

| ISSUE 58 | APRIL 2011 | DHS 10 /- | USD 5.99/-

# TIRES & PARTS

Magazine

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

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## Chris Buxton

Regional Director, Middle East, Africa and India, Bentley Motors Ltd.



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**What does the Bentley Brand mean to you?**

I would describe the Bentley Brand as the epitome of luxury British motoring.

**Can you give us an insight into the history of this famous British car manufacturer?**

Bentley was founded in 1919 by W.O Bentley. The company's heritage lies in racing, and throughout its history it has produced some of the finest racing and grand tourers known.

**The Mulsanne was designed to be the pinnacle of comfort in motoring. Can you give us a brief background on the engineering philosophies behind it?**

The new Mulsanne is positioned right at the very top end of the luxury sector, an exclusive Bentley that is engineered without compromise. As a driver-oriented, high-luxury grand tourer, it is unique.

**The Mulsanne has the traditional 6.75 V8 engine, but how has that been brought up to date?**

The base configuration of the 6 ¾ litre engine in the Mulsanne is similar to the engineering design classic first built in Crewe 50 years ago. For the Mulsanne it was totally re-engineered to deliver improved economy, reduced weight and even better torque delivery.



# Chris Buxton

Regional Director, Middle East, Africa and India, Bentley Motors Ltd.

**Following on from the above, does this mean there is a reduction in fuel consumption?**

The re-engineered V8 and new 8-speed transmission deliver an improvement of over 15 per cent in fuel consumption and CO2 tailpipe emissions.

**The Mulsanne has been fitted with Sport based tires. How does this benefit the handling?**

The Mulsanne was designed to be rewarding to drive, so the tyre choice reflects that ability – sport-based but luxurious.

**The seating in the new Mulsanne is much lower than in the Arnage. What advantage does this seating arrangement give the driver/passenger?**

The seating is adjustable both in the front and back but we have ensured that all seats have sufficient headroom. Importantly, there is equal room in the back and the front of the car.

The Mulsanne features the 17-speaker Naim system. Talk us through the entertainment and hard drive features.

The Mulsanne features advanced in-car technology, placed discreetly within the interior. The system boasts a 60 GB multimedia system, drivers sat nav, audio/video, telephone and Bluetooth connectivity. It also features a programmable keyless entry system that automatically sets radio stations, phone book, seat position (including massage/ventilation), steering column and seatbelt settings. The optional Naim audio system features the world's most powerful in-car 2200 Watt amplifier.

**The car provides a mix of all the latest gadgets and technology, but still retains its design heritage. What was the design brief for the Bentley Mulsanne?**

To design a thoroughly modern flagship that captures the essence of the Bentley brand. It had to be a pure expression of Bentley design and a celebration of engineering excellence.

**What special measures have been taken to prepare your regional retailers for the arrival of the Mulsanne?**

In advance of the launch of the Mulsanne, we took all of the sales teams to the UK for training at the factory. This also involved driving the car through selected UK terrain.

**Do the retailers find that local buyers up-spec significantly?**

Yes, our customers in the Middle East region request all options and many ask for options we have yet to produce! It's an exciting market for us.

**How has Bentley been affected by the recession and what does the future hold for the luxury car market?**

In 2009 nearly all markets were affected by the global downturn, with some hit worse than others. Throughout 2010, markets continued to recover slowly with significant regional differences: China grew strongly, while modest market improvements were seen in the US, UK and Asia. The Middle East has remained more consistent in volume throughout the period and we are very optimistic that 2011 will be a strong year for the region.







AUTOMOTIVE

# Infiniti & Red Bull Racing

The Infiniti Luxury Automotive Brand Joins the Most Prestigious Racing Series in the World





**Infiniti**, the global luxury automotive brand from Japan, have announced a marketing agreement with Formula One World Champions, Red Bull Racing Renault, covering the 2011 and 2012 F1 seasons. Leveraging the co-operative power of the Renault-Nissan Alliance, a unique triumvirate has been created with Red Bull Racing, focused on high-profile marketing and technical activities around Formula One.

As part of the agreement, Infiniti will have a high-profile branding presence on the racing car, drivers clothing and related team uniforms and equipment. In addition to the branding and marketing relationship, Infiniti will work with Renault to forge future technical collaboration with Red Bull Racing. The Red Bull Racing team will continue to utilise the Renault F1 engines in 2011 and 2012 that powered them to their maiden Formula One World Championships last season.



Commenting on this historic announcement for Infiniti, Andy Palmer, Senior Vice President, Infiniti said: "Over the mid-term, Infiniti will be simultaneously expanding its global presence and broadening its product range. Given these twin ambitions, it is clear that Formula One offers us an unrivalled global communications platform, complementing Infiniti's ethos of Inspired Performance. We are excited to have the opportunity to enter Formula One together with a world-class team like Red Bull Racing Renault."

Red Bull Racing's Team Principal Christian Horner, who was instrumental in pulling the agreement together, said: "Red Bull has always taken a different approach, so when the Infiniti executives outlined their innovative plan to us we were very open to working with them. Coming off the back of our 2010 Drivers' and Constructors' World Championships, we feel even more excited to be starting the 2011 season with a new and committed partner like Infiniti."

Bernard Rey, President of Renault Sport F1 further endorsed the new deal: "While Renault is rightfully very proud of our achievements within Formula One, we know the future is about collaboration. To have a talented and committed Alliance partner like Infiniti is very welcome as we set out on the current and future challenges in Formula One. So it is with great pleasure that I would like to welcome Andy Palmer and his entire team in our Formula One adventure, and I look forward to starting the 2011 season together as Alliance partners."





# ICE SPEED RECORD

BENTLEY SUPERSPORTS 'ICE SPEED RECORD' CONVERTIBLE DEBUTS AT GENEVA SHOW

Bentley announces its most potent and radically styled convertible ever – the 202mph (325km/h) Supersports 'Ice Speed Record' convertible. This new model, limited to just 100 cars worldwide, is a celebration of the Company's world ice speed record set two weeks ago by Finland's four-time world rally champion Juha Kankkunen in a Bentley Continental Supersports convertible.

Driving the all-wheel drive, biofuel-powered 6-litre, 12-cylinder Continental Supersports convertible on the perilous frozen Baltic Sea, off the coast of Finland, Kankkunen achieved a speed of 205.48 mph (330.695 km/h) eclipsing his own ice speed record of 199.83 mph (321.6 km/h) set in 2007 in the Continental GT.

Wolfgang Duerheimer, Bentley's new Chairman and Chief Executive, said: "Juha Kankkunen's drive was a remarkable achievement and worthy of a very special car. The Continental Supersports 'Ice Speed Record' is a true driver's car that captures that unique Bentley spirit. It offers extreme performance, agility and an extrovert personality, while retaining the refinement, handcrafted luxury and comfort our customers expect."

## Bentley's most powerful 6 litre W12 engine with FlexFuel technology

The 6-litre, twin turbo-charged W12 engine, produces 640 PS (631 bhp / 471 kW) - the most powerful Bentley ever - and 800Nm (590lb ft) of torque. Paired with a Quickshift six-speed automatic transmission, it launches the convertible 'Ice Speed Record' model from 0-60mph in 3.8 seconds (0-100km/h in 4.0s) and reaches 100mph from a standing start in only 9.5 seconds (0-160 km/h in 9.4s).

The additional engine power of the new convertible is the result of fine tuning of the engine to optimise the benefits of the new free-breathing air intake ducts, intercooler system and the exhaust system.

And true to the Bentley tradition of delivering instantly available and exhilarating performance in real world driving conditions, the 'Ice Speed Record' convertible will sprint from 50-75mph (80-120 km/h) in just 2.5 seconds.

In common with its Continental stable mates, the new Supersports model runs on both petrol (gasoline) or E85 bio-ethanol or any combination of the two. Pioneered in the Supersports coupe, this FlexFuel technology offers a reduction of up to 70 per cent in CO2 emissions on a well-to-wheel basis, a measure of a fuel's net contribution to the atmosphere, not just tailpipe emissions. The on-board fuel supply system monitors the content of the fuel tank and ensures that power and torque remain constant regardless of the ratio of petrol to biofuel.

The all-wheel drive system provides outstanding traction in all weather conditions. The drive is transferred between the front and rear axles automatically via a Torsen centre differential. The standard 40 front/60 rear torque split provides optimum traction and modulation of line and attitude by 'throttle steering' for more enthusiastic drivers.



The new exhaust system with reduced back pressure benefits gas flow while delivering a sporty baritone note under hard acceleration. On light throttle cruising, the new Supersports model remains impressively refined.

Large diameter (420 mm front, 356 mm rear), carbon ceramic brake discs, with eight-piston calipers at the front provide fade-resistant stopping power. This lightweight system also reduces unsprung and rotating mass, benefiting steering response and handling. As with all Supersports models the 'Ice Speed Record' is fitted as standard with Pirelli 275/35ZR20 ultra high performance tyres.

### **Dramatically extrovert styling**

Just 100 examples of this dramatically styled new model will be built at Bentley's Crewe factory. The Supersports 'Ice Speed Record' is distinguished by its vibrant and muscular styling cues that reinforce the uncompromising performance credentials of this extreme Bentley convertible.

Bentley's designers have selected three 'stand-out' exterior paint colours for the new convertible: Beluga, Quartzite and, fittingly, Arctica White. These colours are complemented by a Dark Grey Metallic soft top with Bentley's refined three-ply composite construction.

The unique appearance of the soft top is created in the outer layer by a 'grey' acrylic fibre with a semi-transparent 'metallic look' in a twill weave construction. The car's potent performance is further accentuated by 20" inch, 10-spoke Supersports wheels with a dark tint finish.

### **Contemporary luxury craftsmanship and advanced technology**

The dramatic character of the four-seat Supersports 'Ice Speed Record' continues in the cockpit in which traditional Bentley craftsmanship and fine detailing are given an even more extrovert interpretation.

Traditional leather hides sit alongside a range of contemporary materials for a distinctly sporting style. This includes diamond-quilted Alcantara to doors, quarter panels and seat facings, and 'soft-grip' leather on the steering wheel and gear lever.

Unique to the 'Ice Speed Record' model, the high-gloss carbon fibre on the dashboard, centre console and roof panel, features a unique red weave. The theme continues with Pillar Box red piping to seats and doors, and Pillar Box Red contrast stitching to seats, door casings, steering wheel and gearshift paddles.

The front seats and floor mats also feature embroidered 'Supersports' legends while the signature Breitling dashboard clock also has a red accent.

The Supersports 'Ice Speed Record', despite its ice racing pedigree, is clearly no 'stripped out' racer. Its highly specified interior has the highly-advanced touchscreen infotainment system from the new Continental GT that provides rich map imagery and a 30GB on-board hard drive.

An 8-inch screen displays the car's audio system, telephone, ride and comfort settings as well as the very latest navigation system, which uses both an in-car hard-disc drive and a DVD player to access route data. It also utilises dynamic navigation to avoid heavy traffic spots, locates destinations using geo-tagged photos from an SD memory card and is Google Maps-compatible for most markets.

The infotainment system, with 7-digit postcode entry, combines touchscreen controls and classic Bentley knurled rotary switches to offer instant usability. It is complemented by a new driver information panel (DIP) located in the main instrument cluster. The new wide-screen DIP employs TFT technology and enhanced graphics provide the driver with clear and easily accessible information about a wide range of car systems.





# Superbus signposts new route for UAE commuters

Commercial Vehicles Conference turns spotlight on shape of things to come in sustainable travel – a 250 kmh cross between bus and limo

Business executives could be commuting between Abu Dhabi and Dubai in the near future aboard an electric-powered Superbus taking them to their destination in comfort as fast as a high-speed train.

Carrying 23 passengers at 250 kmh on a dedicated “speed track”, this cross-over between a bus and a limousine is seen by its European designers as the shape of things to come in sustainable transport.

They will spotlight the Superbus project at next month’s Commercial Vehicles Conference in Dubai. The idea is that it could become the choice of travel for business commuters between Abu Dhabi and Dubai.

The Superbus is the brainchild of a design team at TU Delft University of Technology in Holland. It has been dubbed the “Dutch solution” to the three ills of public transportation: congestion, pollution, and safety.

“The Superbus will tackle the challenges of mobility, spatial planning, service detail and environmental demands all in one,” said chief designer Antonia Terzi, who will highlight the Superbus in her address on sustainable mobility at the Commercial Vehicles Conference.

Offering the convenience of a car, the Superbus is 15 meters long and has eight doors on each side. It would run on a dedicated two-lane highway between Abu Dhabi and Dubai, and leave the “speed track” in urban areas to drop off passengers at agreed locations.

Powered by lithium iron phosphate batteries, the 530bhp carbon fibre vehicle is similar in length and width to a public bus, but with the height of a conventional SUV. The Superbus, which uses rear wheel steering, boasts high maneuverability, formidable breaking power and safety based on the use of advanced radar and electronic obstacle detection systems.

The Superbus project is backed by the Dutch government as well as ten sponsors and 56 suppliers. A business study carried out by the Dutch government for a high speed connection between Amsterdam and Groningen in the north of Holland found the Superbus concept to be the best option in terms of infrastructure costs, impact on the environment and passenger numbers.

The Dutch designers, who plan to present the project to government authorities in UAE, will use the Commercial Vehicles Conference to build interest from a major audience of industry buyers.

Among a panel of industry experts speaking at the conference, Terzi, the Italian former chief aerodynamicist of the BMW-Williams Formula 1 team, says an intelligent routing system is another key Superbus feature.

“Superbus does not have a fixed schedule,” she explained. “Commuters book online or with their mobile phone, and the bus picks them up and drops them at their desired location.”

The first Superbus road tests took place in Holland last September. Although no feasibility studies have been done yet for the Abu Dhabi-Dubai route, the similar Amsterdam-Groningen route has been studied by the Dutch government, with other high speed connection routes currently under evaluation for several other countries around the world.





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# MAJOR ENHANCEMENTS FOR 2011

## ABU DHABI DESERT CHALLENGE



Organisers of this year's Abu Dhabi Desert Challenge, the Middle East's most spectacular cross-country rally, have unveiled two major developments that will raise the international profile of the rally and its venue - Abu Dhabi's beautiful Western Region of Al Gharbia.

This year, the endurance race base will be based at a greatly enhanced bivouac, next to the magnificent five-star Qasr Al Sarab Desert Resort by Anantara, while an historic agreement between the Abu Dhabi Desert Challenge and Eurosport means that, for the first time, a global television audience can follow all challenge action.



The Abu Dhabi Desert Challenge is organised by the Automobile and Touring Club of United Arab Emirates (ATCUAE) under the title sponsorship of Abu Dhabi Tourism Authority (ADTA), and is held under the patronage of HH Sheikh Hamdan Bin Zayed Al Nahyan, the Ruler's Representative in the Western Region.

The season-opener of the FIA Cross Country Rally World Cup and the FIM Cross Country Rallies World Championship will see a number of notable changes, with competitors on motorbikes, quads, four-wheel drives and trucks using every bit of their mental, technical and physical reserves to battle through some of the world's most beautiful yet challenging locations.

"The Abu Dhabi Desert Challenge is a real test of a driver's will to succeed. Simply finishing the entire rally is an achievement in itself, and anyone who does so deserves a lot of respect," said Mohammed Ben Sulayem, vice-president of the FIA and chairman of the rally's organising committee. "The top racers, though, are in a different class, and are among the best in the world and now, thanks to the new partnership with Eurosport, viewers from around the globe will be able to watch these stars in action."

The most notable enhancement will be an all-new, world-class bivouac desert base. The new venue, which will focus the eyes of the world on Al Gharbia, will offer a unique contrast between the harshness of endurance rallying and the supreme luxury of the adjacent Qasr Al Sarab Desert Resort.

This development is in line with the organisers' long-standing commitment to make the Abu Dhabi Desert Challenge more accessible to the public by allowing spectators to get closer to the action. The race will also feature new stages to make it even more spectator friendly, while still complying with strict safety requirements.

In a new initiative, a special organising committee has also been set up to engage all partners throughout the organisational process. These include the Ruler's Representative in the Western Region, the UAE Armed Forces, Abu Dhabi Police, the Interior Affairs office, Civil Defence, the Western Region Municipality, the Rulers Representative Court in the Western Region, Qasr Al Sarab Desert Resort by Anantara, ADTA and ATCUAE.

The 2010 Abu Dhabi Desert Challenge hosted more than 120 competitors from more than 20 countries in a six-day, 2,000 km journey through some of the Middle East's toughest terrain. Marc Coma, riding for KTM, clinched the title in the Bikes category, while Leonid Novitskiy dominated in the Cars category, winning the title for team X-Raid. UAE rider Obaid Echitibi finished on top of the Quads standings.

The 2011 Abu Dhabi Desert Challenge is backed by a high-profile line-up of sponsors and supporters that includes Al Gharbia, ADNOC, Rotana - Yas Island, Al Ain Water, TAG Heuer, Explorer, Fed Ex and Nissan - the all-terrain Nissan Patrol is the official vehicle of the Abu Dhabi Desert Challenge.





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# Audi reveals A3 concept in Geneva

With several world premieres and appearances by legendary rally driver Michèle Mouton and a performance by singer Amy Macdonald German premium car manufacturer Audi has kicked off the 81st International Geneva Motor Show. The star of the show, however, was the Audi A3 concept. The four-seat notchback sedan integrates the full breadth of the brand's technological expertise – from the improved MMI operating system, to the high-tech infotainment system, to the drivetrain. A five-cylinder turbo developing 408 hp, a seven-speed S tronic and quattro permanent all-wheel drive ensure thrilling dynamics along with high fuel efficiency.

Among the technological highlights are the large rotary pushbutton of the MMI that now includes the touch pad, MMI touch, which makes the already operation even more intuitive and will soon be introduced in series production at Audi. Holders for iPads are installed on the back of the front seat backrests. The door handles with their brushed-aluminum clasps are recessed flush with the door. When the driver touches them, they power-extend.

Further premiers included the Audi Q5 hybrid quattro - the first mass-produced hybrid model from Audi that makes use of two drive systems. Delivering 245 hp of system performance and 480 Nm of torque, its 2.0 TFSI gasoline engine and electric motor ensure sporty dynamics while achieving an average fuel consumption in the normal cycle (NEDC) of under 6.9 liters per 100 km. The sportiest hybrid SUV on the market can drive up to 100 km/h under electric power alone and covers about three kilometers locally emission-free at a speed of 60 km/h.

With the new RS 3 Sportback Audi also revealed the newest member of the dynamic Audi RS family. It's turbocharged 2.5-liter five-cylinder engine pumps out 340 hp and delivers 450 Nm of torque at just 9.1 liters of fuel per 100 km on average. The Audi RS 3 Sportback accelerates from a standing stop to 100 km/h in 4.6 seconds – a best-in-class performance figure. A further highlight on the Audi stand is the A8 L Security, which meets the strictest guidelines in force for civilian vehicles, with a host of special safety features available in addition to its heavy armoring.





# LAND ROVER REVEALS ITS FIRST FULLY CAPABLE 4WD PLUG-IN DIESEL HYBRID

Land Rover's on-going commitment to building vehicles that are more fuel and emissions-efficient reaches another milestone at the 2011 Geneva Motor Show with the first presentation of Range\_e. This development model is equipped with an advanced plug-in hybrid diesel-electric powertrain that Land Rover expects to make available in future production models, following the scheduled launch of its diesel-electric hybrid in 2013.

Range\_e is based on the Range Rover Sport and uses the current 245PS 3.0-litre TDV6 diesel engine, working with an eight-speed ZF automatic transmission and a 69kW electric motor. Using a parallel hybrid system, with a 14.2kW/h lithium-ion battery that can be recharged from an external 240V power source, Range\_e can be driven on electric power alone for more than 20 miles (32km), with zero harmful tailpipe emissions.

A full recharge from a standard domestic power supply can be accomplished in around four hours. Typically the majority of European car drivers cover less than 25 miles (40km) a day and therefore the EV range offered by this technology will support the majority of short urban journeys, where fuel economy and emissions are of prime concern. However, for longer journeys the diesel hybrid drivetrain will engage and continually optimise CO2 emissions.

Overall CO2 emissions are just 89g/km, yet Range\_e has a maximum system output of 339PS and a top speed of around 120mph (193kph), delivering a fuel economy of 85mpg (3.36 l/100km). Improved fuel efficiency from the hybrid system makes 690 miles (1,112km) possible on a full tank of fuel.

Range\_e is also engineered with the same full 4WD capability as the standard Range Rover Sport, with high and low range in the transmission, front and rear differentials and a mechanical locking centre differential. Dependant on the driver demand, the car's intelligent system decides the most efficient method to deliver the power required,

whether this is by electric, diesel or both. The Range\_e also features regenerative braking to capture energy usually wasted in heat energy via the brakes. This energy can then be redeployed to drive the vehicle, further reducing fossil fuel consumption.

John Edwards, Land Rover Global Brand Director, said: "This system is the first example of a premium plug-in hybrid that also provides the full four-wheel-drive capability that you would expect from a Land Rover. It is an evolution of the production intent diesel-electric hybrid technology which will be launched in our next generation of SUVs and will be available for customers within the next two years."

## Land Rover in Partnership with CABLED

The Range\_e is one of a number of Land Rover projects supported by the UK Government's Technology Strategy Board and five prototype models are currently engaged in a test programme with Land Rover's fellow members of the CABLED – Coventry and Birmingham Low Emissions Demonstrators – consortium. Land Rover anticipates its plug-in hybrid system will be brought to market in the near future, following on from the debut of its first standard diesel-electric hybrid models from 2013.

Pete Richings, Chief Engineer Hybrids, said: "We started the Range\_e fleet trial in December 2010 and we have so far covered 12,000 miles on the trial between the five test vehicles. We are gathering invaluable real world data that will enable us to refine the technology ahead of introducing a production vehicle."

Land Rover continues to recognise the need to work on all aspects of our CO2 footprint such as reducing weight, reducing mechanical losses and increasing powertrain efficiency and our hybrid technology represents one part of the research and development journey.

Jaguar Land Rover is committed to spending £800 million on environmental technologies and has targeted a 25 per cent reduction in its fleet average CO2 emissions between 2008 and 2012.







World premiere in Geneva

# Super GT Carlsson C25 Royale

As part of its new 2011 generation range, automobile manufacturer Carlsson presents its C25 Royale Super GT with carbon roof and exterior, optimised driving dynamics and perfected electronics. The philosophy remains the same: with excellent design and the utmost in exclusivity, the C25 Royale combines maximum driving performance with everyday practicality.

Safety is another area where the C25 Royale fulfils highest standards. This is due to the crash structure which is the same as in the basis model and guarantees maximal protection for the passengers. Also, the Super GT presents itself extremely easy to service. All workshop of the worldwide Mercedes-Benz service network can service the C25 Royale.

The C25 Royale presents itself as a counter-design to the electro hype. More than 40 electric motors are used in the C25 Royale as well – but underneath the bonnet you'll find a traditional 12-cylinder engine, whose 753 hp ensure not only power but also thunderous drive. The purified exhaust gases make an impressive sound as they exit through the four diamond-shaped tailpipes into the open air. The breathtaking power pushes the driver into the ergonomically shaped seats, which have a massage function and a ventilation system to ensure greater comfort on long journeys. In addition, the transmission tunnel, incorporating all the important control functions, is headed towards the driver, allowing him to give his full attention to the road ahead. Because in the C25 Royale, the journey is its own reward.

Carlsson has realised more than 70 innovations in the new C25 Royale. The car's handling in particular is better than ever before. Plus, compared to the basis model Mercedes-Benz SL 65 AMG, the C25 Royale is 180 kilogram lighter which is due largely to the complete real carbon exterior. This not only reduces the overall weight of the Super GT, it also effectively lowers the car's centre of gravity and allows more dynamic cornering ability and more agile handling as Carlsson has revised the vehicle's entire weight distribution and installed a differential lock. The full ceramic brake system reduces the weight by 50 percent and reduces the unsprung mass for a more dynamic handling. The generously designed ceramic brake discs and the solid aluminium callipers allows later braking coming into bends while the revised electronics guarantee improved response, giving greater dynamism when coming off bends.



The C25 Royale's outstanding performance data is impressive too. The strikingly beautiful sports coupé with the V12 biturbo engine achieves 753 hp (554 kW) and maximum torque of 1320 Newton metres (which is limited electronically to 1150 Newton metres). This allows the Super GT to race from 0 to 100 kph in just 3.7 seconds and to achieve a maximum speed of 352 kph.

#### **Only one C25 per country guarantees the utmost in exclusivity**

In addition, Carlsson (which has been recognised as an independent manufacturer for some years now by the German Federal Motor Transport Authority Kraftfahrtbundesamt) can offer one excellent unique selling point: Not more than 25 specimens of the C25 Royale are being made. And, to enhance the exclusivity of this ultra-limited edition still further, Carlsson is only delivering one vehicle per country. Six vehicles are already sold and will be delivered to the customers in 2011. It takes six months from order to delivery.

Each C25 Royale is absolutely unique. Colours and paint combinations can be put together as per the customer's wishes. Similarly, the customer can decide what materials are used and what interior features their vehicle will have. Not one of the already ordered vehicles is alike the other ones.

#### **Maximum performance combined with everyday comfort for the first time**

The Carlsson C25 Royale is not just an exclusive vehicle with outstanding performance data. The engineers at Gut Wiesenhof, Carlsson's headquarters in Germany, are the ones in the world to bring together the performance data of a super car with everyday practicality. "There are more than enough super cars around that can only be driven safely on a racing track", says engineer Markus Schuster, Managing Director at Carlsson. "We deliberately wanted to develop a car that is exclusive on the one hand but can still be used for the daily commute to the office. A Super GT which can go from 0 to 100 kph in just 3.7 seconds while at the same time offering the utmost in ride comfort."

In particular, the intelligent C-Tronic® SUSPENSION developed by Carlsson guarantees excellent ride comfort. This system measures a whole range of parameters, like the spring rate, on a continuous basis, which allows it to detect the road conditions and the driving style. Where road conditions are poor, the C-Tronic® raises the residual spring travel, thereby providing optimal ride comfort. As soon as the surface conditions have improved, the system will lower the entire suspension completely automatically and achieve perfect cornering dynamics.

#### **Emotions instead of sacrifice**

The twelve-cylinder reflects the company's performance capacity and competence. Carlsson emphasises on first-class engineering instead of immature technology, on daily suitability instead of utopian scenarios, on emotions instead of sacrifice.

With the C25 Royale, Carlsson has gone one step further on the road to developing a completely new class of vehicle. No other car manages to combine excellent driving performance, unique design, perfect everyday practicality and the utmost in exclusivity.







AUTOMOTIVE

# Polished MTM R8 Biturbo

More than 1.200 working hours MTM TT RS with 472 hp / 347 kW



auto fact

What is Mercedes-Benz's all wheel drive system branded as?

4Matic. Quattro is Audi's all wheel drive system, X-drive is BMW's, while 4Motion is Volkswagen's all wheel drive system.

Mercedes-Benz first introduced their all wheel drive system in 1986 on the W124 series (E-class).

The MTM R8 Biturbo with 777 hp / 571 kW and a top speed of more than 350 km/h was highly polished by MTM, this unique specimen with a worth of over 400.000 € was repainted completely in a special procedure and the aluminium chassis was polished in more than 700 working hours - all handmade. As well to see at the Autosalon: the MTM TT RS in the MTM design with 472 hp / 347 kW, which reached a top speed of 312 km/h at first test drives in Nardo.



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World Debut at the Geneva Motor Show 2011

# BRABUS 700 Biturbo Based on the Mercedes SLS AMG

**700 hp / 514 kW, 850 Nm and 340 km/h Top Speed**

BRABUS 700 Biturbo: Powered by the new BRABUS twin-turbo engine with 700 hp (690 bhp) / 514 kW and a peak torque of 850 Nm (626 lb-ft) and clad in the thrilling WIDESTAR wide-body version the Mercedes SLS AMG from BRABUS ascends to a new level in the league of super sports cars. The gullwing, further refined by an exclusive interior, reaches a top speed of 340 km/h (213 mph) and celebrated its world debut at the Geneva Motor Show 2011.

A high-tech turbocharger system for the high-tech engine of the SLS: The BRABUS engine engineers have designed a state-of-the-art twin turbo system for the fast-revving eight-cylinder four-valve engine of the SLS.

The high-performance exhaust manifolds are optimized for exhaust-gas flow and were custom-developed for this sports car. They drive the two turbochargers. The chargers themselves are another BRABUS custom development. For faster response and better efficiency both chargers feature an air diverter valve.

V-engines are normally fitted with two right-turning chargers, which entails drawbacks for the

response characteristics. To eliminate these drawbacks the BRABUS engineers have developed the B63 bi-turbo system with a left-turning charger for the left side of the engine. That allows the turbine and its inlet to be designed for perfect gas flow and gas dynamics. The result is an outstanding engine with an exemplary power curve.

The BRABUS engine conversion also includes a generously dimensioned intercooling system with two water-to-air heat exchangers. The dual-flow intake manifold gets its combustion air through a package-optimized air filter housing and high-performance air filters. The company engine shop also modifies the inner workings of the engine that like all BRABUS engines is lubricated exclusively with fully-synthetic ARAL high-performance motor oil.

Specially manufactured BRABUS forged pistons reduce the compression ratio to 9.0:1. The newly programmed engine management system with special mapping for ignition and injection orchestrates the perfect interaction of the BRABUS high-performance components.

The system also features an integrated electronic boost pressure control. The result is an engine that delivers its extreme power smoothly while meeting the strict emission limits set by EURO V standards.





The exhaust side of the V8-engine is upgraded with free-flow high-performance catalysts and the BRABUS high-performance exhaust system that features four slanted tailpipes with diameters of 84 millimeters (3.2 in.). The BRABUS exhaust is made from ultra-light titanium and weighs 12 kilograms (26 lbs.) less than the production exhaust. A pneumatic flap system, controlled from the cockpit, adds a "coming home" sound setting that is quieter than the production exhaust. The alternatively selectable sport setting gives the 6.3-liter eight cylinder engine an even throatier note than the stock exhaust.

Powered by this engine the BRABUS 700 Biturbo is among the most powerful super sports cars in the world. As the name indicates, the engine produces a rated power output of 700 hp

(690 bhp) / 514 kW at 6,600 rpm. The peak torque of 850 Nm (626 lb-ft) is already available at a low 4,300 rpm.

In combination with the SPEEDSHIFT DCT seven-speed sport transmission the resulting performance is breathtaking: The two-seater car sprints from rest to 100 km/h (62 mph) in just 3.7 seconds and reaches 200 km/h (124 mph) in 10.2 seconds. Top speed is 340 km/h (213 mph).

To give the SLS also a sportier appearance the BRABUS WIDESTAR wide-body version was developed in the wind tunnel. Like in Formula 1 racing all aerodynamic-enhancement components are manufactured from lightweight yet high-strength carbon-fiber compounds. The body components can be painted in body or contrasting color or finished with a clear coat for a purebred racing look.

The BRABUS WIDESTAR flares on the rear axle add 20 millimeters (0.8 in.) to the width of the gullwing. They also facilitate the installation of ultra-light forged wheels, which widen the track and thus further improve driving dynamics. To put even more emphasis on the wedge shape of the coupe the BRABUS Monoblock F "PLATINUM EDITION" wheels are mounted in a staggered combination of size 9.5Jx20 wheels in front and size 11Jx21 on the rear axle.

Despite the fact that the wheels are larger than their production counterparts they weigh up to 12 percent less. The wheels are either ceramics-polished or come with a brushed-design surface. They can also be painted any desired color. The high-performance tires in sizes 275/30 ZR 20 and 295/25 ZR 21 are supplied by BRABUS technology partners Pirelli and YOKOHAMA.

At the high speeds attained by the BRABUS 700 Biturbo aerodynamic stability is absolutely essential. The BRABUS front spoiler reduces lift on the front axle at high speed. Combined with the two BRABUS covers for the upper air inlets in the apron it lends the SLS an even more striking face.

For optimal aerodynamic balance BRABUS upgrades the rear with a spoiler lip on the trunk lid and a diffuser. Additionally the rear apron is fitted with side air outlets. The sides of the gullwing are upgraded by the BRABUS gills for the front fenders. At night their integrated, blue-illuminated BRABUS lettering, activated by the keyless fob or by pulling on a door handle, stands out immediately.

Sporty yet elegant side skirts create a perfect aerodynamic transition between front and rear fenders. The cladding features integrated entrance lights for safe entering and exiting of the vehicle in the dark.

The BRABUS suspension was developed in cooperation with technology partner BILSTEIN. It offers advantages both visual and driving dynamics benefits. Those include a ride-height lowering by up to 30 millimeters (1.2 in.). The integrated 'Ride Control' function offers the driver a choice between more comfortable or sportier damper settings compared to the production car, all at the push of a button in the cockpit. BRABUS sport stabilizers on front and rear axle affect even more agile turn-in ability and further reduced body roll.

The BRABUS Ride Control smooth-ride suspension is also available with the optional BRABUS Front Lift system. BRABUS Front Lift can raise the front axle by 50 mm (2.0 in.) and increases the approach angle.

Custom-tailored interiors have been a special BRABUS domain for more than three decades. The company upholstery shop crafts individual, masterful exclusive interiors in any desired leather or Alcantara color for the SLS as well.

These interiors are complemented by an ergonomically shaped sport steering wheel, a speedometer with 400-km/h (250-mph) dial and matte or shiny carbon-fiber elements in any desired color. Matte anodized aluminum pedals and foot rest add further distinctly sporty highlights.





# JAGUAR LAND ROVER MENAP EMBRACES SOCIAL MEDIA WITH LAUNCH OF REGION'S FIRST AUTOMOTIVE SOCIAL MEDIA 'SUITE'

2011 looks set to be an exciting year for Jaguar Land Rover MENAP, with the announcement that the premium, luxury automotive manufacturer will be the first automotive manufacturer in the Middle East and North Africa to create a dedicated social media 'suite' – a range of social media sites aimed at offering a level of interaction and information yet to be seen in the region by a car manufacturer.

As part of Jaguar Land Rover's dedicated social media suite, the manufacturer will provide content-rich blogs for each individual nameplate under the Jaguar and Land Rover brands. All sites will feature informative and interactive content that will provide customers, enthusiasts and analysts with in-depth knowledge relating to Jaguar Land Rover's latest news, model updates, developments and marketing campaigns, as well as regional brand exclusives, behind the scenes footage/images and live streaming of video content from regional and global events.

One of the first exclusive stories revolves around the all-new Range Rover Evoque during its time in the Middle East region. InteractiveEvoque.me published a behind-the-scenes look at the car in the Global Test Facilities & Planning centre at a top secret location in the UAE.

With the region now boasting over 40 million internet users\* - 15 million of them using Facebook - in the Kingdom of Saudi Arabia, United Arab Emirates, Qatar, Kuwait and Bahrain alone, Jaguar Land Rover MENAP Marketing Director, Hannah Naji, is confident that this is an important step forward for the brands, with a strong presence on critical social media platforms such as Facebook, Youtube, Twitter and Flickr providing the burgeoning online community with a wealth of information and an opportunity to engage with the brand on a new level.

"Internet penetration in the GCC is estimated to be over a quarter of its population, which is higher than the global average by close to 3%, a clear indicator that automotive manufacturers need to take social media very seriously. With the launch of the groundbreaking Range Rover Evoque and indeed the evolution of all our nameplates and brands, it is important that we deliver our message and most importantly establish a two-way dialogue with an increasingly online-savvy audience, to continue to position Jaguar Land Rover as a pioneer in the automotive industry," explains Naji.





Initially, content will be delivered in English, however the manufacturer will look into extending this to Arabic and French if there is a strong demand from MENAP markets.

“Our social media activities will ensure that our audiences across Middle East, North Africa & Pakistan will be able to access tailored, relevant content for each individual country in which we operate. To that end, the level of cooperation with our importer partners is crucial in allowing us to cross borders effortlessly. By ensuring we maximize speed of delivery and depth of content, I truly believe we will continue to stay relevant to our customers and be seen as social media leaders within this very important region.” adds Hannah Naji.



# Nokian Tyres Fastest on Ice

## New World Record 331,61 km/h

The new world record for fastest car on ice was set by Nokian Tyres' test driver Janne Laitinen who drove 331,610 km/h (206,05 mph) on the Gulf of Bothnia in Oulu, Finland. The record was broken on March 6th on a 14-kilometre ice track in freezing conditions. The world's leading winter tyre manufacturer equipped the record-breaking car with Nokian Hakkapeliitta 7 studded tyres (255/35R20 97 T XL).

Extreme speeds emphasise the role of top-quality tyres; they are the vehicle's only contact point with the driving surface. When driving at exceptionally high speeds on slippery ice, the tyres must provide maximal grip, excellent structural durability and handling properties that are in line with the car's high power.

The acceleration formula is demanding. When a car moves at a speed of 331 km/h, the car covers over 92 metres in one second. The tyres are under immense pressure at these high speeds, and their diameter can increase by 15–20 mm. As the air resistance increases, more traction is needed in order to pick up speed.

- Testing at high speeds in demanding conditions forms an important part of our winter tyre development. Testing our boundaries can teach us new things, which can then be reflected in all of our products, explains Matti Morri, Nokian Tyres' Technical Customer Service Manager.

The Guinness World Records organisation outlines detailed rules for ice driving world records. The time for the one-kilometre distance is taken for driving in both directions of the track, and the world record time is the average of these two results. The vehicle takes a flying start. There is a total of one hour to complete the record attempt. The ice has to be natural and it may not be roughed up or treated with any chemicals. The tyres must be commercially available and approved for road traffic in the country in which the record attempt takes place.





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# Firestone launches new **TZ700 TYRE**

A tyre that provides drivers with fine ride comfort and good performance in all weather conditions and achieves a long wear life



Bridgestone Middle East & Africa FZE announced the launch of the Firestone TZ700 in the Middle East and Africa markets. The new tyre, that will further the array of Firestone's tyre range, will be available from tomorrow in all Firestone dealers across the region

The Firestone brand is the only tyre brand known in the world to have appeared in every Indy Racing League contest in the US. Such exclusivity gave Firestone excellent showcases to demonstrate technology, along with the state-of-the-art laboratory for testing and evaluating new materials and construction processes for street and highway tyres. Today, in the Middle East & Africa markets, Firestone proudly showcases an addition to its roster of creations with the launch of Firestone TZ700, the successor to the popular TZ100, a touring tyre ideal for everyday driving.

The technology and research behind this new Firestone creation offers drivers the optimal handling performance and reliability. Everything from tread placement to groove positioning has been optimally studied and realized to deliver low-noise performance and minimize irregular tread wear. Improvements include: wear resistance providing a longer tyre life; the handling response has been improved thanks to the new center rib; the coupled ribs have been hardened to reduce the road noise.

The Firestone TZ700 is the ideal choice for the drivers seeking the enhanced performance and safety of a modern tyre, combined with the comfort and low noise of a touring tyre.

## Brand icon returns promote European Road Safety



Goodyear's vision that road safety is a shared responsibility is to be reinforced as one of the world's most recognisable brand icons, the Goodyear Blimp, returns to Europe for the first time in over 10 years, embarking on the 2011 Goodyear Safety Tour.

From March until October 2011, two of the famous airships, named Spirit of Safety I and II will visit 20 European countries to underline the tyre giant's role in improving road safety.

The Goodyear Blimps have been gracing the skies for more than 85 years, establishing a reputation for being a 'guardian angel' for the company, symbolising the work of Goodyear's innovation centres to reduce the number of road accidents across the globe.

"The Goodyear Blimp will take the lead on a number of road safety initiatives as it becomes the focal point for Goodyear's consumer based activities and events," said Hugues Despres, Goodyear Brand Director for EMEA.

"As it tours the skies of Europe, the Goodyear Safety Tour will allow us to communicate our drive for safety and provide us with a platform to promote our advances in tyre technology that has ensured safety for drivers and their families - and for the environment in which we live."

Over the last decade, Goodyear Blimps have been 'on tour' around the globe, including the USA and China, but this tour marks the first European tour since 1999. Between March and October, the Goodyear Safety Tour will visit more than 20 countries. More information on the Goodyear Safety Tour will be revealed later this month on [www.goodyear.eu](http://www.goodyear.eu)



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# Bridgestone Announces The Bridgestone Essence

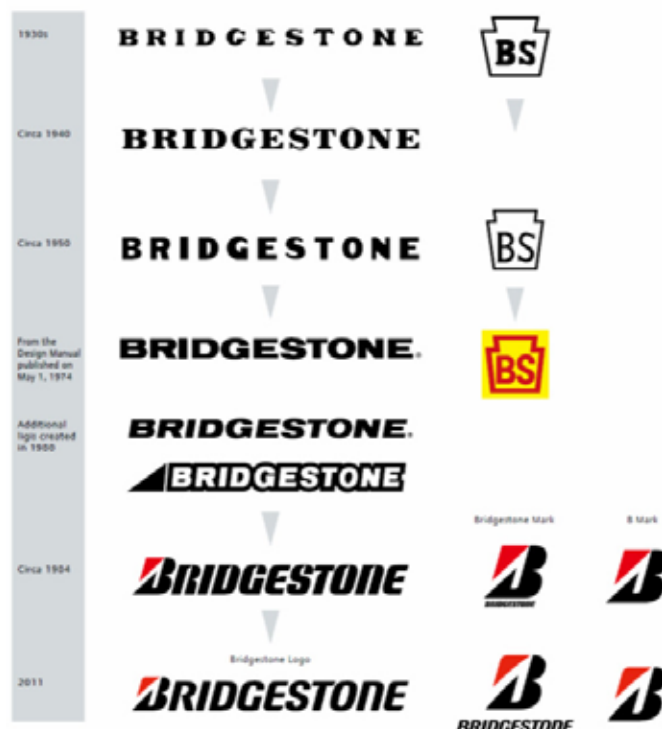
## New Corporate Philosophy, and Bridgestone Symbol

Bridgestone Corporation today unveiled a new Bridgestone symbol and a new brand tagline and announced a refinement of its corporate philosophy, "The Bridgestone Essence", to mark the 80th anniversary of the Bridgestone Group's founding. This enhancement of the Bridgestone symbol and tagline is part of an integrated strategy to further strengthen Bridgestone brand globally.

### 1. "The Bridgestone Essence": Refinement of the Bridgestone corporate philosophy

The Group's mission is based on the words of its founder: "Serving Society with Superior Quality." To fulfill this mission, Bridgestone Group has used the concept of "foundation" to demonstrate the sustained commitment of employees to provide its customers with world class products and services and to serve the communities where Bridgestone does business. The words, integrated corporate culture and our diversity that today's company has inherited has been redefined into "The Bridgestone Essence" and a shared sense of values that can be embraced by Bridgestone employees around the world.

### 2. Refinement of the Bridgestone symbol



The company refined the Bridgestone symbol that consists of Bridgestone Logo, Bridgestone Mark and B Mark in order to respond to diverse customer needs and to reflect changes in the current social environment. This refinement is intended to reflect a sense of "coexistence with people around the world", "flexible strength" and "a sense of speed in adjusting to change". This is an evolution from the previous logo which expresses "strength" and "a sense of physical speed."

### 3. Revision of tagline

Bridgestone Group is committed to being a company that supports individuals. In customer-facing locations around the world, the Group's products and services contribute to its customers. To communicate that concept, the tagline was revised to "Your Journey, Our Passion"

Moving forward, the Bridgestone Group will take steps to align its employees across the globe with one unifying corporate philosophy and work to establish a new corporate culture that is consistent with the Bridgestone Essence, while leveraging the diversity of each individual employee.



## Toyo Proxes A20 Selected as OE on 2011 Nissan Murano Cross Cabriolet



Toyo Tire Corp. announced that its Toyo® Proxes® A20 tire will be fitted as original equipment on Nissan's innovative-new 2011 Murano® CrossCabriolet™.

The Proxes A20 is an all-season tire specifically designed to reduce noise and improve both wet and dry performance, while maintaining ride comfort. Reduced rolling resistance for improved fuel economy is also an attribute of this tire.

In addition to the 2011 Murano CrossCabriolet, the P235/55R20 102T size Proxes A20 comes standard on the four-wheel drive LE trim level of the Murano.

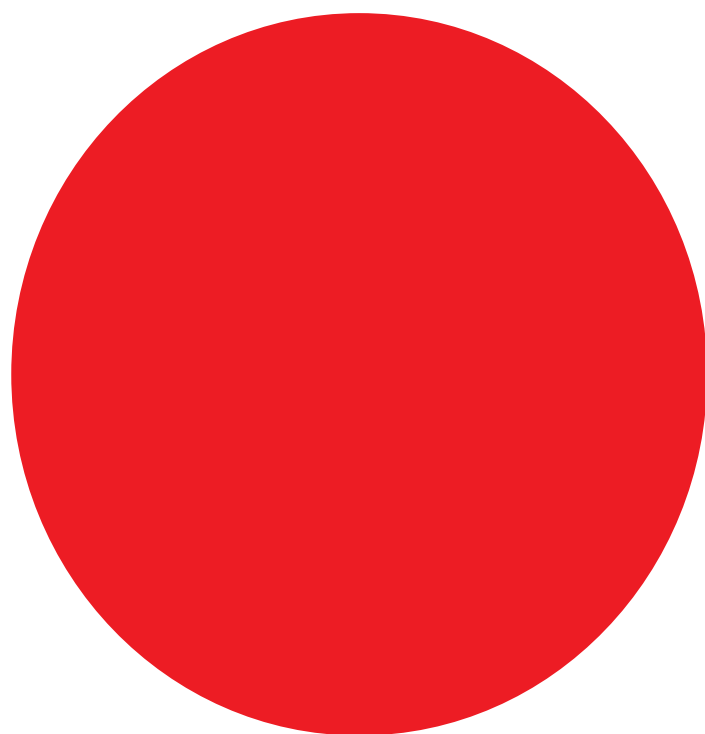
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# Sport at heart, eco-minded at the 2011 Geneva Motor Show

Eco-friendly tyres for cars and SUVs and the high-performance P Zero range Pirelli stand to also exhibit the P Zero range of tyres used exclusively in the FIA Formula One World Championship World preview of new Snowcontrol Serie 3 winter tyre

**Expert advice, virtual guide and tyre comparisons on new Pirelli website**

Technology and safety, ecology and a sporting spirit are the key aspects of Pirelli's presence at the 2011 Geneva Motor Show. Pirelli will exhibit its high-performance range of eco-friendly tyres, from the Cinturato P7 to the Scorpion, the Winter to the P Zero, and the tyres that will be used during the FIA Formula One World Championship for which Pirelli is the exclusive supplier for a three-year period from 2011-2013.

Pirelli has confirmed its presence at the Geneva show and as a world leader in the automotive industry: not only in terms of high-end products, with its famous P Zero range and its prototypes among the most eagerly anticipated at the event, but also in terms of its mid-range offering with its Cinturato P7, the best tyre in its class, and the Scorpion Verde, the first eco-friendly tyre designed for SUVs which received significant recognition in Spain where it secured a best tyre award.

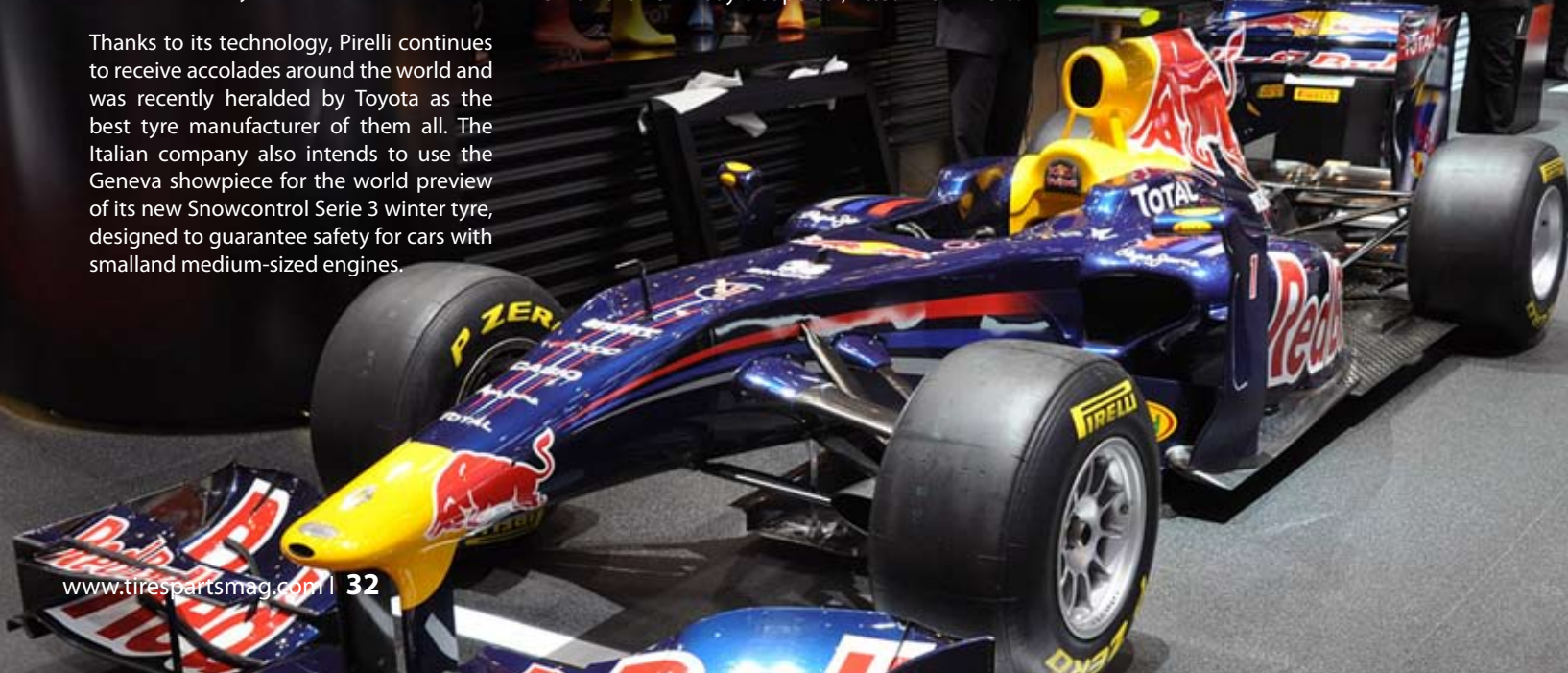
Thanks to its technology, Pirelli continues to receive accolades around the world and was recently heralded by Toyota as the best tyre manufacturer of them all. The Italian company also intends to use the Geneva showpiece for the world preview of its new Snowcontrol Serie 3 winter tyre, designed to guarantee safety for cars with small and medium-sized engines.



P Zero on the most eagerly-anticipated cars. Pirelli tyres are fitted to the most eagerly-awaited supercars and futuristic concept vehicles at the Geneva Motor Show. Flagship cars and sport models of the world's leading manufacturers are guaranteed performance and reliability with the P Zero range of Ultra High Performance tyres, developed by Pirelli research to give the most demanding drivers unprecedented performance in all areas: sport, comfort and safety. One of the event's showpieces is the Ferrari FF, equipped with the P Zero in the summer and with the Winter Sottozero Serie II in the winter. Also confirmed at the Geneva show will be the historic partnership between Maserati and Pirelli, which equips the GranTurismo MC Stradale with P Zero Corsa System and the GranTurismo, GranCabrio and Quattroporte with P Zero. Also among the Swiss event's must-see attractions are the P Zero-equipped Lamborghini. Pirelli technology and performance are also applied to Porsche supercars, which have an increasing affinity with the Italian group's solutions, and Bertone concept cars. The event will also witness the technological partnership of Pagani and Pirelli on the new Huayra supercar, fitted with P Zero.

Green performance. The Geneva Motor Show will also witness the greener side of Pirelli: eco-friendliness and energy saving are the key features of the Cinturato P7 and the Scorpion Verde, presented at the Italian tyre maker's stand and by leading international car manufacturers. The Cinturato P7 is the first green tyre for mid- and high-performance vehicles, chosen by Audi, BMW and Daimler, while Scorpion Verde is an eco-friendly tyre for SUVs, used to equip the Volkswagen Touareg.

Your new tyres in five steps on the Pirelli website. Even Pirelli's online presence is moving forward. Its new website, [www.pirelli.com](http://www.pirelli.com), presents the entire Pirelli tyre gallery, complete with technical specifications, custom solutions and expert advice on tyre selection. In just a few simple clicks, you can make a "pit-stop" to find the tyres best suited to your needs from the comfort of your armchair.





# Vredestein Quatrac Lite

## New 'green' all season tyre



### tire fact

Do not overload your vehicle. Overloading your vehicle may jeopardize its ability to operate safely. Check your owner manual for vehicle's maximum load.



In 2007 Vredestein introduced the Quatrac 3, a highly successful all season tyre. Two years later, the tyre became available to Sports Utility Vehicles (SUVs) as the Quatrac 3 SUV.

Now Vredestein has unveiled the latest addition to the Quatrac family, the revolutionary Quatrac Lite. This first 'green' all season tyre meets all the environmental regulations due to be implemented across the European Union in 2012, and is focused on fuel efficiency. At the same time, the new Quatrac Lite meets the premium quality and safety standards for which Vredestein is renowned.

#### A perfect compromise: All seasons in one tyre

The Vredestein Quatrac Lite is the optimal alternative for car owners who want to use the same tyre for the summer and the winter season, and also value environmentally friendly alternatives. With all the features of a winter tyre, including the Three Peak Snowflake symbol, the Vredestein Quatrac Lite is an excellent tyre for countries that do not experience extreme winter driving conditions. With reliable and safe driving in all seasons, the Quatrac Lite is the ideal all season tyre in flat or hilly regions with a moderate climate.

#### Future-oriented expansion of the Quatrac range

Compared to the Quatrac 3, Vredestein's Quatrac Lite is more focused on future environmental regulations. In addition, its size range is positioned more towards the 'green' market segment such as current and future hybrid and electric cars.

Fitted to the latest electric concept car by Italian designers Giugiaro, the Proton Emas3, the Vredestein Quatrac Lite will experience its pre-launch at the Geneva Auto Salon from 1 to 13 March 2011. The knowledge incorporated in the Quatrac Lite was gained in previous innovative projects such as the SuperBus, Mindset and Quatrac E.

#### Full Polymer Compound

The Quatrac Lite has a low rolling resistance, which is largely realised by a unique high-tech Full Polymer Compound (FPC). This FPC technology guarantees excellent road traction in all conditions and a long lifespan.

#### Flexing Points

Eye-catching features include the tyre's many sipes or so-called flexing points. These function as hinges and give the exceptional flexibility required for:

- A low rolling resistance
- Excellent traction on snow

#### Good water dispersion

The three circumferential grooves with lateral grooves in the shoulder ensure good water dispersion and good aquaplaning reserves.

#### Easy and low-cost

An important characteristic of the Quatrac Lite is that it offers carefree and safe driving throughout the year as well as the convenience of not having to change and store season-specific tyres. In combination with the low rolling resistance, the Quatrac Lite offers a wide range of benefits for drivers.

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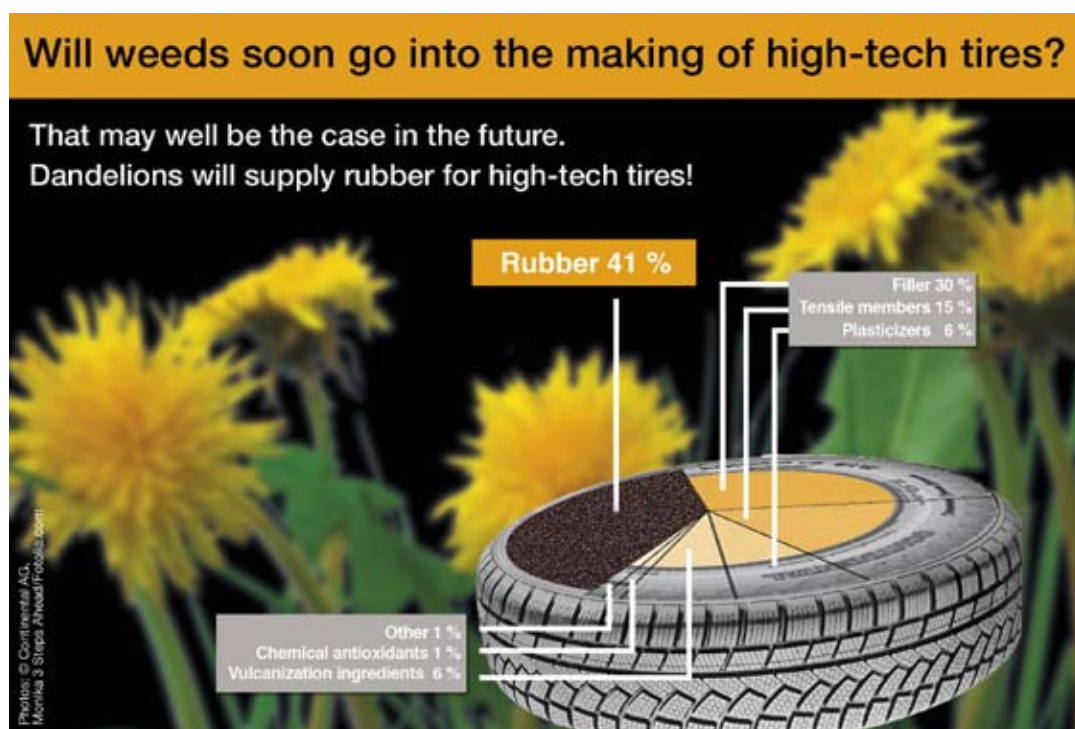
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# Rabbit Feed a Source of Rubber?

## Dandelions Hold the Key!

Research project idea cited for its future potential



Children love them as a blowballs. For rabbits they are a gourmet delight. Dandelions have now aroused the interest of the rubber industry as well. A research team at the University of Münster has studied the latex in them and come to an amazing discovery. Dandelions produce gum elastic – equal in quality to rubber tree latex. This could make the wild herb a major source of rubber in the future. Auto parts supplier Continental has latched onto these lab results. It is now hard at work bringing this idea forward. It is a member in the consortium of research institutes and industry partners that intend to transform the idea into market products. In the federal competition "Land der Ideen" [Country of Ideas], the project has already picked up an award. The jury cited it as an idea with future potential.

The industry views it as something they can use in place of rubber tree latex. This would solve a major problem at the moment. Nowadays natural rubber comes from the latex of the rubber tree. Grown mainly in Southeast Asia, this tree harbors a number of problems. Worldwide demand exceeds the supply. What is more, a fungal infection threatens the rubber tree. This is not the case for synthetic rubber, though. Petroleum supplies have an impact on synthetic rubber, too. World market prices for this raw material vary greatly over time.

Dr. Dirk Prüfer, professor at the Institute for Plant Biology and Biotechnology at the University of Münster, confirms the quality of dandelions. "The first research results clearly show Russian dandelions to produce a high-quality natural rubber. Its physical and chemical properties match up well with those of the Brazilian rubber tree. But growers would have to plant dandelions on a large scale if industry is to be able to use them to produce natural rubber.

I hope that dandelions will soon number among Germany's crop plants. It is their due. The biochemists found the enzyme that governs polymerization of the plant's latex. They have managed to "switch off" this enzyme so that the latex can now flow freely and be siphoned off. That is a major step forward. Indeed, rubber makes up much of a tire. „41 percent of the ContiPremiumContact 2 passengertire, for instance, is rubber," confirms Alexander Lühns, head of public relations for passenger tires at Continental. Researchers feel that dandelions could some day supply a tenth of the German rubber demand. "This project is of great interest to material development," adds Dr. Boris Mergell, head of Tire Material and Process Development & Industrialization at Continental. "Success in making dandelions a source of natural rubber would enable us to respond at rather short notice to supply shifts. After all, the plant needs only one year from seeding to harvest. From the cutting of the first sod to the harvesting of the latex, setting up a run-of-the-mill rubber plantation requires roughly five to seven years."





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# Catastrophe in Japan

## Impact on Rubber Demand will be Minimal

The disaster in northeast Japan on March 11 and subsequent nuclear plant meltdowns and explosions will not have significant impact on rubber demand from the country. Auto-tyre companies having plants in the country's northeast have already confirmed that there is no damage to their plant buildings or facilities. A few plants which have to be shut down, due to power supply stoppage and safety concerns, will resume production on restoration of electricity supply.

Japan accounts for seven per cent of the global demand for natural rubber. The closure of a handful of auto-tyre plants in the country's northeast region for a few days cannot impact on the commodity's global demand in a significant way. If at all there is any marginal impact, it will be for a short-term only.

Bridgestone Corporation has reported that all its five plants in the northeast Japan are unaffected although production has to be stopped due to power supply problems and on safety considerations. Plants can be reopened on restoration of power supply and completion of safety verification. Production has already been partly resumed in one of the five plants closed. Toyo Tire & Rubber Co. Ltd. confirmed that buildings or facilities in any of its plants in the region have not been damaged although a plant has been temporarily shut down due to power outage.

No damage has been reported for Sumitomo Rubber Industries Ltd., Yokohama Rubber Co. Ltd. and Michelin which are the three other auto-tyre manufacturing companies running plants in Japan.

The disaster is unlikely to have a noticeable impact on global economy as Japan has not been a driver of the global recovery from the economic meltdown in 2008. Moreover, the tsunami-hit region is far from Japan's economic hub which is the area from Tokyo South to Osaka. Although the country's economic and manufacturing activities may be affected in the short-term, rebuilding activities could help revive the economy in the medium term.





## **Yokohama rubber provides support for the Pacific Coast of Tohoku earthquake disaster**

The Yokohama Rubber Co., Ltd., announced that it will donate 50,000,000 yen to assist with relief efforts following the Pacific Coast of Tohoku (Northeastern Part of Japan) Earthquake Disaster occurred on March 11, 2011.

Yokohama Rubber Group would like to express their sympathy to the families who lost loved ones in the earthquake and tsunami, and truly hope that the area devastated by the earthquake will be reconstructed as soon as possible.

## **FITCH ratings agency reports on the impact of the Tsunami quake in Japan**

Fitch Ratings says the 11 March earthquake in Japan will likely have negative short-term impact on the production and shipment activities of the Japanese automakers and steelmakers, but adds it is too early to gauge the disaster's long-term ratings impact on the sectors.

Although only a few automakers such as Toyota Motor and Nissan Motor had manufacturing presence in the areas directly affected by the earthquake and the subsequent tsunamis, almost all automakers and some steelmakers suspended operations after the quake to assess the potential impact on their operations. While immediate damages to the plants and equipment might be limited, production and shipments could be affected by potential disruption in the supply chain, logistics and electricity supply.

The agency notes that at this stage it is difficult to quantify the impact on individual companies, adding the extent to which each company's business and financial profile will be affected varies according to its specific circumstances.

The direction of the Japanese yen over the next three to six months as a result of this catastrophe will also affect the profitability of the Japanese automakers. After the 2008 financial crisis, a strong yen against other major currencies has adversely affected the automakers' revenue and profitability.



Yokohama Rubber Markets New Eco Tire

# The BluEarth Series



The Yokohama Rubber Co., Ltd., announced that it will launch its new BluEarth eco tire series - an environmentally, human and socially friendly tire - in Europe. As the first product in the series, the flagship product BluEarth-1 will be available from April 2011. Possessing high levels of both environmental performance and safety, the BluEarth-1 also realizes performance friendly to people, including a more comfortable, quieter ride and reduced tire noise outside the car.

The concept of the BluEarth series is reducing specific burdens on drivers, passengers and surrounding living environments based on improved fuel efficiency through reducing rolling resistance, as well as maintaining safety. To those ends, Yokohama Rubber develops its own technologies to realize performance friendly to the environment, society and people and delivers them through its products. Hereafter, the company will accelerate development of products based on the concept by incorporating such technologies in replacement and original equipment tires for new cars and will expand the BluEarth series. Yokohama Rubber plans to promote the series globally - not only in Europe, but throughout the world.

## FALKEN TIRE LAUNCHES THE AZENIS PT722 A/S, THE COMPANY'S PREMIUM PERFORMANCE TOURING TIRE

Falken Tire, known for its innovative product, competitive nature and technological developments, is setting the stage for a new category in ultra high performance tires. The introduction of the AZENIS PT722 A/S, premium performance touring tire is specifically targeted at consumers looking for a smooth, quiet UHP tire without sacrificing performance or tread life.

Falken believes the emphasis on tread life in the UHP category has been overlooked. The PT722 will provide the same outstanding performance level expected from every Falken product and still manages to maximize the value for the consumer.

The unmatched combination of features offered by the PT722, delivers one of the best warranties available in the ultra high performance category. This newly developed tread compound delivers a compelling 60,000 mile limited treadwear warranty in sizes featuring the 600-A-A UTQG rating and 40,000 miles for sizes with the 440-A-A UTQG rating.

Whether looking for an Original Equipment replacement or aftermarket plus-size fitment the PT722 is the right tire for almost every consumer, covering 44 sizes from 16 inch to 20 inch wheel fitments.



"To compliment the launch of the PT722, we have planned one of the most comprehensive and exciting promotional campaigns in the history of Falken Tire," declared Andrew Hoit, Falken's Director of Marketing. "We will be giving away a 2011 Porsche Cayman to one lucky winner in a national sweepstakes, which will be promoted concurrently at events, print, online, and television."



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EVENT	DATE	INFORMATION	LOCATION
Car Care World Expo	02- 04 Mayl-2011	The event offers largest collection of car wash equipment buyers in the world. Car wash professionals from around the globe will gather for the forthcoming event in order to share their knowledge and experience.	Sands Expo & Convention Center, Las Vegas, Nevada, United States Of America
Car+Sound Expo	06- 08 Mayl-2011	Car+Sound Expo accompanies motorists on their journey through the age of infotainment. Leading manufacturers and sales organizations from Europe, the USA and Asia exhibit their products each year at the world's most important trade fair for mobile electronics.	Rimini Expo Centre, Rimini, Emilia-Romagna, Italy
Tuning Show-Cracow	07- 08 Mayl-2011	Tuning Show-Cracow will showcase the unique cars, manufacturers and distributors of car tuning equipment, tuning garage owners and masses of car tuning enthusiasts. This is the one of the biggest Car Tuning show in Poland. This is the 8th edition of the event.	Targi w Krakowie Exhibition Centre, Krakow, Poland
Motorepoca	01- 03 Mayl-2011	Motorepoca is one of the leading trade fair for historic vehicles sector in Spain. The prominent exhibition is being organized by Feria Valencia, it will attract thousand of visitors from different parts of the world.	Feria Valencia, Valencia, Spain
Super Car & Import Car Show	14- 22 Mayl-2011	Super Car & Import Car Show is an excellent platform for Automobiles, Spare Parts and Accessories industry. T. The event will provide the opportunity to meet all the professional form Automobile industry under one roof. hosted by Union Pan Exhibition Co., Limited.	Impact Exhibition & Convention Center, Bangkok, Krung Thep, Thailand
Automotive Interiors Expo	14- 22 Mayl-2011	The fair will offer a pivotal platform for exhibiting seats, fastening solutions, carpets, floor mats, noise insulation materials, fire retardant materials, leathers for seat, dashboard steering wheel, door lining and gear lever, fabrics for seat, dashboard etc.	Stuttgart Neue Messe, Stuttgart, Baden-Wurttemberg, Germany



EVENT	DATE	INFORMATION	LOCATION
Auto World Astana	18- 20 Mayl-2011	Motor Expo Show is the International exhibition which is organized at Siberia Exhibition Centre, Russia. Motor cars up-to-date, standard, exclusive, special, sport Motorcycles, scooters, motorized bicycles, snowmobiles will be targeting High-net-worth families & individuals, Executives & Businessmen, Overseas Buyers, Automobile Professionals.	Siberia International Exhibition Business Centre, Krasnoyarsk, Russia
Automotive Engineering Asia	19- 22 Mayl-2011	Automotive Engineering Asia will offer a great chance to get in touch with the latest development of auto parts production machinery and technologies, advanced know-how for productivity improvement, and important industry professionals and players in the industry.	Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Krung Thep, Thailand
AutoSib	24- 27 Mayl-2011	AutoSib 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.	Novosibirsk World Trade Center, Novosibirsk, Russia
IndoAutomotive	25- 28 Mayl-2011	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 (JIEpo), Jakarta, Jakarta Raya, Indonesia
Trans Sport Show	25- 29 Mayl-2011	Trans Sport Show is a biggest automotive & sport cars trade shows in the Philippines. Trans Sport Show is also the ideal venue for the automotive industry with its trade and retail section on automotive and services. It will many visitors & exhibitors from Philippines.	SMX Convention Center, Pasay, Philippines

# Wheel Profit that's SMART!

Nowadays, nearly 90% of newly manufactured cars are fitted with alloy wheels. It's a very common site to see low profile 'rims and elegant looking silvered alloys on even an average family saloon.

## **And don't they look great?**

However, a large number of them suffer from ongoing cosmetic issues: They damage quite easily. Kerbstones, potholes and rough terrain are all the enemy of the alloy wheel rim and most cars fitted with them suffer from some sort of cosmetic damage at some point during their life.

The good news for drivers is that most alloys can now be cost-effectively repaired with the introduction of SMART (Small to Medium Area Repair Technique) Alloy Wheel Repair systems. And the really good news for Bodyshops is that these repairs can be very profitable and relatively straight-forward to implement.

Operators should expect to charge between approximately AED 550 and AED 900 per alloy depending on the type of repair and alloy, spend on average 45-60 minutes per wheel and consumable costs of about 7-8% and the return is amazing. Obviously there's some up-front capital investment in specialist SMART repair equipment and training required, but clearly, the potential margins (and subsequent ROI) are very attractive indeed.



The Tires and parts magazine spoke with Norbert Wirth, General Manager of Automanzil, a newly formed SMART repair company in UAE and leading the introduction SMART repair in the Middle East:

"Think of it as a great way to get new customers through the door with the added bonus of a great potential for profit. It makes perfect sense: bodyshops need to look for new sources of revenue and the ability to offer their existing customers more. It's a service that's speedy and complements existing services already offered".

Wirth added "There's a clear opportunity to up-sell additional SMART repairs while the vehicle is in for traditional collision damage work or regular customer servicing and Alloy Wheel Rim repair is an obvious first opportunity. With the new SMART alloy wheel repair systems, it is straight forward to implement in the traditional bodyshop, without tying up the booths" he said. "The equipment doesn't require specially controlled environments nor much space and therefore sits comfortably alongside regular bodyshop equipment.





Wirth added, "In addition to the SMART Alloy Wheel Rim Repair solution, we also offer a number of other SMART solutions such as SMART paint-spot repair which is an isocyanate-free system capable of bodywork spot paint repairs in less than 60 minutes. A complete range of SMART interior repair solutions that can restore damaged or deteriorated plastics, fibre, velour and even leather finishes. A SMART glass repair solution that flawlessly repairs cracks and bullseyes in windscreens and even SMART plastic welding systems that enable a trained technician to repair splits, holes and general bumper damage in a fast and efficient manner thus allowing repair and not replace.

Wirth indicated that there is an initial investment required and this varies depending on current equipment levels. He estimates anything from AED 66,000 - AED 110,000 to get started, from the basic equipment, consumables and specialist training, to a full set-up including extraction and other system peripherals to further aid preparation, speed and quality of delivery.

Finally, Wirth stated "Simply put, successful implementation of SMART repair can positively influence customer loyalty by offering an array of repair systems that offer fast, effective and environmentally friendly solutions that drive profitability with relatively modest investments.

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PARTS



# Free wifi installed for passengers in Tokyo taxis

The taxi has often been a source of inspiration for innovative ideas. We've seen one-passenger cabs designed to cut down on fuel consumption, taxis you can hail via your mobile, and free pedal-powered taxis in Dublin. But now Japanese mobile operator DoCoMo has decided to tackle another inconvenience facing taxi passengers.

Non-Japanese speaking travelers arriving in Japan from abroad often find it impossible to strike up conversation with their taxi drivers — the majority of whom can only speak Japanese. To address the silence facing passengers sharing a ride with a driver who can't speak their language, DoCoMo has installed free wifi in 820 Tokyo-based black sedans, with extra Sony PSP consoles in 100 of them. Of course, the technology isn't just for the benefit of visitors to Japan, but also for residents preferring to go online rather than converse with the driver. The wifi enabled cabs can be clearly identified by red stickers on the doors.

Despite the increasing ubiquity of smartphones and wifi hotspots, connectivity does remain an issue for travelers on the move.

There are many hugely efficient ways to get around Tokyo, but for visitors taxis usually come at the bottom of that list. Drivers rarely speak English and, compared to the rest of the world, they're quite expensive (about \$8 to start, going way up from there). But, should you find yourself in one they're naturally hugely clean and sophisticated, that sophistication getting a boost now by DoCoMo. 820 black sedans for hire in Tokyo will be outfitted with WiFi, freely available to customers who dishonor the back seats with their backsides. 100 of the cars will even have Sony PSPs back there too, which is odd because we were pretty sure everyone in Tokyo already had one — or a DS, at least. These specially equipped taxis can be identified by the red DoCoMo WiFi stickers on the doors, so don't accept anything less, no matter how late you are for that Kneuklid Romance concert in Shinjuku.

It's been my experience, based on most everything I've seen and read and heard about coming out of Japan (and no, I haven't yet had the pleasure of actually setting foot on Japanese soil), that it's a strange place full of bizarre wonders. And one such newly-minted bizarre wonder comes to us from DoCoMo, who has recently joined up with taxi operators in Tokyo to provide Wi-Fi access inside their cabs.

Reportedly 820 cabs, which will be indicated by red DoCoMo stickers on the sides of the cab itself (and from the looks of some pics, an antenna mounted near the headlight), will carry wireless internet access, and roughly one in eight (an even 100) will offer up a free Sony PSP in the back for you to play with while you get to where you're going.

It's been said by some that the taxi experience in Japan isn't a friendly one—drivers rarely speak English, for one, and the prices can get hefty (but then, a lot of prices in Japan seem a little on the hefty side)—but with free wireless internet access, I'm sure there are plenty of people who'd take a sock in the gut before they got into the cab, and leave aside the unusually high prices.

It's certainly something I wouldn't mind seeing a little more of in the United States—it's tough enough to find wireless internet access in a lot of places, let alone actually included in vehicles!—though I do suppose that heavily urbanized areas do have an edge in Wi-Fi coverage. Looking at a map out at DoCoMo that flashed briefly during a musical introduction to their taxi Wi-Fi service suggested that most of the country was Wi-Fi accessible, though I figure that's more stylized than an accurate map.

There's no word on connection speeds, but you can probably figure they're pretty fast (especially as you're in Tokyo and all), so if you're out that way and need a cab ride, look for the cab with the red sticker, which should be in wide use starting in March 2011.

Technology never ceases to amaze us in the land of the rising sun. Japan, the country that's famous for advanced technology and raw fish, now has taxis that are capable of providing you WiFi access. It's been reported that 820 cabs, will allow you to use WiFi internet in them while you're on the way to your destination. 100 of these cars will also have a PlayStation Portable in case you feel like gaming instead. These cabs that have been enabled by DoCoMo (one of their carriers) will be indicated by red stickers on the side of the cab. The WiFi taxis will be launched in Tokyo, March 2011. So if you ever find yourself in Japan and stranded with no internet access, but you have a WiFi-enabled phone, at least now you know you can just look for a DoCoMo taxi to get online.



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PARTS



# The Bentley Collection Spring 2011

Driven by its outstanding heritage of hand-crafted fine leather interiors, Bentley and its luxury leather partner Ettinger have devised a range of modern must-have personal accessories to be launched at this year's Geneva Motor Show.

Inspired by the Beluga and Hotspur interior trim colours of the Bentley Continental Supersports, the capsule collection of leather items in black and red leather with contrast stitching includes keyrings and iPad, iPhone and Blackberry cases.

Founded by Gerry Ettinger more than 70 years ago, the company is still family owned and run by his elder son, Robert Ettinger. It is one of the few British luxury leather goods companies still manufacturing in the UK.

The company started working with Bentley more than five years ago to develop the Ettinger for Bentley collection. Robert comments: "The initial collections were made from black English waxy hide on the outside and the distinctive Ettinger colour of panel hide on the inside which has been made and used by Ettingers for over 75 years.

"The collections include everything from purses and wallets, passport cases, luggage labels and portfolios, as well as the iconic Bentley key case."

Ettinger has recently added some of the latest Bentley upholstery hides (fuchsia, yellow and blue) to its range. Everything is handmade in its factory in Birmingham, which uses the same skills that have been handed down for generations.

In 1996, in recognition of the work carried out for the Royal Household, Ettinger of London was appointed with a Royal Warrant to HRH the Prince of Wales.

## Key dates:

**1930s:** Gerry Ettinger founded Ettinger in 1934. Having worked as a film producer in Italy and Germany (where he worked with Marlene Dietrich) he used his extensive contacts in continental Europe and England to create a range of luxury gifts

## 1940s: Recovery

After a pause in the 1940s during the second world war, he returned to London to reinvigorate and expand his business.

## 1950s-60s: Growth

In the 1950s Gerry Ettinger acquired a small leather goods manufacturing business, which had been making leather goods in London since the 19th century.

## 1970s-80s: Consolidation

Gerry Ettinger continued to work in the business until well into his 80s and saw the transformation of the company into one of the most respected leather goods designers and manufacturers in the UK.

## 1990s: Recognition

In 1990, Robert, his elder son took over and continued the tradition of craftsmanship and quality as well as bringing in some more contemporary designs. He has since further 'internationalised' and developed the business in Asia, Korea, South Africa, Hong Kong, Australia, Japan and the US.

## 1999: James Homer Ltd

In July 1999, Ettinger acquired one of Walsall's oldest leather goods manufacturing companies, James Homer Ltd (established in 1890). Homer is at the heart of Ettinger's hand-made manufacturing process and is home to some of the most skilled leather craftsmen in the UK.

## 2005: Bentley Collection

The collaboration with Bentley puts a whole new collection on the road.

## 2007: Showroom Makeover

The London showroom, in Ettinger's Putney Head Office, sets a new standard for the brand.







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PARTS



## Touch & Connect for the new Opel Corsa

### Radio, navigation and phone all in one

Bosch developed the Touch & Connect system for the new Corsa together with Opel. This "all-in-one" infotainment system combines state-of-the-art audio, navigation and communications functions in one compact head unit. In addition to providing radio reception, it is also able to play CDs or MP3 music files on the built-in drive or using a device connected to the USB slot or the AUX-in jack. The navigation system also offers the choice of an ecological route, which means that the route is selected to optimize fuel consumption. Thanks to a Bluetooth interface and hands-free operation, Touch & Connect allows the safe use of the telephone in the car. Setting the functions is easy and uncomplicated using the touch screen or the control knobs. The 5-inch color screen is easy to read and presents the different operating menus, which include a list of radio stations or the titles of sound files as well as navigation maps or telephone lists.

#### **Twin tuner provides excellent reception quality**

For radio reception, the device has been equipped with a digital twin tuner, which provides for exceptionally good reception quality and the playback of TMC traffic information messages on the Traffic Message Channel. The unit is even able to indicate traffic problems when the navigation system is not activated. This is particularly useful to commuters who travel the same route to work each day. The audio system is also well equipped to handle playback from a variety of different media sources. The USB slot is able to accommodate portable MP3 devices, memory sticks or an iPod and also allows the easy plug-in connection of a portable hard disk or an iPhone.

#### **Bluetooth connection for easy telephone communication and Bluetooth audio**

For easy and safe in-vehicle telephone communication, the system can also be connected with a Bluetooth cell phone, which can then be very conveniently controlled using the system's operating menu. The hands-free system and other important functions, such as call lists or the phone book, are automatically available as soon as the telephone is connected with the infotainment system via Bluetooth. In addition, audio data can be transmitted from a cell phone to the audio system wirelessly via Bluetooth Audio Streaming (Advanced Audio Distribution Profile – A2DP) and played back as music.

#### **Fuel-optimized driving**

Thanks to highly precise visual and acoustic driving recommendations, the Touch & Connect navigation system takes the passengers in the Opel Corsa to their chosen destination safe and sound and free of stress. The inclusion of vehicle information guarantees precise route guidance – even when the satellite or locating signal is temporarily interrupted – while driving through tunnels, for example. The automatic zoom feature selects the ideal zoom level during the drive – depending on the current road category and speed traveled.

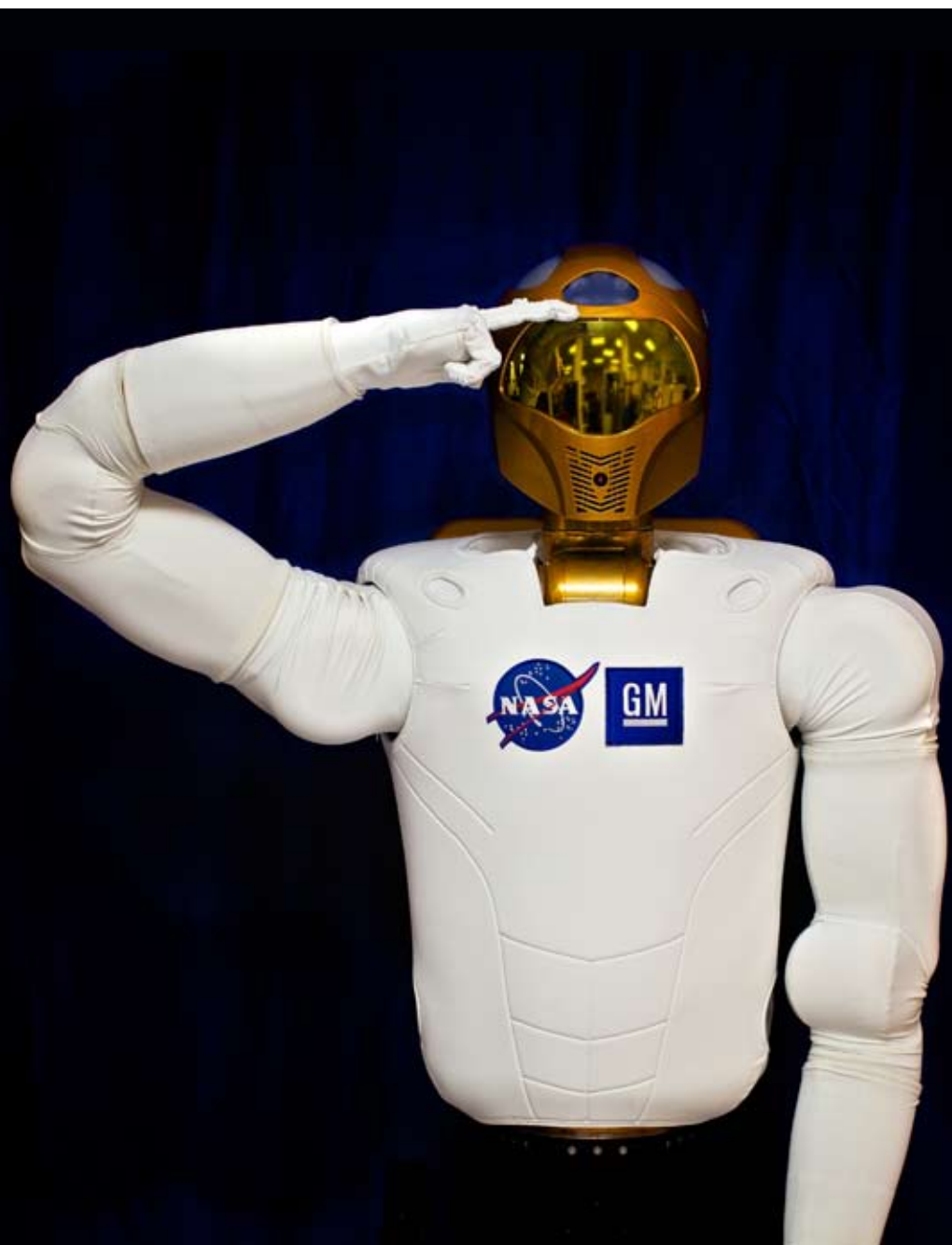
In addition to the fastest or shortest route, the route guidance system also offers the option of choosing an "ECO" route to help lower fuel consumption as far as possible, which in turn reduces CO2 emissions. While driving, it is also possible to have filling stations and parking in the direct vicinity displayed on the navigation screen, along with the distance they are away and the driving direction. SD-card navigation also includes a wide variety of different points of interest (POIs). Individual items can be uploaded and added to this list of POIs at any time via the USB interface.

In addition to this integrated, easy-to-operate multimedia infotainment system that uses the latest in innovative technology as far as the audio, communications and navigation performance are concerned, Bosch also supplies the vehicle technology for diesel and gasoline injection systems, brake disks and brake calipers, alternators and starter systems and start/stop systems.





# Robonaut 2 Arrives at the International Space Station



About 264 miles above the Earth - Robonaut 2, the dexterous humanoid robot developed by General Motors and the NASA Johnson Space Center has finally arrived at the International Space Station (ISS) for its first mission.

R2 has been packed aboard the space shuttle orbiter Discovery since fall 2010 and was originally scheduled to go into space in early November. The final launch of Discovery had been delayed by a combination of weather and technical issues with the orbiter.

Before R2 begins doing regular work alongside the astronauts, it will go through a period of testing and further development. A twin to the robot on the ISS remains at the Johnson Space Center in Houston, where engineers are continuing to refine its sensing and control systems.

Along with R2, a rack with a variety of interchangeable task boards was shipped to the ISS. The astronauts and engineers will be evaluating R2's performance going through a wide range of simulated tasks while operating in the microgravity environment of space. Based on the data measured on the orbiting station, the engineers on the ground will provide updated software and hardware. Even after Discovery returns to Florida, R2 will remain aboard the ISS indefinitely and if all goes well, it will eventually be used to perform a variety of the more mundane maintenance and service tasks that must be done. Upgraded versions of R2 could eventually perform space walks as well.

"GM engineers are also studying how the technology embedded within R2 can be put to use within manufacturing facilities to help create a safer working environment" said Marty Linn, principal robotics engineer. "The dexterity and endurance of R2 can be used alongside people to help reduce repetitive stress injuries and the R2 sensing capabilities can be used in collision avoidance systems."



PARTS

# Ford to Open a New Parts Distribution Center in Dubai

In an effort to deliver vehicle service and repair parts to dealers faster and more efficiently, Ford Motor Company will open a new parts distribution center in Dubai, United Arab Emirates during the second half of 2011.

"At Ford Motor Company, we are committed to superior customer satisfaction," said Mike Simon, Director of Customer Service Operations, Ford Export and Growth. "To prove it, we are investing significantly in the new Dubai Parts Distribution Center to ensure customers receive the best products and services Ford has to offer."

The new facility is yet another tangible sign of Ford's growth in the region, where the company posted a 28 percent growth during 2010 across GCC markets.

The 29,500-square meter facility will be located in the Jebel Ali Free Zone of Dubai. The center will supply vehicle service and repair parts throughout the Middle East region, stocking nearly 50,000 parts.

"The new facility will provide more efficient parts delivery to our dealers," said Helmut Nittmann, Global Director of Parts, Supply and Logistics, Ford Customer Service. "Dealer order-to-delivery time is expected to improve by 90 percent, considerably reducing the time customers will need to wait for parts."

Hellmann Worldwide Logistics will operate Ford's distribution center in Dubai, employing approximately 100 people. Hellmann, one of the world's leading logistics providers, has more than ten years of experience working in the Middle East and offers extensive expertise in automotive parts distribution.

"We are looking forward to entering into a long-lasting partnership with Ford Motor Company," said Jost Hellmann, one of the two Managing Owners of Hellmann Worldwide Logistics. "Hellmann along with its specialized automotive warehousing Joint Venture Rudolph & Hellmann Automotive has vast experience in warehousing and transportation of automotive spare parts, and most importantly, shares Ford's commitment to quality, innovative solutions and strong dealer support."



# New innovative features enhance the automotive environment

## 2011 Pioneer In-Car Multimedia AV Receivers Offer Connectivity, Quality and Convenience



Pioneer Gulf FZE announced the launch of Five new in-car multimedia AV receivers designed to deliver exceptional audio and video quality, portable device connectivity and enhanced convenience to the automotive environment. The "AVH" series multimedia AV receivers consist of the Pioneer AVH-P5350DVD, the Pioneer AVH-P4350DVD, the Pioneer AVH-2350DVD and the Pioneer AVH-P3350BT.

"We have always been at the forefront of pioneering a growing range of car entertainment, and our new 2011 line up likewise bears the same trademarks of connectivity, quality and convenience. The products all support higher visibility, multi-format compatibilities, seamless connections, unparalleled dynamics, greater power and personality driven interfaces, making the in-car entertainment experience better than ever," said Mr. Hiroharu Kato, Marketing Manager, Pioneer Gulf Fze

All four models now come with a new Innovative User Interface that makes direct operation of in-car needs simple, convenient and effective. Complicated layered selection displays have been eliminated providing easy access to desired functions. Tabs indicating various modes, settings, iPod and iPhone operations are all part of this new innovative interface.



A unique Sonic Center Control feature controls the frequency phase and acoustics characteristics via 15 adjustable steps and works out an experiential sound stage that is both clearer and focused. With a Dual Zone Audio/Video feature and an 8-Band Graphic EQ feature as additional perks, both driver and passengers can tune in to a relaxing, user-friendly and personal experience altogether.

The new models are equipped with a Multi Language Display, highlighting system possibilities with a choice of English, Arabic or Persian languages. A selection of up to five display colors and 112 different key colors is also an attractive option for the matching of unit illumination to the dashboard.

Each unit also features built-in connectivity to USB storage devices, and devices with mini-jack AUX outputs for diverse media playback capabilities. Furthermore the AVH-P3350BT & AVH-P6350BT receiver comes equipped with built-in Bluetooth, allowing reliable hands-free communication capability with straightforward settings.





PARTS



# 500 BY GUCCI

A new Italian design icon is born

In the year that sees the celebration of both the 150th anniversary of the unification of Italy and Gucci's 90th anniversary, Gucci and Fiat are proud to unveil the 500 by Gucci, a special edition of the iconic Fiat 500 customized by Gucci Creative Director Frida Giannini in partnership with Fiat's Centro Stile. This unique collaboration between two of Italy's most respected brands represents the perfect - combination of craftsmanship and style. Launched on the opening day of Milan Fashion Week, the 500 by Gucci will also be on presented at the Geneva International Auto Show from March 3rd to 13th, in a dedicated Gucci pop-up store within the Fiat stand.

Frida Giannini said, "In the 50s the Fiat 500 created a style revolution when it first hit the road. It quickly became the must-have car of its time. Travelling in style has also been at the heart of Gucci ever since Guccio Gucci founded his company as a producer of leather trunks, suitcases and handbags in 1921. So, when Lapo Elkann suggested the idea of this collaboration it struck me as a perfect opportunity to create a new modern travel statement in this Gucci's 90th anniversary year".

The black and white colours of the 500 by Gucci, in unique eye-catching glossy pearl glass paint, set the stage for a neo-classic black and white film. These two distinct colors complement one another: black, with detailing in shiny chrome paired with interiors that contrast sharp black and white, for a contemporary and racy attitude. White, with satin chrome detailing and ivory and black interiors for a softer, sophisticated look.



The exterior is further personalized by rims for 195/45 R16 wheels, including the unmistakable retro design of the rays, harmonizing with the surrounding exterior colors and representing a novelty for this category of car. The hubcaps feature the interlocking GG in the same color of the body of the car and the cursive Gucci signature appears on the hatchback as well on the doorpost. The version equipped with 1.4 of 100 horsepower comes with rear brake callipers in Gucci green. The car's silhouette is outlined by Gucci's signature green-red-green stripe, which runs along the entire perimeter and links the exterior to the interior. The stripe also appears inside on the seats, on the gear shift, the key-cover, the carpets, and in an innovative finish on the seatbelts. The interior space of the 500 by Gucci is stylish yet functional down to every last detail: chic embroidery, exclusive materials, glossy and satin chromes, the velvety varnish on the "radioboard," the two-toned seats in Frau leather with the Guccissima print.

The communications activity behind the worldwide launch of the 500 by Gucci is being developed with the support of Lapo Elkann and his agency, Independent Ideas, and will include a fully integrated above and below-the-line campaign. Commenting on the collaboration, Lapo Elkann said: «I am honored that I was able to connect Fiat and Gucci, especially in such an important anniversary year for Italy. Being Italian, it makes me proud to have contributed to this 500 by Gucci, which brings together the spirit of two brands that so perfectly symbolize our country's savoir faire in the world. It has indeed been very gratifying to work again on the car I love most with Fiat's Centro Stile and with Frida Giannini».

The 500 by Gucci will initially be available from April 1st to June 30th exclusively by pre-order online at [www.500bygucci.com](http://www.500bygucci.com), with a list price in Italy that starts from 17,000 euro all inclusive. The car will also be displayed in exclusive locations in metropolitan cities such as Paris, London and Tokyo, followed by the European commercial launch in July. It will then become available in the rest of the world at the end of the year.

Completing the customization is the exclusive 500 by Gucci collection, including travel accessories, small leather goods, drivers, tracksuits, bombers, driver gloves, sunglasses and a watch, which will be available in select Gucci stores and online at [www.gucci.com](http://www.gucci.com) from April 2011.



## M Performance Exhaust for BMW M3

New Accessory exhaust produces sharper exhaust note while reducing back-pressure



BMW announced a new M Performance exhaust system specifically designed as an accessory for the BMW M3 Coupe, Sedan and Convertible. With the racetrack and the street in mind, this new exhaust system is crafted from an extremely heat-resistant and lightweight chrome-nickel alloy called Inconel®. This flow optimized exhaust system reduces exhaust backpressure and allows the M3's 414 horsepower V8 engine to produce an even more powerful sound. Inconel's unique qualities allowed engineers to reduce the thickness of the tubing from 1.5mm to 0.8mm. This resulted in a weight reduction of approximately 40%, or about 20 lbs. when compared to the stock exhaust system. Inconel has also proven to be very corrosion resistant and has been used at the highest level of Motorsports.

The M Performance Exhaust includes perforated inner pipes and polished titanium tips, which are laser engraved with the M logo. It represents the ultimate in technology and sportiness, accentuating the individual character of the BMW M3. The exhaust was developed using state-of-the-art CAD and FEM technology ensuring optimum fit and OEM quality.

The new exhaust may be installed at any Authorized BMW Center at a price of \$4,374 plus installation. M Performance parts are warranted for the New Vehicle Limited Warranty period when the installation occurs before the first delivery of a new vehicle. If the M Performance parts installation occurs after the first delivery, the accessory will be warranted for the balance of the New Vehicle Limited Warranty period or two years and unlimited mileage from the date of installation, whichever one is greater.



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PARTS

# Enhanced Driving Safety

## Bosch acceleration sensors for chassis control

Chassis control systems can make an important contribution to driving comfort and safety in cars, and they are based on sensors that precisely record the dynamics of the chassis and body. The two new Bosch SMB431 and SMB433 low-g acceleration sensors are tailor-made for this task. The SMB431 records vertical movements of the body in a range of  $\pm 1.6$  g (where 1 g = 9.81 m/s<sup>2</sup>). The SMB433 measures the wheels' vertical accelerations in the  $\pm 16$  g range. The two new sensors are already available in sample quantities for engineering purposes.

### Sensors for wheel systems and car bodies

The SMB431 und SMB433 sensors are specially configured for use in active suspension systems, which reduce the fluctuations in wheel load and thus help vehicles stay on the road.

Three (or more) SMB431 sensors can be used to reliably record both the acceleration of the body along the z-axis, and its pitch and roll movements. Simultaneously, the SMB433 can be used to precisely record wheel acceleration. The control unit receives all the sensor signals and continuously adjusts the shock absorber action to the current road conditions.

The control unit regulates suspension damping and reduces body movement to make driving safer and more comfortable. The braking distance is shortened, and the danger of a rollover is reduced. The vehicle's occupants experience higher driving comfort and less chassis movement.

The SMB431 and SMB433 sensors have a range of applications beyond chassis control, including tilt measurement for trunk-lid control. Both sensors have fully digital signal processing and use a digital two-wire PSI5 interface, which is the same interface used in airbag systems. Compared with analog interfaces, the PSI5 interface provides fail-safe signal transfer and can also be used for programming, and thus for applying the sensor to the control system. The PSI5 interface also lowers complexity by reducing the amount of external wiring and sensor cabling needed.



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## Audacity And Excellence



Luxury Swiss watchmaker ROGER DUBUIS has announced the launch of the new men's collection La Monegasque. The new ROGER DUBUIS Chronograph La Monegasque watch will be highly appreciated by those who love sporting elegance.

At ROGER DUBUIS creativity is the trend, originality is the motto, and passion is the driving force. A brand that is intentionally extravagant and worthy of its collectors and connoisseurs, ROGER DUBUIS combines the innovative exuberance of youth with classic elegance to walk a unique road in Fine Watchmaking. Tighter collections, entirely new global communications and worldwide selective distribution all contribute to the exceptional vitality of this daring brand. Presented by the manufacture ROGER DUBUIS, The Chronograph La Monegasque belongs to the La Monegasque collection of elegantly contoured timepieces driven by exceptional mechanical movements, each bearing the prestigious Poinçon de Genève and including a new chronograph caliber. The La Monegasque collection stands out for the flowing line of its case whose round dial stretches the contours of the bezel to produce a uniquely distinctive form. Audacity and excellence underlie this new collection which incorporates only exceptional mechanical movements that have been designed, developed and produced by Manufacture ROGER DUBUIS. The central part of the dial demonstrates rhodium-plated satin sunburst finishing, while the exterior part is embellished with rhodium-plated circular satin finishing. The dial is completed with pink gold applied Arabic numerals. The 30-minute counter is positioned at 3 o'clock and the small seconds counter is found at 9 o'clock. The face of the watch is framed by a black PVD-coated titanium bezel.

## 3M Smart Pen by 3M Touch System Inc.



Having difficulty swiping through your iPad, iPhone, iPod Touch and other capacitive touchscreen devices? No worries! Things can now be easier for you through the newly unveiled 3M Smart Pen by 3M Touch System Inc. The 3M Smart Pen is compatible with a wide range of capacitive touchscreen devices which makes it an invaluable gadget to have.

Actually there are two designs to choose from: MHP-1000 and MJP-3000. How are these two different? Well the MHP-1000 has a clip attached to it that makes it look and work like a traditional pen. It comes in black, grey, navy blue, silver and colorful pink!

On the other hand, the MJP-3000 has a detachable lid which makes possible to attach a speaker jack. It comes in four colors black, navy blue, titanium silver, and pink.

The 3M Smart Pens are designed for an easy grip. They have what the company calls as a "unique anti-stiction properties that let the pen glide smoothly across surface with greater precision" than when using fingers.

## Logitech'S Theatre-Quality Surround Sound Speakers



The Logitech Surround Sound Speakers offer 500 watts (RMS) of power, delivering thunderous audio that can shake your house. Logitech's newest speakers have met strict performance standards to achieve THX certification — so you can be sure that your entertainment will sound the way it was meant to.

For your Dolby® digital or DTS™ encoded soundtracks, onboard 5.1 digital decoding enables detailed surround sound — from the roar of the crowd to the footsteps right behind you. If you love house-shaking bass, the ported, side-firing subwoofer delivers 165 watts of pure, distortion-free bass. And the Logitech Surround Sound Speakers convert two-channel stereo into an immersive surround sound experience.

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## Brit Cologne for Men by Burberry

Hip British brand Burberry often presents its wares in the emblematic, trendsetting plaid and so they do on this flask-shaped bottle, as much fun inside as it is on the outside. Young talented perfumer Olivier Polge was given a brief for an upbeat, vibrant cologne aiming at modern, young men who need some olfactory buzz which would act as a pick-me up in the mornings and a conversation piece in the evenings (and why not as a pick-up line too!) He amply delivered with a composition that sprinkles one pinch of hot black pepper over cool vetiver grass essence, thus creating tension, and folding the whole into tangy notes of French citron for much needed freshness. Serve up cool!



## Driver Sanfransisco



DRIVER San Francisco features a thrilling storyline and exciting new gameplay elements that are sure to captivate both long-time fans as well as newcomers to the series. In many ways, the DRIVER franchise defined the action driving genre with its unique blend of intense driving action and iconic locations

Developed by Ubisoft Reflections under the direction of the creators of the original title, DRIVER San Francisco marks the return of the established video game series that has sold 14 million copies worldwide. Gamers will play as Detective John Tanner on a relentless manhunt for crime lord Charles Jericho through the hills of the City by the Bay. Thanks to a groundbreaking gameplay feature, players can now seamlessly "shift" between well over a hundred licensed vehicles, keeping them constantly in the heart of the action. With its timeless setting, unique car handling and renewed playability, DRIVER San Francisco will revitalize the classic free-roaming, cinematic car chase experience for the current generation of gaming platforms.

## THE LENOVO THINKPAD X220



Getting a new laptop soon? Lenovo has a new laptop that you might want to consider. The ThinkPad X220 could be a great choice because not only does it have a streamlined design, it also promises superb performance. Getting a new laptop soon? Lenovo has a new laptop that you might want to consider. The ThinkPad X220 could be a great choice because not only does it have a streamlined design, it also promises superb performance. The Lenovo ThinkPad X220's performance is based on Intel's Sandy Bridge CPU, specifically a 2.7GHz Core i7-2620M. It will also be equipped with memory of up to 8GB of 1333MHz DDR3 SDRAM, hard drive, and micro-SATA solid state drive. Graphics will be Intel Integrated Graphics.

The ThinkPad weighs 1.3kg and houses a 12.5-inch screen. Well actually there will be a basic and premium choice in terms of screen. The basic is a 1366 x 768 LED backlit display while the premium is an HD IPS panel with better viewing angles. The Lenovo ThinkPad X220 is also going to come with a display port, VGA port, and 2 USB ports. And of course, it's also going to have an Express Card slot. It's going to have a 720p high-definition camera and a dual digital microphone, which users would find most convenient when doing calls or video conferences. A 9-cell battery provides 15 hours of power. There's also an external battery pack that will help deliver a total of 23 hours of battery life

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