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Managing Director at Porsche Middle East & Africa FZE.

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# TIRES & PARTS

Magazine

**Publisher**  
Hamid Moaref

**Editor**  
Ali Reza

**Sub Editors**  
Sonja Baikogli  
Sherry Chen

**Sales & Marketing**  
Ahmad  
Aji

**Design**  
Shabeer Azeez

**Circulation Assistants**  
Ansar  
Sasi Pillai  
Dulfar

**Contributors**  
Peter Baikogli  
Arezou Marzara  
Farsh Shafikhani  
Kristen Koulic

**Media Representative for  
Taiwan, Hong Kong and  
China**

P. Sean Mulvihill,  
International Relations  
Department, Worldwide  
Services Co., Ltd.  
11F-2, No. 540, Wen Hsin  
Road, Section 1,  
Taichung, 408,  
TAIWAN.  
Tel.: +886-4-2325-1784

**Distributor**  
Dar Al Hikma

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Morjan Media L.L.C  
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# GEORGE WILLS

Managing Director at Porsche Middle East & Africa FZE.





### **How many production facilities exist and how many vehicles are produced annually?**

We currently produce in our facilities in Zuffenhausen the 911, Boxster and Cayman.

It is planned that the 918 Spyder will also be manufactured there.

The second facility in Leipzig houses the production of all Cayenne and Panamera derivatives. From 2013 onwards, Porsche will also build the new Macan there. In order to achieve this, the facility will be expanded and will feature a fully-fledged production line, including body assembly and paint shop. The total investment amounts to roughly 500 million EUR and a minimum of 1,000 new jobs will be created in Leipzig.

In total, Porsche AG produced 127,769 vehicles in 2011.

### **What is Porsche's flagship car and why?**

The icon of our company is without doubt the 911. The model has a more than 48-year old history, and its iconic flat and stretched silhouette is known all over the world. Every new generation of the 911 sets milestones due to its innovations and performance. All Porsche models share design cues from the 911.

From a volume perspective, our flagship is the Cayenne representing half of Porsche's worldwide deliveries in 2011.

### **The most exciting news coming out of Porsche recently has been the launch of the new 911. Why is this launch greeted with more enthusiasm than other Porsche launches?**

Every Porsche is a genuine Porsche representing the sports car benchmark in its respective segment. Due to its history, the 911 is a Porsche icon, and for every new generation launched, expectations are extremely high. In the new 911, 90 per cent of all components and parts are either new or redeveloped.

### **What are the most highlighted features of the new Carrera?**

As mentioned before, almost 90 per cent of the car's components have changed. Its wheelbase is 100mm longer and the front track is 52mm wider. New standard bi-xenon headlights and 20-inch wheels modernize the classic 911 silhouette, while interior is taking cues from the Carrera GT. The 3.4 litre Boxer engine of the Carrera delivers 350hp, while the 3.8 litre Boxer engine of the Carrera S now produces 400 hp to the rear wheels. Auto Start/Stop function, coasting function and other innovations reduced the fuel consumption by up to 16 per cent than in the previous generation.

And the new 911 is fast on track: The lap time on the famous Nuerburgring Nordschleife is at 7:40 minutes - 14 seconds faster than the 997.

**"At the end of the day there is only one unique option that no other manufacturer can copy or offer: The Porsche crest on the bonnet."**

### **Why is there a jump in the price of the new 991?**

At first glance it seems that the price for a new 911 has gone up between 9 per cent and 12 per cent for the S-model. However, the new 911 comes with a significantly extended standard specification. All 911 Carrera models now come standard with ParkAssist. The S-derivates feature the Porsche Entry & Drive System (Keyless entry) as well as BOSE Sound System included in the basic retail price. The 'real' price increase is between 3 and 4 per cent depending on the model, which is very low considering inflation in the UAE as well as the fact that the previous price has been consistent for almost two years.

### **Can you explain to our readers in simple words how the PDK option works?**

The design of the Porsche Doppelkupplung (PDK) is similar to two conventional gearboxes in one. The odd numbered gears are housed on one assembly and the even numbered gears on another, each having its own clutch. While one gear is engaged, PDK preselects the next gear based on driver input. When the next gear is requested, drive is switched from one clutch to the other in milliseconds, delivering gear changes with no loss of drive.

PDK offers extremely fast gear changes with no interruption in the flow of power, improved acceleration over the manual gearbox, very short response times, reduced fuel consumption and a distinct increase in comfort. It's simply true Porsche Intelligent Performance.

### **What is the feedback that you have received on the 7 gear manual gearbox on the 991?**

To be honest with you, 99 per cent of all 911 delivered in the GCC are equipped with the exceptionally quick Porsche Doppelkupplung (PDK). However, having had the opportunity to drive a new 911 with 7-speed manual transmission in Germany myself, I can testify that it is an exceptional gearbox and highly fuel efficient at the same time.

### **How do you come up with the new design numbers such as 911, 991 and 997?**

During his last visit here in the UAE, Michael Mauer, Head of Design, explained that the internal model codes are randomly chosen. With the previous 997 the figures as such were running out with only 998 and 999 left. It was mainly for this reason that for the seventh generation the code '991' was chosen leaving a lot more room for further generations to come.

### **Porsche has always been ahead of its time and a leader in terms of technological innovations, what are some of the latest examples of such innovations?**

With the introduction of the 911 GT3 R Hybrid, Porsche once again proved to be the leader when it comes to innovations. The "racing laboratory" provides know-how on the subsequent use of hybrid technology in road-going sports cars like the 918 Spyder.

Recent technical research and innovations led to the introduction of the first ever Auto Start/Stop function and seven-speed manual transmission in a sports car. Our well-known Porsche Dynamic Chassis Control (PDCC) and the Porsche Torque Vectoring (PTV) are rivalled by other manufacturers. Our quintessence 'Porsche Intelligent Performance' means that we are continuously looking for ways to increase power but lower fuel consumption and emissions at the same time. It permeates the brand on every level.

### **Could you give us a time frame on when the 918 will be offered?**

Production of the 918 Spyder is scheduled for 18 September 2013. The delivery of the initial vehicles will commence in November 2013.

### **Why is Porsche the only sports car that can offer a 10 year warranty? How can your company afford to give such a warranty?**

The standard warranty of every Porsche is two years. We do offer an attractive Warranty extension programme that can be purchased up to 10 years and less than 200,000 km, given that the vehicle fulfils the warranty requirements.

As a manufacturer we can do this, as we are convinced by our quality standards. To give you an idea, from all Porsche cars produced globally over the last sixty years more than two thirds are still on the roads today. This outstanding result derives from the reliability, quality and ground breaking technological advances that we famously incorporate into our cars.

### **How many options can one add to a Carrera? What is the most popular option?**

There are a total of 282 options available for the new 911 Carrera in the GCC markets. However, through Porsche Exclusive we offer an even wider range of further customization leaving almost no limits to create the most personalized car for each customer.

Amongst the top options for the Carrera are the Sports Chrono Package and the Sports Exhaust System. Many customers also like to have the Porsche crest embossed on their head restraints and the car key painted in their exterior colour.

**What is the most unique option that no other manufacturer provides?**

We offer a large variety of exclusive options like for example the very successful Sports Chrono Package, the new G-Force Indicator in the new 911 Carrera models, but also for example the customized and illuminated door entry guards that can even feature your name or your personal design. At the end of the day there is only one unique option that no other manufacturer can copy or offer: The Porsche crest on the bonnet.

**Porsche is known to have very loyal customers to the brand, especially Boxster and Carrera owners, why do you believe you have such loyal clientele?**

Despite the quality and performance our cars deliver, our customers value the everyday usability. Whilst being the sportiest vehicle in each respective segment, our vehicles offer great comfort on the way to the office or the mall with outstanding reliability. Some high-end sports cars are fantastic for a weekend's drive but too uncomfortable or small for everyday use. This is where we are different and the combination of our brand's rich history and outstanding driving performance creates this unique feeling you can only get from a Porsche.

**What would be the characteristic of a typical Porsche owner? What would be the target market of the Cayman and Panamera for example?**

Generally speaking, approx. 65 per cent of our clientele is between 30 and 50 years old. More than 80 per cent of our customers are male but this does not mean that females don't enjoy Porsche vehicles.

Our typical target group is immensely diverse including both young and old, male and female with interest in sports, luxurious goods all the way to aficionados and collectors. Especially in this part of the world there is no such thing as an ordinary customer.

**Many hard core Porsche enthusiasts complain that the company is focusing more on profits and making more luxurious vehicles while losing the 'raw' performance they would see in older Porsches, how would you respond to such claims?**

Every Porsche is a genuine sports car in its own segment and represents a benchmark in terms of driving performance.

To maintain the 'raw' performance we continuously offer high performance special editions, such as the 911 GT2 RS, GT3 RS 4.0 and others.

**"In 2011, Porsche sold 7,949 cars in the Middle East. The Cayenne series is our top seller with 61 per cent model share in 2011."**

**Do you make vehicles that cater to the racers and performance enthusiasts that care less about luxury and comfort?**

Yes, we do. The model range of the 911 is a good example. We offer the Carrera as an everyday sports car which is also very suitable for a day on the race track. On the other hand, models like the 911 GT3 or GT2 RS are dedicated lightweight, high-performance race car compliant with street legal requirements.

One should not forget that Porsche is also one of the top manufacturers of purebred race cars such as the 911 GT3 RSR, the 911 GT3 R and the 911 GT3 Cup in which drivers compete in our exciting GT3 Cup Challenge Middle East.

**"Class act. Please follow."**



**How did Al Nabooda become the world's number one Porsche dealer in the world?**

Porsche Centre Dubai, Al Nabooda Automobiles, sells most vehicles from a single entity. The combination of an excellent business set-up in a prosperous environment and a committed team are contributing factors to this achievement.

**What is the best-selling Porsche in the Middle East?**

In 2011, Porsche sold 7,949 cars in the Middle East. The Cayenne series is our top seller with 61 per cent model share in 2011.

**Porsches are known to have the least price drop in used car sales? How does your company maintain this reputation?**

It is generally known that our products enjoy a high level of desirability.

In addition, we have a defined strategy for Porsche Approved Pre-owned cars with dedicated showrooms in most markets. We enjoy a loyal customer database and a high share of our cars actually return to us in exchange for a new car sale. Hence, we can control the quality of used cars that go back into the market. We make sure they are thoroughly checked and fully refurbished. This means that from a quality and visual perspective Porsche Approved Pre-owned cars are in excellent shape – factors that keep the value of our cars high.

**What is the bestselling colour in the Middle East?**

The top exterior colour in the Middle East is White followed by Silver and Black. At the moment there is a general trend towards brown tones.

**Every new Porsche owner is automatically entitled membership into the UAE Porsche club, what are the benefits of joining the Porsche club?**

This is correct, if you buy a Porsche vehicle in Dubai or Abu Dhabi you automatically get a free Porsche Club UAE membership limited to one year. As a member, owners can attend Club events and enjoy being part of a community of likeminded individuals. The Porsche Club UAE hosts a variety of get-togethers from leisure trips to driver training events.

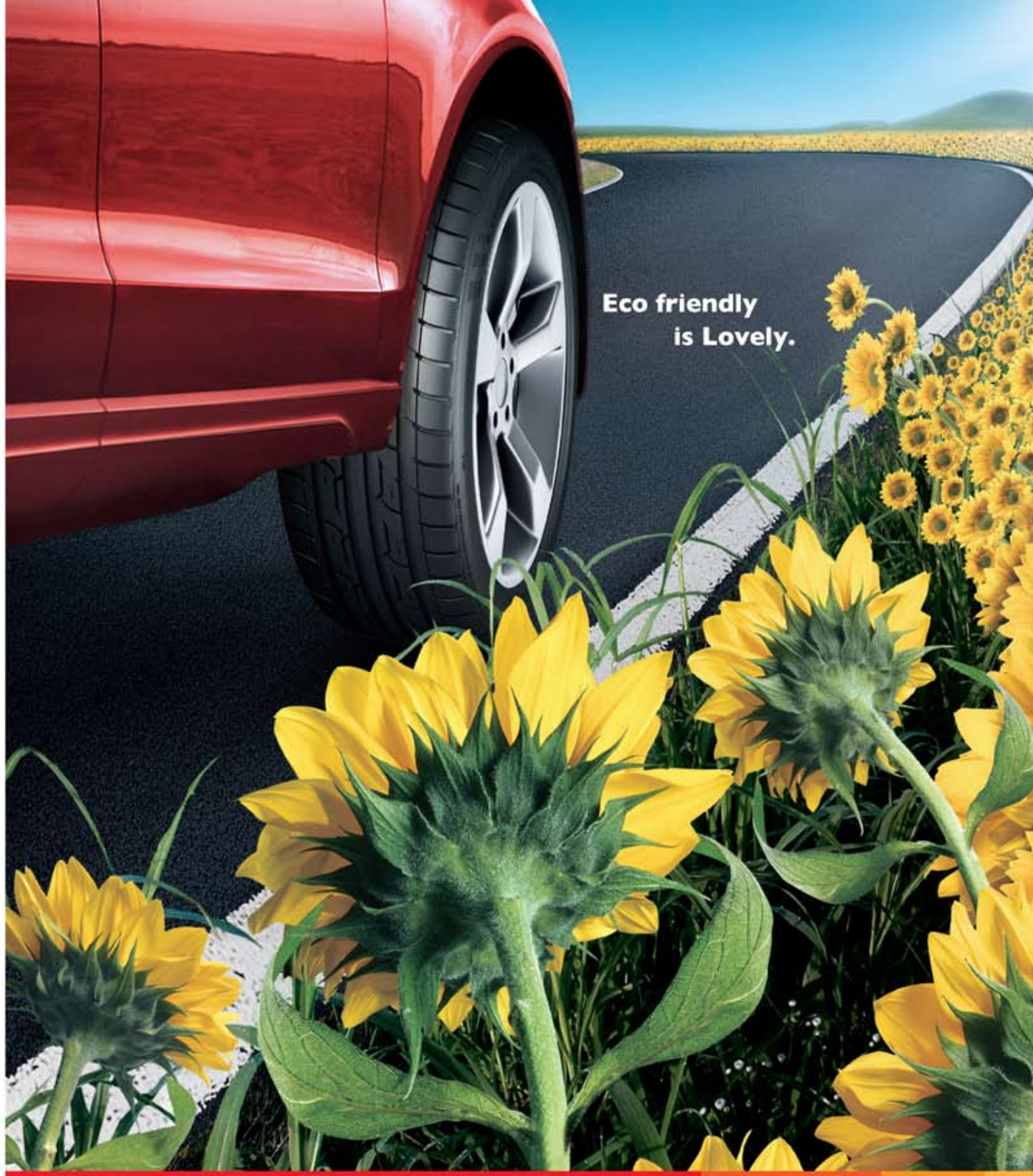
**What car do you drive and why have you chosen this car?**

I currently drive the Panamera S featuring a 4.8-litre naturally aspirated V8 engine with an output of 400 hp. It accelerates from 0 to 100km/h in 5.4 seconds. As a four-seater Gran Turismo it matches the performance of quite a few sporty two-seaters. It's simply a great concept – I can drive my kids to Kindergarten and enjoy a sports car at the same time.

**What would you like our readers to remember when the word 'Porsche' is brought up?**

**"Class act. Please follow."**





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# BRABUS BULLIT COUPE

with 800HP V12

Ultra-powerful, ultrafast and conspicuously inconspicuous: the BRABUS BULLIT Coupe 800, which celebrates its world debut at the 2012 Geneva Motor Show, is built in small-series production based on the two-door Mercedes C 63 AMG model. In place of the 6.3-liter fast-revving V8 that powers the production car, a twelve-cylinder engine in BRABUS 800 V12 Biturbo specification lurks beneath the matte-black exterior. 800 hp (788 bhp) / 588 kW and a peak torque of 1,420 Nm (1,047 lb-ft) propel the BULLIT Coupe 800 to superlative performance: 3.7 seconds to 100 km/h (62 mph), 23.8 seconds from 0 - 300 km/h (186 mph) and a top speed in excess of 370 km/h (230 mph) document the unique know-how of the engineers from BRABUS. BRABUS went into the wind tunnel to engineer the aerodynamic-enhancement components that are part of the equipment of this supercar, as are new 20-inch BRABUS Monoblock R wheels, a sport suspension with customer-selectable ride height and damper rates, a high-performance brake system and exclusive cockpit design. The supercar will sell for an MSRP starting at EUR 378,000. It goes without saying that this car can also be built based on the Black Series C 63 AMG Coupe.

The BRABUS BULLIT Coupe 800 seamlessly continues the tradition of high-performance supercars from Bottrop. Following in the footsteps of the BRABUS BULLIT supercars based on the Mercedes C-Class sedan, which each produced 730 hp (720 bhp) / 537 kW and reached top speeds in excess of 360 km/h (224 mph), the even more powerful BRABUS BULLIT Coupe 800 has now been developed based on the new C-Class Coupe.

Numerous modifications to the reinforced C-Class body were necessary to implant the turbocharged V12 into the engine bay. The BRABUS 800 V12 Biturbo engine is derived directly from the BRABUS E V12 one of ten. For this purpose an up-to-date Mercedes S 600 engine Motor is completely reengineered in the company engine building shop.







To achieve the desired power increase of almost 300 hp over the production engine, the exhaust side had to be newly configured as well. The BRABUS 800 Biturbo system comprises two special exhaust manifolds with integrated high-performance turbochargers, and four water-to-air intercoolers. The stainless-steel high-performance exhaust system with free-flow metal catalysts and driver-controlled butterfly valve also was created specifically for the C-Class Coupe floorpan.

State-of-the-art engine BRABUS test benches were used by the engineers for designing new mapping for engine electronics and on-board diagnostics. The result is maximum power yield while meeting strict current EURO V emission standards.

The BRABUS 800 V12 Biturbo high-capacity engine, which like all BRABUS high-performance engines is lubricated exclusively with MOTUL synthetic motor oil, produces 800 PS (788 bhp) / 588 kW at 5,500 rpm. The peak torque of 1,420 Nm (1,047 lb-ft) is limited electronically in the car to 1,100 Nm (811 lb-ft).

Power is transferred to the rear wheels via an appropriately reinforced seven-speed automatic transmission, which is shifted either automatically or manually via shift paddles on the steering wheel, and a BRABUS limited-slip rear differential with a locking rate of 40 percent. The BRABUS BULLIT Coupe 800 features all state-of-the-art driving dynamics systems such as ABS, ASR and ESP.



The matte-black stealth coupe delivers unrivaled performance: in a catapult start just 3.7 seconds pass from 0-100 km/h (62 mph), 9.8 seconds to 200 km/h (124 mph). The 300-km/h (186-mph) barrier is shattered after 23.8 seconds. Top speed is more than 370 km/h (230 mph).

To be able to attain such extreme speeds while maintaining outstanding directional stability, the aerodynamic properties of the two-door car were modified extensively in the wind tunnel. The supplemental carbon-fiber BRABUS front spoiler reduces lift on the front axle at high speeds. The carbon-fiber lightweight air routers for the air inlets in the front fascia go beyond optimizing the supply of cooling air for radiators and front brakes. These lateral air vents also allow the air streaming through the radiators to exit again as quickly as possible. Another significant contribution to the heat exchange in the engine bay is made by the BRABUS air vents integrated into the front fenders behind the wheel wells.

The BRABUS designers have developed an aerodynamically effective combination of rear wing and diffuser insert for the rear fascia in order to generate more downforce on the rear axle. This carbon-fiber component has cutouts on the right and left side for the dual ceramics-plated design tailpipes of the BRABUS stainless-steel high-performance exhaust system.

The thrilling looks of the BRABUS BULLIT Coupe 800 is rounded out by the new BRABUS Monoblock R wheels. They represent a fresh approach with their unique design that features two times five double spokes arranged on two different plains. While

the posterior plain has a titanium paint finish, the anterior surfaces are polished and coated with a smoke-colored clear lacquer, which lends the wheel a highly individual character. In sizes 8.5Jx20 in front and 9.5Jx20 on the rear axle the BRABUS Monoblock R wheels make perfect use of the available space in the wheel wells. The high-performance tires in sizes 235/30 ZR 20 and 275/25 ZR 20 are supplied by technology partners Continental, Pirelli or YOKOHAMA.

The height-adjustable coilover suspension was custom developed for the BRABUS BULLIT Coupe 800 in cooperation with technology partner BILSTEIN. It features gas-pressure shocks on front and rear axle with ten selectable settings each for bound and rebound for a sporty yet comfortable ride. Sport sway bars reduce body roll during fast cornering to a minimum.

The BRABUS high-performance brake system consists of vented and grooved steel brake discs that measure 380 x 37 millimeters (15.0 x 1.45 in.) and 12-piston aluminum fixed calipers in the front. In combination with vented and grooved steel discs measuring 360 x 28 millimeters (14.2 x 1.1 in.) and six-piston fixed aluminum calipers on the rear axle it easily masters even highest brake loads.

The cockpit of the supercar has a distinctly sporty design. The interior was clad by the BRABUS master craftsmen in the upholstery shop in a combination of black leather and Alcantara to match the outer skin. Red contrasting seams add discrete sporty highlights. This look is rounded out by genuine carbon-fiber components on the dashboard, center console and door trim. Further sporty features are the ergonomically shaped BRABUS sport steering wheel as well as aluminum pedals and shifter.

# INFINITI EMERG-E

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INFINITI EMERG-E is physical proof of Infiniti's intension to produce a bold halo model befitting the brand's promise of Inspired Performance, and also signals an array of exciting new technologies that the brand will adopt in its quest to build dramatic and sustainable high performance cars. INFINITI EMERG-E also provides a fresh expression of Infiniti's design language applied to a high performance, mid-ship sports car for the first time.

INFINITI EMERG-E is also significant for being the first Infiniti that has been developed in Europe. More than that, its advanced technology deliberately draws on the knowledge of suppliers beyond Infiniti's usual base in the quest to uncover the most innovative hardware and the deepest knowledge base. That quest has seen Infiniti become a part of the UK government's Technology Strategy Board initiative, whose aim is to speed the arrival of low carbon vehicles to the roads.



INFINITI EMERG-E is the ultimate expression of Infiniti's inspired performance. This 402bhp (300kW) mid-engined, twin motor, electric motors powered sports car is capable of accelerating from 0-60mph in just four seconds - and from zero to 130mph in a single, seamless 30 second burst. Yet it also operates as exciting, zero emission urban transport over a 30-mile range. And when the range-extender petrol engine functions in concert with its twin electric motors, it produces a CO2 output of only 55g/km (NEDC cycle).

Within its compact 4.464m length the two-seater INFINITI EMERG-E contains a pair of electric motors, a lithium-ion battery pack, four inverters, a three-cylinder range-extending internal combustion engine and a petrol tank. All this is efficiently wrapped within highly aerodynamic, light bodywork characterised by a design fluency that could only come from Infiniti.







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# MINI ROADSTER

The MINI 'family' expands to include an open-top two-seater



MINI is pushing ahead with the rigorous expansion of its model family. The sixth model addition to the range is the MINI Roadster, the first open-top two-seater MINI that is now on sale in the Middle East.

The compact Roadster marks a new chapter in the history of the MINI brand and embodies sportiness and open-air driving fun under the open sky.

Commenting on the launch, Sarah Klippert, MINI Manager in the Middle East, said, "The arrival of the MINI Roadster opens another opportunity for us to grow the MINI brand even further, and make it accessible to a wider customer audience. MINI has achieved such phenomenal success over the years making it the most successful small premium car brand in the world. We have achieved this through creating outstanding and fun cars: respecting tradition and at the same time, meeting the demands of today's customers who are looking for something different and fun to drive. The new MINI Roadster is a great example of this successful strategy."

## Sporty, irresistible – typically MINI

Even with the roof closed the MINI Roadster displays an elegant, sweeping silhouette, with the transition from soft-top to rear end highlighting its characteristic three-box design particularly clearly. At the same time, the new model wears its brand identity on its sleeve thanks to unmistakable design features like the hexagonal contours of its radiator grille, chrome trim strips and surrounds, large circular headlights, vertically stacked rear lights positioned on the outer extremes of the rear end, and the eye-catching surrounds of the side indicators on the front side panels.

To further highlight the new Roadster's edgy look, a range of two non-metallic and six metallic paint shades will be available for the exterior of the MINI Roadster while the roof remains in black in keeping with British roadster tradition. Sport Stripes, available in three colours for the bonnet, boot lid and rear apron, allow owners to add an extra personal touch.

## Individual Looks

The eye-catching interior showcases the customary MINI variety of seat and upholstery variants including ultra exclusive piped sports seats in the colour shade Toffy. Added to which, black sports seats are also available in Punch Leather with beige-coloured perforations. Trim strips can be ordered in any of six variants, while an extra Chili Red option is also offered for the MINI John Cooper Works Roadster. A choice of five Colour Lines is also available, and MINI lovers may likewise choose to explore the additional, extremely exclusive interior design options offered by the MINI Yours range.

The MINI Roadster underlines its premium character with a high-quality range of standard equipment. Levels of comfort and individuality can be further enhanced by specifying attractive options such as Xenon Adaptive Headlights, black headlight housing, Comfort Access and the Always Open Timer. And the MINI Roadster also offers in-car use of innovative MINI Connected infotainment and communications functions.

## The ultimate go-kart feeling.

The latest generation 1.6 litre, four cylinder engines with TwinPower Turbo technology will be available as the John Cooper Works (211hp), Cooper S (184hp) and Cooper (122hp)

Joining the MINI Hatch, MINI Cabrio, MINI Clubman, MINI Countryman and the MINI Coupé, the new MINI Roadster is the sixth family member in the MINI portfolio and is now available from all MINI importers across the region.





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# THE NEW ASTON MARTIN VANTAGE RANGE



The Aston Martin Vantage range continues to evolve with a comprehensive array of improvements to the V8 Vantage aimed at enhancing the dynamic feel, style and competitive pricing of the marque's entry-level sports car. There are also changes at the top-end of the Vantage range with the new and ultra-exclusive V12 Zagato assuming the role of flagship when it enters production later this year.

In the most comprehensive programme of enhancements since 2008, the revised 4.7-litre 420bhp (426PS/313kW) entry-level V8 Vantage features a raft of improvements first seen in the critically acclaimed Vantage S. The standard six-speed manual transmission remains, but the optional six-speed Sportshift™ automated manual transmission has now been replaced with the seven-speed Sportshift™ II. With an additional gear, closer ratios, lower final drive and a quicker, refined shift quality, this new gearbox – designed and manufactured specifically for Aston Martin – provides faster and more precise shifts, optimises acceleration and delivers a sporting driving experience.

Further dynamic enhancements centre on the V8 Vantage's chassis, which features developments from the Vantage S. Quicker steering, bigger brakes and wider tyres have all been fitted to further enhance the V8 Vantage's class-leading poise and make it even more responsive and exciting to drive. A new steering column installation, re-valved power-steering pump and a quicker ratio of 15:1 compared to 17:1 on the previous model ensure the new V8 Vantage steers with even greater precision, handles with more agility and provides more feedback for a completely engaging drive.

Stopping power and pedal feel have been significantly increased thanks to new 380mm two-piece ventilated cast-iron front discs and six piston callipers. This new braking system also includes Hill Start Assist (HSA) for more precise control on steep inclines. The V8 Vantage also comes with tires that are 10mm wider than the outgoing model. Not only does this increased contact area improve the V8 Vantage's already prodigious levels of road-holding, but it allows the more responsive steering and stronger brakes to be fully exploited.

To reflect its enhanced performance the V8 Vantage has received a number of styling changes inspired by the Vantage S and N400 limited edition. At the front a lower bumper – complete with aerodynamic splitter – houses a larger air intake that feeds the engine and front brakes. At the rear a diffuser creates added drama and function, while sculpted race-derived side sills complete the V8 Vantage's more muscular look.

Carbon fibre detailing of the Vantage S's motorsport-derived aerodynamic package makes a discreet and highly appealing visual distinction from the V8 Vantage, while inside the 'S' variant features a sumptuously trimmed interior that demonstrates Aston Martin's unique ability to combine the craftsmanship of traditional hand-stitched leather upholstery with striking modern design. The company's fully integrated satellite navigation system developed in conjunction with Garmin is now fitted as standard along with Bluetooth and cruise control.

Production of the sensational V12 Vantage continues unchanged; this acclaimed model delivering its unrivalled blend of extreme performance, exclusivity and practicality in one unique package. Powered by a 6.0-litre V12 engine producing 510 bhp (380 kW / 517 PS), and 570 Nm (420 lb ft) of torque, this remarkable evolution of the Vantage has a top speed of 190 mph (305 km/h) and 0-62 mph (0-100 kph) time of 4.2 seconds while its uniquely thrilling character distinguishes it from the rest of the range.

Racing is in Aston Martin's DNA and the Vantage is at the forefront of Aston Martin's motorsport activity. The Vantage first went racing in 2006, when Aston Martin's CEO Dr Ulrich Bez and members of the company's engineering department took a near-standard V8 Vantage to the gruelling Nürburgring 24 hour race. Since then GT4 versions of the V8 Vantage have become a force to be reckoned with, spawning one-make race series and winning their class in Dubai, Nürburgring, Silverstone and Spa 24-hour races. For 2012 Aston Martin Racing is stepping up a gear with the new V12 Vantage focused race car. Currently undergoing an extensive test programme this spectacular new racing car will be in action throughout the 2012 season.

Combining iconic styling, thrilling performance, true craftsmanship and exclusivity the revitalised Vantage range boasts unprecedented breadth and appeal. The revised V8 Vantage together with the rest of the range is available to order now from Aston Martin's global dealer network.





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# The new Carrera 991 tuned by Lumma Design



Tuning a Carrera always represents a challenge; after all, everyone knows the design of a Porsche. At the 82nd Auto-Salon exhibition in Geneva, the Lumma Design presented the CLR 9 S for the first time. With its aerodynamic package, Beautifully designed light alloy rims and an attractive interior, the Lumma Design CLR 9 S is the perfect alternative for sporty drivers who want to experience an exclusive sportscar. At any time.

Paying close attention to detail, Lumma Design has tuned the 991-generation Porsche Carrera S with their CLR aerodynamic components. From the moment you first lay eyes on it, the front spoiler lip with integrated cup-spoiler sword emphasizes the sportiness of the new "eleven series". Combined with the CLR-design front grill frame, this gives the Lumma Design CLR 9 S a very unique appearance. Furthermore, the stylish headlights add embellishment to an understated frame design. The overhanging fenders at the rear of the CLR 9 S are further emphasized by a three-part spoiler lip. The spoiler is not only persuasive in terms of its design, it also provides increased down force at the rear axle. This vastly improves the handling at high speeds. Together, the aerodynamic components from Lumma Design integrate harmoniously with the form and lines of the CLR 9 S sportscar.



The sportscar is made all the more aesthetically pleasing by the installation of a Lumma Design four-pipe sports muffler made from a high-quality V4A-alloy and the matching tailpipes with a 90-millimeter diameter. The tailpipes, with their unique "pipe-in-pipe" design are also available individually, just like the CLR 9 S aerodynamic components, which are produced in OEM quality. The Lumma Design rear sports muffler is also available with valve control, which produces the gritty flat engine sound in an even more dynamic fashion. Coming soon: CLR 9 S aerodynamic kit in a Light-Weight Full-Carbon Edition. An attractive exterior racing stripe kit is now available for the Lumma Design CLR 9 S.

## Striking Customized Wheel Designs

Lumma Design has already introduced three unique light alloy rims at the 82nd Auto-Salon exhibition in Geneva. The so-called 'technology wheel' from the Lumma Edition "GS/R" Edition Sports Rims range is a forged light-metal alloy rim. With a weight of just 9.4 kilograms in the 9 x 20" version and 11.4 kilograms in the 12 x 20" variant, the "GS/R" forged rims are truly lightweight. The ultra-light forged rim is available in silver and black, although customized surface finishes in other colors are available upon request. The wheels of the Lumma Design CLR 9 S measure 9 x 20 inches at the front and 12 x 20 inches at the drive shaft. High-performance tires measuring 245/30-20 and 305/30-20 are installed at the front and rear respectively.

The so-called design wheels of the "GS" Monoblock and "RS-C" Sports Rims Editions are also available as an option. The 9 and 12 x 20 inch and 245/30- and 305/30-20 wheel/tire combinations are used on the Lumma Design CLR 9 S for these sets of light alloy rims as well. It should be noted that the "RS-C" design wheel is a multi-part light metal rim with a durable stainless steel outer bed.

## Sportiness – exclusively presented

High-quality materials, traditional saddlery and the finest craftsmanship form the basis for a complete interior range. With the CLR 9 S the sportscar tuner has gone one step further. A full leather interior – perfect down to the very last detail – that combines red leather and black alcantara. Through the targeted use of embossed carbon leather on the seats, Lumma Design highlights the perfect craftsmanship of their interior design. The bi-color finish in leather and alcantara is flattering to the dashboard, sports steering wheel, roof, door panels, central console and the many other interior features. It quickly becomes apparent that only the aluminum pedals and the white instrument panel contain no leather or alcantara. Door sill panels made of aluminum, with leather-trimmed velour mats and interior panels in embossed carbon leather round off the range of sophisticated accessories from Lumma Design. These accessories are not only made from high-quality materials, but also fulfill useful functions. As such, the aluminum pedals are fitted with rubber studs, rendering them highly slip-resistant. An alcantara covering lends additional grip to the ergonomically designed sports steering wheel. This will primarily benefit sports drivers, who enjoy driving with racing gloves. With the worldwide premiere of the Lumma CLR 9 S at the Auto-Salon exhibition in Geneva, Lumma Design have managed to completely modify a 911 while remaining true to Porsche's design.





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# Evolution of an apex predator

## The potent new superlight SL 63 AMG



With the latest generation SL-Class from Mercedes-Benz exciting open top car lovers with news of its super lightweight, all aluminium body and impressive driving stats, the unbearable anticipation of automotive purists to witness AMG's take on the impressive new roadster has now been answered with the announcement from Affalterbach of the potent new SL 63 AMG – expected to hit Middle Eastern shores this summer.

The SL has continued to evolve with every new generation over the 60 years since the original was conceived. The latest creation from Affalterbach proves to be the pinnacle of this evolution, with the high performance division of Mercedes-Benz spawning a superlight, powerful, and furiously nimble new SL 63 AMG that continues to outperform all others in its class. Systematic lightweight construction, a boost in output and driving dynamics, and 30 percent lower fuel consumption and emissions are among the many features in its arsenal.

An all-aluminium bodyshell similar to that of the iconic SLS AMG super sports car reduces the roadster's weight by around 125 kilograms, allowing for a kerb weight of 1845 kilograms. Combined with the tectonic plate bothering AMG 5.5-litre V8 'biturbo' (twin-turbocharged) engine - delivering for the first time a choice of 537 hp or 564 hp - the new model has the perfect recipe for unparalleled dynamism and supreme driving experience.

Performance is further boosted courtesy of a winning combination of enhanced AMG sports suspension based on Active Body Control (ABC), new AMG speed-sensitive sports steering, the AMG high-performance compound brake system and the AMG SPEEDSHIFT MCT 7-speed sports transmission. An enticing mix of stylish design, extensive standard equipment and a high safety level.



Frank Bernthaler, Director, Sales and Marketing, Mercedes-Benz Cars, Middle East & Levant said: "The new SL 63 AMG is yet another masterpiece from Mercedes-AMG. Be it driving dynamics, lightweight construction or efficiency – the SL 63 AMG represents a giant leap forward from its already class leading predecessor. Following on from the SLS AMG Roadster and the SLK 55 AMG, it now makes our unrivalled roadster family practically complete."

The AMG 5.5-litre V8 'biturbo' (twin-turbocharged) engine delivers 537 hp and 800 Nm of torque. If the AMG Performance package is specified, these figures rise to 564 hp and 900 Nm – more power than any other competitor in this segment.

The result is high-calibre performance, as underlined by the bolt from 0 to 100 km/h in 4.3 or 4.2 seconds, and to 200 km/h in 12.9 or 12.6 seconds respectively. Top speed is 250 km/h (electronically limited), although this rises to 300 km/h (likewise electronically limited) with the AMG Performance package on board.

The eight-cylinder powerplant with the abbreviation M 157 features a combination of innovative high-tech components for high power output,

and it delivers exemplary, low fuel consumption. In addition to spray-guided direct petrol injection, the engine boasts an all-aluminium crankcase, twin turbochargers, four valves per cylinder with camshaft adjustment, air/water intercooling, alternator management and an ECO start/stop function. The weight-optimised AMG sports exhaust system with two chromed twin tailpipes produces a distinctive engine sound.

NEDC combined consumption comes in at 9.9 litres per 100 kilometres for both power outputs – a full 4.2 litres or 30 percent lower than for the outgoing model.



the only negative side of it



# Chevrolet COPO Camaro Goes From Concept to Production

Stock Eliminator drag racer the quickest Camaro ever offered by Chevrolet



Chevrolet will build 69 COPO Camaros for 2012, the brand's first purpose-built Camaro drag-racing specialty car designed to compete with the quickest in NHRA's Stock Eliminator and Super Stock classes. National records for quarter-mile times in these contests are in the nine-second range.

As such, the COPO Camaros are expected to be the quickest Camaro ever offered by Chevrolet.

"The COPO Camaro is going to shake up the sportsman drag racing ranks this summer and give Chevy fans a great new reason to cheer on the Bowtie," said Jim Campbell, GM U.S. vice president of Performance Vehicles & Motorsports. "COPO builds off the strengths that have made the Camaro the best-selling sports car in America. And while it was developed strictly for the drag strip, the COPO Camaro is infused with the same performance pedigree that every Camaro shares."

The 69-car production for the 2012 COPO Camaro matches the number of "ZL-1" COPO Camaros made in 1969. COPO stands for Central Office Production Order and was Chevrolet's special-order system in used by dealers to build high-performance models in the 1960s.



The new COPO Camaros will be built using factory "body-in-white" body structures produced at the Oshawa, Ontario plant that manufactures regular-production Camaros. They are the same body-in-white body shells available to all racers under Chevrolet Performance part number 19243374.

## Highlights of the new COPO Camaro program include:

- A sequenced build number matched to the engine but sold without a Vehicle Identification Number and cannot be registered for highway use
- Three racing-class engine are available, including a naturally aspirated 427 (7.0L) and two supercharged 327 (5.3L) V-8 engines
- Engine assembly at GM's Performance Build Center, where the buyer can opt to participate in the engine assembly similar to Chevrolet's Corvette Engine Build Experience and the Chevrolet Performance Build Your Own Crate Engine programs
- Engines pairing with a Powerglide automatic transmission designed for drag racing
- Five colors: Flat Black, Summit White, Victory Red, Silver Ice Metallic and Ashen Gray Metallic
- A COPO graphics package similar to the one introduced on the concept vehicle available in Metallic White, Semi-Gloss Black, Inferno Orange Metallic and Chevy Racing Blue
- Pricing starting at \$89,000
- A special collector's package offering the purchase of all three engines with the COPO Camaro including one installed in the car at delivery – with each engine serial number matched to the car

## Selection process

The COPO Camaro concept was first shown at the 2011 Specialty Equipment Market Association (SEMA) show in Las Vegas, where the overwhelming response by more than 2,000 racing enthusiasts shaped the decision to produce a limited number of COPO Camaros.

To ensure fair access to the limited number of COPO Camaros, an independent third party was used to identify the first individuals who would be offered the opportunity to buy one of the new COPO Camaros. Those selected will receive a confirmation letter with instructions on how to fulfill the purchase contract, choose the engine option for their intended racing class, and take delivery.





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auto fact

Your car steering wheel is probably 5 times more dirty than public toilet's seat.

# Siemens, Volkswagen and Rotana clean the desert with 260 volunteers

## 1000kg of litter collected during public awareness campaign

Two world-class German brands, Siemens and Volkswagen, and Rotana, the leading hotel management company in the Middle East and Africa, took part in the 'Clean the Desert' campaign as part of an environmental awareness drive focusing on the littering problem in the desert and the effects poor disposal of trash has on local wildlife.

The event, which took place on Saturday 17 March, saw 260 volunteers from Siemens, Volkswagen, Rotana and the general public, who registered on the Volkswagen Middle East "Think Blue" facebook page; embark on a cleaning spree which resulted in 1000kg of trash being collected during the one day event.

Commenting on the success of the initiative, Stefan Mecha, managing director, Volkswagen Middle East said: "I am delighted that the 'Clean the Desert' campaign resulted in 1000kg of rubbish being collected by volunteers from all parties involved in this initiative. Through the Volkswagen Middle East "Think Blue" page more than 350 people registered their interest in supporting the 'Clean the Desert' initiative. It is very encouraging to see the commitment the general public has in supporting environmental issues and this is the first of many campaigns, as part of "Think Blue", which will focus on the wider environmental responsibility Volkswagen Middle East has to the region. I would like to thank Siemens and Rotana for joining forces with Volkswagen and to all volunteers that made this day a great success."

The trash collected will be disposed of in a safe and environmentally friendly manner by Averda Environmental Services, which specialises in turning waste into a resource.

"The desert has provided the lifeblood of the Middle East since the dawn of time, so it is critical that campaigns such as 'Clean the Desert' turn out to be a success because they help promote greater environmental responsibility in the community and subsequently the preservation of our ecosystem," said Erich Kaeser, CEO of Siemens in the Middle East.

"Siemens has been present in the region for 150 years, so we understand the importance of taking care of the local desert environment and keeping it intact for generations to come. The initiative was a great success and we are committed, along with our partners, to organise more events of this kind and play our role in keeping the desert clean," Kaeser said.

Thomas Tapken, Area Vice President, Rotana Dubai & Northern Emirates said: "We are extremely pleased with the outcome of this initiative and this is one of the environmental activities Rotana strongly supports. Rotana properties in Dubai & Northern Emirates were actively involved with more than 200 of our colleagues volunteering in this noble cause. We place great importance on corporate social responsibility and the 'Clean the Desert' campaign is definitely an environmental priority, and one of our many ways to help save the Earth."

"The campaign was a great success and I would like to thank all supporting parties including PlasticNotSoFantastic initiative, the online community expataktuell.de, Averda Environmental Services, KTM and Uschi Musch's camel farm," concluded Mecha.





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BENTLEY REVEALS

# EXP 9 F

A Pinnacle Luxury Performance Suv Design Concept

Bentley has offered a vision of the future with a dramatic new Sport Utility Vehicle concept, EXP 9 F, at the Geneva International Salon d'Auto. The Company's designers and engineers have created a compelling new take on the Grand Touring Bentley - a vehicle that feels equally at home at an opera gala performance, on the sand dunes and the overtaking lane of the autobahn.

Unmistakably a Bentley - yet a Bentley like none before it - the EXP 9 F could herald a third Bentley model-line alongside the bespoke Mulsanne and the high performance Continental GT, GTC and Flying Spur.

Today a global luxury brand with a network of 160 dealers from Shanghai to Beverly Hills, Bentley has an increasingly diverse customer base spanning every continent. For many customers, a dramatically styled, Bentley all-wheel drive SUV which combines a spacious, versatile cabin and commanding driving position, with Bentley's hallmark power, performance, advanced technology and hand crafted luxury, would be a natural choice both on and off-road.

"We are very excited by the potential of a high performance, ultra-luxury Bentley SUV. We know that many Bentley customers already own SUVs, admiring their style, luxury, performance and versatility. With EXP 9 F, Bentley is making a clear statement of intent that we have both the expertise and desire to meet and exceed their expectations." Wolfgang Dürheimer, Chairman and Chief Executive, Bentley Motors.

## BOLD, DYNAMIC, SPORTY DESIGN

- Key Bentley styling cues re-interpreted for EXP 9 F with innovative detailing

- Sculptured flowing surfaces emphasise power, muscularity and robustness

From a designer's perspective, EXP 9 F was a dream project, the chance to create a completely new type of Bentley. From the very beginning, the design team had a clear vision for the new Bentley SUV, as Dirk van Braeckel, Director of Design, explains:

"EXP 9 F had to represent the absolute pinnacle of the sport utility sector, setting a new benchmark for this type of vehicle. The style had to reflect Bentley's sporting character despite its radically different package and purpose together with sculptured, flowing surfaces in keeping with the Bentley tradition."

A new class of Bentley allowed the styling team to adopt a more progressive design approach. The exterior is a bold, dynamic statement, combining clean, muscular surfaces with signature character lines, while retaining the qualities of luxury and power - a pure Bentley.

Key Bentley cues such as the matrix grille, round lamps and the strong power-line and haunch along each flank are reinterpreted for EXP 9 F. The 'hewn from solid' design language and innovative detailing, emphasise the robust character of this high-luxury SUV.

The designers were inspired not only by the more functional nature of EXP 9 F but by the 'visible engineering' of the famous Blower Bentleys. For example, the day-time running lamp apertures also act as the charge cooler air intakes for the twin-turbo W12 engine, each with a dramatic, mesh-covered turbine fan design and 'rifled' inner surface finish.

The turbine theme continues with the stunning 23-inch alloy wheels, the design of which complements the sculptured coachwork. The multiple spokes are reminiscent of the shape of turbine fan blades while the centrally mounted wheel nut is a visual reference both to Bentley's Le Mans racers of the 1920s with centre-lock spinner and to the single nut found on the modern-day Speed 8's high-tech racing alloys.



At the rear, the swooping lines of the tailgate avoid utilitarian overtones in favour of a distinctly sporting profile, while the ultra-wide, two-part split tailgate offers a high level of versatility when grand touring. The bold design language of EXP 9 F is complemented by twin exhaust tailpipes with 'rifled' inner surfaces, their elliptical shapes echoing those of the rear light clusters.

The rear lights are inspired by the forms and details of fighter jet engines, uniquely designed so that they glow from within, spreading their light outwards.

#### **INTERIOR – A FUSION OF LUXURY WITH UTILITY**

Bentley is renowned for its fusion of extremes – technology and craftsmanship, luxury and performance – and the interior of EXP 9 F expresses the resolution of apparent opposites in its use of materials, techniques and technology, as Dirk van Braeckel explains:

"The challenge for the interior design team was to create a cabin which provides a blend of luxury and utility. The result is a light and airy environment with a commanding view of the road and a versatile layout which showcases Bentley's craft and design language in an innovative and contemporary way."

Traditional handcrafted elements such as wood, leather and polished metals such as aluminium, bronze and gunmetal are used to create a sense of British luxury, yet the way they are used sets a fresh and contemporary interior ambience. Soft-touch leather contrasts with highly durable surfaces with the concept car design experimenting with the use of saddle leather for the seat backs, top roll and loadspace – while analogue bezels and dials are paired with TFT 'virtual' instrumentation.

Even the luxurious silk wool floor mats are reversible – with one side finished in durable, ribbed saddle leather for use when the driver and passengers are dressed for the great outdoors.

The upright dashboard design features a full-width, one-piece wood veneer with a subtly negative surface and instruments with a configurable display. Traditional Bentley 'bulls eye' vents have a 'rifled' gunmetal inner surface for a more contemporary and functional appearance. The centre console is a blend of functionality and supreme ergonomics with dynamic, architectural layers which help to create a central spine to the cabin. The frame of the console is also a structural component with integrated, sculpted grab handles.

The flowing roof design with a panoramic glass panel is inspired by the roll cages of rally cars, expressing both strength and lightness.

Rear seat passengers can choose between business mode, with generous legroom complete with fold-down keyboard and full internet connectivity via an iPad or tablet or a more reclined position with powered footrest, drinks table and an infotainment screen for movies. When the rear seats are not in use, they can be powered forward to create a larger loadspace for sports equipment or luggage.

The EXP 9 F seating is 4+1, with a rear armrest lifting to reveal a cooled compartment for champagne and glasses. Seats feature a diamond-quilted 'shoulder line' in soft-touch leather, echoing the traditional appearance of a British field sport jacket.



At the rear, the lower section of the two-piece tailgate may be used as a viewing bench or picnic table. Bespoke picnic hampers are stowed neatly to either side of the loadspace when not in use, but are located on rails for easy access. An awning extends over the tailgate to protect those seated there; two umbrellas fit either side of the rear luggage area for when the rain clouds sweep in.

#### **COMMANDING DRIVING POSITION AND CONTROL ARCHITECTURE**

As befits a Bentley, the EXP 9 F design concept features a near-infinite choice of driver information and entertainment options. However the design and electrical engineering teams sought to avoid creating a cluttered or confusing driver and passenger environment, presenting only the information that each user needs, when they need it.

As a result, EXP 9 F places key driver information such as 3D navigation in a central TFT panel directly in the driver's line of sight, where it is flanked by two analogue reverse-read dials. Meanwhile controls that are shared between driver and front seat passenger, such as cabin temperature, air vents and entertainment are presented in the central touchscreen and console. The TFT screen deploys from the full-width metal trim to provide a fully integrated extension to the glass surface of the centre console.

Three different driving modes – Comfort, Sport and Off-Road – are selectable according to the road environment and type of journey. Thus the driver information TFT panel would be able to switch between satellite navigation on the motorway to a 'sump cam' when negotiating a bumpy track.

#### **BENTLEY POWER AND PERFORMANCE**

Although the EXP 9 F concept is based around the Bentley 6.0 litre, twin-turbocharged W12 engine with an 8-speed transmission, both the company's recently-launched 4.0 litre, twin-turbocharged V8 or a hybrid drivetrain could meet the performance requirements of a pinnacle luxury SUV.

Whilst EXP 9 F is primarily intended to investigate new design territory – and all drivetrain options remain under consideration – any Bentley SUV would offer the thunderous performance the marque is renowned for. The W12 6.0 litre powertrain, for example, could develop 600bhp and 800 Nm of torque with key performance indicators like the top speed and 0-60mph sprint time all setting new benchmarks for the SUV sector.

#### **EVALUATION, REFINEMENT AND FUTURE PLANNING**

When the first generation Continental GT was unveiled in 2003 it represented the renaissance of Bentley as a global luxury icon, subsequent launches such as Mulsanne, Continental Flying Spur saloon and the new Continental GT have seen the Bentley brand growing from strength to strength.

Customer and public reaction will be analysed following the unveiling of EXP 9 F at Geneva 2012, with the aim of refining the concept further. Above all, Bentley will be listening carefully to the reaction of customers and potential customers throughout the world, prior to making any definitive commitment to production.

"A Bentley Grand Tourer doesn't necessarily have to be a coupé, a convertible or a saloon – it could equally well be an SUV. What's important is that it should be true to Bentley's brand values and in line with the desires and needs of our customers." – Alasdair Stewart, Member of the Board, Sales and Marketing.





## MANSORY customises the McLaren MP4-12C to create a work of art

Deeply rooted in the MANSORY philosophy is the motto of always supplying prized automobile possessions. With the customised McLaren MP4-12C, the luxury manufacturer from the Bavarian town of Brand has once again succeeded in delivering another such highlight, just in time for the Geneva Motor Show 2012.

In particular the body package makes it clear that MANSORY wanted to differentiate itself significantly from the series vehicle. Besides design elements such as the ultralight bonnet with exposed carbon-fibre sections or the proprietary daytime driving lights, a number of targeted measures deliver a boost in aerodynamics.

Be it the roof, the front or rear apron, the mirror housing, or the wings, which widen the vehicle by 60 millimetres, all components are made of carbon fibre and hardened in the autoclave under high pressure and temperature. This high-tech process brings some impressive benefits: Both the acceleration values and the braking distance and fuel consumption are improved by the reduction of the vehicle's weight. Furthermore, the newly designed side sill set steadies the airflow between the two axles. A wing profile, in combination with the diffuser, delivers greater contact pressure on the rear axle.

The improved agility and handling that this delivers provides scope for increased performance. Here, too, MANSORY applies its considerable expertise. MANSORY offers the centrepiece of its customisation programme with a powerful performance enhancement. The upgrade includes a high-performance exhaust system, a new engine-management system and a sports air filter with increased air throughflow.

The combination of these components results in a power of ca. 670 PS / 493 kW at 7,100 rpm (series: 608 PS / 447 kW at 7,000 rpm). At the same time, the maximum torque climbs to an imposing 675 Nm, which is available in the range 3,000 to 6,500 rpm (series: 600 Nm at 3,000 – 6,500). After modification, the top speed is 353 km/h.

In line with the McLaren's dynamic new presence, MANSORY fits the two-seater with striking light-metal wheels. Manufactured using forging technology, these wheels are ultralight and especially robust. On the front axle, the selected wheel-tire combination is 9.0Jx20-inch with tires of the size 245/30ZR20. At the rear, 11Jx21-inch rims are paired with 305/25ZR21 tires.

The finest materials are used in the interior, giving occupants a feeling of the utmost comfort. The leather of the MANSORY's interior is treated by master craftsmen and is both especially hardwearing and extraordinarily soft. Only flawless natural hides are fitted in the interiors and stitched with contrasting thread by the in-house saddlery. The newly designed airbag sports steering wheel, the aluminium pedals and the real carbon-fibre elements complete the exquisite overall feel in the McLaren MP4-12C. MANSORY achieves the perfect symbiosis of sports functionality and luxurious ambience.





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## Ferrari California with new **handling speciale** package



The Geneva motor show saw the official debut of the new version of the Ferrari California, production of which has already commenced, with a reduction of weight of 30 kg and an increase in power output of 30 CV.

The Ferrari California's GDI V8 now delivers 490 hp with maximum torque of 505 Nm at 5,000 rpm, thanks to new exhaust manifolds and engine mapping. The torque curve has also been modified and is higher across the engine's generous rev range. Cutting-edge aluminium fabrication techniques and construction technologies used by the Scaglietti Centre of Excellence in the manufacture of the Ferrari California's chassis, have led to an overall reduction of 30 kg in the car's weight without impinging in any way on its structural rigidity and performance.

These enhancements have improved the Ferrari's California's performance, reducing its 0-100 km/acceleration time to 3.8 seconds. This heightens its sporty feel without detracting from the mission and character of a car that has won universal acclaim for its performance and exceptional versatility resulting from its retractable hard top and 2+ seating. To meet the needs of clients desiring a more dynamic, yet not overly extreme, driving experience, an optional Handling Speciale package has been developed which encompasses modifications to the suspension set-up that minimise body roll and make the car even more responsive to driver inputs.

The Handling Speciale package includes Magnetorheological dampers controlled by an even faster ECU (~50% response time) running patented Ferrari software. The package also features stiffer springs for more precise body control combined with a comfortable ride. Lastly, the California benefits from faster turn-in with smaller steering wheel angles thanks to a new steering box with a 10 per cent quicker steering ratio.

All these new features combine to underscore the California's sporty prowess without affecting its high-performance grand touring vocation – an achievement very much in line with Ferrari's DNA.

The technical features are matched by a new, even more extensive choice of colours developed by the Ferrari Styling Centre, including two-tone finishes, three-layer paint technology and modern re-interpretations of classic colour schemes which increase the exclusive personalisation possibilities even further. In addition, the Ferrari California benefits from the free seven-year standard maintenance programme.

The availability of the lighter and more powerful vehicle, along with the optional Handling Speciale package, varies according to each market with first deliveries scheduled for Europe.



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## The 2012 Middle East Motor Tuning Show at the Expo Centre Sharjah

The show was opened by H.E. Sheikh Salim Bin Abdu Rahman Al Qassimi, Director of the Sharjah Ruler's Office. The opening ceremony was attended by Mr. Ahmed Mohammed Al Midfa, Chairman, Sharjah Chamber of Commerce and Industry, Mr. Saif Mohammed Al Midfa, Director-General, Expo Centre Sharjah; government officials, industry representatives and guests.

"What fuels the regional car customization and tuning industry is the unique combination of the increasing sales of luxury cars and the boundless passion of their owners to make their vehicles stand out from the rest on the roads and the parking lots. With robust car sales in 2011 and the prospects looking brighter for 2012, the tuning industry is in for a rollicking time," said Mr. Ahmed Mohammed Al Midfa.

Jostling for the attention of petrol-heads is a series of exciting events that tested their creativity, customization, driving and drifting skills. Setting the tone for the high-adrenaline show, the opening day saw the unveiling of the winning airbrushed car and design, which was chosen by online voting.

As the Al Ghandi Customs team got on with their job of carrying out the design live on the car, the activity became the centre of the attraction, adding a dash of colour and creativity to the region's premier tuning show.

Another activity that had generated great excitement among auto enthusiasts is the drifting arenas, offering them an opportunity to show off their skills in 4x4 and saloon car drifting.

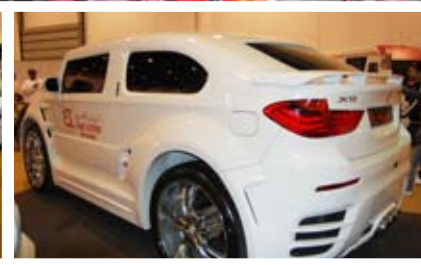
"The popularity of drifting is growing fast in the country and the region. Through the two drifting arenas, we aim to give enthusiasts a platform to showcase their skills in a safe environment," said Mr. Roman Gavrilin, Project Manager, Expo Centre Sharjah.

A three-day long activity that was sure to attract customization lovers also got under way on the opening day of the show - live modification of a pickup truck. Professionals from G-Force Garage began their work in front of an audience eager to know how to go about getting a new look for trucks.

Apart from these activities, the show was featuring luxury sport cars, modified vehicles, racing vehicles, spare parts and components for car modification, bodykits and airbrush designs, tires, high performance lubricants, car audio and multimedia, tuning clubs, specialist technical publications and accessories.











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# Tire Safety and Eco Station

Bridgestone committed to making region's roads safer with second GCC-wide tire safety campaign



Bridgestone Middle East & Africa FZE announced details of its second annual 'Tyre Safety and Eco Station' (TSES) campaign which urges the region's drivers to check their tire pressure and tread to enhance drivers' safety and reduce the incidence of road traffic accidents. The fun and educational family campaign which was launched in 2011, will tour once again the six GCC states stopping in a leading mall in each of the countries visited.

"The results of the survey that we conducted with 5,000 GCC drivers during the 2011 Bridgestone TSES campaign were alarming, and demonstrated how many people are unaware of the key role tires play for keeping a vehicle safe while driving" commented Shoichi Sakuma, President of Bridgestone Middle East & Africa. "A third of GCC drivers did not know the correct air pressure for their vehicles' tires, and more than half didn't know what a tread wear indicator was. All these people were putting their life, and the lives of their families and other drivers, in danger, simply because they didn't properly check and maintain their tires".

Driving with worn-out or damaged tires or with incorrect air pressure has serious safety implications. At the Bridgestone 'Tyre Safety & Eco Station', people will have the opportunity to learn how to properly check tire air pressure, tread wear, and other important tire safety measures which enhances safety while driving.

The Bridgestone Tyres Safety and Eco Station campaign will kicked off in Qatar on 15th of March and will then continue its roadshow stopping in Oman and Bahrain in April, in Kuwait and Saudi Arabia in June and finally in the UAE in July.

"The Bridgestone TSES campaign conducted between February and June 2011 was a great success," added Shoichi Sakuma. "We distributed over 8,000 Tyre Safety Compact Gauges and encouraged drivers to practice tire safety aiming to have more people across the Gulf understand that few minutes to check the car's tires before driving, will significantly reduce the possibility of leading to an accident".

The stand has a special demo corner where Bridgestone staff will teach visitors some very easy and simple steps to check the proper tire air pressure by using Tyre Safety Gauges and avoid the dangers of driving with underinflated / overinflated and worn-out/damaged tires.



The TSES station has also a section especially dedicated to kids, where they can have fun with drawing and coloring activities and face painting, while their parents learn about tire safety. All people visiting the stand and partaking in activities will also receive a Tyre Safety booklet and a Bridgestone Tyre Safety compact gauge which measures air pressure and tread depth.

The fun and educational campaign has been entirely developed by Bridgestone Middle East and Africa for drivers and their families as part of the company's Corporate Social Responsibility initiatives.

The campaign also emphasizes the positive environmental impact of maintaining correct tire pressure. "Using tires at the correct pressure not only put drivers in a safer condition but also reduce the impact on the environment" added Shoichi Sakuma. "There is a relationship between tire safety and eco friendliness and still too many people – 53 per cent according to our survey - ignore it unfortunately; driving a vehicle on properly inflated tires helps to reduce the rolling resistance, which aids in reducing fuel consumption hence minimizing motorists' expenses".



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Having your vehicle properly aligned is important in maintaining tire quality. Vehicle alignment should be checked often, especially if you notice your vehicle 'pulling' to one side or another, or if you notice irregular tread wear on your vehicle's tires.

## Hankook official tire supplier to Swedish TTA - Racing Elite League

Tire manufacturer Hankook is the official tire supplier to the Swedish TTA – Racing Elite League. 2012 the TTA championship will enter the new racing season on Hankook Ventus racing tires. With this new engagement Hankook significantly expands its motorsports activities and now also shows a strong racing presence in the Scandic markets.

The Swedish touring car series will use Hankook's Ventus racing line of tires, namely the F200 as slick and Z207 as rain tire; two extremely high-capacity circuit racing tires that combine perfect handling and a long service life resulting in optimum performance on all racing tracks and a strong durability in various racing conditions.

"We are proud to start the cooperation with Hankook. They provide us with an amazing racing tire that has demonstrated impressive performance both during our test sessions and in various other racing series. The Hankook tires enable drivers to push hard even in long races and provide us with a high level of grip that opens up for more overtaking opportunities which will guarantee many spectacular motorsports moments during the 2012 TTA season," said Jan "Flash" Nilsson, TTA representative and driver for Flash Engineering, a front runner team in the Swedish racing series.

"We are truly excited about our new partnership with the TTA. With this partnership we are taking a significant next step in our European motorsports engagement as it is the first time we are the exclusive tire supplier to a racing series in the Scandic markets," explains Hee-Se Ahn, Hankook Tire Vice President for Marketing & Sales in Europe.

"The TTA's approach to motorsport of constant refinement of their cars with innovative materials and designs is the type of racing that perfectly matches our company motto 'Driving Emotion,'" adds Ahn.

TTA has already gained experience with Hankook tires as the new TTA prototype car was fitted with the company's competition slicks during successful pre-season test sessions. The Swedish racing legend Mattias Ekström, two times DTM Champion and no stranger to both Hankook's racing tires as well as the TTA racing cars, explains: "Hankook tires have worked really well in the DTM. They have always fully convinced me even in highly demanding conditions. Very importantly they have been able to demonstrate high-end performance both during practice, qualifying and races as they delivered a constant high level of grip throughout each entire race weekend. Being able to rely on a tire is essential for drivers. Therefore I am looking forward to follow the TTA 2012 championship on Hankook tires, as I am sure they will perfectly fit to both the racing cars as well as the Swedish racing tracks."





The SONAR logo is located in the top left corner. It features the word "SONAR" in a stylized, italicized blue font with a green swoosh underneath. The background of the entire advertisement is a photograph of a family (a man in a white thobe and ghutra, a woman in a black abaya, and two children) walking hand-in-hand across a green field under a blue sky with clouds. On the right side, a large, detailed image of a SONAR SX-9 tire is shown, with the brand name and model visible on the sidewall.

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## Michelin unveils new tire with Formula One technology at Commercial Vehicles Show



Marc Laferriere, Director of Michelin Truck Tyre Marketing unveiled the new X Line Tropic F tyre at Commercial Vehicles Middle East this week.

Commercial vehicle fleet managers stand to lose hundreds of thousands of dirham annually from choosing the wrong tires for their vehicles, an expert from Michelin told delegates at the Commercial Vehicles Conference in Dubai.

Marc Laferriere, Director of Michelin Truck Tyre Marketing said fitting incorrect tires on commercial vehicle fleets affects performance by as much as 30 per cent, resulting in costly maintenance, vehicle downtime and retread bills.

"A 100 truck fleet will spend well above AED1 million per year on tires, retreads, and maintenance," said Laferriere. "Choosing the wrong tire or the wrong maintenance practices can negatively affect the performance by as much as 30 per cent, potentially leaving AED300,000 hanging in the balance of making the right and most informed choice.

"There is even a greater impact on indirect costs such as downtime, productivity and fuel economy. Tires can account for the majority of a vehicle's downtime and as much as 30 per cent of its fuel consumption."

Laferriere was addressing delegates on the second day of the Commercial Vehicles Conference, which is running alongside the Commercial Vehicles Middle East.

He said that tire ranges are increasing and becoming more specialised, meaning fleet managers need to better understand their construction and applications.

Asked why companies fail to choose the right tires for their fleets, Laferriere said: "Fleet and maintenance managers have to make hundreds of decisions every week, and they must be experts in a multitude of fields related to the efficiency of their fleets.

It is only through a trusting and professional relationship with suppliers that fleets can be properly advised with respect to the best choices to make."

The tyre sponsor at Commercial Vehicles Middle East, Michelin also unveiled the new X Line Tropic F, a tire specifically designed for the commercial vehicles sector that utilizes the same technology used in Formula One tires.

Using new belt technology called 'FAZ', which has been used for years on Formula One cars, the X Line Tropic F promises significant improvement in mileage and retreadability according to Laferriere.

"Commercial Vehicles Middle East presents itself as a great opportunity to speak and exchange directly with the key players in the Middle East truck market," added Laferriere.

"Either on the trade show floor, or during the conference, we should have some great opportunities to better understand the key challenges faced by the trucking community and possibly derive some solutions for the future." Alexandria Robinson, Project Manager for Commercial Vehicles Middle East, said: "This is the first time that Michelin has participated at Commercial Vehicles Middle East, and we are delighted that such a major industry player has come on board to officially support the event as the Tire Sponsor. We look forward to a long term beneficial relationship for many more years ahead."

Organised by Streamline Marketing Group, Commercial Vehicles Middle East covers all types of heavy and light commercial vehicles, special vehicles, vehicle attachments, accessories, maintenance and repair services.

Now in its third year, the exhibition and conference has firmly established itself as the Middle East's only event dedicated to the commercial vehicles industry, providing a platform for knowledge exchange, commercial partnerships, and market and trend analysis.

## Maxxis President Receives Honorary Doctorate

Taiwan's National Yunlin University of Science and Technology (YunTech) has awarded its first-ever honorary doctorate degree to Mr. Wally Chen, president of Cheng Shin Rubber Ind. Co. d/b/a Maxxis International.

Mr. Chen received the degree from YunTech's President, Mr. Yang Yeong-Bin in a ceremony held March 6 in Yunlin, Taiwan. Three hundred people attended the ceremony, including Mr. Huang Jung-Chiou, Taiwan's Vice Minister of Economic Affairs and Mr. Tu Tze-Chun, the Director General of the Industrial Development Bureau.

In his acceptance speech, Mr. Chen discussed the "Maxxis Elevator Theory", the "Maxxis Curve" and Maxxis' guiding philosophy, the concept of Triple 3: 100% quality, 100% service and 100% trust. He also noted the company's efforts as a responsible corporate citizen in Taiwan, including sponsorship of local tennis and basketball programs, donation of equipment to primary and secondary schools and the adoption of a local park. Mr. Chen went on to state that in order to provide the highest quality training programs, Maxxis has collaborated with YunTech to establish the Maxxis-YunTech College. He concluded by praising the hard work and ongoing training of Maxxis' employees.

Maxxis, currently one of the world's top ten tire brands with distribution in more than 170 countries, congratulates Mr. Wally Chen on this extraordinary honor.



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## Federal Tires and Warner Bros Movie World commence their adventure in Gold Coast, Australia



Incorporating breathtaking stunts, precision driving, incredible scenes of exhilarating action and the performance of a cast and crew with immeasurable talent, Federal Tires teamed up Warner Bros Movie World, the leader in premier theme park entertainment in Australia to present all-new multi-million dollar Hollywood Stunt Driver live entertainment show that features distinguishing stunt scenes including gun shots, explosions and car chases, all of which aims to take this ride to the next level.

Audiences from local and international will be amazed to experience live action, speed and excitement with the world's great stunt drivers in the best possible manners, performing stunning driving techniques that no one else would ever think of doing, such as a police car split in half and a race car airborne.

On announcing the Gold Coast's year-round popular key attraction, Deputy Manager of Marketing Dept., Federal Corp., Mr. Taz Yeh said that this ride experience boasts the latest and most exciting ride technology in the world. "We are expanding our horizons considerably in an effort to provide the ultimate entertainment experiences for people of all ages and anything we introduce is unlike anything found anywhere else in the world," he continued. "Federal's Tire has been specifically chosen to broaden Warner Bros. Movie World's appeal to Aussie market as a complement to the existing thrill rides, and most importantly; the speed and smoothness of the tire will be something that everyone will be talking about."

Check this amazing Hollywood Stunt Driver "Hell Driver" and experience the ultimate rush with Federal Tires – now performing only at Warner Bros. Movie World in Australia.

## Yokohama Tire Corporation launches inflation pressure calculator



Yokohama Tire Corporation has launched an online-based resource tool that helps fleet owners effectively manage the costs of tires through proper tire maintenance. The Yokohama Inflation Pressure Calculator recommends appropriate inflation levels, thus preventing under-inflation or over-inflation that are often the culprit behind the most common tire wear and tire damage.

"Tires are the third-largest expense for fleets and so optimizing their service life for longevity and fuel efficiency is a critical business activity, especially in today's economy," said Rick Phillips, Yokohama director of commercial sales. "The Inflation Pressure Calculator is designed to optimize the performance of commercial tires on the steer axle, drive axle and trailer axle based on load rating and whether a truck has a single or tandem configuration. This allows for specific recommendations to be returned, making the Calculator that much more helpful in positively impacting a truck's operation."

The Inflation Pressure Calculator also connects users to local Yokohama dealers, Yokohama product experts and the Fuel Savings Calculator, which calculates savings gained from using Yokohama's fuel-efficient tires such as the 101ZL™ steer tires.

"The Inflation Pressure and Fuel Savings Calculators provide a one-stop shop for commercial fleet owners and managers looking to save money and maximize performance," said Phillips.



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# Michelin introduces new durable technologies to the Middle East truck market



New X Line Tropic F tire featuring Michelin's patented technologies claims 25% additional mileage in first life and 25% better retreadability

Michelin has showcased a potential game changer for the Middle East truck market at this year's Commercial Vehicles Middle East, the region's only event dedicated to commercial vehicles, parts and services.

Specifically designed for the hot climate conditions and long haulage, the Michelin X Line Tropic F reduces operating costs thanks to its patented "Michelin Durable Technologies" (MDT). Dedicated to the front axle position, the Michelin X Line Tropic F optimizes the life and mileage of the tire and significantly lowers the cost per kilometre.

The MDT technology, developed in Europe and brought to the Middle East market this year, boasts several innovations, including a zero degree belt called "FAZ", which improves the stability in the casing crown area allowing a more even wear, less belt edge stress and better retreadability. It also introduces a directional tread with inclined sipes and advanced technology compounding to reduce the wear rate and resist the onset of irregular wear. An improved rubber compound is also used in the sidewall to offer better resistance to ozone cracking resulting in improved retreadability.

"The X Line Tropic F has been tested extensively in the real world environment in Saudi Arabia and monitored by our field engineers" says Alex Jurdak, Product Expert at Michelin. "The results were consistent and solid".

"Using our best technology in one of the most difficult and demanding market in the world makes sense" says Marc Laferriere, Marketing Director for Michelin AIM (Africa, India and Middle East) located in Dubai. "The product will first be available in Saudi Arabia followed by the rest of the Gulf Countries in this month".

## Apollo Aspire 4G tire launched in Geneva

After the success of its winter and summer passenger vehicle tires in the European market, Apollo Tires launched an ultra high performance summer tire Aspire 4G, at the Geneva Motor Show. This next generation tire from Apollo Tires will be available in W and Y speed ratings suitable for speeds up to 300 kilometers per hour. The Aspire 4G will cater to around 50% of the cars in the highly fragmented summer W and Y speed rated European market, with fitment in cars like the BMW 5 series, Mercedes E class, Audi A6 and Volkswagen Passat.



Speaking at the formal launch of Apollo Aspire 4G, Neeraj Kanwar, Managing Director, Apollo Tires Ltd said, "This tire is a product of cross geography collaboration between our research and manufacturing teams in The Netherlands and India. Post the launch in Europe, we will make the Aspire 4G available in each of the non European markets we currently manufacture and export to."

Apollo Aspire 4G has a minimalistic, asymmetric design to cater to superior handling in wet and dry conditions; shorter braking distance and low noise. The wide outer shoulder with narrow intermediate grooves lead to better contact for dry handling.

Three wide circumferential grooves reduce aquaplaning and heighten grip in wet conditions. The centre rib which is optimised for stiffness, lends higher steering precision. The Aspire 4G easily and precisely responds to any unexpected steering corrections, providing maximum driving safety, especially through the optimised contour and a wider contact surface. The unique mix of raw materials ensures maximum traction and shorter braking distances on wet and dry surfaces. The Aspire 4G meets the highest European requirements for external rolling noise and wet grip.

Rob Oudshoorn, CEO, Apollo Vredestein B V commented, "We are beginning production with 9 sizes which cater to the majority of cars in the W and Y rated category in Europe. Both the Apollo summer and winter range have found high acceptance in Europe in the past year in Germany, UK, Netherlands, Italy and Greece. Given this we are now expanding our base into Switzerland, Austria and Denmark. The Aspire 4G has been extensively tested at IDIADA, Spain and ATP Papenburg, Germany, with some excellent results."

At the Geneva Motor Show, Apollo Aspire 4G is fitted on the futuristic Evonik Light Weight Design (LWD) car, on display at the Green Pavilion. Apollo Tires and Evonik, in association with sports car manufacturer Lotus Engineering, have developed this ecofriendly car. Christened Evonik LWD Lotus, this car, riding on Apollo tires, offers low rolling resistance and fuel savings of up to 8%.



# Yokohama Tire Corporation Launches Its Latest Orange Oil Tire, **THE AVID ASCEND**



Yokohama Tire Corporation has pushed the envelope of its breakthrough orange oil technology once again with the introduction of the AVID® Ascend™. The tire is the first to collectively achieve – without compromise – exceptional all-season performance, remarkable treadlife and excellent fuel efficiency.

The Ascend – produced at Yokohama's Salem, Virginia plant – will be available in a variety of applications ranging from crossover vehicles, to passenger cars and minivans. The T-, H- and V-speed rated Ascend will initially be offered in sizes ranging from 15 inches to 18 inches.

"The Ascend's orange oil technology creates a compound resulting in a perfect balance of extended treadlife, all-season handling and great fuel economy," said Dan King, Yokohama senior vice president of sales and marketing. "All this and a quiet ride, too. Today's drivers can now expect more from a touring tire than ever before – an accomplishment made possible through Yokohama innovation."

According to King, "independent test results reveal that the Ascend can last up to 6,000 more miles than the Michelin HydroEdge®. Testing also shows the Ascend has lower rolling resistance, rolling 11% easier than the Michelin HydroEdge. For consumers, this can represent a savings of 58 gallons of gas and more than \$200 over the life of the tire. Plus, the Ascend's CO2 reduction is better by over 1,000 pounds."

King said the Ascend falls under Yokohama's new 'BluEarth®' umbrella. "BluEarth is the name for our global environmental philosophy, which is aimed at creating tires that produce positive improvements socially and environmentally. The Ascend is our first replacement tire to be recognized as a BluEarth product."

The Ascend, the latest generation of Yokohama's orange oil technology, follows in the footsteps of the company's dB Super E-spec™, the world's first orange oil tire introduced in the U.S. market in 2008.

"Harnessing the technological advancements made with the Super E-spec, Yokohama has now mastered the ability to utilize our orange oil technology on a larger, mass production, scale," said King. "Tires with conventional compounds have to make trade-offs, but not the Ascend: the orange oil is the differentiator. Ascend truly is a revolutionary touring tire."

#### **Ascend features include:**

- Yokohama's proprietary 3D Adaptive Sipes that increase block rigidity for longer, more even treadwear, while promoting wet and winter traction.
- Cross grooves and deep circumferential grooves that expedite water evacuation for improved gripping performance. Also, an interlocking tapered center rib maximizes stability while promoting even wear.
- Optimized tread profile, which enhances rolling resistance for better fuel efficiency.

## **NITTO TIRE NAMED BEST IN CLASS BY 2011 INTERACTIVE MEDIA AWARDS**

Nitto Tire, a leading producer of high performance tires, announced that it is the winner of two awards in the 'Automobile' category of the prestigious 2011 Interactive Media Awards™ (IMA). Nitto was awarded 'Best in Class' for its Nitto Tire Mobile Launch and Nitto Tire Website Relaunch projects, developed by its digital Agency of Record, Cie Studios.

The Interactive Media Awards recognizes the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement. Created by the Interactive Media Council, Inc., a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition is designed to elevate the standards of excellence on the Internet and offer winners a boost in marketing and exposure.

The Best in Class award is the highest honor bestowed by the Interactive Media Awards. It represents the very best in planning, execution and overall professionalism. In order to win this award level, submitted sites must successfully pass through the program's comprehensive judging process and achieve top marks in each judging criteria – an accomplishment only a fraction of sites in the IMA competition earn each year.

"To be named 'Best in Class' not once, but twice by the IMA, is a tremendous achievement for Nitto," said Stephen Leu, Marketing, Digital Strategist at Nitto. "These awards are a testament to the talented teams behind our creative projects. We are honored to be recognized by the IMA as it validates Nitto's innovation in the space."

Cie Studios, developer of custom social, mobile and web applications, was a major creative force that helped develop and produce the award-winning Nitto Tire Mobile Launch and the Nitto Tire Website Relaunch projects. In addition to Nitto, Cie Studios has also provided leading-edge interactive services for companies such as Pioneer Mobile and Home Electronics, Meguiar's, SEMA and Toyota/Scion. For more information about Cie Studios, visit [www.CieStudios.com](http://www.CieStudios.com).

"Partnering with such a forward-thinking company as Nitto is a great honor for us," said Edward Yu, president of Cie Studios. "We are proud to collaborate with a client that allows us to do great work and we are excited to be recognized by winning two IMAs."

More than 90 entries were submitted in the 'Automobile' category for the 2011 Awards. IMA judges utilize a points-based scoring system that allows each entry to receive a maximum of 500 points. Projects are scored using five specific criteria, with a score from 0-100 awarded for each criterion, up to a maximum of 500. Websites receiving an overall score between 460 and 479 receive IMA's Outstanding Achievement award. Websites receiving an overall score between 480 and 500 receive IMA's Best in Class award. By adhering to the specific guidelines and criteria of this system, IMA judges are able to maintain the highest degree of fairness, accuracy and integrity; competently and effectively evaluate entries; and, deliver clear results.



# Goodyear 'Spring Tire' Engineered to Withstand the Harshest Environments on the Moon and Possibly the Toughest Places on Earth



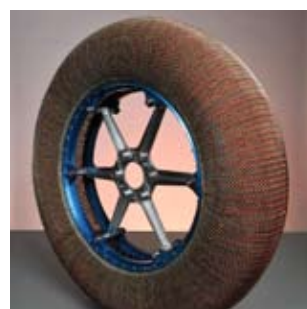
The Goodyear 'Spring Tire', which was co-developed by The National Aeronautics and Space Administration (NASA), represents a future tire concept that could be used to explore the outer reaches of space, and possibly the most brutal terrains here on earth.

The Spring Tire offers 800 load bearing springs and is designed to carry heavy vehicles over much greater distances than the wire mesh tire previously used on the Apollo Lunar Roving Vehicle (LRV), which Goodyear also helped design and construct in 1971. The air-less tire could allow for broad exploration and potential development of future outposts on the moon, or possibly allow vehicles to travel to places on earth where current tires could never go.

"This tire is extremely durable and very energy efficient," noted Joe Lettieri, Goodyear's lead researcher on the Spring Tire project. "The spring design contours to any surface providing maximum traction. All of the energy used to deform the tire is returned when the springs rebound, so it will not generate heat like a pneumatic tire."

While a hard impact might cause a pneumatic tire to puncture and deflate, any trauma to the Spring Tire would likely only damage one of the 800 load bearing springs. Along with having this ultra-redundant characteristic, the Spring Tire has a combination of overall stiffness yet flexibility that allows off-road vehicles to travel fast over rough terrain with relatively little motion being transferred to the vehicle.

According to NASA and Goodyear engineers, development of the original Apollo lunar mission tires, and the new Spring Tire were driven by the fact that traditional rubber, pneumatic (air-filled) tires used on Earth have little utility on the moon. This is because rubber properties vary significantly between the extreme cold and hot temperatures experienced in the shaded and directly sunlit areas of the moon. Furthermore, unfiltered solar radiation degrades rubber, and pneumatic tires pose a high risk of deflation on the moon.





# The new Conti.eContact

## Tires for electric vehicles and hybrids



With the Conti.eContact, Continental has a new class of tires at the starting line, tires that have been developed for the special requirements of electric vehicles (known as e-cars) and hybrid cars. In developing such tires, a particular achievement of the development engineers was in considerably lowering the rolling resistance in order to increase the travel range of e-cars and to facilitate longer operation with the electric motor in hybrid vehicles. With regard to the safety-relevant properties, Continental has maintained the usually high level of the products manufactured by the development department in Hanover. The new Conti.eContact is produced in the passenger tire plant in Korbach; an initial approval as sole tire supplier for the Twizy from Renault has been received. Continental is forecasting that there will be 2.8 million registered electric cars worldwide by 2020; representing a market share of around 3%.

Tires for e-cars must fulfill different requirements than tires for conventional vehicles. For instance, tires for electric vehicles must have substantially lower rolling resistance and a lower noise level, while the high-speed requirements are lower. In order to maintain high standards for directional stability and handling,

different tread variants are produced in some cases, also for use on the front and rear axle. The tire sizes also differ depending on the type of vehicle. For example, smaller, narrower dimensions are required for light urban vehicles, while e-cars with more volume use tires for the 20-inch rims.

The rolling resistance is 30% lower than with conventional tires. Continental engineers achieved this reduction by using a completely unusual tire dimension. With the tire size for the 195/55 R 20 test setup, the Conti.eContact has become very large and narrow in appearance. Thanks to the larger tire diameter, deformation of the tire is reduced when entering the contact patch, thus lowering rolling resistance considerably. This also means that the same load bearing capacity can be achieved as for conventional tires. In addition, the side wall of the tire was designed in such a way that less energy is lost when the tire deflects and rebounds, and the tire weight was further reduced. These measures also lower the rolling resistance. With its combination of four longitudinal grooves, high number of sipes, the absence of traverse grooves and the rigidity of the tread ribs, the tread has been optimized for low rolling resistance and low noise emission. In this way, precise handling properties and safe braking distances on wet surfaces were achieved as well. The very flat tire contour prevents the tire's belt elements from moving more, thus further reducing rolling resistance. The side wall has also been designed for low energy consumption. Here, the developers did not use the usual edges and design elements in order to keep air resistance as low as possible. These properties make the Conti.eContact an ideal tire for e-cars and hybrids.

By greatly reducing rolling resistance, Continental aims to cut the energy required by e-cars and thus increase the operational radius of this new type of vehicle. The extended range this makes possible will significantly increase end-consumer acceptance of these vehicles, while at the same time reducing the energy used per 100 km and the time required to charge the batteries.

Continental regards the emerging trend toward electromobility as one of the key trends in the future of the automotive industry. As one of the world's leading suppliers, the corporation wants to actively shape this by developing not just tires, but also battery systems, electrical drive systems, regenerative braking systems and numerous interior applications.

### **Bridgestone wins lawsuit with Chinese manufacturer court affirms Bridgestone's design patent rights infringed**

Bridgestone Corporation announced that it has won a lawsuit against a Chinese manufacturer regarding the infringement of its design patent rights.

In May 2011, Bridgestone filed a lawsuit in the Beijing Second Intermediate People's Court alleging that Bridgestone's design patent rights were violated by Guangming Tire Group. Specifically, the court found that Bridgestone's rights were violated by the Guangming Tire Group's manufacturing and sales of tires using Bridgestone's patented truck and bus tire tread patterns\*.

The court ruled in Bridgestone's favor in December 2011 and ordered the Guangming Tire Group to pay damages for the infringement. The Guangming Tire Group did not appeal this decision, and the decision was confirmed.



EVENT	DATE	INFORMATION	LOCATION
Abilities Expo New York Metro	04-06-May 2012	Abilities Expo New York Metro is bound to be a sure success because this is the only platform where the physically and mentally challenged will come with their friends and relatives for making their life a little better. There will be available all the products and services for the physically challenged people.	New Jersey Convention & Exposition Center, Edison, New Jersey, United States Of America
Classic Motorshow	05-12-May 2012	Classic Motorshow will be the largest event which will deals with old vehicles. The event will be international event which is organized every year. The event will be the platform for the exhibitors to showcase their products so that they can expand their business.	Lahti Fair Centre, Lahti, Finland
The Car Wash Show	07-09-May 2012	The Car Wash Show is the world's largest car wash convention and trade show. Various experts from different parts of the world will be visiting the event. 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
Motor Expo Los Angeles	07-11-May 2012	Motor Expo Los Angeles is a renowned trade congress where renowned car manufactures and tools manufacturing companies from various corners of the world will come to exhibit their innovative products and services. It is the biggest car shows of its kind where not only contemporary cars but a huge collections of concept cars are also going to be exhibited.	Bank of America Plaza, Los Angeles, California, United States Of America
Tuning Show-Cracow	04-08-May 2012	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



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EVENT	DATE	INFORMATION	LOCATION
Auto & Transport Asia	15-17 May 2012	Auto & Transport Asia offers the International and Pakistani business community a strategic launch-pad to access the vibrant Pakistani, Afghanistan and Central Asian Republic	Karachi Expo Center, Karachi, Sindh, Pakistan
Konya Autoshow	12-20 May 2012	Konya Auto show is Istanbul's leading trade fair for automobile industry. It is organized by Tuyap Fairs and Exhibitions Organization Inc.. Konya Auto show is an annual six day event that features hundreds of High-net-worth families & individuals, Executives & Businessmen, Overseas Buyers, Automobile Professionals and services.	Tuyap Konya International Fair Center, Konya, Turkey
Automotive Engineering Asia	17-20 May 2012	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
	22-24 May 2012	Automechanika Middle East is one of the most eagerly anticipated automobile sector trade events in United Arab Emirates. The show is attended by over 1102 professional exhibitors, coming in from more than 52 countries. A diverse array of vehicle repairing tools, body parts, chassis, electrical appliances, batteries and tires are showcased during the event, together with a host of other related products.	Dubai International Convention & Exhibition Centre, Dubai, United Arab Emirates
IndoAutomotive	24-26 May 2012	Entering the 5th edition, IndoAutomotive 2012 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



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# The most IntelliSafe Volvo model ever

Thanks to the dual-mode radar's wide field of vision, pedestrians about to step into the roadway can also be detected early on. The innovative technology is programmed to trace a pedestrian's pattern of movement and also to calculate whether he or she is likely to step into the road in front of the car. The system can detect pedestrians who are 80 cm tall or taller.

In an emergency situation the driver first receives an audible warning combined with a flashing light in the windscreen's head-up display. If the driver does not react to the warning and a collision is imminent, full braking power is automatically applied.

Pedestrian Detection with full auto brake can avoid a collision with a pedestrian at speeds up to 35 km/h if the driver does not react in time. At higher speeds, the focus is on reducing the car's speed as much as possible prior to impact.

Statistics reveal that the car's speed has considerable importance for the outcome of the collision. A lower speed of impact means that the risk of serious injury is significantly reduced.

## **Pedestrian Airbag Technology - a world first**

In order to mitigate the consequences if a collision with a pedestrian is unavoidable, the Volvo V40 features newly developed Pedestrian Airbag Technology, a world first. It works like this:

Sensors in the front bumper register the physical contact between the car and the pedestrian. The rear end of the bonnet is released and at the same time elevated by the deploying airbag.

The inflated airbag covers the area under the raised bonnet plus approximately one third of the windscreen area and the lower part of the A-pillar.

The raised bonnet and airbag will help reduce the severity of pedestrian injuries.

Adding several new high-tech features to a full deck of safety and support systems from larger models makes the all-new Volvo V40 the most IntelliSafe Volvo so far.

The new features include world-first Pedestrian Airbag Technology, Lane Keeping Aid with haptic auto steering, an ingenious Park Assist Pilot, automatic Road Sign Information, Active High Beam and a Cross Traffic Alert radar system at the rear.

The all-new V40 also features the groundbreaking Pedestrian Detection with full auto brake - as well as the City Safety further developed low-speed collision avoidance system which now operates at speeds up to 50 km/h.

Pedestrian Detection - unique in this class

Pedestrian accidents occur every day in our increasingly intensive traffic environments. In Europe, 14 percent of all traffic fatalities are pedestrians. The corresponding figure for the USA is 12 percent and in China the proportion is over 25 percent.

Pedestrian Detection with full auto brake is a technology that can detect if a pedestrian steps out into the road in front of the car. If the driver does not respond in time, the car can warn and automatically activate the brakes. No other car in this class features a similar technology.

Pedestrian Detection with full auto brake consists of a radar unit integrated into the car's grille, a camera fitted in front of the interior rear-view mirror, and a central control unit. The radar's task is to detect a pedestrian or vehicle in front of the car and to determine the distance to it. The camera determines what type of object it is.





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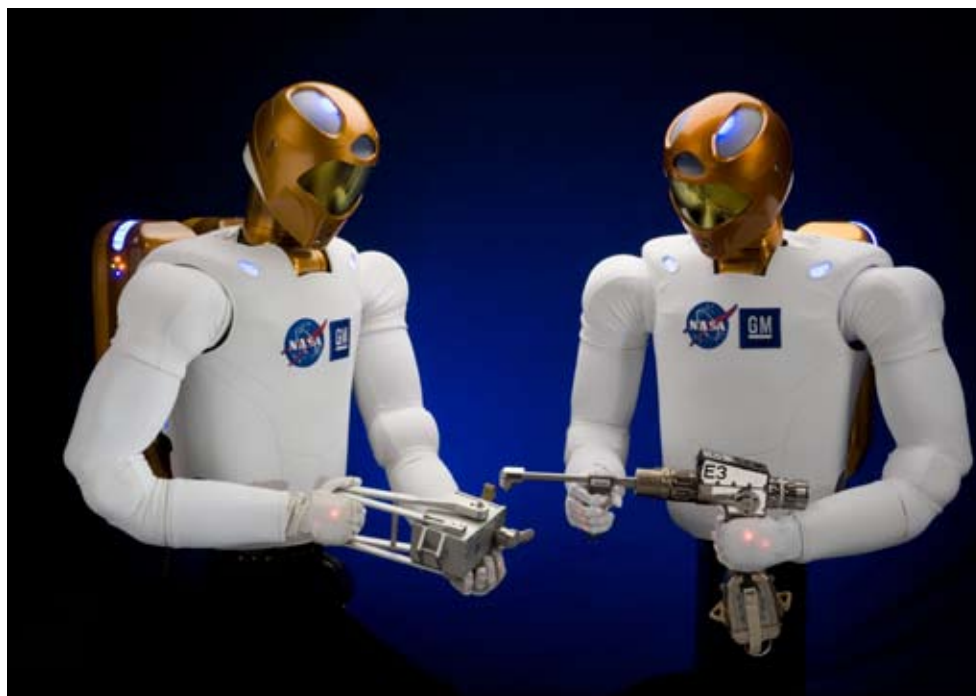
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# GM and NASA jointly developing robotic gloves for human use

Robonaut technology coming to the factory floor or space station soon



General Motors and NASA are jointly developing a robotic glove that auto workers and astronauts can wear to help do their respective jobs better while potentially reducing the risk of repetitive stress injuries.

The Human Grasp Assist device, known internally in both organizations as the K-glove or Robo-Glove, resulted from GM and NASA's Robonaut 2 (R2) project, which launched the first human-like robot into space in 2011. R2 is a permanent resident of the International Space Station.

When engineers, researchers and scientists from GM and NASA began collaborating on R2 in 2007, one of the design requirements was for the robot to operate tools designed for humans, alongside astronauts in outer space and factory workers on Earth. The team achieved an unprecedented level of hand dexterity on R2 by using leading-edge sensors, actuators and tendons comparable to the nerves, muscles and tendons in a human hand.

Research shows that continuously gripping a tool can cause fatigue in hand muscles within a few minutes. Initial testing of the Robo-Glove indicates the wearer can hold a grip longer and more comfortably.

"When fully developed, the Robo-Glove has the potential to reduce the amount of force that an auto worker would need to exert when operating a tool for an extended time or with repetitive motions," said Dana Komin, GM's manufacturing engineering director, Global Automation Strategy and Execution. "In so doing, it is expected to reduce the risk of repetitive stress injury."

For example, an astronaut working in a pressurized suit outside the space station or an assembly operator in a factory might need to use 15-20 pounds of force to hold a tool during an operation but with the robotic glove only five-to-10 pounds of force might need to be applied.

"The prototype glove offers my space suit team a promising opportunity to explore new ideas, and challenges our traditional thinking of what extravehicular activity hand dexterity could be," said Trish Petete, division chief, Crew and Thermal Systems Division, NASA Johnson Space Center.

Inspired by the finger actuation system of R2, actuators are embedded into the upper portion of the glove to provide grasping support to human fingers. The pressure sensors, similar to the sensors that give R2 its sense of touch are incorporated into the fingertips of the glove to detect when the user is grasping a tool. When the user grasps the tool, the synthetic tendons automatically retract, pulling the fingers into a gripping position and holding them there until the sensor is released.

GM and NASA have submitted 46 patent applications for R2, including 21 for R2's hand and four for the Robo-Glove alone.

The first prototype of the glove was completed in March 2011 with a second generation arriving three months later. The fabric for the glove was produced by Oceaneering Space Systems, the same company that provided R2's "skin."

The current prototypes weigh about two pounds and include the control electronics, actuators and a small display for programming and diagnostics. An off-the-shelf lithium-ion power-tool battery with a belt-clip is used to power the system. A third-generation prototype that will use repackaged components to reduce the size and weight of the system is nearing completion.

"We are continuously looking for ways to improve safety and productivity on the shop floor," Komin said. "Our goal is to bring this technology to the shop floor in the near future."

NASA and GM have a long, rich history of partnering on key technologies, starting in the 1960s with the development of the navigation systems for the Apollo missions. GM also played a vital role in the development of the Lunar Rover Vehicle, the first vehicle used on the moon.





# Carmina Campus Bag for Mini



Limited edition of CARMINA CAMPUS bags at 10 Corso Como. Under the style-assured guidance of Ilaria Venturini Fendi, colour samples, material offcuts and other leftovers from the production of the new MINI Roadster were turned into designer bags made by Italian craftsmen – in the true spirit of the CARMINA CAMPUS philosophy that employs only re-used or recycled materials in the creation of fashion accessories.

"In Ilaria Venturini Fendi we have found a designer who devotes her artistic powers above all to the promotion of upcycling. We are delighted to take up this joint project in customary MINI fashion," says Anders Warming, Head of MINI Design.

## First a MINI, then a bag.

The special edition is made up of travel and city bags for men and women, as well as a number of unisex models. It comprises 50 bags in total, all of which are unique thanks to their individual material make-up. The diverse range of materials used in producing the MINI Roadster prototypes provided the designer with a broad spectrum of possibilities: "The MINI Roadster inspired me with many materials, like the canvas from the convertible roofs rejected after tests or the small metal plates obtained from scraps of the car body," comments Ilaria Venturini Fendi. The collection offers a broad range of variants appropriate for any occasion, from practical business bags and functional laptop cases to trendy totes for daytime use. One particular eye-catcher is the unusual Handle Clutch bag with a handle taken from the interior of the MINI Roadster.

Rounding off the CARMINA CAMPUS for MINI portfolio is a smart travel bag featuring seatbelts and high-grade leather offcuts. The exclusive nature of the collection is further accentuated by the embroidered numbering from 1-50 inside each bag.

## The CARMINA CAMPUS label.

"I'm very happy about this collaboration," says Venturini Fendi. "It shows just how aware MINI is of the motor industry's impact on the environment and that it is working towards change."

The youngest daughter of Anna Fendi, and once herself Creative Accessories Director of the Fendissime young line as well as shoe designer for the legendary fashion house, Ilaria Venturini Fendi retired from the company some years ago to run an organic farm in Northern Rome. In 2006 she launched CARMINA CAMPUS, a label that specialises in making furniture, jewellery and bags from re-used and up-cycled materials – to the highest standards of design. Reclaiming unused materials, defective or no longer fit for their intended purpose, or searching for stocks of end-of-lines and vintage materials that may change their function in the design of a new object, has been Ilaria Venturini Fendi's creative approach from CARMINA CAMPUS' start.



## Angry Birds flies into F1

Rovio Entertainment announced their merchandising and webgame partnership with Finnish Formula 1 star Heikki Kovalainen. Kovalainen will also be sporting a brand new co-branded Angry Birds helmet.

"This is a great partnership on many levels," said Heikki Kovalainen. "It's the first time that I've partnered with a gaming company, and it fits with my larger focus on partnering with unique brands. As a Finn, I'm also happy to be backing a Finnish company on a global platform. Most importantly, I'm a big Angry Birds fan!"

"We're so excited to be working with Heikki on this, the first partnership of its kind in F1," said Harri Koponen, EVP Consumer Products at Rovio Entertainment. "The helmet looks amazing, and we think people are really going to enjoy the webgame and merchandise."

Martin Anayi of IMG Worldwide worked closely with Mikael Hästbacka of Numea Consulting to bring Heikki and Rovio Entertainment together, based on Heikki's enthusiasm for supporting Finnish companies looking for an international platform. With Angry Birds being a true online phenomenon, having recently flown through 17mn 'likes' on Facebook alone, a collaboration with Heikki and the Finnish company seemed like a natural fit.

The co-branded merchandise line will be released later this spring with the webgame, which will feature fun Angry Birds game levels with a racing theme in addition to other bespoke content, launching later in the summer.



# Subaru Debuts New EyeSight System

Subaru of America, Inc. has announced the debut of its EyeSight™ driver assistance system. The suite of safety and driver assist technologies will debut at the New York International Auto Show on 2013 Legacy and Outback models. EyeSight will subsequently appear on other products in the Subaru line-up. EyeSight integrates adaptive cruise control, pre-collision braking, and vehicle lane departure warning. The new technology, which can also detect obstacles in front of a parked car and limit potential damage in an impact, will become available later this year.

Combining safety and convenience features, the Subaru EyeSight system will be one of the most affordable of such technologies available in the United States market. EyeSight uses two charge-coupled device (CCD) cameras developed by Subaru. EyeSight is mounted inside the car on the upper edge of the windshield, thus reducing the potential for damage that could occur in bumper-mounted systems, such as radar. The EyeSight system processes stereo images to identify the vehicles traveling in front, as well as obstacles, traffic lanes and other items. The video information is relayed to the EyeSight computer, which is also networked with the car's braking system and electronic throttle control. Below speeds of approximately 19mph, EyeSight is capable of detecting

pedestrians in the vehicle's path and can activate in order to mitigate or even avoid the collision. Under certain circumstances, Eyesight is able to bring the car to a complete stop, thus avoiding a collision.

## Pre-Collision Braking Control and Collision Mitigation

At relative speeds under approximately 19 mph, EyeSight's Pre-Collision Braking System can detect obstacles in the car's path and, if the driver has not applied the brakes in time, the system can do so to slow the vehicle or bring it to a full stop to help avoid the potential collision. Pre-Collision Braking is always on in the background to act like a second set of eyes for the driver. It can also be turned off temporarily for off-road or rough road travel.

At relative speeds above approximately 19 mph, EyeSight can apply the brakes when an object is detected, and will attempt to brake if the driver takes no evasive action, or does not brake appropriately. In this way it will mitigate potential damage from a collision. The system, which can recognize programmed objects such as vehicles, motorcyclists, bicyclists and pedestrians, can help mitigate collision damage.

## Lane Departure and Sway Warning

By monitoring traffic lane markers and lines, the Subaru EyeSight system can detect if the car begins to wander outside the intended lane without a turn signal being used, or if the car begins to sway within the travel lane. Using the turn signal cancels the warning.

## Adaptive Cruise Control

Intended for freeway use, Eyesight's Adaptive Cruise Control system can maintain a safe distance from the vehicle in front, braking and/or accelerating the car as needed to maintain the driver-selected target speed and traveling distance. Adaptive Cruise Control is operational from 1-87 mph and can fully brake the vehicle to a stop if the system "locks on" to a vehicle ahead.

As an added convenience, Adaptive Cruise Control assists the driver in heavy "stop and go" freeway traffic by maintaining distance from the vehicle ahead. This feature can help reduce driver fatigue, which can therefore help keep the driver alert.

## Additional EyeSight Benefits

In heavy traffic conditions, EyeSight will also alert the driver when the vehicle ahead has moved if he or she doesn't react within several seconds. The technology can also help reduce collision damages by cutting the throttle when it senses an obstacle in front, but the accelerator pedal continues to be pushed. The system is also effective when a driver shifts into 'Drive' inadvertently instead of 'Reverse' when backing out of a parking space. The stereo camera design of EyeSight provides a detection angle wider than that of radar-based systems.

## Cautions

EyeSight is not designed as a substitute for due care and attention to the road. The system may not react in every situation. There are certain operational limitations, such as when weather conditions obscure the view of the cameras. Finally, even with the advanced technology used, a driver with good vision and who is paying attention will always be the best safety system.



# New Ford Innovations Lead to 50-Fold Increase in Hybrid Patents



Ford has announced that it now holds nearly 500 patents for its hybrid technology thanks to the efforts of its electrified vehicle team in working to commit to growing the company's intellectual property portfolio and developing its line-up of fuel efficient vehicles.

"Ford continued to invest to develop new products like our new Fusion hybrids during the depths of the economic downturn," said Chuck Gray, Ford chief engineer of Global Core Engineering Hybrid and Electric Vehicles. "We succeeded in transforming our lineup with leading fuel efficiency, thanks in part to the many Ford inventors who are helping create some of the most fuel-efficient vehicles on the market."

One of those inventors is Ming Kuang, who has helped grow Ford's hybrid patent portfolio from 10 in 2000 to nearly 500 today.

Kuang's reason is simple, even though his inventions are complex and among the most advanced technologies available on Ford Motor Company hybrid vehicles.

"The work on Ford's hybrid and range of more fuel-efficient vehicles is all about a commitment I made a long time ago to have a positive effect on our environment," said Kuang. "It's about helping make the world my children live in – and the world my children's children will live in – a better place."

Kuang, 52, is technical leader in vehicle controls at Ford Electrification Research and Advanced Engineering in Dearborn, Michigan, USA.

Kuang's innovations can be found throughout Ford's transformed lineup, one-third of which will feature a model with 40 mpg or more in 2012 and build on the company's commitment to go further by giving fuel-efficiency-minded customers the power of choice.

His name is on 40 of the 461 patents held by Ford that fall under the hybrid category. Twenty-five of the 40 patents are in production including key components of Ford's innovative powersplit architecture system found on vehicles like the all-new Fusion Hybrid and Fusion Energi plug-in hybrid.

For example, one patent covers the display system for the Fusion Energi plug-in hybrid that shows how efficiently the power of the car is being used. Fusion Energi is projected to achieve a better miles per gallon equivalent in electric mode than Toyota Prius plug-in hybrid.

"I'm proud to have always had the resources and freedom to keep pushing forward on innovations for those vehicles," said Kuang. "Being part of an organization that has so much respect for research and advanced engineering is what really gets me out of bed every day."

## Hybrid patents – yesterday and today

As recent as 2000 Ford owned just 10 patents that it classified as hybrid technology.

Things slowly began to change with the evolution of the Escape Hybrid – the first hybrid vehicle from a U.S.-based automaker that was designed and developed in the early 2000s. Still, by 2002 Ford only had approximately 30 hybrid patents.

Kuang, who graduated from the University of California-Davis in 1991, was at Ford in those early days of hybrid technology development.

"The level of cohesiveness wasn't anywhere close to where it is today," said Kuang. For example, research and advanced engineering and product development didn't work as closely as they do today, slowing the pace of innovation.

However, the amount of green patent activity began to increase significantly in the mid-2000s, Kuang said. With the launch of the One Ford strategy designed in large part to accelerate development of new products customers want and value, a more efficient method of innovation emerged.

"We stopped trying to create and fix one-off, niche vehicles, and it made all the difference in the world," he said.

With better collaboration, inventors are more in tune to where opportunities exist. In the last three years alone, the number of inventions submitted to Ford's legal team to be considered for patents has increased more than 25 percent.

But David Kelley, a Ford attorney who handles hybrid patents, said Ford doesn't engage in the practice of getting patents for the mere sake of getting patents.

"We get the high-quality patents that Ford really needs," said Kelley. "With the high level of innovation from people like Ming, it makes sense that we should see our hybrid patent levels increase the way they have."

Eric Kuehn, Ford's chief engineer, global electrified programs, said that level of innovation makes him happy to be part of the team working on the company's hybrid vehicles portfolio.

"One of the best parts of being involved with Ford's electrified vehicle group is that they are never satisfied," said Kuang. "They are always striving to go further and see how far they can push toward creating even larger gaps between Ford and its competitors. That is ingrained in the culture and mindset of the team here and isn't going to change anytime soon."

# Shell advances **Smarter Mobility** solutions at Commercial Vehicles Middle East

Road transport, fleet and logistics managers from across the Middle East were urged to streamline operations and become more fuel efficient by an industry expert at the Commercial Vehicles Conference this week.

Jörg Spanke, Business Manager of Fuels at Shell Technology Centre UK, said that amid increasing global fuel demand, transport organisations in the Middle East must find smarter fuel solutions.

He said that transport companies need to be leaner and more efficient than ever, hence a key requirement for them is to optimise operations and reduce expenses, with fuel costs being a major part of a company's fleet operating costs.

Outlining Shell's new 'Smarter Mobility' solutions, Spanke highlighted the newly formulated Shell Diesel Extra. First launched in the UAE in July 2011, the cleaner, more efficient diesel is capable of saving fuel by up to three per cent over the lifetime of a commercial truck, while also reducing its CO2 emissions by 55 tonnes every year.

In context, if a standard fleet of 100 trucks travelling 100,000 kilometres per year (35 litres per 100km) was to use Shell Diesel Extra, a total of 105,000 litres would be saved annually. In monetary value, at current diesel prices of AED3.50 per litre, AED 367,500 could be saved every year.

Spanke added that transport companies are now taking note. "Drivers, fleet managers and industry operators in the Middle East now demand engine protection and greater fuel efficiency," he said. "We want to show how our solutions can help make our customers achieve greater energy efficiency today and prepare them for tomorrow."

In addition to improving engine efficiency as well as lowering fuel related carbon footprint, Shell Diesel Extra also helps prevent fuel system corrosion and reduces foaming when refueling, thereby reducing maintenance costs and downtime.



Jörg Spanke, Business Manager of Fuels at Shell Technology Centre UK

Continued Spanke: "Shell's leading scientists have used the latest technology to develop advanced fuels and lubricants that help make our customers more energy efficient. We are also developing advanced fuel management systems and Shell FuelSave Diesel for heavy duty vehicles to enable better handling of fuel consumption and fuel-related emissions."

Spanke was addressing delegates on the second day of the Commercial Vehicles Conference, which is running alongside the Commercial Vehicles Middle East.

He also highlighted Shell's new Rimula R6 engine lubricant at the conference – a fully synthetic lubricant that reduces fuel consumption.

Alexandria Robinson, Project Manager for Commercial Vehicles Middle East said, "Shell has been actively involved in launching solutions comprising of advanced products and business support services, underpinned by leading technological innovations and developments."

"Their contribution to this year's edition of the Commercial Vehicles Middle East exhibition and conference is highly valued."

The Commercial Vehicles Conference offered professionals managing a diverse range of fleets an opportunity to discuss ways to improve efficiency, re-evaluate their costs and processes, and implement better business practices.

With more than thirteen technical and leadership sessions conducted by industry experts, the high-level conference focussed on green fuel technologies for better efficiencies, basics of vehicle selection and the resources, tools and techniques that could enable operators to run an efficient road transport fleet.

It attracted technical and operational fleet managers from across the GCC and wider Middle East region, as well representatives from Government departments and transport authorities in the UAE.

Organised by Streamline Marketing Group, the third edition of Commercial Vehicles Middle East is the region's only event dedicated to commercial vehicles, parts and services.



# Bosch is world's most admired automotive supplier

Fortune magazine cited company as most admired in motor vehicle parts industry



Bosch has been named by United States-based business magazine Fortune as the most admired motor-vehicle-parts supplier in the world based on the responses of 3,855 executives, directors and analysts at 698 companies from 58 industries and 32 countries.

Besides topping the motor-vehicle-parts manufacturer's list, the multinational engineering and electronics company also ranked as the fifth most admired company in Germany, was named as the 11th in India and 14th among companies in the European-company category.

"Fortune's ranking is a tremendous honor for our company, associates, customers and suppliers," said Franz Fehrenbach, chairman of the board of management of Robert Bosch GmbH. "Bosch remains committed to providing excellent service, high-quality products and leading industry advancements. This honor demonstrates our associates' dedication to our industry and our work."



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# Continental announces to launch a **Safety Awareness Campaign** in China

With strong commitment to local markets and know-how as a world leading safety supplier, Continental speeds up the localization of the entire value chain to improve driving safety in China.



The international automotive supplier Continental has announced to launch a "Safety Awareness Campaign" which targets to enhance public awareness and acceptance of driving safety technologies, and pay attention to "safety for everyone" which is a vital and decisive step on the road for the realization of "Vision Zero". Vision Zero describes circumstances in which road users are so well protected that no more deaths or serious injuries occur. Beside participation in the Choose ESC campaign, cooperation with CATRAC on accidents surveys, Continental will strengthen their effort in supporting lobbying for the introduction of mandatory safety technologies. For Continental safety is a communications task. The company sees a need to inform car manufacturers

as well as end consumers and explain to them the purpose and the benefits of safety technologies. This is an additional task for the automotive industry and its suppliers that goes far beyond merely developing the technologies. Sharing the same goal to substantially reduce the fatality rate in road accidents with China's 12th five-year plan, Continental is moving faster to further help reducing the number of accidents and injuries in China. "Safety is a non-negotiable topic. As China is one of our key markets we are convinced that our Safety Awareness Campaign will be a contributor to increase the awareness of "safety for everyone" and that we will achieve positive results," said Dr. Ralf Cramer, President of the Chassis & Safety Division.

China becomes the largest automotive and commercial vehicle market in the world in terms of production volume, and is experiencing steady growth over the years. But according to the WHO report, the accident rate means that roughly 20 percent of the world's

fatal car accidents take place in China. It becomes important to motivate the car manufacturers to adopt the latest safety technologies to make efforts to reduce the accident rate in China. Continental is willing to offer cutting-edge and safety technologies to meet all vehicle categories' demands in order to further improve safe driving in the Chinese market.

"Safety for everyone" is the motto of Continental's Chassis & Safety Division, which is one of the five Divisions of Continental. It has been developing and producing various safety technologies and products in China since 1994.

Driving safety for Continental means avoiding accidents in the first place with all possible active safety technologies and if this is not possible, to protect the driver with all possible means of passive safety technologies. Car drivers, however, do not seem to be aware of today's possibilities of active accident avoidance.

Continental has a wide product portfolio of active and passive safety solutions. Active and passive safety technologies which react to the demand for safe driving are for example ESC (Electronic Stability Control) systems and SPEED (Safety Platform for Efficient and Economical Design) airbag control unit platform. Until now, the installation rates of active and passive safety systems are comparably low in China markets.

## **ESC is the enabler for further technologies like advanced driver assistance systems**

ESC is one of the Continental's market-leading safety technologies and is recognized as the most important active safety system for ensuring vehicle stability in all driving situations. ESC as a basic technology is an enabler for further technologies like emergency braking,



An ESC controller with corresponding sensorics defines the basic safety system of scalable brake technologies. By adding additional sensors (e.g. radar or infrared) and/or cameras a higher dimension of safety will be reached in China in the future. Examples for functions are: collision mitigation, emergency braking or pedestrian protection.

When an accident cannot be avoided, the airbag control unit becomes a comprehensive safety controller to protect occupants and pedestrians from severe injury even fatality. With SPEED, Continental has created a modular, scalable control unit to meet the various requirements with high flexibility, from basic functions to the integration of the Crash Impact Sound Sensor as well as the integration of active sensors.

#### **ContiGuard® opens up a new dimension of driving safety technology**

Continental has combined the life-saving elements of active and passive driving safety to produce an innovative, integrated safety strategy. ContiGuard® represents the next level of driving safety technology by interlinking safety technologies with their related surrounding sensors and telematics. Together, the three mutually interacting function clusters - Driver Assistance Systems, Global Chassis Control and Integrated Passenger Protection - provide the best possible protection in all driving and traffic situations.

#### **Localization of the entire value chain to the demands is one of the key factors**

With regard to Chassis & Safety's development facilities in China, the division concentrated its vehicle application development, system test and engineering activities in Changchun Plant, and in Jiading Technical Development Center in Shanghai, to develop and design safety products and full system engineering according to local customer requirements. Engineers worldwide have to work together to turn these products and solutions into reality, combining local knowledge with the experience and expertise in the established markets. Networking and the sharing of know-how among development engineers in the individual countries will play a crucial role in the future. The utilization of engineering capacities in China also has a part to play, as does the localization of the entire value chain: regional marketing and development, low-cost purchasing at local suppliers, local sales force and a lower degree of automation in production are of crucial importance. To summarize: Localization of the entire value chain to the demands is one of the key factors where Continental is emphasizing on.

## **Dubai Maintains Position as Middle East's Automotive Hub**

### **A-MAP Successfully Launches Products at Commercial Vehicles Middle East Exhibition**



Dubai continues to maintain its position as the Middle East's automotive hub, the lack of automotive manufacturing industry within the Gulf region has created a demand for a well-developed and strong re-export trading sector, particularly for commercial vehicles as investment and projects in the region are on the rise.

Year-on-year growth of Dubai re-exports in workshop equipment, tires, batteries, parts and systems, and accessories has surged, and the region has seen significant movement, partly as a result of a huge construction boom in Saudi Arabia requiring companies to expand their vehicles fleets.

Double digit growth in the UAE commercial vehicles market in 2011 is expected to continue throughout 2012, according to Emirates Money a consumer finance company. A-MAP, one of the region's leading distributor of automotive spare parts, batteries and tires, grew a whopping 60 percent in 2011 compared to 2010, with plans to consolidate further in 2012.

"Having previously only focused on passenger cars, there has been a great demand for products within the commercial vehicle industry from clients locally," said Asad Badami, managing director of A-MAP.

"We've brought on board local clients like Bilal Transport, Al Faris and Swaidan Trading, and we saw CVME as a prime opportunity to create relationships with regional and international companies," he added.

A-MAP saw an incredibly busy and successful 2011. Last year saw A-MAP expand its logistical operations considerably within the UAE, with a branch office opening in Jebel Ali Free Zone along with increased warehousing facilities for smoother distribution to regional customers. 2012 will see A-MAP increase its domestic distribution network with plans to open a distribution facility in Abu Dhabi. Sustained growth is expected throughout 2012 in both revenue and manpower, with the company aiming to increase its annual turnover to Dh1 billion by 2015.

A-MAP is the exclusive distributor of the Solite brand of batteries, and officially launched the range to commercial vehicles at CVME, as the only battery exhibitor on site.

"We forged significant relationships with many great local and international companies as a direct result of our participation at CVME. We expect to be able to bring on board as many as 10 to 15 new customers following the exhibition and carve out a significant share of the commercial vehicle market," concluded Badami.

# HOT PRODUCTS



## Airstrike Catapult

Cubicle walls - sure they keep people out of your stuff, face, business, and air space, but they also prevent clear lines of sight when shooting things at your coworkers. Best thing to do? Pretend your cubicle is a castle. Build a nice tower and place an Air Strike Catapult on top. Then, get ready to deal out justice to all those around you. The Air Strike Catapult is a great little office warfare product. It comes with six foam balls that are pretty safe to lob at anyone who dares ask you if they can see your grill. But the balls aren't just round, they are a little spiky. That gives the Air Strike Catapult a bit of attitude that, quite frankly, we enjoy and revel in. And it won't just hit folks near you; these balls will hit folks up to 40 feet away. Air Strike Catapult - looks all fun and games until the spiky balls start to fly!

## The Subwing

SUBWING gives you the opportunity to explore the sea in a way never done before, choose your own pace and glide directly above the ocean sand floor, do thrilling twists and turns, or simply cruise along at the surface. You can easily control the movement of the SUBWING by tilting the wings in different directions.

By doing this you can easily achieve dives (up and down), sideways movements or spins. The Subwing is attached to a boat with a recommended rope length of about 15 meter. The speed of the boat is about 2 knots. By using a longer rope, it is easier to achieve deeper dives.

The only equipment needed is a diving mask. If desired, snorkel and fins can be used, but this is not necessary for a thrilling ride.



## The Ipad 3

The third generation of the category-defining mobile device arrived at Apple's Retail Stores and the Apple Online Store last month. Beginning at a suggested retail price of \$499 (US), the new iPad features a stunning Retina display, Apple's A5X chip with quad-core graphics, and a 5-megapixel iSight camera with advanced optics for capturing amazing photos and 1080p HD video. Apple also introduced the iPhoto app, along with major updates to iMovie and GarageBand, completing its suite of iLife apps for iOS. Like always, the latest iPad is available in black or white. It comes in 16GB, 32GB, and 64GB capacities.





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## The Rolex Sky-Dweller

The Sky-Dweller displays the local time via centre hands and a chosen reference time via a rotating disc visible on the dial. The date is shown under the Cyclops lens at 3 o'clock for easy reading while the month is displayed by means of 12 discreet apertures around the circumference of the dial.

Local time, reference time and date are rapidly set using an innovative interference between the bezel and movement. The Rolex rotatable ring command bezel is the focal point of the interface, allowing the global traveler to select the individual functions to be set very simple. Each function can then be adjusted swiftly and easily in both directions by means of the winding crown.



## Third Rock fire pit

The Third Rock Outdoor Fire Pit is a high quality, hand cut and crafted fire pit designed for years of heavy use. This is one of the most unique fire pits on the market. Every Fire Pit is individually signed and numbered by it's designer, Rick Wittrig. Each Fire Pit is made from one



quarter inch (6.35 mm) thick carbon steel. This is by far the heaviest gauge metal used in any fire pit available today. The sturdy construction assures you of having this functional art for many years to come. They have an iron oxide finish/patina on the outside which will darken a little with time then become permanent. The interior is coated with a high temperature resistant paint and has an 1-1/2" rain drain in the bottom. This high quality fire pit requires no maintenance and has an overall height of 42" and a diameter of 36". Measurements may vary since each fire pit is hand made.

## The ZBoard

The ZBoard is the world's first weight-sensing electric skateboard. To ride the ZBoard you simply lean forward to go and lean back to stop. The integrated weight-sensing footpads and electric motor allow you to control acceleration up to a top speed of 17 mph and a range of up to 5 or 10 miles, depending on model, and implements regenerative braking simply by shifting your weight backward.

Designed in Hermosa Beach, California by Intuitive Motion Inc., the ZBoard team is made up of mechanical engineers with a passion for skateboarding, snowboarding, and surfing. Team members come from backgrounds in Robotics and Product Design, and are trained in a wide variety of disciplines including CAD, CNC Machining, Computer Programming, and Electrical Engineering. The idea for the ZBoard came to the Intuitive Motion team while brainstorming for their senior project at the University of Southern California. Tired of bikes getting stolen and having to push skateboards up hills and over Los Angeles' notoriously uneven streets, their goal was clear: design a device that is faster and easier to ride than a skateboard, and more fun and portable than a bike.

That project turned into a 3 year development process that included rethinking how students and young professionals commute, and designing an electric skateboard from the ground up tailored to their daily needs.





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