from all Konig wheels dealers such as YellowHat, Liberty motorsports and all other Konig wheels dealers. For more info please visit [www.konigwheel-uae.com](http://www.konigwheel-uae.com)

## Unique Forged Anodized by HAMANN-Motorsport

A High Tech Forged Wheel in XXL-format for BMW- and Ferrari



Unique Forged Anodized is the name of the latest light alloy wheel by the manufacturer HAMANN-Motorsport. And the name says it all. A unique design produced with most modern forged technology with an anodized surface – the name and the quality hallmark in one word.

The dynamic shape and delicate cross spokes do not only render a dynamically striking appearance, but also an even weight balance and therefore ensures highest bearing loads. Moreover, the forged technology saves 38 percent of weight compared to a traditional cast rim.

The rim Unique Forged Anodized is available for BMW models in the dimensions 11.0 x 23 inches and 12.0 x 23 inches at a price from € 2,070.

For the latest Ferrari model range F599 and California, it is available in 9.0 x 21 inches and 12.5 x 21 inches at price from € 2,075.



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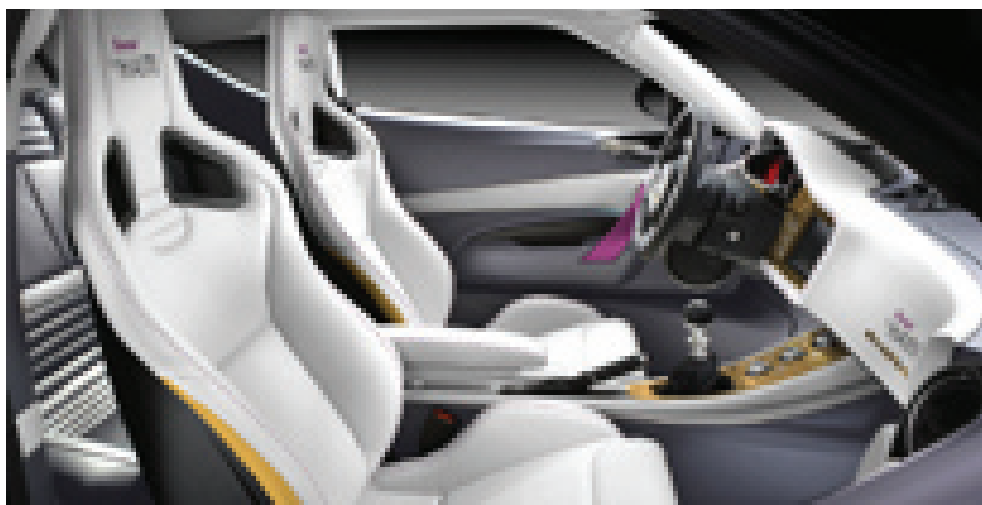
■ Supermodel Naomi Campbell and the limited edition "Naomi for Haiti" Lotus Evora

## Recaro supports earthquake victims in Haiti as a partner of the "Naomi for Haiti" project.

Kirchheim, March 2010. Supermodel Naomi Campbell has launched the "Naomi for Haiti" aid project to provide support for victims of the earthquake in Haiti. To support this project, Lotus has auctioned eight limited edition models of the Evora with exclusive Recaro seats for the phenomenal sum of 1.2 million euros.

Many people in Haiti are still suffering the consequences of the severe earthquake. Supermodel Naomi Campbell and sports car manufacturer Lotus have joined forces on an aid project for the earthquake victims and have produced the eight limited edition "Naomi for Haiti" Lotus Evoras.

The exclusive Evora models, which reflect Naomi Campbell's design influence, were designed jointly by Naomi and Lotus design director Donato Coco. It was an honour for Recaro to support this project by providing exclusive seats, also in the Naomi Campbell design. The eight potential collector's pieces raised a total of 1.2 million euros at auction. The project aims to provide support specifically for mothers and children following the terrible earthquake.



■ Interior with Recaro Seats in exclusive Naomi Campbell Design

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Discovery Channel (OSN) puts pedal to the metal from the end of March and throughout April, when it hosts five weeks of full throttle motoring fun in Turbo Month – a celebration of horsepower, extreme engineering and the passion, dedication and craftsmanship of the real people behind the most faithful, practical and outrageous motorcars and bikes.

Beginning 29 March 2010, Turbo Month puts viewers in the driver's seat with a variety of riveting programmes from across the two- and four-wheel spectrum – at the same time, in the same place, every weekday night. Hit cruise control and enjoy entertaining motoring magazine, motorcycle travel and car renovation shows, or revel in all the high-octane action of bike and car customisation and fabrication.

Turbo Month is one of the most anticipated Discovery Channel seasons of 2010. The programming line up promises to set hearts a flutter as it indulges every viewer's ultimate motoring fantasy.

The Turbo Month line-up includes the 'docu-soap' series Heartland Thunder; the most comprehensive motorcycle documentary series ever produced, Twist the Throttle; the finest showcase of the world's best cars and consumer motoring advice in Fifth Gear; the art of fixing, buying and selling automobiles in Wheeler Dealers; the ins and outs of awesome bike design in American Chopper; and the ultimate in car customisation in Street Customs Berlin.

Whether you're a devoted enthusiast or casual admirer, complete petrol head or simply appreciate the finesse of fine auto workmanship, you're going to love Turbo Month!

Turbo Month will be a one-hour programming block from Monday to Friday at 22:00, with an extended block every Friday during primetime from 23:00 to 01:00, only on Discovery Channel (OSN)



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# Ibherdesign Porsche Cayenne Turbo 02-06 'Ventus Wide' body kit

Ibherdesign goes Exclusive with this new body kit for the Porsche Cayenne Turbo.



The last few years these kind of premium SUV's have introduced themselves onto worldwide roads and as one of the few wide-arch body kits specialist. Ibherdesign now introduces the beautiful 'Ventus Wide' body kit specifically designed for 2002-2006 Cayenne Turbo models.

The brand new wide-arch body kit consists of: Front and Rear Bumper Extensions, Pair of Side skirts and a 10 piece Wide Arch set. To enhance the quality of this product Ibherdesign provides TÜV certification for it.

This kit is also available as a non-wide arch version consisting of: Front and Rear Bumper Extensions and a Pair of Side skirts.

A sporty look roof spoiler is also available for all Cayenne 2002/2006 models.



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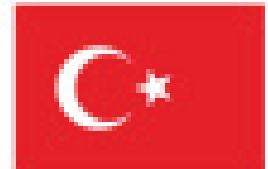
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Please apply in confidence, enclosing a current CV to Peter Nicholls, Sales Director at:

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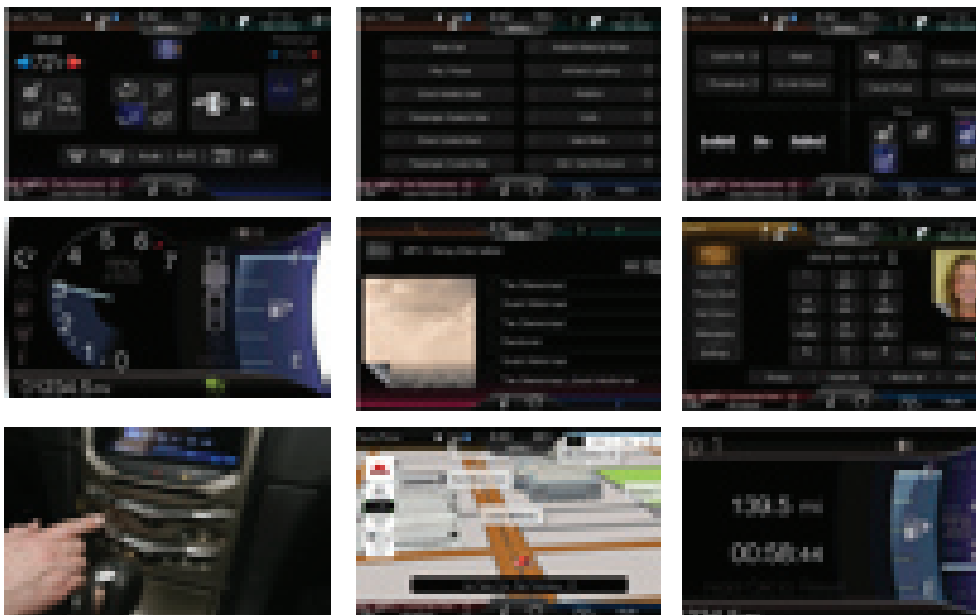
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# Ford named one of fast company's top 10 "Most Innovative Companies" in mobile technology



What does Ford Motor Company have in common with Google, Apple, and Amazon? Ford shares a spot with them on Fast Company's Top 10 list of "Most Innovative" companies in Mobile technology, and becomes the first automaker to ever be recognized in the category.



"This honor represents Ford's commitment to innovation and development of technology that enhances the driving experience and adds real value to the consumer," said Mark Fields, Ford president, The Americas. "We're very proud of this recognition from Fast Company, and it is truly an accomplishment to be named amongst some of the leading technology innovators and mobile application developers."

Fast Company ranked Ford fifth in the mobile technology category for the introduction and evolution of SYNC, the industry-leading connectivity system co-developed with Microsoft, as well as the recent reveal of MyFord Touch, an innovative user interface that promises to redefine the in-car experience. "The automaker has taken a great leap forward," says Fast Company.

Ford developed SYNC in response to the explosive growth potential of the mobile device and embarked on a strategy to build a software-based connectivity platform that could leverage the increasing power of the phone and improving data networks. MyFord Touch expands on the system's device connectivity features by delivering a graphical, touch, and voice-controlled user interface that maximizes SYNC's capability and provides an intuitive and safer way for drivers to interact with the car.

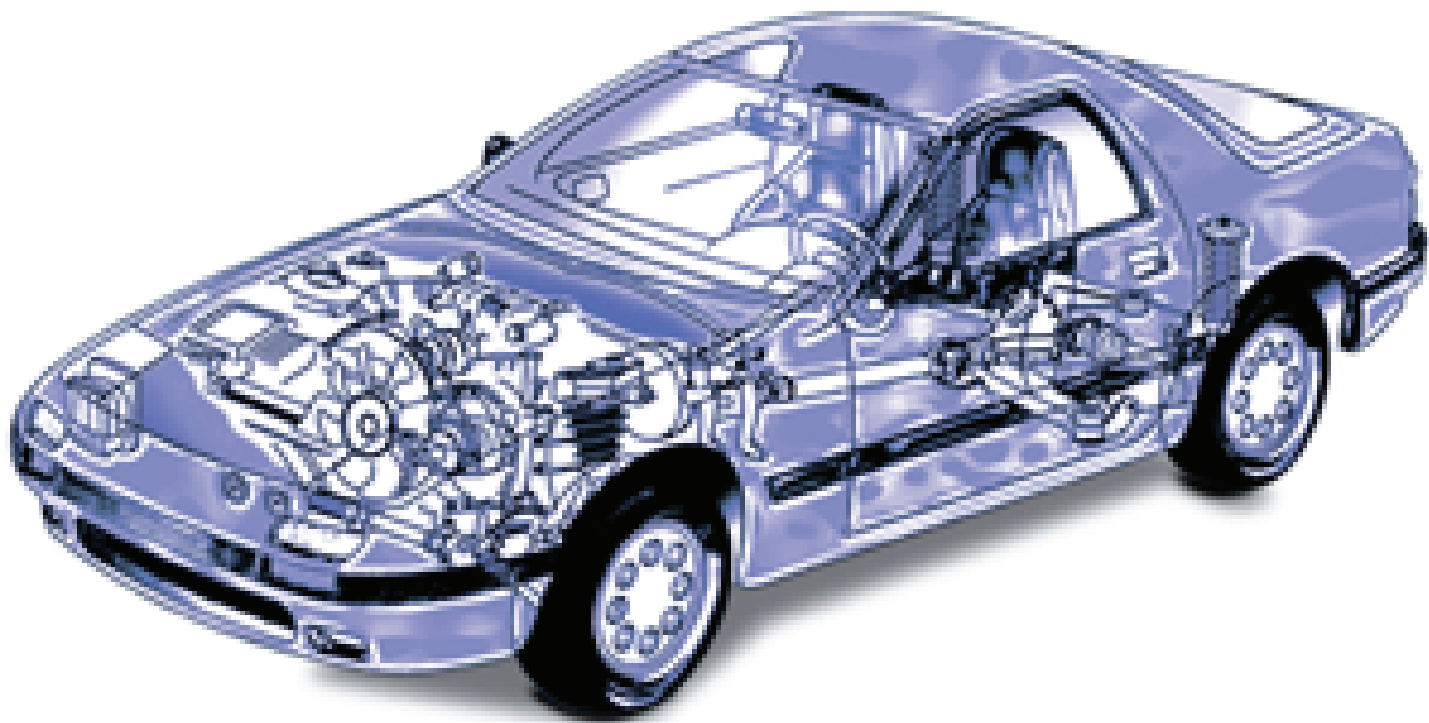
"Collaboration and strategic investment in open innovation have been keys to our success," Fields said. "Our relationship with Microsoft was just the beginning, as we've forged strong relationships throughout the mobile industry and look forward to even more."

In addition to introducing MyFord Touch at the recent 2010 International CES, Ford became the first automaker to announce hands-free command and control of smart phone apps. Pandora, Stitcher, and OpenBeak are the first to implement the SYNC Application Programming Interface (API), enabling drivers to voice control the apps through SYNC's Bluetooth connection.



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*More driving enjoyment with new connectivity solution*

# MINI CONNECTED

MINI chose this year's Geneva International Motor Show to launch an all-new, world-first in-car entertainment solution: MINI Connected. Through intelligent connectivity between the driver, his MINI and the outside world, MINI Connected offers new options for further enhancing the hallmark driving fun associated with the brand. MINI Connected was launched simultaneously with the MINI Countryman, as an optional specification.

With MINI Connected, MINI is the world's first carmaker to offer a newly developed USB interface whose unique functionality allows maximum integration of the iPhone into the in-car audio and infotainment system. This MINI-exclusive technology provides the basis for new and unprecedented integration of smartphone functions, taking the in-car integration of modern smartphone telecommunications, entertainment and online functions to a whole new level.

All the functions integrated in the MINI courtesy of the Apple iPhone are activated and controlled using the vehicle's own operating system. When the system is fitted in conjunction with the – likewise new – MINI Visual Boost radio, the full range of MINI Connected functions can be used. The radio's high-resolution colour display, which is integrated in the Centre Speedo, and the centre console-mounted MINI joystick provide the ideal basis for convenient, simple and intuitive operation. Information and instructions follow the MINI's particular display logic, while the familiar MINI operating structure allows drivers to select and activate any function with minimal distraction from the road and traffic. To customise the system, applications can be selected or deselected quickly and conveniently using the vehicle controls.

## **World-first: the MINI Connected web radio function.**

The web radio function will be showcased in Geneva as a typical example of the extended possibilities opened up by MINI Connected. In a "hooked up" MINI – linked to the outside world via MINI Connected – the driver will be able to have his choice of radio station streamed to him anywhere in the world, provided the station is available in the extensive station database. The desired station is selected using the familiar controls on the MINI audio system, ensuring highly safe and convenient operation even while on the road. MINI is the world's first carmaker to offer such a function as an option for production vehicles.

In addition, MINI Connected allows a variety of other services and functions to be integrated into the car as well. The innovative iPhone interface provides unique data exchange capabilities, allowing a huge range of infotainment, navigation and communication functions to be used on board the vehicle. MINI Connected also allows functions to be enhanced or personalised to the driver's individual preferences.

The diversity and flexibility offered by MINI Connected across a host of different functions is new in the car industry. The unique, future-adaptable MINI Connected technology will guarantee customers instant access to future innovations in the fields of entertainment, communication, navigation and information.



## **Exclusive to MINI: Mission Control.**

MINI Connected also incorporates the Mission Control module, which made its debut in the MINI 50 Camden anniversary model. Mission Control evaluates a vast range of vehicle, driving situation and vehicle environment-related signals and supplies the driver with relevant information and instructions in customary MINI style. Mission Control gives the driver an even stronger sense of interacting directly with the vehicle, reinforcing the whole concept of the MINI as a car with character and personality.

The vehicle-related signals are used to generate constantly changing, situation-dependent messages. The dialogue may take the form of safety and comfort-related advice – for example prompts to fasten a seatbelt or guidance on the air conditioning system – or may provide information relating to the current driving situation and operating status (for example outside temperatures or fuel tank level). The wide repertoire of messages, which marks a significant advance over previous systems, makes for a continually varied dialogue between the MINI and its driver, even in familiar and frequently recurring everyday driving situations. And thanks to MINI Connected, Mission Control now offers extensive functional enhancement and personalisation options including, for example, a choice of language versions and driving modes.

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## GENX launches new portable car DVD player

GENX, one of the leading digital lifestyle accessories brands in the MENA region, has announced that it has recently launched the GX-MCDP01 "MoView" car DVD player as the latest addition to its growing range of IT-enabled products and solutions. The tablet-size device offers a seven-inch widescreen, USB and SD Card compatibility and whole range of easy-to-use features that make the MoView a versatile and function-rich car DVD player.

MoView supports DVD, DVD+RW, CD and CD-R/RW and can also play audio, video and photo files direct from USB drives and SD/MMC cards. The compact, portable design allows 180-degree rotation of the swivel screen, while the MoView's anti-skip circuitry enables flawless playback performance on the go. Other key features of MoView are Dolby Digital Decoder, digital and analog AV outputs that make it compatible with home theatre systems, headphone jacks for private listening, multiple-language, subtitle, and camera angle support; and Parental Lock Control. The MoView comes with accessories to enable easy mounting on the car seat, allowing passengers to watch movies on the move. Further, the DVD player is equipped with a car charger, which means that users do not have to worry about the battery running out.



## The Age Defense Tool For Men




Long hours squinting at the computer screen, late nights, not enough sleep and sun damage eventually take their toll on the sensitive skin around the eyes of unsuspecting men. Upon the first signs of aging, an increasing number of men are seeking immediate measures to restore the vitality to this vulnerable skin. Men now understand that maintaining their youthful appearance requires the right de-aging tools. Created exclusively for men and conveniently packaged with a flip-top cap, NEW Clinique Skin Supplies For Men Age Defense For Eyes is the latest defense for men who want to effectively address multiple signs of aging around the eye area.



## Nike Hyperdunk Kobe Bryant

Nike has combined forces with Aston Martin for a very special edition Nike Hyperdunk Kobe Bryant Aston Martin edition. This special shoe is like no other and features premium leathers and the Aston Martin logo on the tongue. This shoe is a must have for anyone that is a collector of Hyperdunks and Kobe Bryant shoe.



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## Xtreme launches new line of GPS Navigation Devices

Xtreme has announced that it has recently launched its latest line of Global Positioning System (GPS) Navigational Devices, the XTGPS/NS-50 and the XTGPS/NS-43. The newest additions to Xtreme's growing portfolio of GPS-enabled products have been preloaded with the latest GCC maps from Tele Atlas, one of the world's largest map companies, which can be updated for free for two years.



The XTGPS/NS-50 comes in a five-inch TFT Touch Screen Panel, while the XTGPS/NS-43 has a 4.3-inch touch screen. Both devices have a sleek and compact design that can easily be attached to any vehicle.



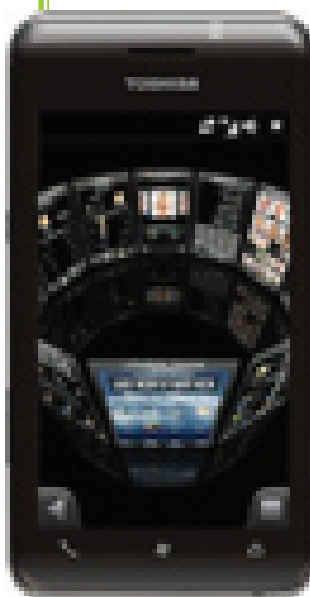
## Samsung Wave

Samsung Electronics Co. Ltd., has announced the launch of the Samsung Wave (Model: S8500). This is the first mobile handset to be released on Samsung's new, open mobile platform, Samsung bada, and the cornerstone of the company's commitment to provide a smartphone for every lifestyle.

The Samsung Wave offers a Super AMOLED 3.3" display that makes the screen truly come alive, a Social Hub to bring you closer to your contacts and connections, and TouchWiz 3.0 for an intuitive and hugely customizable user interface. The Wave's high-speed CPU ensures swift, smooth application experiences and multi-tasking, making the device an always-on mobile multimedia companion. The Samsung Wave has been built to offer users an unrivalled level of performance, customization and choice in how they connect with their world. The stunning full touch mobile will be available globally from April 2010.

## Toshiba debuts new handsets

Toshiba Information Systems (UK) Ltd, Mobile Communications Division, has debuted two new mobile handsets for the first time at Mobile World Congress 2010. Expanding Toshiba's mobile handset range, the TG02 and K01 will offer capacitive touchscreens and fast internal processors, joining Toshiba's highly successful TG01 Windows® phone, which launched in 2009. Toshiba's drive to lead innovation in the mobile arena will also be showcased with the display of new mobile technologies, combined with a first-hand demonstration of its multi-screen solutions.





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