

# TIRES & AUTOMOTIVE PARTS MAGAZINE

The Middle East's First Automotive, Tires & Parts News Source

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## TOP GEAR COMES TO THE UAE



### THOMAS MILZ

Managing Director, Volkswagen Middle East

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# PUBLISHER'S NOTE



It is that time of the year again, when rain and even hailstorms are a prelude to soaring temperatures. Mornings on the roads are characterized by fog and poor visibility. Paying attention to the road and road safety is particularly important at this time of the year. This is why it was just the right time for RoadSafetyUAE.com to launch an awareness campaign to get people to pledge that they will 'Make UAE Roads Safer!'

In view of the fact that the UAE has one of the highest per-capita road fatalities on a global basis, this new campaign that aims to get at least 100,000 pledges from drivers by the end of the year is particularly admirable. I highly believe that the way you drive is more of a cultural thing than something you learn from a driving institute. Since the UAE is a melting pot of different cultures and nationalities and everyone brings his own unique style of driving to the streets of the country, we end up with a cocktail of driving styles that can sometimes leave a really bitter taste in the mouth.

If these aggressive drivers here tried their tricks in the US or Canada, they will probably end up in jail. Here, they either end up getting away with it or contributing to the growing list of road fatalities.

Another development that caught my eye was the installation of robocops in the Democratic Republic of Congo to help regulate traffic and reduce the number of accidents. Considering that the UAE has always been quick to adopt technological innovations, I think it is only a matter of time before we see robocops on UAE roads too.

With the Middle East automotive market growing at an unprecedented rate, we are slowly getting our rightful place on the global stage. We now have top shows like Top Gear coming to the UAE. I am not very big on predictions, but I do feel that with Expo 2020 scheduled to be held here in six years and Qatar being selected for World Cup 2022, this is just the beginning for the Middle East region.

**Hamid Moaref**  
Publisher

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# THOMAS MILZ

Managing Director, Volkswagen Middle East



**You took over as the Managing Director of Volkswagen Middle East in October 2012 after stints in North West Europe and in America? Can you tell us a little bit about your experience and background?**

I have been with Volkswagen for more than 20 years. I grew up in Wolfsburg where the Volkswagen headquarters is located; it was only natural that I would one day work with the group in some capacity. In 1997, I joined the group as Product Marketing Manager before progressing in the group across sales, strategy, distribution and development, in multiple countries spanning this period. In 2009, I joined Volkswagen Europe North-West as Director of Sales before joining the Middle East team in 2012.

**What unique strengths did you bring to this position?**

I have been fortunate to have been involved in almost every aspect of the business from brand to product during my 20 year tenure, there really isn't very much that I do not know about how this business works. I know that it is quite unusual for people to remain with one company for such a long time – I believe my time with the group gives me a unique insight to the long-term strategy of the business and – naturally – a breadth of perspectives.

**What do you think differentiates the Middle East market from other markets? What are its special characteristics?**

What is quite extraordinary about the Middle East – particularly the Gulf region – is how rapidly it has bounced back from the global crisis. There is a strong sense of purpose, energy and positivity amongst business leaders and consumers alike. The region is both diverse and fast moving, and its consumers are particularly nuanced in their understanding of the automotive industry. In many parts of the Gulf, cars are a national pastime. Consumers in this region are, therefore, some of the most informed and passionate drivers in the world.

It is also worth pointing out that the overall market fundamentals, especially in the GCC, are strong. The GCC economies are rapidly diversifying their economies and investing in new technologies – investment in R&D is increasing and the non-oil sectors are growing. Credit is increasingly available to ordinary consumers and interest rates are low and stable. The UAE is also now – officially – an emerging market rather than a frontier market. This makes global investors view the country more favourably. All the signs show that the economy is set to continue to grow and that is good news for anybody in the business of selling cars.

**Volkswagen has experienced phenomenal growth in this region since you took over with a 30 per cent growth across regional markets for the first quarter of 2013. What changes did you make in the marketing strategy to achieve this feat?**

Volkswagen has experienced phenomenal success in the last 12 months. However, it must be noted that growth was on a trajectory before I arrived and that has continued. My focus since taking over has been to build on this success and to drive Volkswagen forward to achieve its aim of being the number one volume car manufacturer in the world by 2018.



As for any automaker, customer satisfaction is an integral part of our market strategy as it is a key component for the long-term success of any business. For that reason, I have focused on customer satisfaction initiatives as a way of cementing our reputation in providing great service.

We have done a lot in the past to improve our customer's Volkswagen ownership experience and we intend to build on this. The service interval for a Volkswagen is 15,000 km, which is free of charge for the first three years - or 45,000 km, whichever comes first. This gives our customers extended drive-time before it is recommended to visit the service centre.

I have introduced Recommended Retail Prices for parts and accessories, which are defined on a regional level in order to maintain consistently fair prices and high value for money across all GCC dealerships. I know from my past experience that the cost of parts is often one of the most stressful issues for anybody who owns a car. Our RRP policy gives our customers confidence that they are receiving the very best parts at a fair market price. Through our dedicated network of dealers, we have also invested in a number of new state of the art showroom and service facilities in Sharjah and Fujairah; we are committed to delivering world-class products and service excellence to our customers.

**We have noticed that in the GCC market, all manufacturers refrain from mentioning numbers and mention only percentages when it comes to their results. This does not mean much from a layman's viewpoint as you cannot compare like to like. Can you please explain why this is done?**

Many markets abroad are transparent in this respect, and while we would like to see more transparency in data – imports, registration and exports – I do not think the lack of numbers is a hindrance to business or purchase.

**Of all the different models you have, which have shown maximum growth and why? Are you planning to launch any new models soon?**

Last year, the Volkswagen Touareg was our highest volume selling model followed closely by our stunning SUV models, the Tiguan. Volkswagen Middle East is proud to offer our customers the full product line up in this region, which now also includes the newly launched Golf – recently awarded Car of the Year in Europe - and the new Golf GTI.

The new Golf GTI offers an even more striking and sporty design: a 10 HP and 70 NM increase of torque and a guarantee of the highest fun factor ever experienced in a GTI. Similarly, the new Golf has been completely redesigned, including; the vehicle body, interior, engines and all of the information and entertainment systems. It is

also 100 kg lighter which makes it possible to reduce CO<sub>2</sub> emissions and fuel consumption by 23 per cent, which is good for the environment and our customers.

The introduction of these models is great news for our Middle East customers who have been avid fans of the iconic Volkswagen models for many years.

**The Insurance Institute for Highway Safety in the US picked eight of your models as the 2013 Top Safety Picks. Can you please tell us a little about the safety features in your recent models? What new technological developments have you used to enhance safety in your models?**

Volkswagen has always placed a major emphasis on the safety of our vehicles and our customers. To have the Insurance Institute for Highway Safety (IIHS) recognize our cars as top safety picks is a great endorsement of our brand values and a testament to our commitment to continually improving the safety and quality of our vehicles. Safety is one of the key factors when people buy a car – my family's safety is a major concern when I personally choose a car. Unfortunately, the sad fact is, we see many serious accidents in this region. So, safety should be a key consideration for manufacturers and customers. People can be assured that Volkswagen's superior engineering means that our cars are designed to ensure minimal impact in any possible scenario.

Each Volkswagen is packed full of features that we call 'Active Safety' and 'Passive Safety'. Active Safety features include an anti-brake locking system, tire pressure monitoring, anti-slip regulation, electronic stability control and a hydraulic brake assist function. On the Passive Safety side, our range includes a safety cage, a crash-optimized front end, pressure sensors for side airbags, an intelligent crash response system and LATCH lower anchors and tethers for children.

**Are there any differences in the demand for Volkswagen in the new cars market and in the used cars market in the region?**

Naturally my focus is on driving demand for new car sales in the region and we have seen steady and sustained growth across our entire range over recent years. Demand for Volkswagen is clearly increasing and I am certain that appetite for German engineering excellence is making its way down to the second hand car market.

Our cars are built to last and I'll be honest – I have seen some very old Volkswagen cars for sale online and it always makes me smile because they seem to retain their value and sellers always brag that their engines are in great condition. Obviously, I would like drivers to experience the thrill of a new Volkswagen and all of the technological developments that come with them. However, I am also very happy to see our roads full of people happily driving older models too - they are great cars; they're built to last.

**You had announced plans for seven new facilities in the GCC, including the biggest car showroom in the world in Kuwait. Can you please update us on these plans?**

We are in the process of opening new showrooms in the northern Emirates; Sharjah will be the next showroom, possibly even the first of 2014 to open.

We are close to completing a new showroom in Qatar, which is a beautiful, spacious, state-of-the-art outlet that will open in Q1 of 2014. We are also in the process of opening a new service facility in Qatar, which is a significant step for Volkswagen.

In Oman we have plans to develop a massive new facility (showroom, spare parts and service) very close to the airport. We are currently in the final design stages of the facility and expect to begin ground-breaking, early next year with a scheduled opening for 2015.

The showroom in Kuwait reflects the strength of our growth in the country and we expect to break ground there in early 2014 with completion in 2015.

**The outlook for the global auto market is quite grim. How do you think this has affected the situation in the Middle East? How has Volkswagen as a company changed to cope with the global drop in sales?**

We fully expect to see sustainable growth across the Middle East's auto market over the coming years. That growth may not be as rapid as in previous years but the GCC, in particular, is experiencing consistently good economic output. The demand for high quality, well made cars is increasing and this is why Volkswagen has experienced strong growth over recent years.

A growing, young and educated population will naturally fuel growth in the automobile industry in the region. As a result, we expect to see steady, sustainable levels of growth in the next five years.

Volkswagen is committed to offering its customers in the Middle East a fleet of vehicles of the highest standards of safety, design and service. We are doing this by continuing to invest in technology, facilities, customer service and engineering excellence.

**You recently conducted a campaign "Your Music. Das Auto" in the Middle East in partnership with Rotana Music. Can you tell us a little more about this marketing campaign and how it was received?**

We launched the first component of our 'grassroots' music initiative, 'Your Music. Das Auto', by inviting people to develop an original song based on a commissioned Volkswagen beat. The competition was developed for two specific reasons – to build on the strong heritage that Volkswagen enjoys in supporting global music initiatives, but also importantly as a reflection of our long-term customers of this region.

We received some excellent entries and overall the response was extremely positive. The winning entry was by a young musician from Bahrain, Hamad Al Fardan, and was everything that we hoped for. We are confident that Hamad will have a great future in music and make a great ambassador for Volkswagen - as part of his prize he made a debut performance on the Volkswagen stand at the Dubai Motor Show.

**Can you tell us what Volkswagen has done on the sustainability front? You had created a partnership initiative with Siemens to provide more environmentally friendly transportation solutions for employees. Can you please update us on this partnership?**

As well as manufacturing fuel-efficient vehicles – the new Golf has reduced both CO2 emissions and fuel consumption by 23 per cent – we have been working with Siemens and Rotana on an ongoing environmental campaign called 'Clean the Beach'. This year we gathered 300 volunteers who succeeded in removing 1.5 tonnes of litter and algae from Dubai's last remaining natural beach, the Dubai Marine Reserve. This beach is incredibly important because it is a natural turtle nesting spot. The Emirates Marine Environmental Group (EMEG) then recycled all of the rubbish collected.

We launched this initiative in 2012 and it's wonderful to see even more volunteers this year – it's a very positive sign that the people of Dubai and Abu Dhabi are prepared to give up their free time to safeguard our precious natural environment.

Our 'Think Blue. World Championship' competition was also a great success this year. We invited our regional Facebook followers to post details about their contribution towards sustaining the environment in their daily life. The top ten Facebook participants were then chosen to put their best efficient driving skills to the test for the regional final in Dubai, on 15th June. The aim of this campaign was to raise awareness of the fact that the way in which we drive has an impact on the environment. We hope that the campaign helps drivers to understand that more efficient driving practices – acceleration rate and correct brake usage – reduce the driver's impact on the environment.

**Have you taken any community initiatives in this regard, especially in the Middle East?**

Volkswagen is a global company with a local viewpoint; we have a lengthy history of involvement in local community initiatives worldwide. The Middle East is no exception to that. We actively invest in the communities within which we operate. Improving the overall state of our environment is very important from an automaker's perspective and it is important that we each play our role in improving the health of this planet for a better future. Every year, we run a number of environmental awareness programs such as "Clean the Beach" and "Clean the Desert" to educate and raise public awareness of the need to protect the Middle East's many and varied habitats and the wildlife that depend on them.

**One ongoing issue in the Middle East for all car manufacturers is the availability of spurious spare parts in the gray market. What has Volkswagen done to tackle this issue? What measures have you taken to ensure the availability of genuine and affordable spare parts and accessories?**

A car is a substantial and important purchase for an individual or a company, and as a responsible business we always urge our customers to buy genuine Volkswagen spare parts from our approved dealers. The level of service and quality of the parts used throughout the lifespan of the vehicle is integral to the safety of all road users. Volkswagen parts are developed specifically with and for each model. Earlier in the year, we announced the introduction of Recommended Retail Prices for Volkswagen genuine parts and accessories across the GCC.



**Who do you think are the major competitors for Volkswagen in the sedan and SUV segment?**

This is an interesting question. My own view is that Volkswagen actually enjoys a unique place in the market. Of course, there are other sedans and SUV's out there that have similarities. My view is that the level of engineering, research and development that goes in to making a Volkswagen is unique. I also firmly believe that anybody buying a Volkswagen SUV or sedan is getting much more for their money – we're talking about cars that are made with industry-leading German car-making expertise at a price point that makes them incredible value for money. German cars are simply the best in the world. I also believe that Volkswagen sedans and SUV's are built incredibly solidly with a major focus on safety. These vehicles are packed full of safety features. I do not believe that there are better sedans or SUV's within this price bracket in the market.

**Volkswagen Middle East has more than half a million followers on Facebook. How have social media platforms helped you drive sales in the Middle East? What is your strategy in this regard?**

Social media is an integral part of our marketing mix. Digital platforms provide us with really interesting ways to engage directly with people who love Volkswagen cars – especially the younger generation who are increasingly drawn to the high performance and design of some of our models – particularly the new Golf GTI. It's a beautiful car with a sports chassis, 19" alloy wheels and every imaginable media platform – it even features a 5.8" touchscreen. The great thing about this car is that it is a beautifully crafted piece of engineering that is affordable to young drivers. Social media has really helped us to speak to young people, not only to showcase the fleet but to also drive debate on issues such as health and safety, responsible driving and the environment.

**Can you conclude by sharing your plans for 2014? What are your targets for the next year?**

Our plans for 2014 are ambitious but achievable. We are opening new showrooms in markets that we are beginning to penetrate – but that penetration will be handled in the right way: by delivering the highest levels of after-sales care, world-class showrooms and investing in new technologies.

My job is to ensure that we continue to spread the message that Volkswagen is a superior product underpinned by German engineering prowess and the highest standards of safety. If we can do all of that with the same high levels of service that we are known for, I believe we will be on the right track to continue growing across the region.



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## AGMC TIES UP WITH BMW GROUP TO OFFER CAR FINANCING OPTIONS

AGMC, the exclusive distributor for BMW's brands including Mini, BMW and Rolls Royce in Dubai and the northern emirates has just finalized an agreement with the financial services subsidiary of the BMW Group. As an outcome of this agreement, AGMC will now offer financing options to customers who buy cars from AGMC outlets. The joint venture will reportedly come into effect from the second quarter of 2014. AGMC had sold more than 4,000 cars belonging to the BMW brands in 2013.

Commenting on the partnership, Othman Abdul Moneim, the general manager of AGMC said, "The auto retail environment is so competitive that as a dealer we need to constantly tweak what is on offer for a premium car ownership experience."

He added that both retail buyers and corporate fleet owners will benefit from the new financing options and said AGMC will be offering customized financing packages for specific sectors like the hospitality sector.

There has been an unprecedented growth in the demand for luxury cars for the past three consecutive years in the UAE and this has been the case for super-luxury cars as well. In fact, in the super-luxury category, the UAE is one of the top five markets worldwide when it comes to unit sales. Sales in the months of January and February indicate that this upward momentum will continue in 2014 as well.

This is the first time that the BMW Group has ventured into car financing in the Middle East. Though many global automotive manufacturers have taken up financing as a sideline in the US and European markets, this is the first time an auto major has tried this in the UAE, or even in the Gulf. Porsche has also been in the news lately for striking a deal with EmiratesNBD to provide car financing services in the UAE.

Porsche extended its financial services arm to the UAE and has struck an alliance with Emirates NBD. Among local dealerships, Al Futtaim Motors operates a hugely successful financing operation.

Commenting on the details of the financing options, Abdul Moneim said that all customers who opt to have car loans will have to make a 20 per cent down payment in compliance with UAE Central Bank norms with the balance amount being considered as the loan amount. Within this framework, financial companies still have plenty of leeway to come up with customized packages for fleet buyers and individual customers.

Car finance options will be available for MINI and BMW customers and also for AGMC's BMW pre-owned car program.





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# BUGATTI CHOOSES PIANO MOTIF FOR NEW LANG LANG EDITION

The Bugatti Veyron 16.4 Grand Sport Vitesse is a car that is in a class of its own when it comes to performance. Fitted with an 8-liter W16 engine that produces 1,200 PS and a maximum torque of 1,500 Nm, it goes from zero to hundred in just 2.6 seconds. It is officially the world's fastest production car as it exceeded a speed of 408.84 km/hr in April 2013.



Bugatti unveiled an even more special edition of the car at the Qatar International Motor Show. The show witnessed the launch of the “Lang Lang” car designed in honor of the famous Chinese pianist, Lang Lang.

The external design of this car was inspired by a classical concert grand piano. The Lang Lang has a two-tone color scheme of dark black the shade of carbon and a creamy white shade named “Blanc Atalante”. The 24-carat gold EB tags on the fuel and oil caps, the black “Sang Noir” diamond-cut rims and the gold plating on the EB logo add a touch of luxury.

The interiors too echo the “piano” motif with seats, roof liner and footwells in black leather and white contrast stitching on the side bolsters, steering wheel and selector lever. White leather is used to cover the cowl panel and the door cladding and a complex swirl of finely stitched black lines cover the door panels. The steering wheel has a “12 o’clock” ring while the EB logo on the white rear center box has a contrasting piano-black finish. The finishing touch is the elephant on the footwell insert that was personally signed by Lang Lang after he gave a concert at Bugatti in Molsheim.





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## Arabian Automobiles Wins 'Importer of the Year' Award



Arabian Automobiles, a subsidiary of AW Rostamani Group and the sole dealer for Nissan, Infiniti and Renault in Dubai and the Northern Emirates, has been recognized as the Importer of the Year by the committee of Dubai Trade during the 6th E-Services Excellence Awards (ESEA).

The annual ESEA awards are organized by Dubai Trade under the Patronage of H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum and the event recognizes the companies that have used e-Services to the maximum possible extent on the Dubai Trade portal. This year, the focus was on those companies who have demonstrated verifiable growth in their business as measured through the number of transactions they performed on the Dubai Trade portal during the year 2013.

The award ceremony was held at the Ritz Carlton Hotel in DIFC, Dubai, and was attended by eminent dignitaries like Mr. Mohammed Al Muallem, Senior Vice President and Managing Director at DP World and Board Member of Dubai Trade, H.E. Abdulla Al Saleh, the Undersecretary for the Foreign Trade Sector at the UAE Ministry of Economy, and Eng. Mahmood Al Bastaki, CEO of Dubai Trade.

Commenting on the award, Michel Ayat, CEO of Arabian Automobiles said, "We are proud to receive the award for Importer of Year and we appreciate that our high standard of business has been recognized."

He added that the prestigious award marks the culmination of a successful year for the company. Other remarkable achievements during the year included joining the exclusive number of companies who are members of the Palladium Balanced Scorecard Hall of Fame, the Guinness World Records title for the largest convoy of off-road vehicles and becoming Nissan's first distributor on a global basis to win the WAPC award for Aftersales operational excellence for six consecutive years.

He concluded that the company planned to continue this pace in the coming years in its drive to become a world class organization.

## Bentley Middle East Announces New Executive Team

Bentley Motors has announced the appointment of two new senior managers to the Bentley Middle East team. Stephen Reynolds will be the new Regional Director for Middle East and Asia Pacific. He will be taking over this role from Geoff Dowding who will move on to become the director of the Mulliner Division. Reynolds, whose latest position was as Business Development Director of Bentley Motors will be based in England and will oversee all Bentley Motors operations including sales, marketing and aftersales across the Middle East and Asia Pacific. He has considerable experience in the automotive industry and prior to joining Bentley Motors in 2012, he had held many marketing and sales positions in the Volkswagen Group.



Stephen Reynolds, Regional Director for Middle East and Asia Pacific.



Neil Wilford, Regional Manager for the Middle East, India and Africa.

Neil Wilford, previously the Area Sales Manager for the UK regional team will be taking over from Chris Buxton as the Regional Manager for the Middle East, India and Africa. He will be based in Dubai. He had started working for Bentley in 1986 and has held a number of positions related to engineering, technical support and production.

Kevin Rose, Bentley's Member of the Board for Sales, Marketing and Aftersales said about the changes to the senior management team, "Stephen and Neil bring a wealth of knowledge and experience to the Middle East, Africa and India team and our ability to drive luxury performance in this important region for Bentley".

He added that Bentley Motors had experienced double digit sales growth in 2013 with deliveries increasing by 19% on a global basis. The Middle East is one of Bentley's most promising markets with sales increasing by 45% over the past year and really challenging targets for 2014 and the coming years.



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## FINALISTS FOR CAR OF THE YEAR AWARDS ANNOUNCED



The annual World Car Awards are highly prestigious awards that were launched in 2004 to recognize automotive excellence at the international level and this year marks the tenth anniversary of the awards. The jury for the awards consisted of 69 senior automotive journalists drawn from 22 countries across the world who were carefully chosen by the World Car Awards' Steering Committee based on their knowledge and experience. For the Green Car of the Year award and the World Car Design of the Year award, the entries were carefully vetted by a panel of five experts in "green" technology and in the field of design respectively before the second round of voting by the 69 member jury.

The top finalists for all five categories for the 2014 World Car of the Year awards were announced on the sidelines of the 2014 Geneva Motor Show at the Palexpo convention center by the co-chair of the awards, Matt Davis. After the first round of selection, the number of finalists in each category was whittled down to three. The winners of the awards will be announced during the 2014 New York International Auto Show which is scheduled to be held in April.

For the title of the 2014 World Car of the Year, it will be a three way battle between the BMW 4 series, the Audi A3, and the Mazda3, which were shortlisted from a pool of 24 entries.

The Mercedes-Benz S-Class, the Bentley Flying Spur, and the Land Rover Range Rover Sport will vie for the title of the World Luxury Car of the Year, which is a new category this year.

The Ferrari 458 Speciale, Chevrolet Corvette Stingray and the Porsche 911 GT3 are the contenders for the Performance Car of the Year award. It will be a close contest between Audi A3 Sportback G-Tron and Audi E-Gas, the BMW i3 and the Volkswagen XL1 for the title of the World Green Car of the Year which has been presented by Bridgestone Corporation for the past seven years.

The three finalists for the final category, the World Car Design of the Year are the Mazda 3, BMW i3, and the Mercedes-Benz C-Class.

## QATAR NEXT STOP FOR CARS TAXI IN GLOBAL EXPANSION DRIVE

Qatar is the next stop after Dubai, Singapore, India, Malaysia and Bahrain in the global expansion drive of the Dubai based taxi fleet operator, Cars Taxi. The company has just announced that it will be venturing into Qatar with a fleet of 500 cars in the next quarter. Currently, Cars Taxi is the second largest taxi fleet operator in Dubai.

Commenting on the expansion into Qatar, Abdulla Sultan Al Sabbagh, Group Executive Director of Cars Taxi, said that the company will begin its Qatar operations in May 2014 with 300 taxis. Another 200 more taxis will be added to the fleet by the end of June.



"We have completed most of the work there - the office is ready, taxis have been acquired and the staff recruitment - including drivers - is done. We're ready for smooth start of operations in Qatar soon," said Abdulla.

The company had recently signed an agreement with Al-Futtaim Motors, the dealer for Toyota vehicles in the UAE, for the purchase of 28 hybrid Camry taxis. Plans are afoot to add 50 more hybrid taxis to its fleet of over 1,500 cars in the UAE in 2014 and to add another 300 more in 2015. This move makes sense both from an environmental and economic point of view as each hybrid taxi will help to save at least AED 12,000 annually when it comes to fuel and maintenance costs. Eventually, the company plans to replace its entire fleet with hybrid taxis though this will be done in a phased manner and will take at least five years, according to Abdullah Sultan Al Sabbagh.

Alan Carpenter, the General Manager for Sales and Marketing at Al-Futtaim Motors, said that the company is holding discussions with more fleet owners in the UAE to sell environment-friendly hybrid cars.





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# RENAULT TWINGO GETS A FACELIFT

It has been 14 years since Renault first launched the pathbreaking Twingo in the small car segment. The company has now given the Twingo a facelift that makes it the coolest car in this category. The new Twingo will be Renault's first five door car. Designed in collaboration with Daimler after a strategic cooperation agreement was signed between the two companies in 2010 for the design and development of the new Twingo, and the two-seater and four-seater Smart cars, the new Twingo is like a breath of fresh air.

The front part of the Twingo has the typical Renault design. Inspired by the original Twingo and the Renault 5, it has big headlights, LED daytime running lights and the Renault logo featured prominently against a black background. The rear end is equally modern with concealed rear door handles, a wide glass hatch and rear lights that extend from the tailgate.

Unlike most hatchbacks, the new Twingo has its engine in the rear though this meant higher design and development costs. As a result, there is a lot more cabin space in the front. Even the back is quite spacious as a smaller block is used and the wheels are at the extreme corners. The resulting model is compact but roomy and fun to drive and park even in small city spaces.

"New Renault Twingo was inspired not only by the original Twingo but also by the Renault 5. It is a modern take on the city car genre with the accent on innovation in terms of its lines and architecture. New Twingo is a fun, playful and vibrant city car," said Laurens van den Acker, Head of Industrial Design at Renault.

Similar to the Twin Run and Twin'z concept cars that Renault presented in 2013, the new Twingo is definitely a car with personality. It has customizable elements like decals, door mirrors and protective moldings on the side. Available in four eye catching shades (white, red, yellow and light blue), the car made its official debut at the Geneva Motor Show which was held in March.





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# TOP GEAR COMES TO THE UAE

One of the most popular automotive shows in the world, the BBC's Top Gear has filmed a few segments in the UAE with assistance from Abu Dhabi's film and television services provider, twofour54 intaj. The segments filmed in Abu Dhabi and other parts of the country will show host Richard Hammond test driving cars in the 21st season of the show.

Commenting on the support given to Top Gear by her company, Noura Al Kaabi, the Chief Executive Officer of twofour54 said, "We are delighted that the BBC selected us as their trusted partner in the production of Top Gear which has enjoyed tremendous success and is aired in over 170 countries."

She added that Top Gear will be the most recent program to take advantage of the 30 per cent production rebate offered by the Abu Dhabi Film Commission for filming in the emirate. Other prestigious projects that have taken advantage of the concessions offered by the Abu Dhabi Film Commission for filming in Abu Dhabi include the Syrian production "Hammam Shami" Universal's "Fast and Furious" and the Hollywood production from Sony Pictures Entertainment, "Deliver us from Evil".

The filming of "Top Gear" will definitely add to Abu Dhabi's growing reputation as a hub for film and TV production.

The first segment that was filmed in the UAE, focusing on a Porsche 918, has already been aired in the UK and will be debuting shortly in the Middle East. The segments shot in the UAE will feature prominent landmarks like the Emirates Palace, Liwa Oasis, the famous Yas Marina Circuit and Yas Waterworld.







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# BMW Turns First Factory into Headquarters of BMW Group Classic

BMW paid homage to the company's history by acquiring the building in which the company had first started out by manufacturing airplane engines in 1918. The building on Moosacher Strasse in Munich was sold to Knorr-Bremse AG, a manufacturer of brakes for trains and commercial vehicles when BMW moved into a new, bigger factory on Lerchenauer Strasse after two years of operation.

Now, after almost one century, when the company has turned into one of the giants in the automotive industry and manufactures boats, planes, bikes in addition to the luxury cars it is famous for, BMW acquired the original building and has turned it into the headquarters of the BMW Group Classic. This division of BMW deals with the preservation and restoration of classic cars, exhibition of models including more than 1,000 cars, archives for the BMW, Mini and Rolls-Royce brands as well as all events related to the company's classic cars.

The building had been expanded by the Knorr-Bremse AG group and the plot that has now been purchased by BMW covers 13,000 square meters and is conveniently close to the BMW Museum, BMW's "four-cylinder" building, BMW Welt and the company's plant in Munich.

The agreement for the purchase of the plot was finalized in February and gatehouse at the entrance of the old factory will be preserved as a heritage site while the other buildings will house BMW's archives, a store for vintage parts, a restoration workshop, administrative sections and halls for holding events and housing historical vehicles. It will be a major draw for all fans of historical cars and motorcycles as this will bring all the BMW Group Classic activities under one roof.



# Largest Collection of Bond 007 Cars Up for Sale

Anything to do with the well known Agent 007, James Bond, attracts a good deal of attention. A collection of cars owned by the fictional secret agent is now up for sale. The collection is owned by the Miami based real estate mogul, Michael Dezer. He bought many cars used in the James Bond movies from the Bond Museum in Keswick, England and kept on adding to his collection till he had 59 cars, bikes, boats, jetskis, tanks and souvenirs like posters, photos and memorabilia. He is now the proud owner of the world's largest collection of James Bond cars. This includes cars as memorable as the Vanquish from Die Another Day, the Lotus Espirit from The Spy Who Loved Me and the DB5 Aston Martin from Golden Eye.

In addition to cars, the collection includes other vehicles like a tuk-tuk that Bond used in Octopussy, the speedboat in Live and Die and the hovercraft from Die Another Day.

Dezer has now put up his collection for sale. The asking price is 20 million pounds (\$33.25M US) and there is only one provision; the buyer has to purchase the whole collection. Individual pieces will not be sold. It is heartening to know that the collection will not be broken up. Nevertheless, only someone with really deep pockets can afford to acquire it.







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## Honda's "Hands" Ad Creates Advertising History



Honda always stood out from other Japanese automotive manufacturers for its spirit of innovation and focus on new technologies. The company has not limited itself to cars but has worked on developing everything from marine engines and lawnmowers to solar panel concept cars and personal mobility devices.

Honda's ads and marketing campaigns have been just as striking. The 2003 "Cog" ad and the 2005 "Impossible Dream" ad set new standards in automotive advertising. The latest ad from Honda, the new Honda Hands ad, looks like it will beat them all when it comes to creating an impact on the minds and hearts of the audience.

Honda's two minute "Hand" TV commercial is stunningly simple but effective. Conceptualized by Wieden+Kennedy agency in London and directed by ace animators Smith & Foulkes, the pair responsible for Honda's award winning Grrr campaign, the ad won the prize for the Best TV car Commercial awarded by the One Club at the Detroit auto show in January.

A brilliant piece of animation, the ad manages to compress 65 years of Honda's history into just two minutes. During these 65 years, the company went from chasing being just another competitor to Toyota to developing a reputation as a leading innovator and manufacturer in its own right.

The ad begins with a nut that rolls past and is grabbed by a pair of hands with the voiceover "Let's see what curiosity can do." The hands go on to showcase miniature models of some of Honda's innovative products like dirt bikes, jet engines, a stair-climbing robot (the famous Asimo) and a solar-powered concept car. This highlights the company's inventiveness and spirit of innovation that made Honda the largest racing company and manufacturer of engines in the world. The ad closes with a bang with the tagline, 'The Power of Dreams'.



In addition to TV channels, the 2 minute brand film was launched on Honda's Youtube channel and website with an interactive microsite called "The Engineer's Cut" devoted to the film. The ad had more than six million views on YouTube and is truly a pleasure to watch for anyone who is interested in cars or models. It also creates an emotional connection with its belief in the power of dreams. It was filmed with real hands, proxy models and then finally converted into digital form.

Olivia Dunn, Head of Marketing at Honda (UK) commented: "We are particularly excited about this year's campaign as it celebrates and really brings to life all the achievements the company has made over the last 65 years, leading it to become the largest engine manufacturer and racing company in the world. Honda has plenty to shout about and has lots of stories to tell and we want to shout as loud as we can!"

Tony Davidson and Kim Papworth, the Executive Creative Directors at Wieden + Kennedy agency said that through this campaign the agency wanted to tell the story of the Honda brand and its spirit of inquisitiveness over the past 65 years in an eye-catching manner. The ad essentially celebrates the curiosity of the Honda engineers who played a key role in making Honda what it is today.

## Al Futtaim on the Verge of Taking over Kenyan Car Retailing Major CMC



The Al Futtaim Group which is based in the UAE has announced that the company is on the verge of taking over the Kenyan car retailing giant, CMC Holdings. The company anticipates this development as 91 percent of shareholders have approved the 7.6 billion shilling (\$87.91 million) offer Al Futtaim made for the acquisition of the company.

The African automotive market is booming with the growth of a young, educated and affluent middle class, rapid economic growth and more stable political conditions across the region. Many companies in the Middle East are increasing their investment in Africa attracted by the continent's huge market potential, rich resources and close proximity to the Middle East.

With the finalization of this deal, Al-Futtaim will acquire 533 million shares in CMC. CMC is the distributor for Suzuki, Ford, Volkswagen and many other brands of vehicles in Kenya.



# FERRARI MUSEUM ADDS NEW WING TO MARK ENZO FERRARI'S BIRTHDAY



Enzo Ferrari was a legend in motorsport racing in the 20th century. The Enzo Ferrari Museum (MEF) in Modena celebrated his 116th birthday by opening a lavish new wing that showcases the journey of the Ferrari brand over the past century. Externally shaped like the hood of a Ferrari racer, the hall was jointly inaugurated by the Chairman of Ferrari, Luca di Montezemolo and Enzo Ferrari's son, Piero Ferrari on February 18.

With the addition of this new wing, the museum will now have three sections including Ferrari's father's workshop and his childhood home which showcase some of his most famous creations. Visitors to the museum will see images and films about Enzo on the walls and the floors through multiple projectors that will provide them with a multisensory experience.

The Modena Museum focuses on Ferrari's founder and the company's past while the nearby Museo Ferrari in Maranello has exhibits relating to the company's present and future. If you are a history buff, a Ferrari fan or just happen to love motorcars, they are definitely worth a visit. Visitors can also benefit from the shuttle service that runs between both museums every half an hour and combined tickets for both museums.

## PEUGEOT 308 NAMED CAR OF THE YEAR

Peugeot fought off tough contenders like the BMW i3, Tesla Model S and Mercedes-Benz S Class to emerge as the winner of the "Car of the Year" award on the first day of the Geneva Motor Show. A prestigious honor awarded from 1964, by a 58 member international jury drawn from European journalists, the award is a feather in the cap for the embattled French firm that was recently rescued from the brink of bankruptcy by the Chinese firm, Dongfeng Motors.

The finalists for the award were announced back in December. Peugeot had last won the award in 2002 for the 307, in 1988 for the 405, and for the 504 in 1969. With Citroën also having won the award thrice, for the XM in 1990, the CX in '1975 and for the GS in '71, PSA has bagged the award a total of six times in its history. Nevertheless, it still lags behind Fiat which has won the award a record nine times.

The Peugeot 308 won the award based on its quality and elegance. More than 140 kg was saved in body weight through using lightweight materials giving the car outstanding fuel economy and performance. Coming in two versions, a 5-door hatchback and an estate, it is slightly shorter than the 307 and has a much bigger cargo space.



## ROADSAFETYUAE.COM AIMS TO INCREASE SAFETY AWARENESS WITH NEW CAMPAIGN



YOUR VOICE  
CAN MAKE  
A DIFFERENCE

RoadSafetyUAE.com, the new web portal that aims to increase awareness about road safety in the UAE has launched an awareness campaign with the pledge 'Make UAE Roads Safer!' The campaign ran concurrently with the GCC Traffic Week, which was marked from 9-15 March 2014 all across the GCC with the theme "Our goal is your safety".

In view of the fact that the UAE has one of the highest per-capita road fatalities on a global basis, RoadSafetyUAE.com is hoping that this new campaign will help make a difference in enhancing safety awareness among road users.

Commenting on the campaign, Thomas Edelmann, the founder of RoadSafetyUAE.com said that the aim of the campaign was to get as many UAE road traffic participants as possible to sign up for the pledge. The campaign targets to get at least 100,000 pledges by the end of the year. 100,000 users who are highly aware about the issue can definitely make a difference on the roads.

Drivers and passengers who take the pledge essentially promise to stick to four key points; that everyone in their vehicle would wear seatbelts, that they would use indicators and that they would refrain from speeding and using mobile phones without proper handsfree equipment.

As part of their CSR strategy, Vox Cinemas has partnered with RoadSafetyUAE.com for the full year and will screen road safety videos and the invitation to sign the pledge in all their branches.

RoadSafetyUAE is also mobilizing support from companies, educational institutions and organizations to sign the pledge and to encourage their staff, students, customers and other stakeholders to become signatories.

Many companies and government bodies in the automotive and related sectors such as RTA, BMW, Michelin, Mercedes Benz, Emarat Petroleum, Daman National Health Insurance, Emirates NBD, Nissan, NSG and Valvoline have already extended their support to RoadSafetyUAE.com.

## Congo Resorts to Robocops to Control Traffic



Robocops to control traffic sound like they belong in a Hollywood thriller, but they have managed to make a significant difference to the traffic situation in Kinshasa, the capital of the Democratic Republic of Congo. Kinshasa is a city of 10 million people with traffic snarls and streets that are crowded with pedestrians. The city's roads have been a lot safer ever since two eight-foot tall robots fashioned from aluminum and steel have been installed at two highly congested intersections to help keep traffic under control.

The two robots that cost about \$15,000 each and are powered by the sun were specially built by a team of local engineers to endure the country's terribly hot weather. As they use solar energy and sunlight is one commodity that is abundant in the Republic of Congo, they are cheap to operate. The arms of the robots act as traffic signals while the chest displays messages indicating whether it is safe for pedestrians to cross. They are also fitted with speakers to issue voice commands. Surveillance cameras installed in the shoulders of the robots will film lawbreakers so that they can be punished.

With their imposing appearance and functionality, the robots have proved to be a complete success in helping to make the flow of traffic easier on the streets of Kinshasa.

Commenting on the robots, Vale Manga Wilma, the president of the DRC's National Commission for Safety said, "With the robots' policemen intelligence, the road safety in Kinshasa becomes very easy." They essentially combine the functions of both signal lights and traffic policemen freeing up more officers for maintaining law and order".

Considering that traffic is getting more and more congested on the roads of Dubai, these robocops would work just as well on Dubai streets.



# Hennessey Produces World's Fastest Production Car



The US car manufacturer, Hennessey has broken speed records again. The company claims that its Venom GT broke the current record held by the Bugatti Veyron Super Sport (267.81) by achieving a speed of 270.49 miles per hour. The £800,000 Hennessey Venom GT is fitted with a twin-turbocharged, 7-litre V8 engine having an output of 1,244 bhp.

The attempt to break the record was made on Valentine's Day after Hennessey got permission from NASA to use its 3.22-mile landing runway at the Kennedy Space Center in Florida. A Racelogic VBox telemetry system confirmed that the record breaking speed was achieved.

Unfortunately, the record will not be accepted by the Guinness Book of World Records as only one run was permitted by NASA on the track and even this was allowed after two years of negotiations. Two runs in opposite directions are required to meet the norms set by the Guinness Book of World records. Another roadblock to getting the record certified by Guinness Book of World Records was that in order to certify a car as a production vehicle, a production run of at least 30 is needed while Hennessey is building only 29 Venoms.

The company believes even higher speeds are possible as the 1, 244 horsepower Venom GT kept accelerating after the record speed was achieved. However, it was constrained by the limited length of the runway. Driver Brian Smith made the record breaking run and speaking to Top Gear about his feat, he said, "It was still pulling. If we could run on an eight-mile oval, we could go faster than that."

Nevertheless, Hennessey does have one Guinness record to be proud of. The Venom GT has been certified as the world's quickest car when it achieved a speed of 300 kilometers per hour (186 mph) at 13.63 seconds.

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## New Huracan Proves to be a Winner for Lamborghini

The Huracan, Lamborghini's successor to the ever popular Gallardo has not yet made its public debut, but it is already proving to be a winner. The ten-cylinder car which was launched at the Geneva Motor Show has already bagged 700 VIP customers even before its debut during the month-long pre-show tour held worldwide. And that is a really mean feat for a car whose starting price is said to be \$ 250,000.

Considering that only 1,200 Gallardos came off the production line last year, it means more than half of the current year's Huracan output has already been booked.

The leaner, more elegant Huracán LP 610-4 will definitely be a worthy successor to the Gallardo. It is equipped with a 5.2-litre normally-aspirated V10 engine that gives it the juice to go from 0 to 100 km/hr in just 3.2 seconds. The top speed of 325 km/hr makes it a leader in its class. The first vehicle to be launched at the Geneva Motor Show, the Huracan was undoubtedly the star of the show.



# NOKIAN LAUNCHES FIRST WINTER TIRE WITH RETRACTABLE STUDS

To mark the 80th anniversary of the winter tire, Nokian has come up with a truly revolutionary concept tire. The company has launched what it claims is the first non-studded winter tire with retractable studs. All you need to do when you want to improve the grip of your tires in icy weather to increase safety is press a button to bring out the studs. When you feel you do not need them anymore on dry roads or in stable winter conditions, press the button again and they recede back into the depths of the tire. While the body of the stud remains static, the

hard metal pin part of the stud moves in and out to make the studs retractable. While driving a vehicle, the studs on all four tires come out and retract at the same time.

Nokian Tires says this new concept tire is only an indicator of the new technologies the company is going to introduce in the future. This new concept tire builds on the structural design and the tread pattern of Nokian's new Hakkapeliitta 8 SUV studded winter tire range.

"This new concept tire is an amazing technological feat. The unique stud concept may indeed become a reality one day", says Matti Morri, Technical Customer Service Manager for Nokian Tires. "As the pioneers of the winter tire world, we show that it is possible to combine the advantages of a studded winter tire with the advantages of a non-studded winter tire."

Nokian Tires has considerable expertise in the design and development of winter tires. The company manufactured the world's first winter tire in 1934 and has evolved into a concern manufacturing the world's most famous winter tire brand, the Nokian Hakkapeliitta range of tires. These tires have been specifically designed for the harsh winters and high motorway speeds in Europe. However, in many European countries, the use of studded tires is forbidden. With the launch of this new concept tire, Nokian Tires has now come up with a tire that converts into a studded tire only when it is really needed.

## NEXEN WINS iF DESIGN AWARD FOR N'FERA SU1 UHP TIRE



2014



N'FERA SU1

NEXEN TIRE

The iF Design Award is one of the most renowned design awards in the world along with the Red Dot Awards and IDEA award. Established by the Hanover-based iF International Forum Design GmbH, the awards have been in existence for the past 60 years and recognize design excellence in four categories -product, packaging, communication and interior architecture. This year, the iF awards received a total of 4,615 entries from 55 countries across the world.

Nexen won the iF award for its new tire, the N'FERA SU1, which has a dynamic design reflecting an image of typhoons through simple lines. Due to its innovative design, the tire provides better drainage on wet roads and delivers excellent stability, handling and cornering even at high speeds. The tire won the award on the basis of its excellent design, innovation, functionality, safety, convenience, quality and materials.

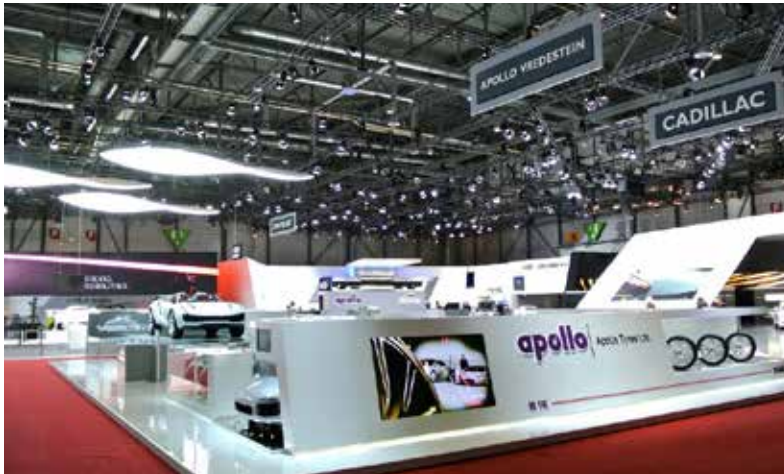
Nexen has been in the news a number of times lately for winning design awards. The company won a Red Dot Award in 2012, a Special Mention at the German Design Awards in 2013, a Japanese G-Mark Award and the American Good Design Award for all three of its entries.

Commenting on the iF award, Han Min-hyeon, the head of Research Development Division of Nexen Tire said that the renowned international design awards the Nexen Tire Corporation has won lately have proved that its efforts to attain better design management on a global level are paying off. He added that the company will continue to make efforts to increase its brand awareness by manufacturing superior products with specialized design and performance.



# Apollo Launches Apterra H/P at Geneva Motor Show

Indian tire manufacturer, Apollo Tires used the company's participation in the 84th edition of the Geneva Motor Show as an opportunity to launch the Apterra H/P. The Apterra H/P was developed by the company's Global PV R&D Centre in the Netherlands and is a high performance summer tire that is meant for SUVs. The Apterra H/P tires are equipped with a strong carcass giving them increased load capacity. This makes them an ideal choice for bigger SUVs, like the BMW X3 and X5 and the Audi Q5.



Apollo Apterra H/P tires will be available in a range of sizes from 215/70 R16 to 255/55 R18.

From the month of April, all tires made by Apollo Tires for SUVs and 4 x 4s will be marketed under the Apterra name. The Apterra A/T line will offer tires suitable for all terrains; Apterra H/P range is for SUVs and the Apterra H/T tires are designed specifically for highway driving.

The company is planning to further expand the Apterra range with tires having a higher speed index as the demand for these tires increases in the future.

The Apterra range has tires with both H and V speed indexes. In order to suit the specifications requested by drivers of high performance vehicles, they have been designed with a tread having a multi-polymer compound for increasing safety, even at very high speeds. The tread segments are positioned such that noise is minimized. The tires also have large shoulder blocks and a continuous centre rib that give them a high level of stability and better handling.

Apollo Tires claims that the tires of the Apterra range offer greater resistance to aquaplaning due to their advanced sipe technology.

Apollo Tires employs a team of 150 specialists in car tires at the company's Global PV R&D facility in the Netherlands, which was set up in 2013. The company will be taking advantage of their expertise to introduce several new tires in 2014 as part of its global expansion drive.

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# Kumho Backs NBA with Multi-year Sponsorship Deal

Basketball is one of the most popular sports in the US where it was first invented. A quick, interesting game whose rules are easily understood, it is played by more than 250 million people worldwide and watched by millions more. 60 million homes in the US have access to the "NBA Playoffs Playbacks" series which is aired on NBA TV.

Kumho Tire U.S.A. Inc., the US subsidiary of Kumho Tires has recently signed a partnership agreement with the National Basketball Association (NBA) making Kumho the official tire for both NBA and the NBA Development League (NBA D-League) in the US and in South Korea. This sponsorship deal is Kumho's first tie-up with a US sports body and will be the first time both leagues have partnered with a tire company.



As an outcome of this partnership, Kumho will benefit from branding during all upcoming NBA All-Star games and this will cover brand decals on the court during the games. Kumho will be mentioned as the presenting sponsor for both the NBA Playoffs and the replays of the games, the "NBA Playoffs Playbacks" which have viewership of millions. Kumho Tire also will receive national exposure through court-side signage throughout the season, and will develop NBA-themed advertising. Coming to the NBA D-League All-Star games, Kumho will get billing as the presenting partner with the Kumho logo being displayed prominently on the uniforms of the players.

"Our new partnership with Kumho Tire will tip off in a big way at NBA All-Star, as we will be showcasing our new alliance during one of the most exciting times of the year," said Emilio Collins, NBA senior vice president, global marketing partnerships.

NBA will create new promotions that will engage the fans of both leagues and promote the Kumho brand with customized content, themed advertising and promotional activities at league events during the season.

Harry Choi, the CEO and president of Kumho Tire North America said that this new partnership was part of the company's drive to attain widespread recognition among consumers as a high-quality brand and to support the promotional efforts of the company's dealers and distributors.

## USED TIRES MOVE FROM THE ROAD TO THE ROOF



Tires do not last forever. There was a time when it was thought that once a tire wore out or had a puncture, all it was good for was the landfill. It is estimated that one person discards one tire on an annual basis. That may not sound like much, but it adds up to a mind blowing 259 million tires every year (as per the figures for the 1980s and the 1990s). This figure is only going to increase as more and more people use cars to make life easier.


Very few give a thought to what actually happens to tires once their life on the road is over. More than half of the used tires are burned just for fuel or else they clog up landfills. Due to their high volume and their ability to trap methane gas, tires are considered to be a big source of pollution and even landfills are not considered as a good method to dispose off used tires. This has become a source of growing concern.

In the second half of the 1990s, Henry Kamphuis came up with what he thought might be a good way to convert used tires into a useful product. He thought recycled rubber crumbs from used tire could be ideal roofing material. The company's factory in the suburbs of Calgary in Canada uses more than 20,000 pounds of rubber recycled from used tires on a daily basis to make the Euroshield brand of roofing products that not only look great but are also long-lasting, durable and environment friendly. The metal and fiber is completely removed from the tires and only the crumb rubber is used for the roofing materials. At least 70% of Euroshield's roofing products consist of recycled rubber while stabilizers, UV inhibitors, coloring and compatibilizer agents make up the balance 30%. About 600 to 1,000 tires that will otherwise end up in landfills are needed to make the roof of an average sized home.

Euroshield roofing products also come with a minimum guarantee of 50 years but the company says they can be expected to last even longer, say 60 to 80 years. They can be used in any kind of climate from the soaring temperatures of the equatorial regions to the harsh winters in Canada. They provide great UV protection due to the carbon black present in the tires. Their cubical, interlocking structure is such that they also provide good insulation and noise isolation.

"Remember, this is a rubber roof," said Eberly. "When the hail hits it, the hail literally bounces off. We've not had one single warranty claim for hail impact since the day we started."

As the roofing is made from recycled products, it is environmentally friendly and even the scrap produced during the installation process can be recycled again.



### ICONIC GOODYEAR BLIMP BIDS GOODBYE TO SPORTS BROADCASTING

The Goodyear blimp has been a noticeable feature of sports broadcasting from 1955, especially in the US where the company's Mickey Whitman used the blimp as a highly useful public relations tool. It totally transformed the face of sports broadcasting by providing aerial coverage of events like professional football games, basketball games, the US Opens and even the LA Olympics.

After a long period of 14 years and 41,000 hours of flight time, one of Goodyear's three blimps, the "Spirit of Goodyear" retired after providing spectacular coverage of the Daytona 500 race. The "Spirit of Goodyear" was Goodyear Tire & Rubber Company's longest continuously operated airship. During the Daytona 500 race, the "Spirit of Goodyear" was joined by another Goodyear airship, the "Spirit of Innovation" in a rare joint appearance by two Goodyear airships at the same event to provide live coverage.

As a parting gift, the "Spirit of Goodyear" received a unique accolade from the Guinness Book of World Records, the recognition that it is the world's "Longest Continuous Operating Airship."

Commenting on the achievement, Paul Fitzhenry, the senior vice president of global communications of Goodyear Tire & Rubber Company said, "The 'Spirit of Goodyear' has provided captivating aerial coverage of the biggest televised events in its 14-year history including many prominent Nascar races."

He added that the Dayton 500 was an ideal last venue for the "Spirit of Goodyear".

Goodyear is currently working on a completely new airship at the company's hangar in Wingfoot Lake to replace the "Spirit of Goodyear".



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# Apollo Tires Debuts in Qatar

The Middle East region has witnessed dramatic growth in the demand for vehicles and vehicle components and this has attracted many global manufacturers and suppliers to expand their presence in the market.

Indian tire manufacturer, Apollo Tires, which had recently made a failed bid to take over Cooper Tire and Rubber Company is poised to take advantage of the growing importance of the Middle East market by entering the Qatar market. The company had already established a foothold in the region by setting up an office in Dubai as the hub for the Middle East and North Africa (MENA) region two years ago. The tires for the MENA region are imported from Apollo's plants in India and Europe



Apollo's debut in Qatar was announced at a product introduction event held for the company's Business Partners in the country and the function was attended by the Indian Ambassador to Qatar, H E Mr. Sanjeev Arora.

Qatar is one of the most promising automobile markets, in the Middle East region after Saudi Arabia with a high per capita income and increase in sales of automobiles. At the outset, Apollo will be focusing mainly on high performance tires for passenger vehicles like the 4G range of tires, which includes Alnac 4G, Aspire 4G, and Amazer 4G to meet the monthly demand for 50,000 to 55,000 passenger car tires in the Qatar market.

Future plans include the launch of the high end European brand, Vredestein, and tires for commercial vehicles like the Apollo Endurance truck-bus radial tires as truck sales surge following the upswing in construction activities across the region. Apollo estimates that the monthly demand for truck-bus tires will be nearly 20000, of which, 80% would be radials.

After the successful launch in Qatar, Apollo Tires will be expanding to other markets in the MENA region.

# Falken Tire Sponsors Jump off the Highest Peak in the World

In keeping with its image as a manufacturer of high performance tires for use both on and off-road, Falken Tire is supporting Discovery Channel's live coverage of Joby Ogwyn's jump from the peak of Mt. Everest, the highest mountain in the world. Joby is well known for his mountaineering and wing-suit jumping feats. He had climbed Mt. Kilimanjaro, the highest mountain in Africa when he was just 18 and was the youngest American ever to climb Mt. Everest.



During the event which will be held in May, Joby will climb from camp IV at 26,000 feet to the peak which is at 29,035 ft above sea level. He will jump over 10,000 feet wearing a wing-suit. Falken will one of the main sponsors of the event and Joby will wear the company's logo on his wing-suit.

"Clearly, this type of jump is something only a select few can attempt, let alone accomplish, and Falken Tire is very excited to be along for the ride," stated Richard Smallwood, President & CEO of Falken Tire. "We look forward to working with Discovery Channel and Joby in helping to bring this amazing challenge to viewers and be able to do so as it happens. This unique live airing definitely takes the concept of 'action sports' to a whole new level."

Commenting about the planned event, Joby Ogwyn stated that he could not think of a more scenic backdrop for his jump than the Everest. He added that all his achievements so far have just been practice for this planned jump from the Everest.

Falken Tire's support for Joby stems from the fact that Joby Ogwyn is constantly trying to scale new peaks and break new records. Likewise, Falken is constantly expanding its product lines and number of applications and pushing the limits of performance to cater to a larger customer base and increasing demand. The company manufactures tires for off-road vehicles, passenger cars, light trucks and touring vehicles. The new ZIEX ZE950 All-Season tire from Falken comes in as many as 95 sizes. The company has taken to sponsoring a wide range of events to generate more brand awareness.



# Hankook Tire Ties Up with Lanxess for Developing High-Performance Tire Technology



Hankook Tire, one of the fastest growing tire companies in the world, recently signed an MOU with Lanxess. Lanxess is the world's largest supplier of synthetic rubber. The company was in the news last October for developing two new grades of synthetic rubber, the Buna Nd 22 EZ and Buna Nd 24 EZ, which can be processed easily to make high-performance tires.

Hankook Tire and Lanxess already have a longstanding partnership. The two companies first collaborated in 2008 for the supply of core materials like solution styrene butadiene rubber (S-SBR) and neodymium performance butadiene rubber (Nd-PBR) used in the production of high-performance tires. The recent agreement will cement the technical partnership and open up new areas for collaboration in the development of the core synthetic rubber solutions needed for the manufacture of high-performance tires.

As an outcome of this agreement, the companies will form a technological partnership to jointly develop synthetic rubber technologies for high-performance tires. This agreement will cover the development of different grades of synthetic rubber and applications that can increase the performance of tires right from the initial stages of product development.

This technical partnership is another example of Hankook Tire's continued efforts to invest further and develop its R&D efforts. Other initiatives by the company on this front include the company's investment in setting up a new Central R&D Center and a Test Engineering Center in Korea. The new technical partnership with Lanxess will definitely assist Hankook Tire in developing its knowledge base and technical expertise to improve its competitiveness in the global tire market.

Dr. Joachim Grub, Head of the LANXESS Performance Butadiene Rubbers business unit, said, "LANXESS has a strong reputation for sophisticated and customized R&D efforts and 'innovation' as its key driving force. In this new technical partnership, we will assist Hankook Tire to achieve a key position as a global tire company of high-quality products based on leading-edge technologies."

Commenting on the agreement, Dr. Sang Ju Lee, Senior Vice President and Head of Global R&D at Hankook Tire, said that Hankook has been lately focusing on the high-performance tire sector in view of its growing importance. The company feels it is essential to invest in continuous R&D as part of its drive to become a leader in the global tire industry. He added that the continued R&D efforts that will be carried out in association with Lanxess would contribute further to establishing Hankook as a global premium tire maker with more advanced tire technology.

## Bridgestone Launches New Advanced Tire for Winter Conditions



Bridgestone has come up with what the company says is its most advanced winter tire yet. The company's new tire, the WS 80 is the latest tire in the Blizzak brand which was introduced to the market more than two decades ago.

Bridgestone Americas Inc. (BSAM), the US subsidiary of Bridgestone will be officially launching the Blizzak WS80, a new, improved version of the best selling WS70 tire for passenger cars and minivans in July this year. The WS80 will replace the WS70 and provide drivers with a better grip on the road during winter conditions.

Commenting on the launch, Anant Gandhi, the product manager of Bridgestone Americas said that the new tire has several improvements over the WS70. These improvements provide the tire with a better grip, shorter stopping distance and helps it to handle better. The tire's design is such that the contact pressure and cavity shape have been optimized for even distribution of forces to give drivers more control and stability. The WS80's hydrophilic coating absorbs water, moving it away from the road and thus minimizes slippage. It has a multi-cell compound with small bite particles that act as tiny studs to provide the vehicle with a better grip and improved braking. The tire also has a new tread pattern giving vehicles more stability as the new tire has 20% more block edges. This gives the tire greater edge/ block density thus moving the water, snow and slush away from the contact patch.

The new WS80 will be available in 48 sizes from 15-inch to 18-inch rim diameters, 35 to 70 series, and two speed ratings of T and H.

## REIFEN INTRODUCES NEW CATEGORY IN INNOVATION AWARDS



Anyone who is involved in the tire industry makes it a point to attend the Reifen Show which is held in Essen, Germany. In 2012, a record 19,000 visitors from 136 countries attended the show in which 44 exhibitors showcased their products related to vulcanization, tire trading, tire retreading, new tires, tire technology and chassis technology. 88 percent of the visitors to the show had the power to take decisions regarding purchasing and procurement for their companies. Held every two years, the Reifen Show is a meeting place for all who deal with the tire industry in one form or the other. This year round, the organizers are expecting 19,000 visitors and at least 600 exhibitors to participate in the show.

Generally, the highlight of the Reifen Show is the ceremony in which the Innovation Awards which are known as the "tire industry Oscars" are presented. The innovation awards are awarded jointly by the Messe Essen, the organizers of the show and its main sponsor BRV, the German association of vulcanisers and those involved in the tire industry.

The 28th edition of the Reifen Show will see another category being added to the Innovation Awards, an award for "Motor Vehicle Service". The three categories for which awards were given in previous editions of the Reifen Show are Technology & Products, Environmental & Resource Conservation and Service Concepts & Process Optimisation.

## YOKOHAMA BECOMES EXCLUSIVE SUPPLIER FOR RED BULL GLOBAL RALLYCROSS

Yokohama Tire Corporation (YTC), the US subsidiary of Yokohama Rubber Co has announced that the company has signed an agreement to become the exclusive supplier of tires for the Red Bull Global Rallycross (GRC) series.



The Red Bull Global Rallycross is an exciting freestyle race for highly modified 600 hp production cars that involves elements of off-road, circuit and rally racing with multiple obstacles, jumps as high as 70 feet and many different surfaces including dirt and asphalt. From this year onwards, all the cars participating in the GRC series will be fitted with Yokohama's specially designed ADVAN race tires. Consisting of 10 races, this year's GRC series will begin on May 17-18 in Barbados and will end with the race in Las Vegas on November 5.

Commenting on the sponsorship agreement, Andrew Briggs, the director of marketing, product planning and motorsports for Yokohama said "This is a major move for us. GRC is a rapidly growing motorsport with global appeal to a young, passionate fan base, making it an ideal platform to showcase the technology, strength and competitiveness of Yokohama."

Colin Dyne, the CEO of Global Rallycross, said that with Yokohama on board, the new season of rallycross racing should be more exciting as the company is well known for its rich history in motorsports and its wide range of tires.





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## Yokohama Rubber Board of Directors Approves Technical Tieup with Kumho Tire



Yokohama Rubber Co., Ltd. has announced that the company's board of directors has approved the decision to enter a technological tieup with the Korean based tire manufacturer, Kumho Tire, a member of the Kumho Asiana Group. The two companies will first sign a master agreement that will define the framework and purpose of the technical partnership before they proceed with further discussions to sort out the details of the final agreement between the two companies.

This development is the outcome of a Memorandum of Understanding that was signed between Yokohama and Kumho on November 29, 2013. The tie up will assist them to make optimal use of their expertise by pooling their resources and will help them to increase their competitiveness on the global level, especially when it comes to technologies of the future such as environmental technology.

The negotiations will proceed to the next stage which involves detailed discussions on other aspects such as cooperation in R&D, licensing, exchange of technologies and possibly a proposed capital alliance with cross-shareholding by both companies.

Kumho Tire is a Korean company that was established back in 1960, and is a member of the Korean conglomerate, the Kumho Asiana Group. With eight tire plants in China, Vietnam and South Korea that employ about 11,000 people, the company had reported record consolidated net sales of 3,699 billion won in the fiscal year 2013.

Yokohama Rubber is one of the top tire manufacturers in the world. The company was established in 1917, and though it manufactures other products such as sealants, marine hoses and golf equipment, tires accounted for over 79% of its consolidated net sales of 601.6 billion yen. Yokohama Rubber has 12 tire factories across seven countries worldwide that employ about 20,000 people.

## Sailun Sets Up First Overseas Factory



Sailun Tyres is fast expanding its overseas presence with the opening of its new plant in Vietnam for which the company had invested US\$400 million. The factory was set up in the Phuoc Dong-Boi Loi Industrial park, in the southern province of Tay Ninh. The company's first factory outside China is now fully operational and officially opened for production on 30 November last year. It employs 850 people and will have an annual production of 7.8 million tires. This output is expected to help Sailun Tyres meet the demand in markets like South America, the Middle East and South East Asia.

The factory will manufacture semi-and full-steel radial and specialty tires. Speaking at the plant's inauguration, the Deputy Chairman of the provincial People's Committee, Huynh Van Quang said that the establishment of the factory would contribute to enhancing the socio-economic development, living conditions and quality of life in the province.

The construction of the factory had started in 2011 and it is the biggest subsidiary of a foreign company in the Phuoc Dong-Boi Loi Industrial park as of now.



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## Jaspa Becomes Exclusive UAE Distributor for Solid tires from Nexen Brand



Jaspa has been a major player in the UAE automotive market for over two decades. Starting out as the sole distributor for Orient Fans in 1981, the company soon branched into the automotive sector, specializing in a wide range of truck and bus tires. Jaspa soon became the exclusive distributor for the renowned Longmarch brand in the UAE. The company has also had a longstanding association with the Korean tire manufacturer, Nexen Corporation over the past decade for the distribution of inner tubes.

Jaspa recently took this partnership one step further with the launch of Nexen's solid tires in the UAE market. Nexen's solid tires are superior to those from other companies due to their unique multi tread pattern (MTP). This pattern makes a tremendous difference to the tire's traction and stability, making the drive a lot smoother.

Nexen has a wide range of solid tires suitable for use in forklifts, for seaport operations and in the airport industry. From last December onwards, Jaspa has been supplying Nexen's solid tires to commercial fleets and to the company's distributors throughout the UAE on an exclusive basis.

## Doran Launches Tire Pressure Sensor for OTR Tires Used in Extreme Conditions



Though very few people check their tire pressure on a regular basis, we all know how important it is to maintain tires at their correct pressure. When tires are underinflated, it reduces their life by as much as 25%, reduces steering precision, increases rolling resistance and increases fuel consumption. When they are overinflated, they become too stiff and are more prone to damage.

Doran Manufacturing LLC has now launched a tire pressure sensor that can be specifically used for checking the pressure of OTR tires used in difficult conditions such as those used to fit vehicles used in quarries, mines and on construction.

"This sensor was meticulously designed and manufactured to combat the extreme operating conditions of OTR tire applications," said Jim Samocki, the general manager of Doran.

He added that the new sensor showed highly reliable results during field tests on vehicles. It also exceeded or met the stringent SAE standards in tests held at an independent A2LA accredited testing facility.

The new OTR tire pressure sensor has an innovative design. It has a seal fitted with a built-in filter to prevent the seepage of rim conditioners and other liquids used in many OTR tires into the internal components of the sensor. The sensor comes with a high-end lithium-ion battery that will increase its resistance to extreme temperatures and will give it power to emit and transmit RF signals for long periods. Its high-impact nylon housing with a spin-welded cap and proprietary potting material encloses and protects the internal components from vibration, impact and extreme temperature changes. The most impressive feature though is that the sensor can be scanned with the Doran SmartLink hand tool to give readings of the digital pressure and temperature during walk-around tire inspections.





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## FALKEN ENGINEERS USE JAPANESE SUPERCOMPUTER TO CREATE NEW ECORUN PCR TIRE



Have you ever heard of a tire that was developed using a supercomputer and the world's highest energy synchrotron radiation facility? That is precisely what Sumitomo Rubber Industries has done with the new Falken Sincera SN832 Ecorun. Japan's Earth Simulator is one of the most powerful supercomputers in the world. Such sophisticated techniques are not generally used in the design of new tires, but the company claims that using this new "4D Nano Design process" helped the design team to perform more detailed analyses and simulations in order to create a tire that has significantly lower rolling resistance (less by 22%) and braking distances in comparison to its predecessor.

Normally, the Earth Simulator is used to model tsunamis and earthquakes and to investigate the effects of climate change, but Sumitomo used this technology in a novel manner to design the best tire possible. The SN832 Ecorun is Sumitomo's first brand to get an A grade for its wet grip when it comes to the EU tire label criteria.

With the 4D nano design process, tire engineers duplicated the climate in which the tire would normally be used and tested different compounds, tread designs and construction patterns to come up with the most optimal design at the sub nano level. This helped them to identify the factors that caused the generation of heat and techniques to minimize heat generation.

With the help of the new compound that was thus created, the new Falken Sincera SN832 Ecorun offers a four per cent fuel saving benefit over the previous version, the SN828 tire. Coming to the design, stiffer outer shoulders having straight and wide lateral grooves improve the lateral aquaplaning score by 32%. The more circular cross profile offers better distribution of the load giving drivers greater control and stability.

## GOODYEAR MOVES TO END ALLIANCE WITH SUMITOMO

Goodyear Tire & Rubber Co has disclosed plans to end its worldwide partnership with Sumitomo Rubber Industries Ltd that was formed back in 1999. The reason given by Goodyear for making this move is that Sumitomo has been indulging in "anticompetitive conduct." On a legal footing, Goodyear had already begun arbitration proceedings at the Paris-based International Chamber of Commerce to dissolve the alliance. The company is also seeking damages from the Japanese tire maker. Goodyear did not disclose further details about Sumitomo's conduct.

"We have learned that (Sumitomo Rubber Industries) has engaged in anticompetitive conduct in violation of applicable antitrust laws," Goodyear Chief Financial Officer Laura Thompson said during a conference call with analysts. "We concluded that warrants the dissolution of this global alliance."

Sumitomo had a different take on the dispute stating that the company was dismayed at this move by Goodyear. Though Sumitomo accepted that Goodyear had declared its intention to end the partnership, the Japanese company expressed its desire to resolve the dispute.

The two companies have wide-reaching partnerships on a global basis. Goodyear Dunlop Tires Europe B.V. and Goodyear Dunlop Tires North America Ltd are the joint ventures owned by the two companies in Europe and North America respectively. In both companies, Goodyear is having 75% share and Sumitomo the balance 25%. The joint venture also owns the Dunlop brand in these markets. They have a similar ownership pattern in a joint venture company in Japan, a global purchasing company and one that focuses on tire technology. As part of the commercial partnership, the two companies also own stock in each other. Disentangling the links between the two companies in the joint enterprises will prove to be a messy affair indeed.

### BUSINESS DEVELOPMENT EXECUTIVE UAE MARKET

A reputed distributor of tires, tubes, batteries, and lubricants based in Dubai needs a Business Development Executive to cover the UAE market. Only candidates with valid UAE light vehicle driver's license and experience and knowledge of the UAE tire market are requested to send their CVs to [nid.sreekumar@gmail.com](mailto:nid.sreekumar@gmail.com)

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# Renaud Lavillenie Breaks World Pole Vault Record with Michelin Support



To break a world record that has stood the test of time for more than 20 years is no mean feat. With support from Michelin, that is exactly what Renaud Lavillenie did. The pole vaulter from Clermont-Ferrand in France broke the 21-year old world indoor pole vault record that was created by Sergey Bubka. He did this after clearing a height of 6.16 meters on February 15 in Donetsk, Ukraine. He has been sponsored by Michelin for the past four years, ever since he won the IAAF Diamond League for the first time in 2010.

After his record breaking attempt, he was welcomed by 500 Michelin employees when he visited the company's factory in Clermont-Ferrand.

Commenting on the support he has received from Michelin, Renaud said that it was this partnership with Michelin that had literally taken him to the "top of the world". Due to the support he has received from the company, he has been able to focus on his athletic skills without any financial worries. He also added that he considered it a rare honor and privilege to be supported by one of the greatest French companies in the world. He concluded by stating that he shares the same values as Michelin – discipline, fun, excellence, determination and self transcendence.

At the Michelin headquarters in Clermont-Ferrand, there is a giant picture of the athlete that has been inscribed with the phrase "Dare to do your best".

Referring to this passion for excellence, Claire Dorland Clauzel, member of the Michelin Executive Committee said, "This principle resonates perfectly with Renaud's extraordinary performance in beating a world record that has stood for 20 years in one of the most spectacular and most demanding of all athletic events. It is also seamlessly aligned with the mindset that inspires all of our teams around the world."

Michelin has been associated with sports activities for more than 100 years including the famous Le Mans race and bicycle races. This is probably what helped the company to identify Lavillenie's talent from an early stage and support him in his journey to fame in the global sports arena.



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# Continental Tire Named as Tire Manufacturer of the Year



Continental Tires has been named as the Tire Manufacturer of the Year by the trade journal "Tire Technology International". An international jury of experts drawn from the tire industry selected Continental for this prestigious honor from a number of entries submitted by readers and the editorial team of the magazine.

The company received this recognition due to its innovations in recycling of rubber from used tires and retreading of truck tires. Continental's recycling initiatives at the ContiLifeCycle factory in Hanover which was set up in just 18 months received a special mention and made the company eligible for an additional award for "Tire Manufacturing Innovation of the Year". The ContiLifeCycle factory will significantly reduce the company's carbon footprint thus helping both the environment and the consumer. Both awards were presented during an award ceremony held on the sidelines of the Tire Technology Expo in Cologne, Germany.

David Shaw, Head of Research at Tire Industry Research, and a member of the jury said about the award, "To my mind, Continental has combined the global strategic view with great products and a vision of a more sustainable future."

He added that the company has shown its commitment to the future with the establishment of its new plant in Sumter, USA and the development of the Hurricane machine to reduce, reuse and recycle. Likewise, many independent testers and fleets have also attested to the high quality of Continental's car and truck tire products.

Nikolai Setzer, Continental Executive Board Member responsible for the Tire Division expressed his happiness at receiving this honor. He said that the timing of the award is perfect as the company is well on track to achieving its Vision 2025. He praised the efforts of the global tire team to successfully execute the company's long-term growth plan, which involves multiple investments in expansion of existing facilities and building of new factories across the world. The company will also try to remain at the forefront of R&D by investing in the development of advanced processes, products and technologies.

Continental has recently been focusing on expanding its brand awareness in the tire trade and among customers through partnerships with the 2014 FIFA World Cup in Brazil, and the UEFA EURO 2016 in France and by adding more dealer outlets.

## J.D. POWER HONORS MRF WITH SPECIAL RECOGNITION AWARD FOR CUSTOMER SATISFACTION

MRF, the largest tire manufacturer in India and one of the top 15 tire manufacturers in the world has been ranked as the company with the highest customer satisfaction. The company has received this ranking for the 10th time in 13 years in the 2013 India Original Equipment Tire Customer Satisfaction Index (TCSI) Study that was conducted



by J.D.Power Asia Pacific. As an outcome of this outstanding performance, a Special Recognition Award was presented to K.M.Mammen, the Chairman and Managing Director of the company in a high-profile ceremony in New Delhi on 11th March that was attended by eminent dignitaries like senior executives from all automotive companies.

Commenting on the award, K.M. Mammen thanked the Indian customers for their loyalty and trust in the MRF brand. He added that the company will continue to focus on satisfying customers and expanding its global presence.

With car manufacturers facing difficult times, they prefer to choose tires which have high rankings in such reputed studies when it comes to choosing tires for OE fitment. The award MRF has received from J.D. Power Asia Pacific shows that the company is consistently maintaining high levels of customer satisfaction and quality. It is only a matter of time before MRF tires are in the news for receiving a number of OE fitments



# Michelin Bags Boeing OE Fitment

Boeing has selected Michelin as the supplier of original equipment tires for the Boeing 737 MAX 7 and 737 MAX 8, which are slated to be two of the most popular commercial airplanes in the world. These planes will be fitted with Michelin's radial aircraft tires having new NZG (Near Zero Growth) technology.



Boeing Commercial Airplanes will also be fitting the two MAX planes with new engines and other parts. The company has confirmed that the 737 MAX 8 will be launched in 2017 and while the 737 MAX 7 will be launched only in 2019.

Under the contract that has been signed between the two companies for the supply of tires, Michelin will work on developing and certifying its latest version of the radial aircraft tires with NZG technology for exclusive supply to 737 MAX final assembly. The tires will also be certified and available for sale in the aftermarket to airline operators. According to current plans, more than 1,300 737 MAX 7 and MAX 8 planes will need to be fitted with Michelin tires.

Commenting on the deal, Bob Pointon, Michelin Aircraft Tire Company's Director of Original Equipment, said, "Michelin is very proud to have been selected by Boeing for its future generation of the 737 family."

He added that Michelin is committed to innovation and creating cost savings for the company's customers. Like all Michelin products, the company's radial tires with NZG technology are designed to be durable and last longer to bring down the total cost of ownership (TCO).

The NZG patented technology is a technological breakthrough that reduces FOD (Foreign Object Damage) up to 50%, and brings down the total weight of the tire by more than 20% in comparison to bias cross-ply tires. The tires also offer up to 100% more landings as compared to bias cross-ply tires translating into less downtime for maintenance. All these advantages leads to significant cost savings for airline operators.

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EVENT	DATE	INFORMATION	LOCATION
Classic Motorshow	03-04 May 2014	Dubbed as one of the grandest international auto expos, Classic Motorshow 2014 will showcase an array of vintage vehicles. The event is a perfect place where automotive professionals, exhibitors and car enthusiasts can get fresh information regarding the latest motoring developments. It will also give dealers, suppliers and manufacturers an opportunity to share their insights and experiences with each other.	Lahti Fair Centre Lahti, Finland
Technorama Ulm	03-04 May 2014	This year's edition will showcase auto parts and accessories for car aficionados coming from the different parts of the continent. The event will also serve as a perfect platform for exhibitors to increase their exposure among their target market.	Ulm, Germany
Greater Kansas City International Auto Show	05-09 May 2014	This five-day show will exhibit more than 500 minivans, crossovers, SUVs, trucks, cars and other services related to the sector. Product specialists will also be present in the event to provide fresh information and live demonstrations.	Kansas City, USA
Greater Kansas City International Auto Show	05-09 May 2014	This five-day show will exhibit more than 500 minivans, crossovers, SUVs, trucks, cars and other services related to the sector. Product specialists will also be present in the event to provide fresh information and live demonstrations.	Kansas City, USA
China International Energy Saving and New Energy Vehicle Technology Exhibition	07-09 May 2014	This year's edition will unveil wide-ranging products for energy conservation, comfort and safety. Showgoers can also check out the latest technologies on component parts, vehicles and interiors.	Beijing, China
Autoexpo Tanzania	08-10 May 2014	Autoexpo Tanzania 2014 is by far the grandest annual trade event held in the country. It brings together exhibitors from more than 28 countries under one roof.	Dar es Salaam, Tanzania



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EVENT	DATE	INFORMATION	LOCATION
Cebu Auto Show	22-25 May 2014	The 2014 edition will showcase over 50 set up cars in display, 15 international auto brands and 27 car clubs along with the latest parts and accessories. Some of the highlights of the show include motor clinics, demonstration shows as well as customized and vintage car competitions.	Cebu, Philippines
Madrid International Auto Show	18-21 April 2014	American Car Show 2014 offers a platform for professionals specializing in automobiles, accessories and spare parts to meet and discuss fresh insights and ideas regarding the latest and most advanced trends in the auto sector.	Helsinki, Finland
Madrid International Auto Show	22 May-01 Jun 2014	Madrid International Auto Show is a first-time event to be held in Spain. It offers industry professionals and exhibitors an opportunity to gain insights regarding the latest in the automotive sector and to establish business relationships as well.	Comunidad De Madrid, Spain
Reifen	27-30 May 2014	Reifen, a high-profile tire manufacturing technology exhibition organized by Messe Essen GmbH, unveils the latest and wide-ranging tire manufacturing processes. The 2014 edition is anticipated to be bigger and better than ever, making it a perfect place for industry leaders and experts to gather.	Essen, Germany
SIA Motor Show	28 May-01 Jun 2014	This event will be a grand showcase of air-conditioners, heaters, radiators, video and telecommunications, audio, auto chemical goods, motor oils, paintwork materials and equipment, sports cars, special-purpose vehicles, and passenger vehicles.	Kiev (Kyiv), Ukraine
Busan International Motor Show 2014	30 May - 08 Jun 2014	Busan International Motor Show 2014 is a 10-day event organized by Busan Metropolitan City. Under the theme "Ocean of Vehicles, Feeding the World".	Busan, South Korea



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## AMS PARTNERS WITH A-MAP TO LAUNCH SOLITE IN NEW EUT OUTLET

Renowned Abu Dhabi-based family business Abdulla Al Masood & Sons (AMS) Group has recently signed a partnership agreement with premier auto parts dealer A-MAP to stock Solite batteries in its new Emirates for Universal Tires (EUT) service center in Al Ain. Opened in February this year, the center—which specializes in tire services such as puncture repair, tire rotation, wheel balancing and tire charging—aims to provide car owners with a one-stop shop for all their battery and tire care needs.

In preparation for stocking the Korean battery brand, Solite experts trained the staff of EUT on the fitting of different battery models to further enhance the quality of their battery service.

In a statement, AMS Group Executive Director Khalifa Al Masood said that their company has a huge plan to further expand EUT across the UAE, beginning with the Al Ain service center. He also added that they are proud to have partnered with A-MAP to become the authorized stockist of the reliable Solite battery brand. “Our aim is to provide the country’s discerning customers with the highest quality in tire and general automotive servicing, so this deal represents a big step towards this, and we are looking forward to a successful on-going partnership with A-MAP.”

In 2007, A-MAP was chosen to be the official Solite auto battery distributor in the UAE. Expressing his anticipation for the partnership with EUT, A-MAP Managing Director, Asad Badami said: “We’re delighted that we can contribute to making the lives of vehicle owners that much easier, through this tie-up with Emirates Universal Tires and their new service outlet in Al Ain.” He also claimed that they are confident in the brands they trade, and their tie-up is a proof of the Solite brand’s excellent quality.

All factory-assembled Kia and Hyundai vehicles worldwide are installed with Solite batteries, featuring an internal rust-free calcium metal. This displays outstanding heat resistibility and strong immunity against extreme temperatures, thus making it perfectly suited to the Middle East.



## Denso Expands Lambda Sensor Range

Denso Europe Aftermarket has recently announced a major expansion to its original equipment (OE) quality Lambda Sensor range, with the addition of 19 latest part numbers covering a total of 54 OE part numbers and 60 applications. Offered in January this year, the extended sensor range now has references for the most popular and latest applications from DAEWOO, SAAB, Renault, Vauxhall and Opel, bringing the total European car parc coverage for this range to 64 percent—an increase of nearly five percent.

Included in the newly extended range are Titania sensors, Lean Burn sensors, A/F sensors, heated and unheated sensors, regulating sensors that are fitted before the catalyst, and diagnostic sensors that are fitted after the catalyst. These sensors are laser-welded and carefully examined at several checkpoints to ensure that all characteristics precisely match OE specifications.

According to Stefan Verhoef, Denso Product Manager of Lambda Sensors, the high-demand and on-going changes in emission regulations implies that Lambda Sensors represent a huge value sales potential for distributors, wholesalers and garages. He said that it is more crucial than ever to ensure that people stay abreast of the most recent technologies and select only the most dependable parts from an original equipment (OE) supplier. “The new DENSO part numbers will enable customers to access DENSO’s pioneering Lambda Sensor programme for even more popular applications, contributing to strong sales for 2014 and onwards.”

Denso claims that its replacement Lambda Sensor range designed for Europe is built on a solid knowledge of Lambda Sensor technology. Thus, every part included in its range is manufactured to the exacting standards required by premier automakers worldwide and offers long life for supreme driver satisfaction.





# Bosch's Extra Technologies Ease Lives of Middle East Motorists

The increasing availability of cost-effective and eco-friendly drive systems in the Middle East is a breath of fresh air to new car buyers. A number of fuel-efficient functions are now a standard in a wide array of late-model vehicles, but consumers are not aware that most of these modern technologies significantly reduce CO2 emissions and fuel consumption.

New powertrain technology such as continuously variable transmission (CVT), electrification and start/stop function can slash the fuel bills of motorists by up to thousands of dollars a year while also cutting environmental impact.

In a statement, Andreas Bodemer, Vice President of Bosch Automotive Aftermarket Middle East and Africa, said that these features are available in several late-model European, American and Asian vehicles on sale in the Middle East, and can slash consumption by up to 60%. He also added that car technology is designed to make the lives of motorists easier and reduce environmental harm, and this is what Bosch engineers are aiming to achieve.

"Bosch extras included in the Middle East's new operating vehicles are designed to fit the nature of the region's roads and driving culture, making driving more economical and environmentally friendly."

Several recent models, which range from low-cost compact cars to high-performance sedans, feature an extra or standard stop/start function that cuts fuel consumption by a minimum of 5% in red lights. In peak times and congested traffic jams, the real savings potential is higher.

The Middle East's windy climate and sandy road condition makes driving a tiresome job even with automatic transmission. The continuously variable transmission (CVTs) is an advanced version which now has nine gears to ensure a more efficient mobility. It also works without fixed shifting point leading to a safe, smooth drive at constant engine speed and traction.

Bosch currently develops an array of strong-hybrid systems, which will enable Middle East drivers to enjoy a 15% to 25% consumption reduction for the same price as a comparable diesel car. The current cost of plug-in hybrid cars is considerably more than the original hybrid models but provide an energy cost reduction as high as 90%. These hybrids are well-suited to sports cars, electric SUVs and midsize segment.

Other affordable Bosch innovations available for Middle East car buyers include predictive navigation which deliberates coasting on the approach to built-up areas, adaptive cruise control which results in a 5% decrease, coasting function which enables a 10% reduction and direct injection which slashes consumption by up to 12%.



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# Alcoa Claims New Wheels Lightest in the Industry



Alcoa Wheel and Transportation Products has introduced two new wheels that the company claims are the lightest in the industry. The company had recently introduced wheels with 14-inch wide base and 9-inch wide base at the Technology & Maintenance Council's Annual Meeting & Transportation Technology Exhibition in Nashville, Texas. They were manufactured with Alcoa's proprietary LvL One wheel manufacturing technology in combination with 6061 alloy for minimizing the weight. The 22.5-inch by 14-inch wide base wheels weigh 54 pounds each while the 22.5-inch by 9-inch wheels can be either 51 or 59 pounds depending on the fitment.

The new 14-inch wide base wheels can be used to replace dual wheels and thus help to reduce the total vehicle weight in order to increase fuel economy and productivity. When these new 14-inch wide-base wheels which are 4 pounds lighter than the prior version are used instead of the dual steel 22.5-inch by 8.25-inch wheels in an 18-wheeler, it will reduce the vehicle's weight by more than 1,400 pounds. This makes a significant difference to the annual fuel costs and the payload that can be carried by fleet vehicles.

Alcoa's new 9-inch wheels too are 3 pounds lighter than their previous version. More than 50 pounds per wheel can be saved if the Alcoa aluminum 9-inch wheels are used instead of steel wheels. This again contributes to fuel efficiency and productivity without decreasing the load rating. With a load rating of 10,000 pounds, these 9-inch wheels can be used for many applications like mining, garbage collection, and logging.

Alcoa offers both the 9-inch and 14-inch wheels in all the popular surface options like mirror polish, Dura-Bright, Dura-Flange and clean buff.

# BMW Develops Carbon Fiber Wheels to Increase Cars' Coolness Factor



The arrival of the i8 plug-in hybrid sports car and the i3 electric car has compelled BMW to double down on lightweight technology. For the body panels and structure of both cars, the German automaker is exploiting carbon-fiber reinforced materials. Apart from offsetting the massive weight of the battery system of these two vehicles, the approach also serves as a testing ground for bigger scale applications in other BMW models and an ideal marketing tool to lure cynical car aficionados to electrics.

Reports say that BMW is currently aiming to increase its performance cars' coolness factor by developing carbon fiber wheels, which are typically used by tuners and on motorcycles. The automaker is not the first to make wheels out of the material, but will be the first in automotive history to make its very own carbon fiber wheels for its automobiles.

Carbon fiber wheel is 50% lighter than steel, 30% lighter than aluminum as well as both lighter and stronger than industry-standard alloy wheel. These properties will significantly enhance performance and fuel efficiency. The wheel would also be a good way to reduce heavy cars' weight with the addition of battery packs and hybrid technology.

Though the automaker heavily uses carbon fiber in the designs of the i3 and the i8, it is said to use waste carbon fiber from those two cars to manufacture wheels for its other models. Apart from wheels made up of carbon fiber rims and aluminum spokes, BMW is also considering to make a one-piece carbon fiber driveshaft for the X5 and a full carbon fiber steering wheel.

In a statement, BMW lightweight construction manager Franz Storkenmaier said that carbon fiber is a costly material to work with, but if production waste is used, then it would offer a different cost structure from working up raw carbon fiber. "It's cheap, and that's how we can position it as a competitor to magnesium."

In terms of the carbon fiber wheels' safety, BMW is seemingly undaunted. According to Storkenmaier, they are very resistant to damage, but cosmetic damage like scuffing is easy to repair.

BMW's production of the carbon fiber wheels is anticipated to take place in a year or two.



# AW Rostamani Partners with Total Marketing to Expand Distribution of Elf Lubricants

AW Rostamani Trading recently signed three agreements with Total Marketing Middle East as an outcome of which both companies will work hand in hand to increase the availability of the Elf range of lubricants in the UAE. Under the terms of the first agreement, AW Rostamani will expand the distribution of Elf lubricants in the UAE to cover both the commercial and retail segments.

The second agreement covered expansion of the supply network to include Sharjah Service centers in addition to the authorized service centers of Arabian Automobiles in the northern emirates.

The third agreement referred to the launch of the branded "Elf Rapid Oil Change Centre" at the Arabian Automobiles Umm Al Quwain Service center. The Elf Rapid Oil Change concept is meant for independent workshops which offer quick oil changes and other services like car wash, tire change etc. This rapid oil change can be used for all makes and models of cars and is inclusive of a 16 point safety check.



The three contracts were signed by Mr. David Kalife, the Managing Director of Total Marketing Middle East and Mr. Michel Ayat, the CEO of AW Rostamani Automotive in the presence of senior delegates from both the companies. During the inauguration, Mr. Kalife said, "We are proud of our association with AW Rostamani Trading and its professional team. Together we have taken strong initiatives to provide best service levels to our consumers with the Elf range of lubricants." He added that the renewal of the partnership between the two companies would help them to reach out to a larger consumer segment.

Mr. Michel Ayat reiterated, "AW Rostamani Trading has made a strong foothold in the marketplace in a very short span of time and we are committed to grow the business into the next level as the teams from both companies work with deep rooted passion and synergy". Mr. Ayat acknowledged the confidence bestowed by TMME on AW Rostamani Group & their strong partnership.

## Forecast Shows Service Fleets with Telematics to Rise to 25 Million by 2019

In a highly competitive industry where business entities struggle to survive, customer service has become an indispensable strategy to gain an edge over their competitors. Simultaneously, new health and safety legislation is now becoming a top priority for several organizations with a huge number of mobile workers. Thus, it is now imperative for companies to ensure that they have accurate details of their employees' hours of service and to prove that these workers are not being compelled to work longer hours, or to engage in dangerous working practices just to meet company or customer performance targets.



The ever-escalating cost of fuel prices, high costs associated with meeting these service compliance and regulatory demands as well as limited resources leave companies seeking for alternative yet effective solutions. One is to deploy state-of-the-art telematics solutions in a bid to save thin profit margins.

According to ABI Research principal analyst Gareth Owen, the key solutions deployed by service companies are usually fleet management solutions, with the driver's behavior as an essential add-on combined with a mobile workforce management solution. He further explained that these are available in different complexity levels and are now becoming progressively advanced with the majority of telematics service providers offering these solutions in collaboration with specialist software companies.

Service maintenance solutions and vehicle diagnostics are just some of the solutions deployed to a lesser extent, and the companies offering them include TomTom, Teletrac, Fleetmatics, Masternaut, Telogis and Trimble.

The forecast of ABI Research shows that the number of service vehicles featuring telematics solutions will rise to about 25 million globally by the end of 2019, which represents a penetration surpassing 30%.

"At present, many companies rely on manual scheduling and management reporting which depend on paper records and the potential for strategic business improvement is limited," revealed Owen. He added that an advanced mobile workforce management system could monitor workers in real-time and aid a company achieve dynamic operations management, ensuring conformity with rules and regulations as well as giving managers essential metrics on every vehicle and worker.

## Wulf Gaertner Launches Re-engineered MEYLE-HD Part for Mazda 3 and 5 Series



Unscheduled workshop visits are commonly caused by defective control arm bushings. In its goal to provide quality-enhanced components, premier German spare parts manufacturer Wulf Gaertner Autoparts is continually expanding its product range, which now features a newly designed MEYLE-HD control arm bushing for Mazda 3 and 5 series models.

The Mazda 3 and 5 series models are by far among the most well-known Asian vehicles in the European market – though their fame is tarnished by recurrent control arm repairs. According to Wulf Gaertner Autoparts technical director Sven Nielsen, feedback from repair professionals has shown that the original control arm bushings, which are filled with fluid and thus referred to as hydro bushings, are prone to premature failure. He revealed that the reason for this is the advanced driving comfort feature of the bushings, which is why they are also known as comfort bushings. However, driving comfort is attained at the expense of durability.

“The bushing’s structure is somewhat fragile and likely to be weakened if the car hits a pothole or the driver frequently slams the brake. Eventually, the bushing can spring a leak. And a leaking hydro bushing will gradually lose its damping performance, manifesting itself in increased vibration during operation. The steering feels unresponsive and the car’s road-holding becomes poor,” explained Nielsen.

Due to frequent customer complaints about the original bushing, Wulf Gaertner engineers have decided to redesign the part. Its most distinctive feature is the rugged full-rubber mount, which is intended to outlast the hydro bushing used on the original equipment (OE) version.

Nielsen continued that unlike their original equipment (OE) counterparts, the MEYLE-HD bushings are made from steel and high-grade natural rubber, dispensing with all fluid. Thus, they are immune to premature failure resulting from fluid leakage. Moreover, the engineers have also ensured that each part has the same damping capabilities by calculating the forces acting on the components with the use of the finite element method (FEM). This enables the MEYLE bushings to offer the same dynamic driving properties as the OE hydro bushing.

“This latest addition to our MEYLE Asia Line allows workshops to offer their professional services to a growing number of car owners and foster loyal customer relations,” said Nielsen, emphasizing the benefits of the newly designed bushings to repair professionals.

Wulf Gaertner Autoparts offers a four-year warranty to all its MEYLE-HD products, including the control arm bushing. The re-engineered part is anticipated to help car owners save significant time and money in repair services.

## Spectra Premium Launches 13 Radiators for Heavy-Duty Trucks



Leading automotive parts manufacturer and distributor Spectra Premium has recently launched 13 new radiators designed for heavy-duty trucks, covering Kenworth, International and Freightliner trucks as well as Carpenter/Bluebird buses. The coverage also extends to new truck models such as the 2013 Freightliner Cascadia Series.

The new radiators were thoroughly engineered, developed and validated in Spectra’s Canada-based facilities and are manufactured in its Quebec factory. This ensures a strict quality control process from the first phase of development to the final production.

Spectra engineers performed certain design improvements in the radiators such as the redesigning of the original equipment (OE) mounting structures. This allows a thermal expansion which eliminates tube-to-header leaks. The engineers also conducted extreme product validation including thermal cycling tests to replicate thermal expansion and real-time operating conditions. All radiators are fit-tested on the specific trucks they are developed for to ensure accurate fit. In addition, brazen seam is used over gaskets in plastic-aluminum radiators to ensure robustness.

Spectra Premium’s new radiators conform to the highest standards of quality, giving the company confidence that the parts will meet the stringent demands of the North American trucking industry.



## Volvo Cars' New In-car Control System Reinvents Car Interior



Volvo used the recently held 84th Geneva Motor Show as a platform to unveil its latest in-car control system, which is designed around a huge tablet-like touch screen that will streamline and improve the way motorists operate their cars.

The touch screen is a replacement of the conventional selection of controls and buttons in the center stack with one clean, smooth control panel. It combines tablet functionality like pinching and swiping with all-new solutions specifically intended for the in-car environment. The device also interacts with the digital instrument cluster located in front of the driver.

According to Volvo Cars Senior Vice President Thomas Ingenlath, the fundamental idea is to organize information and controls in a user-friendly and intuitive manner. "Everything is exactly where you expect it to be, making the drive more enjoyable, efficient, and safe."

This innovative driver experience will be launched in the upcoming car generation, which will start with the Volvo XC90 later this year.

Ingenlath continued that the all-new user interface is intended to create a smooth, logical and secure interaction between the car and the driver. He also added that this goes beyond just putting a huge table in the center of the dashboard. "We have created a digital environment that is fully integrated in the car."

There is a thin notification band located just above the tiles, while the digital climate controls serve as the pile's foundation. Also included in the sleek user interface are extensive voice control possibilities and thumb-reach controls on the steering wheel.

In a statement, Emre Karer, General Manager of Volvo Cars Middle East North Africa said that they were extremely excited to unveil the in-car control system at the Geneva Motor Show. He also added that the cutting-edge design of the control system promises to transform driving experience.

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# Global Auto Parts Helps Drivers Stay Cool with Quality Car Radiators

When it comes to cars, drivers pay a lot of attention to the external details like paint and bodywork but fail to keep tabs on the internal parts like the cooling system. The extreme temperatures in the Middle East make car maintenance a tough job for car owners. In this region, it is vital to have the best heat exchangers in order to safeguard the life of automotive engines and of the car as a whole. The radiator itself is forward facing and takes the major impact of the hot weather in order to make the other parts cooler. If the fins or tubes are not in good condition, it leads to overheating of the moving components. As cars get older, if drivers fail to check the cooling system regularly, the engine cooling system could fail causing severe damage to the engine.

Global Auto Parts (GAP) distributes radiators that come with ISO 9001:2008 certifications and are the best in the automotive business. They are made with the same specifications and materials as those originally fitted in the vehicle. In some cases, GAP's radiator units have a higher heat exchange rating than those originally fitted, to achieve higher levels of cooling.

Normally, two types of radiators are found in motor vehicles. Newer models are fitted with radiators made of aluminum and plastic. Generally, older models and commercial vehicles have radiators fabricated from copper and brass materials which are stronger, but heavier. Global Auto Parts distributes both types of radiators, including a large range of Japanese and Korean products, to serve all types of customers. Furthermore, the company stocks over 5,000 units at any given time and can deliver custom units made to order within reasonable lead times.

GAP products come with innovative shrink wrap and box packaging, genuine quality matching design guarantee, same day free delivery within the UAE and six months warranty to make life a lot easier for customers.

## FOCUS: FIRST EUROPEAN FORD TO FEATURE SYNC 2 SYSTEM



Focus 2014, which was unveiled at the recently held Geneva Motor Show, is the first-ever European Ford to feature SYNC 2, an advanced voice-activated in-car connectivity system.

SYNC 2 boasts a high-resolution, eight-inch color touch screen and voice control to easily access compatible mobile phones, climate control, navigation and audio. The system is also the first in the continent to feature a split-screen display with landmark views, 3D highway junction, spoken street names and detailed intersections. Compared to the last generation system, SYNC 2 is more intuitive and allows motorists to issue "one-shot" navigation destinations. For example, pressing the voice control button and saying "I'm starving" will bring up a list of nearby restaurants.

According to Stephen Odell, President of Ford Europe, Middle East and Africa, they are not satisfied with simply being number one. They wanted to blow people away with a new striking Focus version that would build on the reputation of this car for presenting revolutionary technology. He also added that the new version will allow motorists to switch effortlessly between voice commands and touch screen and to operate more in-car systems than before, while keeping their eyes on the road and their hands on the steering wheel.

Apart from SYNC 2, the new Focus also features perpendicular parking that uses two sensors located on its rear. The sensors help drivers park hands-free into a standard car park space and alert them if vehicles are about to cross behind the car when reversing. When exiting a parallel parking space, the Park-Out Assist mode automates the steering wheel.

MyKey is another technology featured in the new Focus. It helps owners program their keys to enforce restrictions on the car such as maximum music volume and top speed, as well as disable the engine if the seatbelt is unfastened.

Motorists will also enjoy a safe driving experience with the improved handling and steering as well as the enhanced adaptive front lighting system that adjusts the headlight beam to perfectly suit the road ahead.

Ford 2014 is slated to hit showroom floors in Europe in the second half of the year.



## LIQUI MOLY Achieves Four Percent Turnover Increase in 2013



LIQUI MOLY has maintained its status as one of the leading lubricant specialists in Germany after surpassing its record turnover from 2012. Last year, the company's turnover rose by four percent amounting to €415 million.

The employees of the German firm also increased from 53 to 643. However, CEO Ernst Prost said in a statement that when a company's condition is being described, these figures do not hold the same weight as profit margins, turnover or profit.

Turnover slightly increased in Germany, and this lack of development was caused by the bankruptcy of DIY chain 'Praktiker' as well as extreme competitive pressure. Currently, LIQUI MOLY has such a strong position on the German market that huge leaps in turnover are no longer to be anticipated.

In 2013, the export business grew by up to ten percent. This was partially because of LIQUI MOLY products being sold in an increasing number of countries, including Jamaica, Costa Rica and Nicaragua which were added last year. As of now, the products are sold in over 110 countries.

Reports say that LIQUI MOLY is planning to invest about €20 million over the next few years to boost its oil production and be equipped for further growth. Prost said that these investments are a part of the performance promise that they make with the 'Made in Germany' trademark of quality.

## 2014 'Wheels Car of the Year Awards' Gets EPPCO Lubricants as Sponsor



Dubai-based EPPCO Lubricants has extended its support to the 'wheels Car of the Year Awards 2014' by sponsoring the event. The annual automotive awards have 14 categories with vehicles selected independently by the editorial team of wheels magazine, the event organizer and the only dedicated English weekly motoring magazine of the UAE. Each car is assessed individually on its segment criteria and weighed against its rivals in the market. Included in the awards is a Readers' Choice honor, chosen by an online poll on the website of the magazine.

The winning vehicles, which highlight the best in class in the UAE's automotive industry, were recognized at the awards ceremony held on February 26 at the Ritz-Carlton, Jumeirah Beach Residence. They were later on featured in wheels issue 468 which was released on February 28.

In a statement, EPPCO Lubricants Manager Rashid Al-Ameeri said that the wheels Car of the Year Awards is a prestigious event highlighting the strong performance of the UAE's automotive industry. He added that with multiple international brands competing for the top honors, through their support, they were underlining EPPCO Lubricants' offered value addition to all automotive users, regardless of the car they drive. "Whatever their need, we have an extensive range of lubricants that will enhance motoring efficiency."

WWW EPPCO products conform to international specifications, making them widely applicable across marine, industrial, automotive and specialized industries. The products, featuring the highest standards in quality, are blended at ENOC Lubricants & Grease Manufacturing Plant (ELOMP), a fully equipped and state-of-the-art blending facility based in Fujairah, the largest finished lubricants producer in the entire region.

## CarPlay to Take Over Dashboard of World-Renowned Vehicles



Apple Inc. grabbed the spotlight in the recently held Geneva Motor Show 2014 after unveiling CarPlay, an in-car system that will soon take over the dashboard of vehicles. The system, touted as the smarter, safer and more fun way to use iPhone in the car, was showed off by certain car models of world-renowned auto manufacturers such as Volvo, Mercedes-Benz and Ferrari.

CarPlay features an interface the same with iOS 7 and heavily incorporates Siri to enable iPhone users with the operating system to listen to music, use maps, make and receive calls as well as access messages with just a touch or a word. Users can access the in-car system by pressing the dashboard display, or via the embedded voice control button located on the steering wheel.

In a press release, Apple noted that when incoming notifications or messages arrive, Siri offers an eyes-free experience by responding to requests via voice commands, by reading the messages of drivers and by letting them make a call or dictate responses.

Meanwhile, reports say that BlackBerry is powering part of CarPlay with QNX. In a statement, QNX executive Paul Leroux said that connectivity to smartphone and other mobile devices is the strength of the platform of QNX Software Systems for car infotainment systems, and several top-tier automotive suppliers utilize the company's platform in implementing head-unit/smartphone integration in their vehicles.

"We have a long-standing partnership with Apple to ensure high-quality connectivity with their devices, and this partnership extends to support for Apple CarPlay."

Toyota, Suzuki, Subaru, PSA Peugeot Citroën, Nissan, Mitsubishi, Kia, Land Rover, Jaguar, Hyundai, Honda, GM, Ford and BMW committed to bring the system into their vehicles in the future. As for certain countries, Canada is included in the list along with United States, United Kingdom, Switzerland, Spain, Korea, Mexico, Japan, Italy, Hong Kong, Germany and Australia to embrace CarPlay. Though carriers have not yet revealed plans on how to do it, reports say that the system will be officially launched in select cars shipping this year.

## Ford Uses Heavy Human Testers to Prove 2015 F-150 Seats' Durability

Ford went the extra mile to ensure that the seats of the 2015 F-150, which was reportedly planned to hit showroom floors this autumn, were heavy-duty enough to meet the everyday demands of hefty drivers.



Summer last year, the American automaker assigned about 12 men weighing between 265 and 275 pounds to work 10 hours per day climbing into and out of the 2015 F-150's driver's seat. In the course of a week, they entered and exited the pickup trucks at least 10,000 times.

A Ford spokesman explained that human testers were used instead of robots to fully replicate actual wear and tear. They were required to wear the same pair of jeans and the seats were also sprinkled with a material called Arizona fine dust, which is used in simulating the consistency of dirt. Employed by Motor City Solutions, a Detroit company handling various automotive engineering, verification and event management services, the testers were paid around \$60-\$70 per day.

The test result revealed that the 2015 F-150 has front seats made of higher-strength steel and more durable leather weighing 30 pounds less than the current F-150's seats, but still provide the durability required to accommodate heavy drivers.

In January this year, Ford reportedly said that the 2015 F-150 shed as much as 700 pounds from its current F-150, generating improvement in capability, performance and economy.

Meanwhile, The Wall Street Journal reported that the American automaker's tight competitor General Motors (GM) is currently working toward a large aluminum-bodied pickup set to launch in 2018.

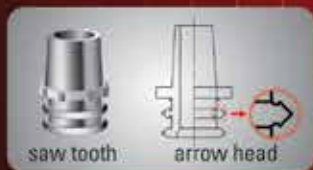


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## BMW i8: First-Ever Production Car to Feature Laser Light Technology



First unveiled as a gasoline-powered concept car at the 2011 Frankfurt International Motor Show, the BMW i8 is not only making history in the automotive world as a high-performance plug-in hybrid sports car, but also as the first-ever production vehicle to feature innovative laser light technology. Featuring combined CO<sub>2</sub> emissions of 49–0 g/km and combined fuel consumption of 2.1–0.0 l/100 km, the i8 is set to make its way to American showroom floors autumn this year.

While the BMW i8's standard version has high-intensity, energy-efficient full LED headlamps, the optional laser boost feature offers an extra high beam range of up to 600 meters. This doubles the modern LED high beam's already high illumination range. Thanks to the cutting-edge laser technology which made it possible to enhance energy efficiency by up to 30% compared to the already high power-saving LED light.

Apart from lowering power requirements, the BMW Laser Light also illuminates the road ahead with a considerably higher light intensity without heating up the surrounding region. Moreover, its laser diodes, which are ten times smaller than standard light diodes help save weight and available installation space inside the headlamp. Compared to LED light, the reflector surface's size can be reduced by up to ten factor. Its previous nine centimeter height has now been reduced to less than three.

In terms of light, a laser headlamp is tremendously bright same with daylight, which is pleasant to the human eye. This is made possible by multiple high-performance diodes that release a strongly bundled beam through special lenses onto a fluorescent phosphorus substance inside the headlamp. This substance works by transforming the beam into an extremely bright white light that is up to ten times more intensive than standard light sources. With their ideal and highly intensive beam properties, laser diodes make the overall system more efficient. In combination with the camera-aided digital highbeam assistant, glare from preceding or oncoming vehicles ahead is also eliminated.

Featuring a number of remarkable properties, BMW Laser Light is the ideal light source for the vehicle's main beam. It combines unmatched safety and performance with exceptional compactness and a high efficiency level. Moreover, its exceptional range facilitates better visibility and enhanced illumination when driving in the dark. This results to improved road safety as well as a more comfortable and relaxed driving experience.

BMW touts the i8 as the future of sports car while the laser light as the future of automotive light technology. The German automaker promises to equip more of its models with this advanced laser light system in the future.

## New Dezent Wheel for Winter Adds Sporty Touch to Modern SUVs

Contemporary SUVs no longer have much to do with the classic, traditional, cubic 4x4s with skirting protection. However, they are still distinguished by assertive looks and visual size. Hence, an alloy wheel for this segment must be in line with the pertinent design - such as Dezent Leichtmetallräder's newly unveiled TE dark.



One of the highlights of the new wheel model is its robust clear-lacquers coating, making it perfectly suitable to use during winter. It features striking geometry and sportily aggressive matt-black finish, which is designed for striking late-model SUVs such as Hyundai Santa Fe, BMW X models and Porsche Cayenne. The 17 or 18-inch TE dark is also well-suited to vans such as Volkswagen T5 and estates of all types.

Compared to its silver counterpart, the TE dark does not get its effect through the huge number of lightsteps but from its matt-black finish interplay with 3D effects. The inner rim gives the TE dark its required depth and loosens it up in an interplay of slanted and straight surfaces. The wheel also features ten angled and bent spokes which curve outward and stretch deep into the rim flange in an elegant, dynamic fashion.

TE dark's blend of futuristic design and superior quality is a testament to Dezent's world-class wheel engineering. The wheel is anticipated to make cars sportier while making winter driving better than ever.



# NGK Spark Plugs Debuts Latest Products at 2014 Auto Expo Components

NGK Spark Plugs, a leading Japanese manufacturer of state-of-the-art spark plugs, has once again proven its technological superiority after unveiling its latest products at the recently held Auto Expo Components 2014 from February 6 to 9 at Pragati Maidan, New Delhi, India.

Featuring premium quality, high performance and revolutionary design, the new NGK spark plugs grabbed the attention of several attendees. These include IRIDIUM Spark Plug, G-Power Spark Plug, MR7C-9N and K-Plug (KR6A-10), which the company claims as the four most important plugs in their line.

The central electrode of the IRIDIUM Spark Plug has a thermo edge design. Its tip, made of precious iridium metal, measures 0.8 mm in diameter. These features provide the plug with anti-carbon fouling performance in all driving conditions, thus enabling the car to run smoothly and accelerate with improved mileage.



G-Power Spark Plug uses precious platinum material for its center electrode tip, which also measures 0.8 mm in diameter. Compared to standard plugs, the platinum alloy center electrode and the unique shaper ground electrode of this spark plug help reduce the electrode's wear rate. This results to longer electrode life.

MR7C-9N, which contributes 11% performance increase to the car, is OE fitted in HMSI/ new Honda Activa. This spark plug features high ignitability technology, which results to faster start, greater acceleration and lower fuel consumption. Developed in Japan, it offers benefits such as oxidation resistance and spark erosion.

Last but not the least is K-Plug (KR6A-10), a metal spark plug approved and OE fitted exclusively for Maruti K-series engines. Compared to regular spark plugs, this product promises to last twice longer. It also offers better ignitability, longer life and outstanding functionality.

All spark plugs manufactured by NGK feature greater ignitability and easy starting as well as contribute to low fuel consumption. This is why the company was chosen by India OEMs such as Ford, Tata, Yamaha, Maruti, Honda and Hero, etc. to be their major supplier.

The different product lines presented by NGK at the 2014 Auto Expo Components, which are designed to cater to the specific needs of diverse engines, helped to position itself as the leading "spark plug expert". The company plans to offer more revolutionary spark plugs in the future to take motorists' driving experience to the next level.

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## A-MAP Lauds FNC's Anti-Fraud Bill Amendment Proposal



Highlighting the issue concerning fake automotive parts, premier UAE spare parts distributor A-MAP has recently welcomed the Federal National Council's (FNC) proposed amendments to an anti-fraud bill anticipated to come into effect in 2015.

The proposed bill, covering the entire country including its freezones, has been acclaimed by Asad Badami, managing director of A-MAP, which distributes lubricants, tyres, automotive batteries and automotive spare parts.

Badami, who believes that counterfeit parts put the lives of UAE's motorists at risk, is pleased to see the FNC addressing the counterfeiting and fraud issue with a firm stance. He said that fake parts may be less expensive, but their durability and safety are not proven, and fitting them could take a toll on everyone's road safety, not just that of the driver. He also added that fake automotive spare parts could also cause serious damage on the vehicle, as they are built to vehicle specification and could trigger breakdowns or worse. "They typically don't last as long as genuine parts and vehicle owners will have to replace them much quicker."

Officials reported that over 2,000 fake auto parts and accessories worth over AED 600,000 were seized in Al Ain in October 2013. In that same year, over AED 35 million fake products were also confiscated by the Abu Dhabi Department of Economic Development (DED).

The recent study conducted by the Brand Owners Protection Group showed that auto spare parts could account for around 70% of all counterfeit products in the UAE, based on volume and market value. The US Federal Trading Commission (FTC) also estimates that fake spare parts cost the global automotive spare parts as much as USD 12 billion per year in lost sales, with approximately USD 1 billion in the Middle East alone.

Under FNC's proposed legislation, which is set to replace a 35-year old federal law, greater punishments will be put in place for violators. When passed, the anti-bill amendment is anticipated to take the aftermarket industry to new heights and to significantly eliminate road mishaps in the UAE.

## Hyundai Expands Availability of Google-Powered Destination Search

Hyundai Motor America made history in the automotive world after launching its upgraded Blue Link® in-vehicle telematics platform at Pepcom's Digital Experience before the much-awaited opening of the 2014 Consumer Electronics Show (CES) held from January 6 to 9.



According to reports, the second-generation Blue Link® system will be available when the 2015 Genesis makes its way to showroom floors spring this year, and the rollout continues with the launch of the 2015 Sonata in the latter part of the year. One of the revolutionary features of the system is its fully upgraded destination search powered by Google™ Places API.

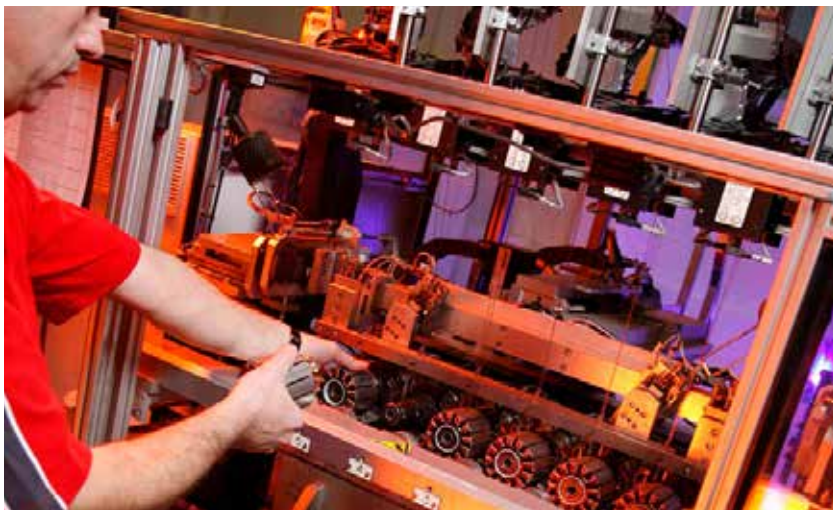
Just recently, Hyundai Motor America has announced that the availability of the same Google-powered destination search will be expanded to over 500,000 current US-based Hyundai owners who have the first-generation Blue Link system installed in their vehicle.

Barry Ratzlaff, executive director of Customer Connect and Service Business Development at Hyundai Motor America, said that if one of their subscribers or potential subscribers presses the Enhanced Navigation or Blue Link button, they would be able to access Google Maps' destination location information and Google's search accuracy. "When it comes to search engines, speed and relevant results is the name of the game and now the Blue Link in-vehicle system has the same search quality as a customer's smartphone, tablet, laptop or desktop."

Hyundai Motor America has also made the second-generation Blue Link® technology more user-friendly than ever, enabling Hyundai owners to perform Google searches via voice recognition. When a voice command is made, the destination is automatically sent to their car without using a smartphone while driving.



# TRW Bags Volvo Cars Quality Excellence Award



TRW Automotive Holdings Corp., a US-based supplier of high quality automotive systems and components, has recently received the Volvo Cars Quality Through Excellence (VQE) Award at two of its European manufacturing facilities: TRW Automotive GmbH in Gelsenkirchen, Germany, where hydraulic rack and pinion steering gears and electrically-powered hydraulic steering systems are produced, as well as TRW Automotive in Nove Mesto, Slovakia, that manufactures belt drive steering systems and electrically-powered steering motors.

According to Maciej Gwozdz, TRW vice president of operations at European Steering, they are pleased that two of their European steering facilities have received the sought-after quality award and are considered by Volvo Cars as valued partners and among the best suppliers in the industry. He also added that TRW is looking forward to constantly enhancing its manufacturing expertise to support the strategic journey of Volvo Cars.

Primarily, the VQE Award is based on a set of basic manufacturing and quality disciplines which guarantee suppliers' success and drive their continual improvement. The TRW plants in Nove Mesto and Gelsenkirchen were able to fulfill all the Volvo Cars VQE requirements, which include a customer endorsement and 11 award performance elements.

"Achieving and maintaining the VQE status is proof of the manufacturing site being among the best in the industry. The partnership between the VQE manufacturing sites and Volvo Cars is a key enabler in providing high quality products that meet and exceed our customers' expectations," noted Volvo Cars in its award notification letter to TRW.

## Bosch Middle East Achieves Double Digit Sales Growth in 2013



Bosch Middle East has reached yet another milestone after achieving double digit sales in 2013, retaining its rank as the fastest growing region for Bosch Automotive Aftermarket on a global basis.

The German-based supplier's revenue, covering North East Africa, Pakistan, Levant and Gulf Cooperation Council (GCC), increased by up to 14% last year. In that same year, it also added 84 car service workshops, diesel service workshops and express car service centers across the region, garnering a total of 291 automotive aftermarket service centers.

According to reports, Bosch plans to open additional 100 service centers across the Middle East and Africa (MEA) this year. This is intended to further highlight the growing status of the region as one of the most significant growth markets for the automotive industry.

Andreas Bodemer, Vice President for Bosch Automotive Aftermarket in Middle East and Africa, said that 2013 was a very successful year for Bosch Automotive Aftermarket in the MEA region. He also revealed that the income from their core assets within the Bosch Automotive Aftermarket group of wipers, rotating machines batteries, spark plugs, diesel systems, car control unit and diagnostics equipment grew dramatically, while their automotive service center fleet continues to expand.

Bosch Middle East achieved huge sales increase across its automotive product categories, with diagnostic equipment (24% growth), control units (37% growth) and wipers (38% growth) doing well last year. Rotating machines (6% growth), spark plugs (16% growth), batteries (10% growth) and diesel systems (20% sales growth), also did well.

"Having posted double digit sales growth for several years in a row, we are very confident of another successful year in 2014, and look forward to extending our services and reach to new markets across the region."

In the latter half of 2014, Bosch anticipates having around 400 car service workshops, diesel service workshops and express car service centers across the region, which are up 30% from the current amount.



## Mazda Tuner Launches Two Upgraded MX-5 Turbo Versions

Brodie Brittain Racings (BBR), the world's premier Mazda tuner, has recently launched two upgraded versions of its UK-developed and produced 268bhp GT270 MX-5 turbocharger. The turbo versions, called Stage One and Stage Two, are designed for DIY or straightforward retrofit installation for models Mk3/3.5/3.75 MX-5 1.8 / 2.0-litre 2005-2015 (NC).

In a statement, BBR Director Neil McKay said that the GT270 project has gained acceptance from both the general public and the media. He also revealed that they have responded to demand from existing MX-5 owners searching for similar performance levels with the launch of two retrofit upgrades.

The two turbo package versions offered for the MX-5's NC models both feature the same 'factory style' underbonnet look and use the same components as the GT270 engine upgrade. According to McKay, the company's objective with the upgrade kits is to offer a balance of excellent reliability and performance in a solid, robust and easy-to-install conversion.

Starting from scratch, BBR's original design brief was to produce optimal turbocharged conversion with a factory 'OEM' look. Thus, the standard air box, battery, coolant expansion and other ancillaries were retained in their original place regardless of the addition of lightweight aluminium high flow intercooler pipework with an efficient front mounted intercooler.

With a distinctive turbo layout and careful design, the installation of the BBR Mazda MX-5 MK3/3.5/3.75 conversion does not require cutting or drilling of any bodywork or removal of the front bumper. In addition, the conversion is also reversible, enabling car owners to revert the car to standard format easily.

The Stage One turbo upgrade offers impressive power gains, producing 262 bhp at 7350 rpm and 225 lb.ft at 4350 rpm for 2.0-litre MX-5 (NC) models. It also runs a maximum 0.45 bar (7 psi) of boost. Though the car runs at these very low boost pressures, this equates to an increase of 100 bhp / 85 lb.ft compared to the standard 2.0-litre NC model. The Stage One's performance is less than the BBR GT270 with respect to the standard Mazda clutch, which serves as the limiting factor on the torque amount the conversion can produce. However, the turbo version can still clock 0-60mph in 5.1 seconds, giving the roadster an impressive supercar pace.

In addition, the turbo version also uses the original air filter and manifold back exhaust system, enabling quiet performance. Customers who prefer a more unique, supercar style exhaust note can install the Supersport silencer package. Other parts included in this package are as follows: BBR Starchip EcuTek calibration software with driver switchable modes, BBR stainless steel / Teflon oil and water lines, BBR high flow airbox, BBR carbon fibre turbocharger heat shield, BBR/ Bosch high flow fuel injectors, BBR / Bosch MAP / Temperature sensor, BBR Recirculating piston type dump valve in factory black finish, BBR lightweight aluminium battery tray in factory black finish, BBR high flow custom silicone turbo pipes in factory look black finish featuring stainless steel hose clamps with unique black coating, BBR Hi-flow lightweight front mounted aluminium intercooler with factory look black intake pipes, BBR stainless steel downpipe, BBR GT25 stainless steel turbo manifold, and Bespoke BBR Garrett GT series ball bearing turbocharger.

As of now, the Stage One turbo version is sold for £4995.00 while its DIY version designed for mechanics and export markets, is priced at £4395.00. For customers' convenience, BBR also offers the package with a 12-month warranty.

The Stage Two version, on the other hand, meets enthusiasts' demands for better performance. According to McKay, during their development program in 2013, it became obvious that the Stage One turbo upgrade version has more potential to unleash if the standard Mazda drivetrain was uprated to cope. "Hence with the addition of an uprated clutch assembly allied to some tried and tested performance hardware, crossing the magic 300bhp barrier was relatively straightforward, which exactly what we can now offer customers with the Stage Two turbo package."

When Dyno tested, the BBR Stage Two MX-5 turbo package produced 302 bhp at 7350 rpm with a 254 lb.ft of torque available at 4950 rpm. These power figures were attained while the MX-5 runs very low and the safe boost pressures were at 0.65 bar of boost. All the parts listed in Stage One are included in this package with the addition of stainless steel performance exhaust, Exedy uprated clutch BBR turbo downpipe back and K&N Air Filter NGK Iridium Spark Plugs BBR.

BBR also offers a unique 'Buy Back' to owners of BBR-upgraded MX-5s. The company will offer the full current trade price for 2005-2014 Mazda MX-5, plus 50% of the turbo upgrade's price, as long as the rest of the car is in BBR's modified or standard specification.

"BBR's confidence in the longevity, reliability and residuals on BBR upgraded Mazda's is reflected in this buy back offer, which we know will be warmly received by the MX-5 community", commented McKay on the initiative.



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## DASH SMART EARPHONES

After smartphones and smartwatches, it was only a matter of time before we heard of the next best thing – smart headphones. The Dash Smart headphones function as activity trackers, pedometers, wireless headphones, headset and music players. So, instead of juggling multiple devices, all you need when you go for your daily run is your Dash headphones.

They are packed with sensors like an optical sensor, an infra LED device and even a miniature 32-bit ARM processor that send real time updates to the device of your choice via Bluetooth regarding your heart rate, the number of steps taken, oxygen saturation and energy consumed. The same technology is used to work as wireless headphones. Other interesting innovations in these wireless earbuds include noise isolation so you can do your own thing in peace, an embedded microphone and a built-in 4GB music player that can be loaded with as many as 1000 songs to keep you entertained.

## 360 Fly Camera

There are some things you just capture with a normal video camera. The 360Fly Camera helps you film things you just can't with a typical video camera. A small ball like camera that can rotate 360 degrees horizontally, and 240 degrees vertically, you can film practically anything and everything. It is lightweight, portable and can be easily attached to helmets, bikes, tripods and boards to freeze memorable experiences in digital format. The 360Fly can even go underwater. As the 360Fly camera is compatible with both Android and iOS platforms as well as their apps, with WiFi and Bluetooth options, sharing and editing becomes a lot easier and faster. Give free rein to your imagination as the new 360 Fly Camera turns videography into child's play.



## Aerobull iPhone Speaker

The main challenge when it comes to interior design is getting things to match. It is an impossible task to get an audio system that matches your décor and still looks cool and masculine. However, if you love music and bulldogs, this is no longer impossible. The AeroBull is a specially designed iPhone/iPod dock that combines art and a powerful high definition sound system consisting of dual 2.25-inch satellites, a 5.25-inch subwoofer system and 100W of power. Equipped with Bluetooth for wireless streaming, NFC, and a line-in for other audio sources, the AeroBull comes in matte black, white, chrome, gold and red to match your decor. Currently, the AeroBull is compatible only with iPhone and other iOS devices. The same size as a real bulldog, the AeroBull will definitely be the focus of attention with cute speaker-sunglasses and a remote control shaped like a bone. With a dog that can play music while looking cool, who needs a real dog anyway?



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## SEIKO ASTRON GPS SOLAR WATCH

Seiko watches have always been a byword for quality, reliability and durability. One hassle for people who travel frequently is the need to adjust their watches depending on the time zone they are in, both when they leave a country and when they arrive in a new one. Seiko's new Astron GPS Solar Watch ensures you always know the correct time irrespective of the time zone. It comes with a built-in low-power GPS system that automatically adjusts the time on the watch to reflect the wearer's current location using GPS triangulation based on atomic clocks which are known for their accuracy. The watch can function accurately across all 39 time zones, two better than even the best mechanical watches which can display only 37 time zones and need to be reset manually. With unbeatable looks, coverage and accuracy, the Seiko Astron GPS solar watch is an accessory no successful man can do without.



## SPARE TIRE MOUNT GRILL

There is no one who does not like grilled food, especially in an outdoor setting. One new product from Front Runner that can make life a lot easier on your weekend trips into the desert is the Spare Tire Mount Grill. Made of stainless steel with two separate laser cut sections that function as a grill and a griddle, this grill has three solid steel legs that can be easily fitted over your spare tire. Made to fit over tires ranging in size from 29 inches to 37 inches, this BBQ grill will save you a lot of cargo space in your SUV. It will also save you the hassle of cleaning up the grill just to keep it inside the vehicle. You may need a ratchet strap or wheel cover to tie the grill to the spare tire.

## Shake N'Take Sports Bottle Blender

Protein shakes, smoothies and juices are supposed to be the secret to good health and fitness. However, many of us hesitate to use blenders and mixers just because of the hassle involved in using them, washing them and then transferring their contents to cups we can drink from. The new Shake N'Take Sports Bottle Blender is the perfect antidote for this laziness. Consisting of two shake bottles and a detachable motor assembly, it is a handy size that easily fits into the cupholder slot of most cars. It is a boon for any shake lover. Making delicious smoothies is now only a matter of seconds. Grind up ice, fruit or protein with just the touch of a button to replace the coffee habit for a better, healthier you.. Easy to clean and to use, Shake N'Take Sports bottle blender is an innovative concept that makes life a lot smoother and healthier.







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