

# TIRES & AUTOMOTIVE PARTS MAGAZINE

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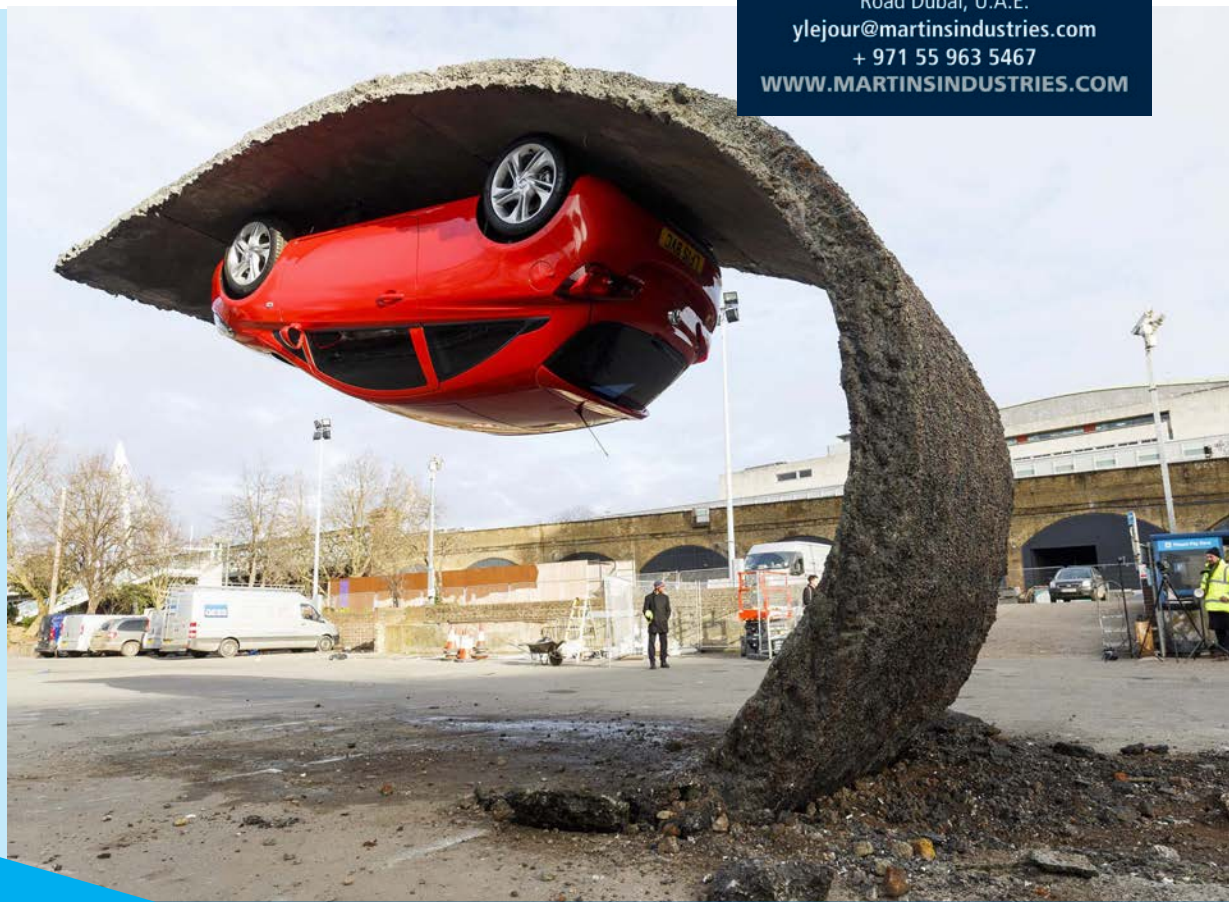


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**MR. NITESH SHEWAKRAMANI**  
EXECUTIVE DIRECTOR, SUN GLOBAL

## HOT PRODUCTS

Apple Watch

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# PUBLISHER'S NOTE



The UAE is a thriving hub of the automotive trade. Dubai also has a very high rate of accidents. Road accidents are the second major cause of deaths in the UAE and when it comes to children, road accidents are the primary cause of deaths here.

One way to minimize the chances for an accident is to drive a car that is in good condition and when it runs into trouble, repair it with genuine spare parts. We cannot control the quality of cars driven by others, but when it comes to our own safety, it is better to err on the safe side

If you desire to drive a luxury car on a shoestring budget, you might opt to buy a second hand car. There are many dealers in Sharjah and Ajman who sell cars with US specs and European specs for what appears to be very cheap prices. You may think you have lucked out and found the deal of the year.

However, careful checking may reveal that these cars have been in serious accidents and have been cancelled. These salvage cars may have a beautiful paint job but will end up being a drain on your pocket in the long run as the impact of the damage on the cars will translate into the need for more repairs down the road. You will also be compromising your safety. Cars with GCC specs have been optimized for the climate and terrain here. Cars that do not have such specs may not be able to endure such harsh conditions.

When you need to get repairs done to your car, you will have plenty of choices. You can choose to get your repairs done at the authorized service center for a hefty rate. You can source genuine spare parts from the authorized service center and get a small time garage to do the repairs. This can significantly reduce the amount for fixing the car but shoddy workmanship may affect the safety aspect.

You can get genuine parts that are considered as "grey" because they have been imported from another country, or get "grey" parts that have been scrounged from salvaged vehicles and have been imported. It definitely makes sense to pay a little more upfront for the parts and service and have peace of mind regarding the state of the car than to save a few dirhams and then worry about the true condition of your car.

The grey market is thriving in UAE now. We need to create more awareness among the ultimate end users, the man on the road, about the long term impact on their lives and on their pockets when they choose to buy "grey" cars and "grey" parts from shady dealers. This can definitely make a significant difference to the condition of the vehicles on the road and on the rate of accidents in the country.

**Hamid Moaref**

Publisher



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# BUGATTI ANNOUNCES SALE OF THE LAST VEYRON



*Veyron #001*



*Veyron #450*

**AUTOMOTIVE**

**TIRES**

**PARTS**



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# MR. NITESH SHEWAKRAMANI

EXECUTIVE DIRECTOR, SUN GLOBAL

**Can you tell us about Sun Global? It is a subsidiary of the Sun Group. So, we would appreciate it if you can tell us a little about the Sun Group and its expertise in the tire industry?**

Sun Global is a subsidiary of the SUN GROUP of Companies which has its roots in manufacturing, and the automotive tire industry dating back to 1971 in West Africa. Sun Group's other business verticals include automobile distribution and service, plastic manufacturing, trade distribution of building materials and home appliances, and real estate development and management. The Group has longstanding experience of over 40 years in the tire industry covering all aspects like tire research & development, production and marketing.

Sun Global, which is headquartered in Dubai, is a global tire company that owns leading brands NISON and SUNTRAC. We have a comprehensive range of tires, both bias and radial, in a wide array of patterns. The NISON and SUNTRAC brands have an extensive range of tires across all categories including Passenger Car (PCR/VAN/SUV/4x4), Light and Heavy Commercial Truck & Bus (LCV/LTR/TBR), Off-the-Road (OTR) and Industrial Tires. The company also offers Rims and Batteries under the same brands. Sun Global has its own presence in China, Ghana, Hong Kong, India, Nigeria and the UAE with a fast growing international customer base in over thirty countries.

Sun Global's tires and accessories trade and distribution business in the UAE is run through our group company Viramsun Middle East.

**Can you tell us a little bit about Viramsun Middle East? How long has Viramsun Middle East been operating in the UAE market?**

Viramsun Middle East (VME) was incorporated in Dubai in 2004 and is a sister concern of Sun Global and a subsidiary of Sun Group. VME is the exclusive authorised distributor in the UAE of Nison, Suntrac, Alliance and Winda brand tires.

We commenced operations from our showroom on Al Maktoum Hospital Road and initially focused on the re-export markets in the MENA region. Sales in the domestic UAE market began only in 2010. Since then, our volume of sales in the domestic UAE tire market has grown year on year in all segments, pointing to the market's acceptance of our brands. This is also largely due to the experience and professionalism of our entire team.

**What has been the response of the UAE market to your products?**

Our brands have been very well accepted for their quality and consistency all across the seven Emirates and this has allowed us to create a niche for our brands in the domestic market over the years, making us one of the leading tire distributors in the UAE. Today, our NISON and SUNTRAC TBR tires combined have a sizeable and respectable market share in the Chinese truck & bus tire segment. Our NISON PCR range has recently been launched covering the economy, high performance, UHP, SUV, 4x4, VAN and LTR segments and so far we have had a tremendous response from our valued customers.

**Can you explain about your distribution structure in the UAE? Where do you see potential for additional expansion?**

We have a strong dealer and corporate distribution network, extensively covering all the seven emirates with a base of more than three hundred direct active customers. In the near future, we will be focusing on expansion of Institutional & Fleet accounts, Government Sector and Retail segments for additional growth. VME is also pursuing opportunities to get a premium tire brand into our portfolio which would help elevate our position.

**The UAE is a regional hub in the global auto industry and the market here has all kinds of tire products ranging from the cheap, low quality segment to premium products. In such a crowded market, how do you differentiate your products from those of other companies?**

The UAE is indeed a strong regional hub for the tire industry and there is a plethora of brands available from the cheap, low-quality to the more costly premium brands. Our focus is on offering best value for our customers and an advantage we have with our brands is consistency. Consistency in terms of quality, availability and competitiveness. NISON and SUNTRAC operate in the "value" or "budget" segment which is extremely crowded. However, in the last five years, we have consistently supplied tires that are of good quality, and are competitively priced backed with territorial exclusivity and a product warranty. Combined with constant availability and on-time delivery, good marketing support and an excellent and dedicated after sales service support, we are able to really differentiate ourselves. Our year on year growth and high levels of customer loyalty attest to the goodwill our brands have built up over the years.

**Can you tell us a little more about your main brands Nison and Suntrac?**

NISON and SUNTRAC are both registered trademarks belonging to Sun Global in over thirty countries. Our tires are manufactured in what we consider "A" grade factories in China, India and Sri Lanka. Our quality team monitors the manufacturing process in each factory in order to ensure the quality of our products. Both brands offer a very comprehensive range of sizes and patterns in each segment ranging from Light Truck, Heavy Truck & Bus to Off-the-Road, Sand and Industrial tires. NISON specifically is also present in the PCR, SUV, 4x4 and VAN and LTR segment.



**What sizes and types of tires do you sell in the UAE market? Do you cater only to the passenger vehicle segment or do you sell tires for commercial vehicles as well?**

We cater to all segments both passenger and commercial: PCR, SUV, 4x4 and VAN, Light Truck, Heavy Truck & Bus to Off-the-Road, Sand and Industrial tires.

**VME also deals with tire rims and batteries. What are your main products in these categories?**

In the Rims category we offer both tube-type and tubeless rims for truck and bus segment. The automotive batteries we offer are both maintenance free and dry charged depending on customers' requirements.

**Can you tell us about yourself and your career in the automotive industry? How long have you been with Sun Global/Viramsun?**

My career began in banking, doing M&A at Lehman Brothers in London where I worked as a financial analyst in the Investment Banking Division. I helped with the set up and incorporation of Sun Global & Viramsun Middle East in 2004, although I joined the family business full-time at the end of 2007. For me personally, that is when my journey in the automotive industry began and since then it has been an accelerated learning curve experiencing the highs and lows of what has been a turbulent industry in the last seven to eight years.

**What do you enjoy most about working in the tire industry?**

The automotive and tire industry is exciting, and one that is constantly evolving. It is also an industry where we see good potential for growth. It forces us to try and stay ahead of the game, by thinking of new strategies. We need to constantly adapt ourselves to be more progressive, looking for ways to continuously grow and differentiate ourselves. That is probably what is most enjoyable. Moreover, we work in and with several countries where local dynamics differ and facing these different challenges also keeps things exciting.

**How do you feel the UAE tire market compares to the market in other countries? Is it easier or harder to get a good market share here?**

The UAE offers a friendly business climate and state of the art infrastructure for trade and distribution. The barriers to entry are however low, due to which the market space is overcrowded and extremely competitive. As mentioned earlier, it is also the prominent regional trading hub for tires. Therefore, in the UAE, you can see brands from all over the world. However, not all of these products are sold in the UAE. Most are in fact re-exported. Therefore, capturing a good market share in the UAE is possible, but it is just as difficult as any other market. Each market simply faces slightly different challenges.

**Other than the UAE, what are the major markets that you are focusing on in the Middle East and the rest of the world?**

Sun Global has an International Sales Division which takes care of distribution and marketing of NISON and SUNTRAC brands globally. At present, our brands are represented in over twenty-five countries. Our aim is to expand our reach to fifty countries by end of 2015 with appointed distributors. Our brands are already well known in the Middle East. However, in terms of expansion, a focus market in the region is Saudi Arabia. When it comes to the rest of the world, North and East Africa and Europe as a whole is a focus area.

**Have you faced any difficulties in importing tires into the UAE or in the distribution process?**

Not at all, the UAE provides a very business friendly and stable environment in which to operate.

**What are some of the challenges faced by the tire market in the UAE? How do you plan to overcome these challenges?**

Like many other markets globally, the UAE tire market is also passing through a transition and clean-up process. It is also particularly affected in downward cycles more than others because it is the prominent regional trading hub in the Middle East. Therefore, the geo-political and economic issues in the region as a whole do also have an adverse effect on the UAE tire industry.

There is an over supply and excess inventories throughout the distribution channel in the UAE at present. The other major challenge everyone is facing is the continuous downward trend in tire prices for the last two years which to some extent is due to lower raw material costs but is primarily due to an excess of supply and capacity in the budget segment.

We plan to overcome these challenges through an aggressive sales and marketing effort, broadening our market coverage, and through better distribution and inventory management. It's important in these times to continue to follow our principals, keeping a customer-focused approach, offering better value and differentiating ourselves so as to retain customer loyalty.

**What do you think are the most important factors influencing the purchase decision when it comes to buying tires in the UAE?**

The major factors influencing the purchase decision are (i) product quality, (ii) brand value (iii) competitive pricing (iv) on-time delivery, (v) consistency in availability and of course (vi) superior after sales support practices.

**What are the main trends in the tire industry at the moment, both globally and in the MENA region?**

The market share of premium brands is declining in several markets as more consumers switch to economy or budget brands. That being said, I think 2015 will be a challenging year for the global tire industry as a whole. There is an oversupply and instability in tire prices, especially out of China. The anti-dumping duty imposed by the US on Chinese manufactured PCR tires could lead to oversupply or "dumping" in other markets such as the Middle East and Africa. Demand has also softened and dealers in the channel are more cautious

about holding high inventory. I think it is likely that we will see some consolidation take place in the industry in the coming years.

**Do you think your brands have achieved their full potential in the UAE? What are your short-term and long-term marketing plans to help boost their sales and market share?**

We have definitely not reached our full potential in the UAE. Our short term plan in the TBR category is to double our market share in the next two years. In the PCR category, we have just launched Phase I and II. We will be marketing the NISON PCR brand through various channels to popularize the brand amongst the wholesale and retail tire trade and among motorists as a whole. We are confident that on a long-term basis, through key tie-ups with strategic wholesale and retail partners, further expansion of our product range and specific targeted marketing and advertising schemes across different media, we will be able to create greater brand awareness and significantly boost sales to get a higher market share.

**What advice would you like to give to our readers regarding the care and proper maintenance of their tires?**

It is important to remember that tires are an integral part of an automobile, being the only part touching the road. The UAE and Middle East in general experiences extreme weather conditions and it is therefore essential to take proper care of your tires.

**Some tips include:**

- Check your tires' air pressure regularly and stick to the parameters in the vehicle manufacturer's instruction manual.
- Rotate your tires at regular intervals to maintain even wear and thus get optimum performance and mileage.
- Tire balancing and wheel alignment is necessary for even tread wear and precise steering.
- Every tire has a Tread Wear Indicator (TWI). Tires should be changed as soon as the tire tread has reached or surpassed the TWI.
- Choose your tires depending on their application. Different patterns are available for different applications. Tires should always be replaced with tires of the same size or as per the guidelines of the vehicle manufacturer.



# BUGATTI ANNOUNCES SALE OF THE LAST VEYRON



*Veyron #001*



*Veyron #450*

The Veyron was a model that changed the history of supercars. No other production model in the world comes with 16 cylinders, torque upto 1,500 Nm, 1,200 PS, the ability to go from 0 to 100 km/h in 2.5 seconds and the world speed record of 431.072 km/h for a production model – these are the figures that describe the magic and uniqueness of the ultimate supercar of the modern era.

The Veyron created a sensation in the automotive world ever since its launch 10 years ago and to keep the exclusivity of the model, the production run was limited to only 450 cars: 300 coupés which sold out long ago and 150 open-top roadsters which were launched shortly after, in 2008. The coupes were called the Veyron 16.4 Grand Sport and the roadsters were named Veyron 16.4 Grand Sport Vitesse.

Designers of the Veyron had to fulfill a really challenging task. They were charged with designing a car that could go faster than 400 km/h, transfer more than 1,000 PS onto the road, drive, go from 0 to 100 km/h in less than three seconds and still provide motorists with the last word in luxury and style. Veyron 16.4 was which was launched in 2005 was the answer and turned into a major success story. The open-top roadster, the Veyron 16.4 Grand Sport, followed shortly after, in 2008. A more powerful version of the coupe, the Veyron 16.4 Super Sport took to the roads in 2010, followed by its roadster version, the Veyron 16.4 Grand Sport Vitesse, in 2012.

The last car which has now been sold is obviously a roadster. The Grand Sport Vitesse bearing chassis number 450 named “La Finale” was the centerpiece of the Bugatti exhibit at the Geneva Motor Show which was held from 5 to 15 March 2015. La Finale was fittingly displayed alongside the first Veyron with chassis number 1 that came out of the Atelier in Molsheim ten years ago.

Speaking about the appearance of the last Veyron at the Geneva Show, Bugatti CEO Wolfgang Duerheimer said that it will mark the climax of an unprecedented chapter in automotive history. Bugatti had established itself as one of the world's most exclusive supercar brands with the creation of the Veyron and car quickly turned into an automobile icon. It has come to symbolize outstanding technical performance coupled with sheer luxury that no other car in this price range can match.

The Veyron story is not just about performance, but is also about design. Its elegant lines are timeless and speak of limitless luxury aptly interpreting the core Bugatti values “Art, Forme, Technique”. As Dürheimer rightly said, the Veyron is more a piece of automotive art than just another example of a stylish car. Individuals who buy a Veyron join a select group of motorists who not only own the fastest production sports car in the world but also become a part of the Bugatti story which has a rich heritage. Most Veyrons belong to private collections and are purchased by car collectors as investments that will appreciate tremendously in value as time passes. The average price of Veyrons sold recently, including the cost of options is about 2.6 million euros.

It is a matter of pride for all automotive fans in the Middle East that the purchaser of the last Veyron, number 450, the Grand Sport Vitesse “La Finale” belongs to the Middle East. It will definitely be a collector's item.





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## AL NABOODA AUTOMOBILES OPENS AED 144 MILLION PORSCHE CENTER IN DUBAI



Al Nabooda Automobiles LLC recently opened one of the largest Porsche centers in the world in Dubai. The new facility which required an investment of AED 144 million includes a state-of-the-art showroom spread across three levels on Dubai's Sheikh Zayed Road. 49 Porsche cars were artfully displayed at the high profile launch event held on February 26. The display included an exclusive Porsche 918 Spyder loaned by HH Sheikh Mansoor Bin Mohammed Bin Rashid Al Maktoum, Chairman of Dubai International Marine Club for the opening of the showroom.

The opening of the complex was attended by eminent dignitaries including H.E. Khalifa Juma Al Nabooda, Chairman of Al Nabooda Automobiles, K. Rajaram, the CEO of Al Nabooda Automobiles, Franz Jung, Vice President of Overseas and Emerging Markets, Dr. Ing. h.c. F. Porsche AG, Stuttgart, and Christer Ekberg, Managing Director of Porsche Middle East and Africa FZE.

Speaking at the opening, K. Rajaram said that the new Porsche Center in Dubai was specifically designed with the needs of the Dubai customer in mind. It is one of the largest Porsche Centers in the world and with its state-of-the-art features, it is indeed a showroom of the future. The center highlights Al Nabooda's commitment to providing Porsche customers and fans in the UAE with the very best from the brand.

The sprawling complex covers an area of 5,318 sqm with a total built-up area of 21,711 sqm. In addition to the display areas, the complex has a rooftop terrace, a Porsche Exclusive Flagship Dealer Fitting Lounge, Porsche Drivers Selection Boutique store and provision for valet parking for all customers and guests. The Service Center that is a part of the complex is equipped for providing service of the highest levels with 14 work bays and three new Dialog Bays.

The Classic Corner in the showroom traces the history of the Porsche brand through exhibits of a wide range of vintage vehicles. These included two models on loan from Mohammed Ben Sulayem, President of the Automobile and Touring Club of the UAE - a 1986 original Porsche 959 and a 911 GT1 Straßenversion, one from a very limited edition of only 19 such cars.

The Equipment Corner provides an array of options for personalizing a Porsche once you have got one. The Porsche Brandspot, complete with a racing simulator and an interactive display on the company's history will give visitors a wealth of information on the brand.

The Porsche Center will be one of the first such showrooms which is fully digitalized and is equipped with video screens to provide customers with key information about the models including prices and features.

In the past year, Al Nabooda Automobiles had opened two new Porsche Centers, one in Sharjah and one in Fujairah, to help Porsche increase its reach in the UAE.

## BMW i8 JOINS DUBAI POLICE FLEET



It is important for a police fleet to have vehicles that can keep up with the fastest vehicles on the road to catch those who break the law. When it comes to the Dubai Police, the organization owns a fleet of supercars that are the envy of every other police force in the world. These include rare luxury cars like the Bugatti Veyron, the McLaren P4-12C, a Ferrari FF, Mercedes G63 AMG and an Aston Martin One-77. The vehicles are used more for public relations and for promoting Dubai as a tourist destination than for catching criminals.

The latest such vehicle to join the fleet is the BMW i8 hybrid sports car that featured in the Hollywood movie, Mission Impossible - the Ghost Protocol. It already sports the white and green livery of the Dubai Police, but is yet to get its set of police lights on the roof.

The new addition to the fleet may not be as powerful and fast as the Bugatti or the Lamborghini. However, with its plug-in hybrid engine that will definitely benefit from the new recharging stations DEWA has set up, it will be one of the most fuel-efficient cars in the police fleet.

The 1.5 liter turbocharged three-cylinder BMW TwinPower Turbo petrol engine is paired with BMW eDrive technology to offer the best of both worlds. The combustion engine drives the rear wheels and the electric drive powers the front wheels. It has a decent top speed of 250 km/h, can go from 0 to 100 kilometers per hour in just 4.4 seconds and an all-electric range of 35 kilometers on a single charge. Considering that the plug-in hybrid model is the first vehicle of its kind and weighs only 1,490 kilograms, it will be a definite asset to the fleet while patrolling tourist and heritage areas in Dubai.





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# BENTLEY VENTURES INTO SPORTS CAR TERRITORY WITH EXP 10 CONCEPT CAR



Bentley revealed its desire to venture into the sports car segment with the grand reveal of the EXP 10 Speed 6 concept car by Bentley's parent company, the Volkswagen Group at the Geneva Motor Show. The "EXP" in the name of the car stands for experimental. The concept car has all the gloss and finish of a high-performance two-seater luxury sports car that may soon be added to Bentley's range of production cars.

Bentley's hugely popular current models are the flagship continental GT, the Bentley Flying Spur, and the Bentley Mulsanne. The company's SUV, the Bentayga is due to hit the market in 2016. If the EXP 10 Speed 6 makes it to the production lineup, Bentley will be able to create a closer connection with younger customers who are looking for a sportier model.



Bentley is firmly on the growth track and the brand's sales reached record figures in 2014 by crossing 11,000 units. The company is now seeking to expand its model lineup to double annual sales to 20,000 by 2020. The Bentayga and the new sports car will play a crucial role in achieving this target.

Bentley CEO Wolfgang Duerheimer said at the press conference held to reveal the EXP 10 Speed 6 that it could emerge as a future model line, with a price point that is similar to the Continental GT. When and if it goes into production, the EXP 10 Speed 6 would be built using a Porsche platform that would make it a lighter, front-engined model.

A production EXP 10 Speed 6 would compete against the luxury two-seat sports cars from Ferrari and Aston Martin. The sleek profile of the EXP 10 Speed 6 indicates that Bentley wants the model to be the pinnacle of perfection when it comes to luxury two-seater sports cars. It will provide all the hallmarks of the Bentley brand through powerful, effortless and luxurious motoring.

At the Geneva Motor Show, more than 131 vehicles made their European and global debuts.



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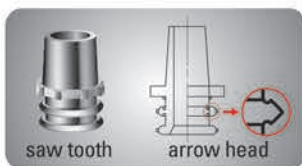
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## PRODUCTION CROSSES ONE MILLION MARK AT BMW ROSSLYN PLANT



The Rosslyn plant in South Africa was BMW's first overseas plant, when it was established back in 1973. The plant in Pretoria is one of BMW's key manufacturing facilities when it comes to the company's global production network. Now, the plant has another milestone to its credit. The factory has just produced its millionth vehicle.

The one-millionth vehicle, a BMW 3 Series Sedan, came off the assembly line on March 5 and the significance of the occasion was highlighted by a visit from the member of the Management Board of BMW AG responsible for production, Harald Krüger.

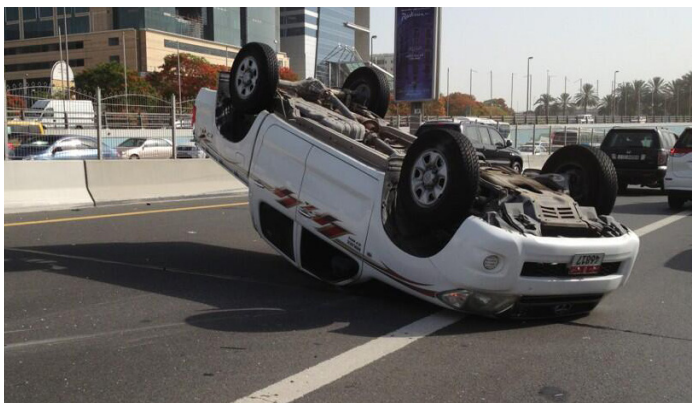
Commenting on the production anniversary, Krüger said that globalization has been an integral part of BMW's corporate strategy for over 40 years. The Rosslyn plant, the company's first overseas factory is the cornerstone of BMW's production network which now includes 30 plants spread across 14 countries. The factory is a prime example of the company's success in using local entry to become successful in the market.

The BMW cars that are made at the Rosslyn plant have been successful in export markets as well, with the plant's production being exported right from its inception. In 2014, the export of BMW 3 series sedans from the models produced at the plant increased by 17 per cent over the previous year and contributed greatly to fortifying BMW South Africa's position as one of South Africa's leading exporters of premium vehicles.

BMW South Africa employs more than 43,000 people directly and indirectly consisting of plant employees, the salesforce, dealership staff and first-level supplier employees.

## THREE SECONDS OF DISTRACTION BEHIND THE WHEEL CAN BE FATAL

Just like a fire can spread at an amazing pace, all it takes is three seconds of distraction behind the wheel to have an accident. This particular fact came to light in a study that was conducted by the Roads and Transport Authority (RTA) and was included in a presentation conducted by the organization on the first day of the 27th Gulf Traffic Week, which was held from 8 March to 12 March. The study found that a lapse in concentration for just three seconds accounted for almost 80 per cent of the accidents on the roads of Dubai.



According to Deema Hussain, Traffic Awareness Manager at RTA's Traffic and Roads Agency, human error is the main cause of accidents, not only in the UAE, but also in other countries across the globe. Due to this, it is essential to modify human behavior in order to increase road safety levels. This is why RTA chose to focus on the theme 'Your decision determines your fate' for the Gulf Traffic Week.

Deema added that as the way we drive plays a crucial role in our safety, focusing on the road while driving can reduce accidents by more than 50 per cent. RTA studies have revealed that the three main causes of accidents in Dubai are tailgating, lack of respect for others on the road, and sudden swerving to change lanes without warning. These three errors accounted for almost 63 per cent of the fatal accidents in Dubai in the 2013-2015 period. Deema said that maintaining minimum distance, being considerate of other road users and changing lanes carefully could cut fatal accidents by more than half.

Another useful tip Deema gave was on the right technique to handle malfunctioning brakes or cruise control mechanisms. This is particularly relevant in view of a number of such instances in the recent past in the UAE. Instead of panicking and turning off the engine or using the handbrake, the best and most proven course of action would be to change the gear to the neutral position and keep repeatedly pressing the brake pedal till the vehicle comes to a stop.

In conjunction with the Gulf Traffic Week 2015, the RTA held a number of awareness campaigns, competitions, lectures and activities across Dubai. These included workshops on road safety in hospitals and schools targeted at schoolchildren and mothers.



## VAUXHALL INSTALLATION PROVES TO BE A CROWDPULLER BY DEFYING GRAVITY



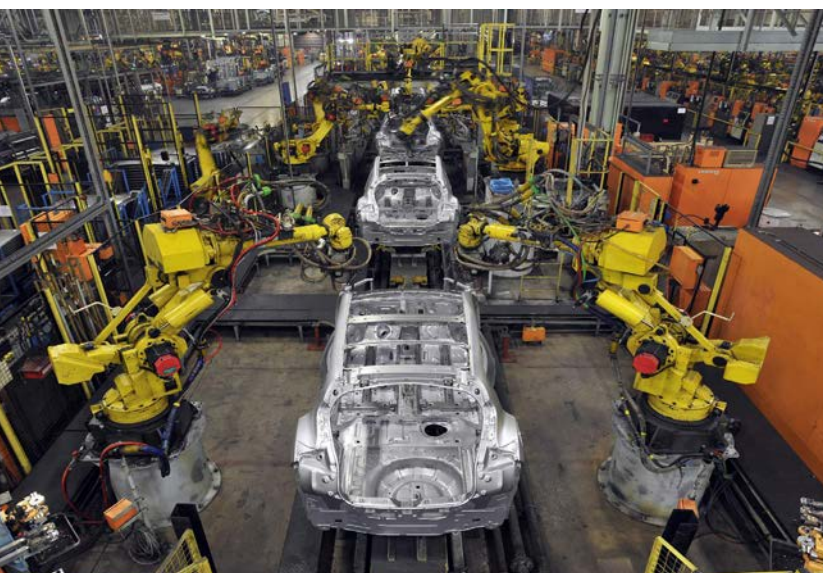
The London Eye has always been one of the main tourist attractions in the city. In February, on the southern banks of the Thames river, close to the London Eye, there was one art installation that appealed hugely to the classes as well as the masses. It was a huge full scale sculpture depicting a red Vauxhall Corsa that hung perilously upside down while attached to a curved tarmac road.

Made by the renowned British artist Alex Chinneck, who is famous for such gravity-defying masterpieces, the vehicle looked like it was suspended in mid air with no visible support. Chinneck worked closely with a team of carpenters, metal workers, steel benders, structural engineers, scenic artists, road painters and tarmac layers to put the installation together. The vehicle was supported by 50 feet of arched pavement 15 feet up in the air. With the tarmac portraying a curling road extending into the air, Chinneck wanted to overcome the hard and inflexible nature of stone and tarmac by lending it a fluid appearance.

Speaking about the sculpture, the design chief of Vauxhall, Mark Adams said that the installation highlighted the fun element of driving a Vauxhall Corsa. It is a model with plenty of energy for its size, a small car with a big heart. He added that Alex Chinneck is an amazing sculptor who effectively combined design and engineering to create illusionary installations that appear to float in the air.

Named 'Alex Chinneck for Vauxhall Motors: Pick yourself up and pull yourself together', the installation was set up on Thursday, 19th February and was available for public viewing till Wednesday, 25th February.

## SAUDI TO BUILD BIGGEST AUTOMOTIVE HUB IN GCC



Saudi Arabia has revealed plans to build the biggest automotive hub in the GCC region in the Jubail industrial area. The plans have been submitted to the relevant authorities for approval before construction begins.

The city which will be built in Rabigh is set to be the biggest hub in the region for the manufacture of automobiles and their spare parts.

According to the Industrial Clusters Program (ICP) President Azzam Shalabi, the hub will be expected to manufacture about 400,000 vehicles on an annual basis within a short period after it is set up.

He added that in addition to a factory for the production of spare parts, the site will house a higher institute that will provide on-the-job training for car industry professionals. The ICP has been in talks with leading automotive companies to attract investment in the new hub.

Though he did not reveal names, he said one major global auto manufacturer has expressed interest in setting up a production facility in the region which will manufacture cars for both the domestic and the export market.

The Industrial Clusters Program was set up by the Saudi government to establish industrial areas that would attract investment from a wide array of industries like the auto industry, rubber and plastics and pharmaceuticals.

Saudi Arabia has already attracted significant interest from the automotive industry in view of the size of its domestic market. In 2012, a factory was set up to manufacture Isuzu trucks. Jaguar Land Rover has also set up a plant there.



# Does Your Car Match Your Personality?

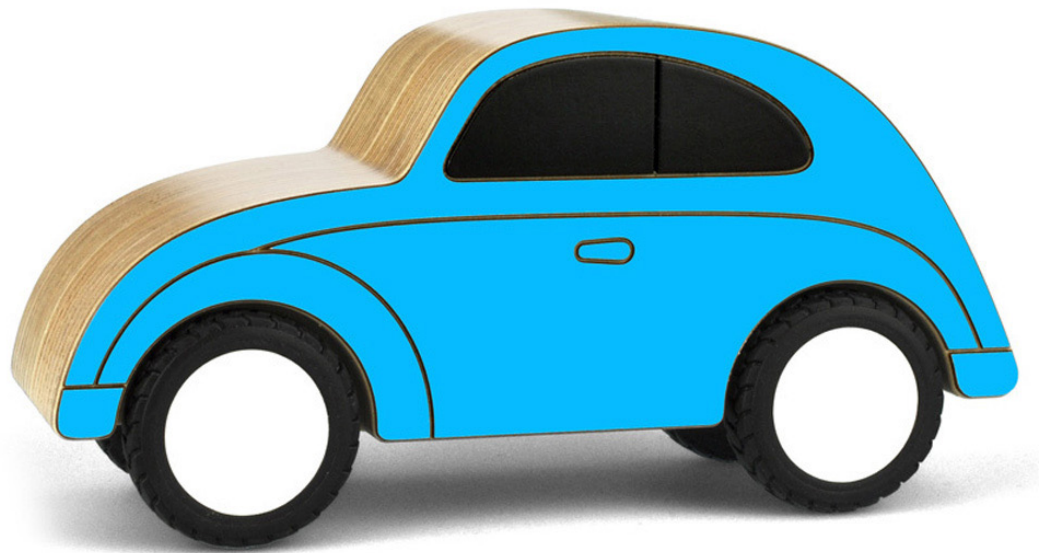
Most of us consider our cars as an extension of our personality. If you are a mum who is always ferrying her children to school and for their extra activities, you would need a big car with lots of space for the kids, their friends and their stuff. If you are a young man about town and you want to project a sporty image, you might opt for a Porsche. Does your car match your personality or are you constrained by your budget to opt for a car that is not really "you"?

Read on to find out which car matches your personality.

1. You are fearless, a risk taker, in life and in your career. You like to push the boundaries by veering off the beaten path. You have however joined the rat race and are doing well in life. You use a car for driving even short distances. You really do not have time to spare to get your daily dose of adventure. You do not care particularly about the environment and favor a larger car. So, you choose to drive a powerful, luxurious all-terrain vehicle that can handle the urban commute during the week and the desert dunes during the weekends with equal flair. The Land Rover Range Rover, which comes with a starting price of AED 349,000, will cater to all your requirements.

2. You are a type A personality with the desire to move up in life, a status seeker. You are well educated and probably just starting on your career. You lose your calm easily and sometimes have difficulty managing your finances. You are likely to buy a flashy car to raise your self-esteem and sense of belonging. Then, the right cars for you are the BMWs and the Porsches.

3. You are practical and to you, your car's main purpose is to get you from point A to point B with minimum fuss and cost. You don't look for snazzy features or the ability to overtake the car next to you in a fit of road rage. What you do care about is space, safety, maintenance costs and fuel efficiency. You are not a workaholic or status seeker. You care about the environment and making the world a



better place. In this category, the Ford Focus is one of the most practical cars and is a perfect match for you as it scores high when it comes to both space and safety. The starting price for the basic model is AED 65,000. Other cars that might suit you are the Honda Civic and the Smart car.

4. Are you always on the go, flitting from one appointment to another? Is your phone and your list of contacts your most important accessory or is it your car? To you, your car is a symbol that tells that you have arrived before you even step out of your car. You need a car that is compact enough to squeeze into a tiny parking spot and yet stands out enough to impress your friends. Then, the ideal car for you is the fun, iconic Volkswagen Beetle. Whether you like the classic look or the sportier, funkier look, the Bug is just right for the social butterfly.

5. You really care about your wheels and spend hours on your car, waxing and polishing and customizing it so that it really is you. You spend hours researching and talking with others before you bought your first car and are up to date with all that is changing in the automotive world. You order spare parts from different dealers and have probably changed the paint and the decals. Any car would be lucky to have you as the owner as you would keep it in perfect condition and give it all the love and attention it needs. Most such enthusiasts have a weakness for the Mitsubishi Lancer Evolution, which you can buy for as low as AED 61,000.

6. You are more mature, highly educated and an independent achiever. You prefer to drive longer distances. You would be driving a luxury car like the Lexus, Cadillac or a Bentley.

Now you decide, whether the car you drive is really you. Maybe it is time to change cars and choose one that is a closer match for your personality.

# FIKER BRAND TO REAPPEAR IN NEW AVATAR AS ELUX



The Fisker brand has a troubled history. After the electric car startup Fisker Automotive filed for bankruptcy in 2014, it was purchased by the Chinese company Wanxiang. Wanxiang optimistically predicted that it would be relaunching Fisker's one and only model, the stylish extended-range electric sedan, the Fisker Karma possibly by 2015, but now it looks like that is not on the cards. According to reports from Reuters, the revamped Karma will make its debut only in mid-2016, and that too under a different name.

According to a recent report, Wanxiang has decided to rebrand Fisker as Elux, with the new car being called the Elux Karma. There has been speculation that though Wanxiang purchased Fisker Automotive, it may not have the rights to the Fisker brand name as that belonged to Fisker Coachbuild, another company owned by Fisker co-founder Henrik Fisker.

The new Karma will have a price tag of USD 135,000. Significant improvements in the components including the battery technology for the car account for the new price tag which is about 20 per cent higher than the price for the previous model.

Earlier, Fisker had outsourced production of the Karma to the Finnish independent manufacturer, Valmet. However, Wanxiang has already ruled out Valmet as a potential supplier though it has still not finalized where the car is going to be built.

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# HONDA REPLACES CEO ITO TO STEER COMPANY IN DIFFERENT DIRECTION

Japanese automaker, Honda has been experiencing troubled times lately. The company had switched from overseeing the entire production to outsourcing the production of parts to cut costs. This led to a large scale recall of faulty airbags made by Takata. Sales have been sliding with the company issuing a profit warning in January and lowering its own forecast by 5%. Honda was also hit by a USD 70 million fine from regulators in the United States for failing to report all accident information.



It has now been announced that the Honda CEO Takanobu Ito will make way for Takahiro Hachigo, who is currently Honda's managing officer from the month of June. Ito will continue at Honda as a member of the board of directors and advisor to Honda Motors. It is speculated that the management shakeup is probably the outcome of the recent struggles the company has faced.

Hachigo will assume the positions of CEO, President, and Representative Director. Hachigo is a long time Honda veteran, beginning his career with the company an engineer in 1982. During his stint at Honda, he was in charge of the team that developed the first-generation Odyssey minivan and the second generation CR-V. He has held several key positions in the organization including Vice President of Honda Motor (China) Investment Co, Vice President and Director of Honda Motor Europe, and Managing Officer of Honda Motor.

Ito had joined Honda in 1978, and had taken over as the CEO in June 2009. Under his leadership, the company had changed its manufacturing structure and set up many new plants worldwide, including factories in Indonesia, China and Brazil.

"Going forward, changes will be coming up more and more rapidly, competition will be more severe, so I think now is a good time to change the management to a younger generation so as to revamp our whole operations," Ito said at a news conference.

The change of guard is subject to approval from the shareholders and is expected to be ratified by the company's annual shareholder meeting which is scheduled to be held in June.



## VW PROVES TO BE THREE TIME WINNER AT EUROPEAN CAR OF THE YEAR AWARD



The Volkswagen Passat sedan proved to be a winner again at the European Car of the Year awards, beating six other tough competitors like the Mercedes C-Class and the Citroen C4. The jury members said the car proved to be a winner on the basis of its functionality and quality. Other models shortlisted for the award included the Ford Mondeo (called the Fusion in the North American market), the Nissan Qashqai, the BMW 2 Series Active Tourer, and the Renault Twingo hatchback.

This will be the third time in six years that Volkswagen defeated other leading car makers to win the popular award. The company had won the award for the Golf hatchback in 2013 and for its compact car, the VW Polo in 2010.

The jury for the award headed by Hakan Matson consisted of a panel of 58 business and automotive journalists drawn from 22 European countries. The Passat had a clear lead with 340 points. The first runner-up was the Citroen C4 Cactus crossover with 248 points and the second runner was the new version of the Mercedes-Benz C-Class which received 221 points from the jury.

The new Passat made its debut in 2014, part of a mid-sized range launched by Volkswagen in its drive to overtake Toyota as the largest car manufacturer in the world by 2020. Heinz-Jakob Neusser, head of development at the VW brand, said that the Passat richly deserved the award for its technological features such as the new engines including a hybrid version and its on-board connectivity.

The new Passat was built using the MQB modular platform that was also used for the Golf 7 and hence has a body that is a lot lighter and less stiff. It also has three world firsts including Trailer Assist (for help hitching to a trailer), Traffic Jam Assist and Emergency Assist in addition to an extendable head-up display, Active Info Display, app-based Rear Seat Entertainment for tablets, Front Assist with City Emergency Braking and Pedestrian Monitoring.

During the award ceremony which was held in Geneva in the runup to the Geneva Motor Show, Professor Martin Winterkorn, the Volkswagen CEO, said that with the new Passat, VW has set a benchmark for other vehicles in this class when it comes to quality and technology.

Last year, the Peugeot 308 hatchback won the European Car of the Year award.

## VOLKSWAGEN TO BID ADIEU TO THE EOS IN MAY



Volkswagen has made it clear that it will be bidding adieu to its Eos hardtop convertible, its first production coupe after the Corrado. The Eos, named after the Greek goddess of dawn, is a compact sports car that was positioned as the successor to the company's Golf Cabriolet with its retractable hard top. It proved to be really popular in its home market of Germany. It has been in production for nine years and about 230,000 units were made in this period.

At one point, it was the country's bestselling hardtop convertible, but customer preferences have now changed and they prefer soft top convertibles. In general, the demand for convertibles has declined with many models offering sunroofs and moonroofs.

Volkswagen has already marked the end of production with a Final Edition in the US and the last Eos will come off the production line in May. Customers had time till March 27 to place their orders for an Eos.

With no plans as of now for a successor to the Eos, the best alternatives for those who are looking for a convertible from the Volkswagen range would be the Beetle convertible or the droptop Volkswagen Golf.



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## INFINITI CREATES QX30 COMPACT CROSSOVER FOR YOUNGER CUSTOMERS

Infiniti is seeking to position itself as a competitor to the titans of the luxury segment – BMW, Mercedes-Benz and Audi. So far, it did not have a compact crossover to appeal to younger customers. Not any longer. On the eve of the Geneva Motor Show, Infiniti revealed a concept crossover that it will be positioning as a rival to the Mercedes-Benz GLA, BMW X3 and the Audi Q3. It will be later coming up with a production version that will have the sleek style of the concept, according to Roland Krueger, the Infiniti CEO.



The crossover segment is attracting more and more motorists, particularly from the younger age groups and the QX30 will be Infiniti's first model in this segment. According to Infiniti's head of design, Alfonso Albaisa, the company is hoping to increase its appeal to this target demographic with the distinctive design of the QX30 as premium customers generally prefer to have vehicles that stand out from the crowd. For younger customers, having a premium car is not only about size and power but also about buying a car with outstanding quality and design. With this segment set to account for almost 80 per cent of car buyers in the premium compact segment, automakers who have the boldness to depart from the norm will seize the advantage.

The QX30 concept comes with a seven-speed transmission paired with a 2.0-liter, four-cylinder turbocharged petrol engine. Customers will have a choice of different powertrains including a diesel engine when it comes to the production version though the statement from Infiniti revealed no further details. The vehicle is 4430 mm long, 1815 mm wide and 1530 mm tall with a ground clearance of 192 mm.

The QX30, and the Q30 compact hatchback version have both been designed using Daimler's MFA platform which was also used for the popular Mercedes A class compact car and the GLA crossover. The cars will be built at a new purpose built facility in Nissan's plant in Sunderland, England which has an annual production capacity of 60,000. Half of the cars produced in the plant are meant for the European market while the remaining cars will be sold in different markets across the world including China and the United States.

The QX30 will reach European showrooms by the end of mid-2015.

## THREE LUCKY CRICKET FANS WIN TICKETS TO WORLD CUP FINAL FROM HYUNDAI UAE



The winners will get VIP Box tickets to see the finals, return flights to Melbourne, four nights' accommodation, a Melbourne city tour and all food and transportation within the city. They happily came to pick up their prizes from the Hyundai showroom in Deira. Commenting on the competition, Axel Dryer, President of Hyundai UAE said that Hyundai's support for the ICC Cricket World Cup Final is part of its bid to connect with customers through sports marketing. The company is officially sponsoring many other sports events like PGA, FIFA, UEFA, WRC and FIS.

Hyundai is one of the official partners of the International Cricket Council and lends a lot of support to the game. Cricket is highly popular in the UAE with the country having many expats from the Indian subcontinent and other commonwealth countries like UK, South Africa and Australia. Countries in the Middle East are slowly making a name for themselves in the game. The team from UAE came second to Scotland in the 2014 World Cup Qualifier, making them eligible to participate in the 2015 World Cup and giving them One Day International status until 2018.

Cricket is a game that has a very wide and loyal fan base with fans taking long trips and spending hours in queues to watch the games of their favorite teams. In a competition that was organized by Hyundai's exclusive distributor in the UAE, Juma Al Majid Est., three very lucky cricket fans won dream all-inclusive packages to see the ICC Cricket World Cup in Melbourne on March 29 this year from Hyundai UAE.

# DEWA OPENS FIRST CHARGING STATION TO PAVE THE WAY FOR ELECTRIC CARS IN DUBAI



A new chapter was marked in the automotive history of the country with the opening of the first station for charging electric vehicles in Dubai. HH Sheikh Ahmed bin Saeed Al Maktoum, the Chairman of the Dubai Supreme Council of Energy, opened the first electric vehicle charging station in Dubai, at the main office of Dubai Electricity and Water Authority (DEWA).

The ceremony was attended by a number of prominent dignitaries including HE Saeed Mohammed Al Tayer, the MD & CEO of DEWA, HE Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority (RTA), and senior officials from the Dubai Supreme Council of Energy and DEWA. This new project by DEWA is part of the larger Smart Dubai initiative that was launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai a city that is one of the safest and happiest places for its residents.

Speaking at the function, HE Saeed Mohammed Al Tayer, the MD & CEO of DEWA, said that the purpose of making Dubai the smartest city in the world was to provide the city's residents with smart and seamless services they could access anytime, anywhere. The city aims to become a world leader when it comes to competitiveness, sustainability and having a green economy.

The establishment of the first station for charging electric vehicles is a major step in this direction and is an integral part of the Dubai Plan 2021 and the Dubai Integrated Energy Strategy 2030 which have been

drawn up to make Dubai a global hub for tourism, sustainability, trade and finance. Such initiatives will transform Dubai into a role model for promoting energy efficiency. Smart cities are meant to promote sustainability by using top-notch technology to utilize resources in an innovative way.

DEWA has come up with a comprehensive strategy for smart grids and is presently implementing three major projects. These include provision of solar energy to villas and apartment blocks, the development of smart applications using smart grids and meters and installation of charging stations for electric vehicles. The development of a network of charging stations across Dubai will go a long way towards reducing the city's carbon footprint, minimizing the environmental impact and promoting its sustainable development. He expressed his confidence that the project will receive overwhelming support from government and private organizations and Dubai residents.

To pave the way for the introduction of electric cars in Dubai, DEWA has drawn up plans to establish an infrastructure of 100 charging stations across the city by the end of 2015. To complete this major project, the organization is

collaborating with leading car manufacturers, real estate developers like Emaar, petrol stations, national airports, shopping malls, hotels, Dubai Municipality, RTA, and owners and operators of parking lots in Dubai.

DEWA has plans to build three types of stations for charging electric vehicles. These include fast charging stations which will be built as part of petrol pumps and will take 30 minutes for recharge, charging stations that will take a period of 4 hours and those that will take 6-8 hours respectively. All stations will have technology that is compatible with the latest technologies used in electric cars. The details of the number of stations in each category will be revealed at a later date after they are finalized by the project's consultants.

The first phase of the project will involve the setup of 16 charging stations for public use, with each station having the ability to accommodate two vehicles simultaneously. Twelve such stations have already been installed and are ready for use at main DEWA centers like the DEWA head office, Burj Nahar, Jebel Ali and Umm Ramool. Another four more are due to be opened to the public shortly.

In phase two of the project, 84 charging stations belonging to the different categories like home charging stations, fast charging stations and public charging stations will be installed at different locations across Dubai that are easily accessible like the RTA, Dubai Airports, Dubai Municipality, popular shopping malls, hotels, and parking areas. The entire project is scheduled to be completed by the end of this year.





# TATA DEBUTS PRIMA HEAVY DUTY TRUCKS IN UAE

Tata Motors, one of India's largest car manufacturers has made waves internationally by acquiring Jaguar Land Rover. Now the company has debuted two Prima heavy duty trucks in the UAE in association with its distributors here – United Diesel of the Al Rostamani Group for Dubai and the Northern Emirates and Dalma Motors for the Abu Dhabi market. The two models, the Prima 4438S (4X2) tractor head and Prima 4038K (6X4) Construction tipper were launched with a bang at a grand function held at the Meydan racecourse.

The Prima range is an award-winning range of trucks from Tata Motors, which include tractor-trailers and tippers, and multi-axle trucks with different trims which

are suitable for different applications and can be used by customers belonging to different sectors. With vehicles ranging in size to 49 tons and with engine output up to 380 bhp, these trucks are ideal for heavy-duty trucking. They offer the lowest cost of ownership with strong bodies and build quality, smooth suspensions, excellent driving dynamics and good fuel economy.

The Prima range of heavy trucks is truly global in nature as the cab design is Italian, the engine technology is from Europe and the US, the gearbox has the hallmarks of German engineering excellence, the chassis frame was built with Mexican knowhow, the robotic weld line uses Swedish precision while the sheet metal dies have been imported from Japan and Korea. Made by Daewoo Commercial Vehicles (TDCV), a Tata subsidiary, these trucks have been dubbed the "World Truck" by Tata Motors and have set new benchmarks when it comes to design, safety and performance.

The Prima range of trucks is ideal for long-distance trips with their combination of reliability, safety, power, cabin features and convenience options.

Commenting on the launch Ravindra Pisharody, Executive Director, Commercial Vehicles Business Unit, Tata Motors said that the advent of Prima trucks in the UAE and the GCC region is a major milestone for the brand. It will offer UAE customers world-class commercial vehicles that combine the best expertise, technological features and know-how from across the globe. With both United Diesel and Dalma Motors being major players in the automotive market, customers here will benefit from high levels of after sales customer support.

One notable feature of all Prima trucks is that driver comfort is a priority with clear separation between work and living area and a cabin which is functionally and visually ergonomic. The adjustable steering system, reclining seats, air-conditioned cabin, armrests, music system and Global Positioning System (GPS) are all available as standard features.

The Tata PRIMA 4438S (4X2) tractor head can be used in many sectors like the construction industry, logistics and transportation industry and for general cargo. The Tata Prima 4038K (6X4) Construction tipper can be used for all kinds of construction applications like garbage compactors and skip loaders.



## KSA BIGGEST MARKET FOR USED CARS IN THE MIDDLE EAST



Saudi Arabia continues to maintain its position as the largest market for used cars in the Middle East region. According to Saygin Yalcin, the founder of SellAnyCar.com, an online portal for buying and selling used cars based in the UAE, it looks like the country will keep the number one spot in 2015 as well based on current trends.

The Saudi economy is flush with petrodollars. There is more business confidence and consumers have higher disposable incomes. These two factors have played a key role in creating a favorable environment for the automotive sector.

Saudi Arabia is currently the leading importer of automotive parts and cars in the region. The size of the auto market is tremendous with 650,000 passenger cars being sold on an annual basis and the value of the sales crossing \$22 billion. With consumers have higher disposable incomes, the demand for luxury cars and SUVs has outpaced that for other segments.

The used car segment is also flourishing, spurred mainly by re-exports to other countries in the region. The sale of used cars has increased by 35% in the past five years. Another interesting fact is that based on 70,000 online valuations conducted by SellAnyCar.com, the average used car available for sale in Saudi Arabia is newer than that available in other parts of the world, as consumers seek to upgrade their vehicles. Almost half the cars that were valued were models manufactured after 2010, with another 38% being manufactured after 2005. Hence, only a fifth of the vehicles were more than 10 years old.

Toyota models appear to be most popular in the used car segment with Corolla and Camry being the cars that are valued most often. They are followed closely by Honda Accord, GMC Yukon and Mercedes S Class.

Used cars account for a quarter of the total number of cars sold in the country. The used car market has been boosted by the improvements that have been made to the roads, leading to longer life for vehicles. The rate of car ownership is significantly high in KSA, with the per capita car ownership being 34%.

# BYD PIONEERS CHINESE ENTRY INTO JAPANESE AUTO MARKET



Few can beat the Japanese when it comes to making quality vehicles. In fact, the Japanese Big 3 – Toyota, Honda and Nissan dominate the global automotive scene. However, Chinese companies are slowly gaining ground and BYD which has a partnership with Daimler AG for the production of luxury electric cars has pioneered the entry of Chinese auto firms into the Japanese market. BYD auto is the largest selling Chinese brand.

The company recently announced that it has sold 5 Long Range Battery Electric Buses to Kyotokyukou Bus Incorporated. The move made news as it was not only a critical development towards the development of an electrified public transportation network but also the first time that Japan which has a reputation for engineering excellence imported highly technical vehicles from China.

The BYD electric buses will be deployed in Kyoto, which is well known for its efforts to reduce carbon emissions reduction due to the famous Kyoto Protocol. The buses will be used by the one of Japan's largest transit providers, Kyotokyukou Bus Inc. and according to Sakabe Mitsuo, Director of Kyoto's Ministry of Transportation, it will be a milestone for Kyoto's public transportation system to use pure electric buses. It is definitely a step in the right direction to improve the quality of the environment.

Speaking at the delivery ceremony, Liu Xueliang, general manager of BYD's Asia pacific said that as the Japanese market has highly stringent norms for technology and quality, the purchase of the BYD buses was a great recognition for both BYD and for technological products from China. He expressed his confidence that the BYD electric buses would provide a more sustainable and comfortable transportation experience to the citizens of Kyoto.

BYD's pure-electric bus comes with many technologically advanced features that were developed in-house by the company's expert team of more than 15,000 engineers. These include in-wheel hub motors, a regenerative braking system and iron-phosphate batteries which are more environmentally friendly and are fire-safe as they can be completely recycled and have no caustic components or toxic electrolytes.

Unlike conventional buses which are fitted with internal combustion engines, the BYD electric buses provide a quiet and comfortable ride without jerks, noise or vibrations. The buses can travel over 250 km even in congested urban traffic on a single charge. BYD buses have already covered more than 40 million kilometers and have been tested in many major cities across the world.

# NANO FLOWCELL PROMOTES REVOLUTIONARY NEW TECHNOLOGY AT GENEVA MOTOR SHOW

NanoFlowcell came up with two concept cars that used a new type of technology at the Geneva Motor Show. The two cars, the Quant F and the Quantino EV run on electric energy that is obtained through the flow of ionized liquid as opposed to electricity from a battery or a fuel cell. The electric powertrain in the vehicles is connected to two tanks having ionic liquids - with one having liquid that is positively charged and the other having liquid that is negatively charged. The flow of liquid generates enough energy to take the cars from 0 to 100 kilometers per hour in just 2.8 seconds in the case of the Quant F and gives a range of about 800 kilometers.

The two models were unveiled at the show by the company's Chief Technical Officer, Nunzio La Vecchia. According to Nunzio, flow-cell technology holds out the greatest promise of sustainable electromobility without damaging emissions. It is also more cost-effective.

The new QUANT F is a four-seater sports sedan which can reach speeds of more than 300 km/h and comes with a 2-speed automatic transmission.



The new QUANTINO is the world's first low-voltage vehicle. Working on a rated voltage of only 48 V, the QUANTiNO generates four times as much power with an output of 136 hp using the nanoFlowcell technology, the buffer system and the electric motors. Having the capability to reach a top speed of over 200 km/h and a range of over 1,000 km, the car has a really striking design. Another notable feature of the four-seater model is its 22-inch wheels.

The QUANTINO is fitted with two 175-litre tanks having a total capacity of 350 liters of ionic liquids, one carrying a positive charge, the other a negative charge. The refuelling process involves refilling both tanks with two different liquids simultaneously.

La Vecchia said that the QUANTINO's range of more than 1,000 km is outstanding. Low voltage and large currents allow for optimal utilization of the nanoFlowcell technology which along with the buffer system give excellent range and performance. The nanoFlowcell technology once it goes into production is extremely cost effective and offers exceptional savings. He revealed that the first prototype could be ready by the end of the year

According to Nunzio LaVecchia, the applications of the nanoFlowcell technology could extend well beyond the automotive sector and could revolutionize areas like shipping, railways, housing, and aerospace.

"In an effort to continue to drive the growth and the development opportunities associated with the nanoFlowcell, we are currently thinking about a diverse range of strategic options, including a possible IPO. The first promising talks are already taking place," said Nunzio La Vecchia in commenting about the development opportunities and plans for nanoFlowcell AG.



# Women in Automotive History

A man's car is seen as an extension of his personality. Not so when it comes to women. There are many jokes doing the rounds about women drivers, both online and offline. With March being marked as the Women's History month, it seemed only appropriate to find out how women have shaped cars as we know them today. Did you know that the windshields, the turn signals and the brake lights we all take for granted today were all invented by women? No? Read on to find out more.

**1.Windshield Wipers-** Mary Anderson came up with the idea of a windshield wiper back in 1902 when her driver had trouble keeping the windowpane clear of sleet. She had no difficulty getting a patent for her device, a mechanical rubber arm that was loaded with springs and could move back and forth over the windshield. She did however have great difficulty convincing manufacturers to buy her design. It was only after her patent expired in 1920 that Cadillac became the first automotive manufacturer to make the windshield wiper a standard accessory.

**2.Indicators and Brake Lights:** We cannot imagine a car today without indicators and brake lights, but this was not always the case. Florence Lawrence was one of the first people who could be termed a movie star. What many people fail to remember is that she was also quite handy when it came to automotive engineering. She came up with an automatic signaling arm that drivers could raise and lower by pressing a button to indicate that they were turning in a particular direction. This evolved into the modern turn signals or indicators. She also developed the concept of a signal to warn motorists behind her when she pressed the brakes and this idea was borrowed by automotive companies for designing brake lights as a standard feature.

**3.Automatic Windshield Wipers:** Mary Anderson may have developed the windshield wiper, but it was another woman inventor, Charlotte Bridgwood, who automated the wiper by using an electric roller. Though she did patent her invention in 1917, she was not able to make it a commercial success.

**4.Spark Plugs with a Difference:** What does geology have to do with spark plugs? There may seem to be very little connection between the two, but Helen Blair, a trained geologist used her knowledge of the subject to make better insulating materials for spark plugs with alumina ceramics.

**5.Kevlar Tires:** Inventor Stephanie Kwolek found that the polymers she was using in her research formed liquid crystals which could be drawn into fibers that were stronger than nylon. These polymers later came to be known as "Kevlar", a tough but lightweight material that is now regularly used in tires to increase their puncture resistance and traction.

**6.Car Heater:** Margaret Wilcox invented the first car heater back in 1893 to warm chilly motorists and passengers.

**7.Road Trip:** Alice Huyler took the first long documented road trip when she drove 5,767 kilometers from New York to California in 1909 in just 59 days, without any modern conveniences like SatNav. She became the first woman to be inducted into the Automotive Hall of Fame for this epic trip during which she repaired brake pads, changed tires 11 times, cleaned spark plugs and even slept in the car when it got bogged down in mud.

**8.Automotive Design:** Helene Rother evolved from a jewelry designer into an automotive designer when she was hired by General Motors to get her input on the interiors of their new models. During her stint at GM, she lent a touch of glamor to all their models before she moved on to Chrysler. She went on to win the Jackson Medal for excellence in design and was the first woman to address the Society of Automotive Engineers

**9.Volvo Concept Car:** Volvo was the first auto manufacturer to come up with the concept of a car designed by women for women. Though the "Your Concept Car" is not likely to make it into production, it had some interesting features like gull wing doors for easy access, a handy multilayer central storage bin for storing items like cellphones and laptops, high visibility and interchangeable seat covers.





## NISSAN LEAF SPORTS SPECIAL PAINT TO TURN INTO A FIREFLY



The automotive industry has been consistently developing technology to reduce the carbon footprint, EV cars being a prime example. In order to further encourage consumers to become eco-friendly, Nissan has come up with an interesting gimmick: a car sprayed with paint that glows in the dark.

Though it looks like magic, it is not. Such cars have been in the news before, but the spray-paint used on the Nissan Leaf, which was chosen to showcase the special paint is far superior to other similar products as it can last for as long as 25 years. The company has teamed up with inventor Hamish Scott to create 'Starpaint', a paint that absorbs UV energy during the day and glows between eight to ten hours when it gets dark.

One of the components used in the paint is a very rare natural element, Strontium Aluminate, a chemically and biologically inert product which is solid and odorless. While this is the key to the paint's long life, the bad news is that its rarity makes it difficult to commercially market such a car.

According to Nissan, the running costs of the electric Leaf is only one-sixth that of the average diesel or petrol car. This has encouraged a lot of consumers to convert to EVs. This is not the first time the manufacturer has come up with such a stunt; a year ago, it showcased a self-cleaning car paint that could repel dirt and grease.

## KEEP TABS ON YOUR KIDS WITH THE YUKON CONVERSATION MIRROR

It is not easy driving with kids in the back seat. Though we are supposed to focus on the road, half our mind, eyes and ears are tuned to what the kids are up to in the back seat. Now, you will not have to wonder any longer. The new Yukon conversation mirror actually gives motorists a chance to keep an eye on their kids while driving.

The Yukon team has added a secondary rear-view mirror to the car that makes it easier for parents to monitor kids. Integrated into the overhead console's sunglasses holder of all 2015 Yukon and Yukon XL, the conversation mirror allows wide door-to-door view of the second and the third rows. Just a quick push opens the compartment completely, giving access to an eye-glass holder. When the compartment is partially closed, the mirror latches into position. However, there is still enough space to fit in a pair of sunglasses.

This is a great solution for parents who need to keep tabs on their kids when behind the wheel, but do not want to turn backward to do so as it will distract them while driving.

On the downside, the mirrors do not have the sturdiness and integration of a permanent fixture. Nevertheless, given that around one-third of all Yukon and Yukon owners have kids under 16 years of age (according to GM), the family-oriented conversation mirror has gained in popularity. The feature is also available in the 2015 Chevrolet Suburban, 2015 Chevrolet Tahoe and 2015 Cadillac Escalade.



## KEEP AN EYE ON TIRE PRESSURE WITH RIGHTPSI



Your car may be the most technologically advanced and stylish car on the planet, but there is no way it can move without tires. And one of the most important things a motorist needs to be concerned about when it comes to tires is the tire pressure.

Driving on overinflated tires can cause uneven wear of the tread and blowouts on the highway if the tire gets to be too hot. The ride too will be jerky and uneven which is not good for your car's suspension or for you. It reduces the contact patch and the grip of the tires on the road affecting the control you have over the car. If the tires are underinflated, they cannot maintain their shape and become flatter. Even a low level of underinflation could lead to tire failure and could reduce tire tread life by as much as 25% and fuel economy by 5% as internal heat levels and rolling resistance increase. It also affects cornering ability and steering precision. Tires should always be inflated to the pressure mentioned in the sticker on the doorframe. It is not easy to find if tires are overinflated and underinflated just by using the naked eye. This is why drivers need to keep an eye on the pressure of their tires with a handy device like the RightPSI.

RightPSI assists you in tracking your vehicle's tire pressure conveniently by giving warning signals when the tire is over or underinflated. The pressure indicator is screwed to your tire valve, replacing the current caps. The signals are color-coded so that when the pressure is correct, the RightPSI cap glows black. When it is low, the color changes to orange, and when it is high, the cap turns yellow. The manufacturers claim that the colors are visible from a distance of 20 feet.

Moreover, when you need to inflate your tire, you can pump air right through the cap; the indicator will tell you when to stop by turning black. If by any chance, you overfill the tire, you can bleed the tire through the cap to the correct pressure. For security reasons, the makers suggest that you add a drop of clear liquid seal when screwing the RightPSI caps. Alternately, you wrench in a 7/16-inches hex nut at the end of the cap to prevent theft.

## AWR TRADING BACKS FIRST CEAT SHOPPE IN UAE



The AWR Trading and CEAT India joined hands recently to inaugurate the very first CEAT Shoppe in the UAE. CEAT Shoppe is a retail concept that will provide customers with a wide choice of Ceat passenger tires and an enhanced customer experience. The aim of the concept is to help the brand retain customers and increase the market share of CEAT PCR tires. Located in Musaffah, Abu Dhabi, the first Ceat shoppe was opened on March 9. One of the key dealers in Musaffah, M/s Al Najah Electronic Balance Showroom was identified as a potential location for the first CEAT Shoppe. The entire appearance of the outlet was completely transformed as it was rebranded according to CEAT Shoppe Guidelines. Currently, Al Najah sells 500 CEAT Passenger tires in Abu Dhabi.

Before being launched in the UAE in 2014, Ceat passenger tires were thoroughly tested on cars of the Emirates Taxi fleet in Abu Dhabi for a period of one year. Currently, Al Najah Tires supplies all the Ceat tires that are used as standard requirement for the fleet of Emirates Taxi vehicles in Abu Dhabi.

The formal opening of the shop was attended by senior executives from the AWR Group and Ceat India like Sandeep Gulati, VP of CEAT Exports and Sami Nader, General Manager of AW Rostamani Trading Co LLC. All the members of the tire sales team of AWR Trading and the CEAT Middle East team were on hand to witness the opening of the CEAT Shoppe.

AWR Trading and CEAT are working together on identifying potential locations for two more CEAT Shoppes that will be launched shortly in 2015. CEAT has plans in the pipeline to expand this network to include many more such shoppes in the UAE in the coming years to further boost its brand presence among PCR Fleet customers like Taxi Companies and end users.

## HANKOOK TRUCK TIRE WINS IF DESIGN AWARD

The iF Design Awards have set the benchmark for outstanding design for the past 62 years. The members of the judging panel for the iF Design awards use stringent evaluation criteria to assess the safety, design quality, functionality and environmental impact of all the entries and to pick winners in each category. Hankook won the award in the transportation category for SmartFlex AH31, its all-season truck tire. According to Hankook, the tire emerged as a winner based on its innovative design which is highly functional in terms of features such as the ability to channel water.



Hankook will be showcasing the SmartFlex AH31 at the Commercial Vehicle Show in April and has confirmed that it will be significantly adding to the SmartFlex AH31 range in 2015.

The SmartFlex AH31 is essentially a steer axle tire that is meant to be used in commercial vehicles for long and regional trips. The tire was designed specifically for the new Euro 5 and Euro 6 vehicles. It sports the M+S and Three Peak Mountain Snowflake symbols and can be used with confidence even in harsh winter conditions. The tire has a wide shoulder design and tread.

The application of Hankook's Tread Wear Equalised Stepper (TWES) technology in the design of the tire's tread blocks has made it possible for them to wear more evenly resulting in longer tire life.

In the second quarter of 2015, a reinforced version of the tire to support a higher load index (295/80R22.5, LI 154/148) will reach the market. The tire will also be available from the third quarter in three additional sizes (385/65R22.5, 385/55R22.5, and 315/60R22.5).

Last year, Hankook had achieved a grand slam of the top design awards in the world when it received the Red Dot Design Award, the iF Design Award, Red Dot Design Award, the Good Design Award and the IDEA award.



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## TRELLEBORG PURCHASES FRENCH TIRE DISTRIBUTOR FOR FORWARD INTEGRATION



Trelleborg Wheel Systems has carved a name for itself as a leading manufacturer and supplier of tires and complete wheel systems for industrial, agricultural and forest machinery. Now, in a move that looks like the company has opted for forward integration, it has announced the purchase of one of its French tire distributors, D.G. Manutention Services SAS (DGMS).

DGMS is a company that specializes in the distribution of industrial tires like those used on forklifts and is based in southern France. DGMS is a relatively big player in the market with its head office in Marseille, and sales amounting to GBP 3.9 million in 2014.

According to a statement issued by Trelleborg, the purchase of DBMS is a "bolt-on acquisition" that makes eminent sense as it adds synergy to the business and strengthens its position in an attractive market segment.

Commenting on the acquisition, Maurizio Vischi, president of Trelleborg Wheel Systems business area, said that with the purchase of DBMS, Trelleborg will have a chance to improve its service and distribution network in Europe and expand its industrial tire service concept.

The acquisition of DGMS will give the company greater control of the entire supply chain, from manufacturing to the service aspect of industrial tires.

## FALKEN STRENGTHENS PARTNERSHIP WITH BRENTHEL INDUSTRIES



Falken Tires has developed a reputation as a manufacturer of high performance onroad and offroad tires. The company has a longstanding partnership with Brenthel Industries for motorsports activities. Run by two brothers Jonathan and Jordan Brenthel, the company specializes in manufacture of off-road desert trucks in Anaheim, California. Both Jonathan and Jordan are avid racers and have been part of Team Falken. They came up with a customized truck for the 2014 Dakar Rally in Chile. Jonathan used Falken WildPeak MT tires to race to victory in Baja 500. They both had many podium finishes in the 2014 season. Now, they have announced that they will be further expanding the scope of their cooperation with Falken.

As the defending champion for the second consecutive year, Team Falken will now be participating in all the Best in The Desert (BITD) events and in the races of the SCORE international off road racing series. The team had won the 2013 SCORE championship.

The Brenthel brothers will unveil their entry in the 6100 Class, a Falken Tire Livery Spec Trophy Truck at the MINT 400 event. The Mint 400 has been known to be one of the most spectacular off-road races in North America ever since its inception in 1967. They hope to use the truck to repeat their success in the 7200 Class Championship, where both brothers earned podium finishes. This time round, there will be 20 entries in this category, with the number of trucks competing increasing every season.

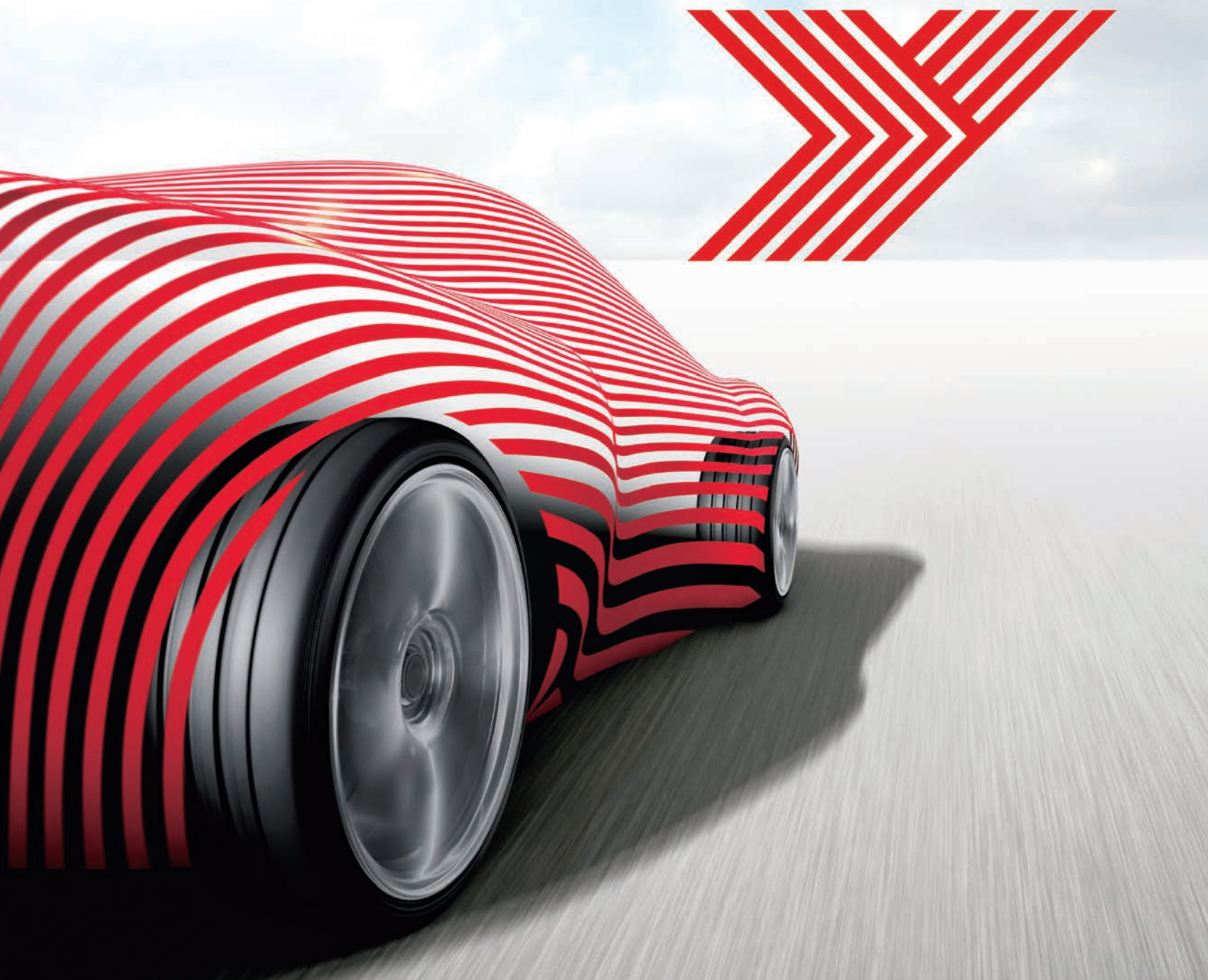
Nick Fousekis, Falken's Director of Motorsports and Marketing said that Falken will continue to use desert racing to test the reliability, sidewall construction, durability, and total performance of the company's highly popular WildPeak range to come up with tires that are best for consumers in their daily lives. He added that Falken was happy to continue its partnership with Brenthel Industries as they are the best off-road ambassadors and champions for the Falken brand in the new off-road season.

"I think it's fair to say that if Falken's WildPeak tires can survive the demands we put them through with our off-road racing efforts – pushing the tires to the limits without any problems – I sure feel WildPeak can take whatever one's daily commute can throw at them," added Jonathan Brenthel. "We look forward to continuing our relationship with Falken."



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## PIRELLI SCORES RECORD 266 OE HOMOLOGATIONS IN 2014



The Geneva Motor Show provided car and tire manufacturers with a chance to showcase their achievements, new products and new technologies developed in 2014. Pirelli definitely had one record they were proud of at the Geneva Show.

Getting an OE homologation is not an easy task. It means you have to meet very stringent norms for time, quality, inventory and supply chain management. However, if you have got a record 266 homologations, especially at the top end of the market, that means you are one of the leading players in the market.

Of the 266 new OE fitments that Pirelli got in 2014, 213 belonged to the prestige and premium categories, up by 6 per cent from 2013. These included powerful luxury supercars like the Lamborghini Aventador LP 750-4 Superveloce and some of the latest SUV models which were seen at the Geneva Show with Pirelli tires.

From these 213 OE fitments, for 118, Pirelli was asked to make tires with special manufacturer markings to indicate that they were customized for a particular model. The record number of fitments in 2014 takes Pirelli's total tally to a record 1846 at the global level.

Some of Pirelli's most notable OEM fitments for SUVs at the Geneva Motor Show included the 2015 Audi Q7, the new Volvo XC90, the revamped Audi Q3, and the BMW X5M and X6M. Most of these models were fitted with P Zero or Pirelli Scorpion (either Scorpion Verde or All Season) tires.

Pirelli also used the Geneva Motor Show to highlight its "seal-inside" technology, which allows motorists to keep going without the loss of tire pressure if they get a puncture less than 4 mm in size. The "seal-inside" technology has been used in many of the OE tires Pirelli developed for Volkswagen models like the 2015 Touran and the 2014 Passat. It is also one of the notable features of the new Cinturato All Season tires, which was launched in Europe at the beginning of the year.

## MICHELIN ADDS UHP TIRES TO SCOPE OF PRODUCTION AT HUNGARY PLANT



GroupMichelin had announced earlier that it would be closing its truck tire plant in Budapest by mid-2015 due to the volatility of the European truck tire market and the factory's proximity to an urban area.

Now, the company has revealed plans to more than double the capacity of its plant in Nyíregyháza, Hungary by 2017. The company will be investing \$53 million within this period to add ultra-high-performance tires to the range of products manufactured at the factory. With this expansion in capacity, the daily output of the plant will increase to 6,900 tires, an increase of 3,900 tires from the current daily capacity of 3,000 tires. The expansion of the plant will create 100 additional jobs, according to Michelin. The plant already has 950 employees.

Michelin will be able to cater to the increasing demand for 18-inch tire sizes as an outcome of this expansion.

The plant in Nyíregyháza has been a key part of Michelin's manufacturing network ever since it was acquired in 1996 by purchasing the defunct Taurus Rubber Co. The plant used to manufacture only farm tires till Michelin started manufacturing passenger car tires there in 2005.

"The mission of the factory remains unchanged," Michelin said, "as it will continue producing Michelin-branded passenger car and 4x4 tires for sport, supersport and 4x4 vehicles." Michelin also has plans to produce puncture-resistant tires at the Hungary plant.

Michelin already has a strong presence in Hungary. The company has a logistics center in Vác, to streamline the supply of tires to the central and southern European markets, and a strategic operational unit in Tuzsér for the provision of raw materials needed for commercial activities. In 2013, Michelin set up a steering organization in Budapest for acting as the hub of operations for the sales of tires for entry-level passenger cars on a global basis.



## AL HABTOOR APPOINTS NATIONAL MOTOR COMPANY AS AUTHORIZED DISTRIBUTOR IN BAHRAIN

The Tires & Batteries Division of Al Habtoor Motors has chosen the National Motor Company as the authorized dealer for Mastercraft Tires in Bahrain, one of many more to follow. The deal was officially signed in the presence of Simon Austin, General Manager, National Motor Company Bahrain, Nader Ebrahim, the Head of General Motors Brand, Karl Hamer Managing Director of Al Habtoor Motors, Neil Coolidge General Manager of SpeedFit and Al Habtoor Motors Tires & Batteries Division and senior executives from Al Habtoor Motors.



Mastercraft Tires is a brand of Cooper Tire & Rubber Company, the fourth largest tire manufacturer in the United States. Al Habtoor Motors has exclusive rights to sell Mastercraft tires in KSA, Oman, Qatar and Bahrain, shares the rights to import and sell the Mastercraft brand in the GCC with other long time standing customers of Cooper Tire Rubber Company.

As part of the dealership agreement, National Motor Company will receive complete marketing support from the Al Habtoor Motors Tires & Batteries team to establish, build and increase brand awareness within Bahrain market.

Mastercraft Tires have been in the market from 1909 and are known for their durability and design. The brand's compounds and tread patterns are designed to maximize tread life without sacrificing traction or ride quality—all at a value prices that are attractive to customers.

Over the course of the past 100 years, Mastercraft Tires have rightly earned a reputation for building tires that provide high mileage. The tires meet the highest quality norms of the present day and provide a smooth ride without any compromise when it comes to performance. They are suitable for use in a wide range of vehicles from minivans and light trucks to small SUVs and crossovers.

From Courser and Avenger to Strategy and SRT Touring, Mastercraft tires come with features like rubber rim protectors to keep the wheels scuff-free and low rolling resistance for better fuel economy.

For the convenience of the customers, National Motor Company plans to have specific sales locations for Mastercraft Tires and to expand its sales network within Bahrain.

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## NEXEN FOCUSES ON OCEANIA MARKETS WITH HIGH PROFILE SPORTS PARTNERSHIPS



Sports like soccer, cricket, rugby and football have a universal appeal and have always been a popular vehicle for companies to expand their brand awareness.

Nexen Tire, which is Korea's first tire company and has been making tires from 1942 is now focusing on the Oceania market with high profile sports partnerships. These include recent agreements that have been signed to sponsor the 'Geelong Cats' Australian Football team and the 'Chiefs' rugby team from New Zealand. These two partnerships are expected to have a major impact on Nexen's reach in the region. Nexen is hoping that the popularity of these two teams which have thousands of loyal fans will rub off on the tire brand as well.

The 'Geelong Cats', a member of the Australian Football League (AFL) is the second oldest member of the league and has three championships wins to its credit from the commencement of the league - in the 2007, 2009 and 2011 seasons. The 'Chiefs' are one of the most promising teams for the 2015 season with two consecutive wins in 2012 and 2013, in the New Zealand Conference.

Nexen will be supporting the 'Geelong Cats' for the third straight year. 2015 will be the first season however that the company will be officially backing the 'Chiefs'.

Nexen Tire has a branch office in Sydney to cater to the Oceania market. Commenting on the new sports marketing campaigns, Yoon Sang-Pil, managing director of Nexen Tire Sydney said that the partnerships are meant to drive brand awareness and sales growth in the Oceania market.

The sponsorship agreements will give Nexen several avenues for promoting the brand at the Geelong Cats' home stadium of Kardinia Park, and the Chiefs' home stadiums of Waikato Stadium. These will include LED signage, scrolling banners, and static signage.

In addition to signage, the company will interact with the public at sporting events in sponsorship activities. The tieups with the sports teams will also allow Nexen to strengthen its ties with its local dealers by giving them chances to invite dealers to home games and other sporting events.

## MICHELIN WINS MULTIPLE AWARDS FOR SUPPLY EXCELLENCE

The Michelin group has won multiple awards from the renowned US heavy equipment manufacturer Deere & Company both for its products and its supply services. The company's Agricultural and Earthmover operating units won the "Supplier of the Year" and partner-level supplier awards for 2014 from Deere. Deere currently has an "Achieving Excellence" initiative and the partner-level award is the highest recognition in this scheme. The "Achieving Excellence" program was created in 1991 to give suppliers feedback in order to help them improve their performance. Under this program, partner suppliers are evaluated every year on the basis of parameters



like delivery, technical support, cost management, quality and their responsiveness.

Michelin also emerged as the winner of the John Deere "Innovation of the Year Award" for the Michelin X Tweel Turf tire. Suppliers who have provided an innovative product or service to John Deere are chosen for this award on the basis of four criteria: bottom-line impact, collaboration, partnership, creativity and feasibility. The award is meant to promote creative thinking in suppliers. It was announced in 2014 that the pathbreaking X Tweel Turf would be the OE tire on the ZTrak 900 Series line-up of zero-turn commercial mowers, replacing the standard 24x12x12 tire.

The supplier of the Year award was given to Emmanuel Ladent, the group president of Michelin's agriculture tire division at a ceremony held by Deere in Bettendorf, Iowa. He was joined by members of Michelin's Agriculture, Earthmover and Tweel Technologies division teams for collecting the partner-level supplier awards and the "Innovation of the Year" award.

Michelin has a longstanding partnership with John Deere and delivers its tires to many Deere manufacturing sites spread across the world including Horst in the Netherlands, Indaiatuba in Brazil, Mannheim and Zweibrücken in Germany and multiple sites in the United States.



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## ICELAND TYRES IS NEW CHALLENGER IN WINTER TIRE MARKET

ICELAND SNOW®



ICELAND ICE®



There is a new entrant in the winter tire market. Named Iceland Tyres after its country of origin, the brand holds out the promise of premium winter tires which can deliver safe driving even in the toughest Nordic winter conditions.

Pitched as tires that offer both performance and safety, the company's initial range of products will consist of two tires – Iceland Ice and Iceland Snow. Iceland Ice will be positioned as a premium studded winter tire for Nordic conditions while Iceland Snow is a non-studded winter tire.

Iceland Snow, will become available before the end of 2015 in seven sizes for 15 and 16-inch rim diameters. Nine more sizes will be launched in 2016 for 14 to 17-inch rim diameters. The Iceland Ice tire too will be released for similar sizes.

The tires have been designed by leading tire experts to perform even in the toughest winter conditions. They have undergone rigorous winter tire tests in cutting-edge test facilities in Scandinavia.

In view of the fact that the tires are made in a country where the natives have a hundred different words for snow and face the world's roughest winter conditions on a daily basis, a lot is expected from Iceland Tyres.

Headquartered in Reykjavik, Iceland Tyres has its Nordic sales office in Gothenburg in Sweden.



### Tire Fact

Charles Goodyear invented vulcanized rubber in 1844.

This was the rubber that was later used for Goodyear tires.

## HUGE CARBON BLACK JV SET TO SPUR CHINESE TIRE MARKET



The renowned Indian conglomerate, the Aditya Birla Group has announced that it will be part of a huge joint venture for the production of carbon black in China. This move can give a fillip to the Chinese tire market. Carbon black plays a crucial role in the tire industry as it is used both as a filler and as a strengthening agent in the sidewalls, treads, carcasses and the inner linings of tires.

The project which involves an investment of USD 190 million will be a Columbian Chemicals joint venture. The Indian group, Aditya Birla Group had acquired Columbian Chemicals Co. in 2011 in a USD \$875 million deal. Birla Carbon is one of the world's leading manufacturers and suppliers of carbon black with 17 factories in 15 countries across the world, which account for a total annual production of over two million tons. The three partners in the project are the Aditya Birla Group, Jining Carbon (the Chinese partner) and International Finance Corp. The new factory will be named the Columbian Chemicals (Jining) factory.

The plant will be located at the Jibei High-tech Industrial Park in Jining, Shandong province and will be built in two stages. At the end of the first phase, it will have an annual capacity of 120, 000 metric tons, which is set to double with the completion of the second phase.

According to details revealed by the Aditya Birla Group, the JV has plans to complete the first stage of the project by October 2015 and subject to approval from the government, the second phase of the project is due to be completed by December 2017. The plant will have six production lines for producing carbon black using wet granulation technique. The feedstock for the plant consisting of anthracene oil and black oil will be provided by the Chinese partner of the Aditya Birla Group, Jining Carbon Group, which already has a coal tar distillation plant at the site. The output of the plant will be supplied to factories engaged in the production of radial tires. Once the project is operational, it is expected to generate a profit of USD 92 million.

The project is yet to get the final internal and regulatory approvals from the Chinese government.



# MICHELIN PREMIERS TIRE COMBINING SUMMER AND WINTER TECHNOLOGIES



Michelin has just launched the first summer tire that has been certified for use in winter as well. Named the CrossClimate Range, the new range consists of tires that combine the best of summer and winter tire technologies. They offer an excellent road grip, high durability, fuel efficiency and the high traction that would be expected from a Michelin summer tire while at the same time offering outstanding wet braking and grip needed for handling icy, wet roads in winter. The launch of this range has been described as one of Michelin's most important launches

The new CrossClimate range is notable particularly for its superior braking performance in dry conditions. It is also good enough to get the highest rating of 'A' rating for wet braking under European tire labelling legislation. Even countries where it is mandatory to use special winter tires for the season have granted approval for the tires to be used in winter as it has earned the Three Peak Mountain Snow Flake (3PMSF) certification, which is clearly displayed on the sidewall.

Other tire manufacturers have "all-season" tires that they say can be used in winter as well. However, they are not as good as winter tires, especially on wet roads and have "C" and "E" labels for wet braking whereas the CrossClimate tire has the coveted "A" certification. In addition to not being up to par when it comes to wet braking, all-season tires also underperform when it comes to energy efficiency, causing them to use up more fuel in comparison to leading brands of summer tires.

According to Andy Fern, Michelin's Head of Fleet, the Cross Climate range has huge potential in the UK and Irish fleet markets as business motorists are more likely to face erratic weather conditions including snow and rain and this tire addresses a very urgent need to cater to this segment.

The Michelin CrossClimate effectively combines the energy efficiency, mileage and dry braking performance of a summer tire with the traction and wet braking performance expected of a winter tire. Hence, it can be safely used in fleets all through the year without playing any guessing games when it comes to changing tires with the season. The timing of the launch could not have been better as some fleets have already introduced the practice of using winter tires all through the year to allow for uncertain weather conditions though in the long run, it affects dry braking and fuel consumption.

The Michelin CrossClimate range scores high in the fuel efficiency stakes due to the use of a new generation of rubber compounds in its manufacture. These compounds have higher resistance to heat build-up, thus improving their energy efficiency. The V-shaped tread has self-blocking 3D sipes which emulate claws and optimize the grip and traction the tires have in snowy conditions. The sipes have vertical and lateral waves which work in tandem to give the blocks greater rigidity, and hence greater stability for the tire making it more durable in the long run. These waves also significantly improve the tire's response to steering and its dry road performance.

The contact patch of the tire has been optimized with bevelled angles on the rubber blocks to further improve the braking performance on dry surfaces. It is this combination of the self-blocking 3-D sipes and the bevelled angles which provides the tire with its combination of strong traction on snowy roads and excellent dry braking.

The new Michelin CrossClimate tire range will be initially available in 23 sizes ranging from 15 to 17 inches in the European market from May 2015. This will cover 70 per cent of the cars sold there, as well as many leading makes of car-derived vans. Other sizes are scheduled for introduction in 2016.

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## CONTINENTAL PUBLICIZES ADIDAS CONNECTION WITH GET YOUR GRIP CAMPAIGN



Continental proved that it is not just about tires or auto parts when it created a longstanding partnership with Adidas. Just like tires keep cars rolling on the road, shoes keep runners and hikers going by keeping them connected to the ground. When it comes to the shoes, the rubber used in the shoes plays a highly crucial role.

Continental had partnered with Adidas back in 2007 to develop special rubber compounds that would help the shoes to have excellent grip levels on all kinds of surfaces. This means that runners can conserve energy by not wasting extra effort due to a poor grip. Continental's "Traction Compound" soles has been used by Adidas to cater to customers in various segments culminating in the production of more than 80 different models that have been used for running, trekking and even as snowshoes. The special high-grip soles have even helped marathoners to break several records. Continental's expertise with rubber was also used to produce special compounds for shoes to be used in extreme conditions like snow and ice.

According to Alexander Bahlmann, Head of PR, Passenger and Light Truck Tires at Continental, the use of such special rubber compounds can help improve performance by as much as 30 percent and increase the range of applications for the shoes. They can be used not just for trekking and running but also in slippery and slushy conditions.

Continental has chosen to showcase the benefits of transferring the technology from tires to shoes through its interactive, multimedia campaign that was appropriately named "GetYourGrip". The campaign begins with a spectacular video depicting a professional runner competing against a Multivan driven by a Continental test engineer. It is picturized in downtown Hanover and they both cover different types of surfaces finally reaching the testing ground for Continental's tires – the AIBA fully automated indoor tire testing facility at Contidrom. The video also has several experts talking about the technology transfer process and will definitely help Continental to reach out to a wider audience. The multimedia campaign will reach the public through the [www.getyourgrip.com](http://www.getyourgrip.com) website and the Continental social media channels including YouTube and facebook.

Both Adidas and Continental have benefited greatly from the cross-industry partnership. Continental's logo has been added to all Adidas shoes that use the Continental Traction compounds leading to better publicity for the brand. Adidas has been able to reap the benefits of using the technology to create better shoes and a wider range of products for its customers. Drivers express more interest in their cars than in their tires as several studies have proved. By reaching out to users of premium shoes who express great interest in their running shoes, the "getyourgrip campaign" will definitely enhance the appeal of the Continental brand.

## KUMHO DEBUTS TWO WINTER TIRES IN NORTH AMERICAN MARKET



Kumho Tire Co. Inc. has launched two winter tires named Wintercraft Wi31 and the Wintercraft WP51, for the US and Canadian market.

Wintercraft Wi31 is a studded tire and the placement of the studs has been optimized to provide the tire with the best grip and traction on icy roads. The tire comes with 3D sipes for better control, braking, and handling. The lateral grooves in the tread add to the traction with a biting edge block formation.

The Wintercraft Wi31 tire will be available in as many as 49 sizes in T- and Q-speed ratings in Canada. In the US market, it will be available in 42 sizes with speed ratings of T and Q.

The second tire, the Wintercraft WP51 has also been optimized for severe winter conditions with a new compound and tread pattern. The center rib has greater stiffness with rib style tread blocks and improves the performance of the tire in dry conditions. The wide lateral grooves for water displacement are largely responsible for the tire's exceptional wet performance. The 3 D snow sipes for improving the braking, handling and performance on snow are also placed in the most effective manner.

The Wintercraft WP51 will be available in five sizes with speed rating of H and T in the US and in 45 sizes in H-, T- and V-speed ratings in Canada. It is a perfect fit for owners of high performance cars who need tires with outstanding braking performance and handling on icy and snowy roads.

Greg Lamothe, the director of sales for Kumho Tire Canada said that the addition of the Wi31 and WP51 to Kumho's range of winter tires highlighted the company's commitment to the Canadian market.



# GENERAL TIRES MARKS A CENTURY IN THE TIRE BUSINESS

The brand General Tire has specialized in tires for SUVs and off road use. This year, General Tyres is marking 100 years in the tire business. In recent years, the American brand had modified its products to suit European consumers. They developed the "Grabber" product line to signify the company's 4x4 connection. The Grabber line consists of three types of tires for different terrains and roads; the GT, MT and AT tires.



The Grabber GT tires have been customized to cater to the high requirements of SUVs and AWD vehicles. The most notable feature of GT tires is extremely safe braking ability both on wet and dry roads. They also offer excellent handling and are ideal for wet roads with good aquaplaning. In comparison to its predecessor, the GT tire offers lower rolling resistance by 7%, higher mileage by 3% and better ride comfort by 8%. The tire is available in 50 sizes and has been approved for speeds ranging from 190 to 300 km/h. There are GT tires available for different SUVs like the Honda CR-V, Porsche Cayenne, Audi Q3 and the Range Rover Evoque.

The Grabber "AT" or all terrain tires can be used with equal ease on both normal roads and on rough terrain. The tires have strong tread blocks that can interlock with the ground and provide motorists with short breaking distances and precise handling even on rough terrain. The tread has deep grooves for the provision of additional grip when traveling over rough terrain like slippery and muddy roads. The shoulder blocks extend into the sidewall of the tire to minimize damage. Grabber AT tires are available in a wide range of sizes to suit rims ranging in diameter from 15 to 20 inches. These tires have been approved for speeds up to 210 km/h.

The Grabber MT line is the one that is most suitable for rough off-road use. The tires have a tread consisting of solid blocks with open, self-cleaning function. They provide the optimal grip as they can interlock easily with terrains ranging from sand and rubble to rough, stony ground and can venture into the most difficult areas easily. The tire comes with a special three-layer carcass that is strong enough to withstand regular off-road use. The Grabber MT tires are available for rims with both 15 and 16 inch diameters and have been approved for speeds up to 160 km/h in offroad use.

All the Grabber tires, whether GT, MT or AT, have excellent grip and strength for use by 4x4s and SUVs.

## CONSTRUCTION TIRES & WHEELS



## MATERIAL HANDLING TIRES & WHEELS



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## TWO CONCEPT TIRES FROM GOODYEAR STEAL THE SHOW AT GENEVA



Goodyear Tire & Rubber Co. displayed two path breaking concept tires at the 85th Geneva International Motor Show. These tires, if they ever make it to the production stage, could change the very face of mobility.

The first tire which is called "BHO3" converts the energy made when the tire rolls on the road in normal driving conditions into electrical energy that can be used to charge the batteries of an electric car. The tire is made of "thermo-piezoelectric" materials that significantly improve the tire's ability to generate electricity and reduces its rolling resistance. According to Goodyear, the thermoelectric material helps to convert the tire's intrinsic thermal energy and the piezoelectric materials help transform the kinetic energy generated by the rolling of the tires into electrical impulses.

So, to charge the battery of your electric car, all you might possibly need in the future is to just keep driving. With oil supplies dwindling at a fast rate and increasing demand for electric cars in the future, this is one technology that can radically minimize any fears consumers may have about using electric cars due to range issues.

The second concept tire, which is more imaginatively named "Triple Tube" has three inbuilt tubes which make it possible for motorists to easily adjust the tire inflation pressure depending on the condition of the road, thus enhancing the performance of the car and ride comfort. The tubes are fitted below the tread in the center, and in the inboard and outboard shoulders of the tire. They are connected to an internal pump that routes air from the central air chamber to the three tubes, changing the pressure in the tubes to provide motorists with the most comfortable ride depending on the terrain. When the three tubes have maximum inflation, the rolling resistance is at the minimum level. When there is less pressure in the inboard shoulder tube, drivers have the most optimal contact patch and have better dry handling in hot conditions. When the pressure is highest in the center tube, it is the wet traction position that is ideal for better aquaplaning in rainy conditions, with a raised tread in the center of the tire.

According to Joe Zekoski, Goodyear's senior vice president and chief technical officer, these tires offer a preview of the crucial role tires will play in future mobility. They highlight Goodyear's emphasis on innovation and the forward-looking nature of its research and development teams.

## BRIDGESTONE TAKES ON TITLE SPONSORSHIP FOR THE 2015 WORLD SOLAR CHALLENGE



Bridgestone has focused on many innovative concepts for advancing the cause of sustainable mobility. Through its research and development division, the company has developed concept tires such as the "ologic tire" and the air-free concept tire which all highlight the company's commitment to development of innovative technologies that can minimize the environmental impact of the automotive industry.

As part of this focus on environmental issues, Bridgestone has once again committed to becoming the title sponsor of the 2015 World Solar Challenge, just like it did in 2013.

The 2015 World Solar Challenge will promote the development of pathbreaking technologies that can be used in solar-powered cars by holding a race across Australia from October 18-25. Participating teams, many of them consisting of students drawn from the leading universities of the world compete in solar-powered vehicles in a race covering 3,000 kilometers across the continent.

The vehicles will compete in three separate categories; Adventure Class, Cruiser Class and Challenger Class, for the title of the most efficient solar powered car in the world. As many as 38 teams participated in the 2013 edition of the event.

The WSC will act as a platform for Bridgestone to promote its innovative "ECOPIA with ologic" environmental technology and also to support upcoming engineers who will receive plenty of encouragement in their drive to come up with innovative solutions to promote sustainable mobility.



# HIGH RATE OF OEM FITMENTS AT GENEVA AFFIRM CONTINENTAL EXPERTISE



Continental affirmed its expertise with a high rate of OEM fitments for the new models showcased at the recent Geneva Motor Show. The German tire manufacturer had fitments for European and Asian automotive manufacturers across almost all categories of vehicles. These ranged from sub-compact cars to luxury vehicles like Rolls-Royce. Some of the models that were fitted with Continental tires at the Geneva Show included the Mercedes V-class hybrid, the Audi R8 e-tron, the VW Golf hybrid small and compact cars from Opel, and the new Skoda Superb. The Geneva Show also served to highlight Continental's very first fitments with Chinese manufacturers. Other Asian manufacturers with Continental's tires as OE included Hyundai for the new ix20 and Suzuki for the S-Cross.

According to Karlheinz Evertz, the Head of Passenger and Light Truck Tires Original Equipment Worldwide at Continental, the company accounts for one third of the OE market in Europe and operates there from a position of strength. She added that developing OE tires for each manufacturer is a major challenge for Continental's engineering team. Continental not only supplies OE tires to manufacturers, but also supplies them to the aftermarket, either through car dealers or through retail tire stores. It has now become a growing trend for premium vehicle manufacturers to get additional letters or symbols added to the sidewall of tires that they have taken as OE. Increasingly, the manufacturers are calling for easily identifiable marking

of these special tires. Audi asked for tires marked AO for Audi Original, BMW tires come with a star, and Mercedes tires have the letters MO.

In the US market too, Continental tires have proved to be a hit accounting for one sixth of the demand for original equipment tires. With a buoyant market for new cars, the market offers high scope for growth.

The company is well on the growth track in Asia with Chinese manufacturers being added to its current clients from Korea and Japan. The Continental plant in Hefei, China caters to a significant share of the demand for OE tires from the Asian market. This approach of producing 'in the market for the market' helps Continental to minimize the expense and complexities of shipping tires from the US or Europe to China. According to Evertz, the company has identified Asia as a region for major growth.

Automotive companies have become increasingly demanding when it comes to the tires they approve for their models. Earlier, the main priorities were comfort, safety, mileage and handling. While these features are still considered to be important, other factors like low rolling resistance, the noise made by the tire, its resistance to punctures are considered to be just as crucial when it comes to choosing a tire as original equipment.

As an outcome of these requirements from the side of manufacturers, Continental came up with several new innovations like the ContiSeal technology to automatically reseal small punctures while on the go and the ContiSilent technology to keep noise levels low with the use of a special material inside the tire.



EVENT	DATE	INFORMATION	LOCATION
Pyongyang Auto Parts & Accessories Fair	06-09 May 2015	Organized by the Korea International Exhibition Corporation, this event will showcase unique and new technologies to help raise visitors' awareness about the latest automobile products and accessories.	New Technology & Innovation Hall, Three-Revolution Exhibition House, Pyongyang, North Korea
Automechanika South Africa	06-09 May 2015	It is dedicated to all the elements of the automotive aftermarket, including accessories, spare parts, repair and service. The event will bring together suppliers, apprentices, sales agents, wholesalers, distributors, service and repair providers, jobbers and shop owners under one roof.	Expo Centre Johannesburg, Johannesburg, South Africa
Barcelona International Motor Show	09-17 May 2015	"Salon Del Automovil is one of the globe's premier motor spectacles. Held in Barcelona, Spain for nine days, it is an influential event that gathers several exhibitors and visitors year after year. This year, it has more features in store for all the attendees to make their experience more exciting and memorable." "	Fira de Barcelona Gran Via, Barcelona, Spain
Automotive Engineering Asia (INTERMACH)	13-16 May 2015	"This year's China International Auto Accessories Expo will be sponsored by leading organizations such as First-Class Exhibitions and China Shippers Association. It serves as an excellent platform to draw foreign investments, which can help bolster the country's economy	Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand
Europarking	13-15 May 2015	It showcases products and services such as modern parking technologies, advanced parking solutions and systems, parking infrastructure modernization as well as firsthand information services on construction, car parking facilities, maintenance and other products and services related to the industry.	Targi Kielce, Kielce, Poland
China (Guangzhou) International Auto Accessories Expo	16-18 May 2015	The event will present new developments and trends in auto accessories and will facilitate a discussion on product development, technological renovation of products and other services related to the sector.	Poly World Trade Expo Center, Guangzhou, China



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EVENT	DATE	INFORMATION	LOCATION
Autopromotec	20-24 May 2015	It presents car service, automotive equipment, spare parts and tires among others. Here, sole agents and manufacturers of equipment, machinery and products for vehicle servicing will target reconditioners, engine rebuilders, car dealers, and body repairers.	Bologna Fair Centre, Bologna, Italy
Chengdu International Trade Fair for Automotive Parts and Aftermarket Services	21-23 May 2015	Included in the products to be showcased here are commercial vehicles; renewed, regenerated and restored parts for cars and commercial vehicles; charging accessories, alternative OE drive units, standard parts, interior, body, chassis and powertrain.	New Century International Exhibition and Convention Center, Chengdu, China
Auto Show-Istanbul	22-31 May 2015	Auto Show-Istanbul is a highly anticipated event dedicated to the automotive industry. In its 14th edition, it will present a larger number of advanced products from Turkey's automobile industry. Over 200 companies are expected to participate in this exciting expo.	CNR Expo Center, Istanbul, Turkey
AutoSib	27-30 May 2015	AutoSib is a highly anticipated exhibition dedicated to automotive products, including chemicals, parts, accessories, car maintenance equipment and many more. Displaying modern technologies for professional car operation, this show aims to promote the Siberian automotive sector and take it to the next level.	Novosibirsk World Trade Center, Novosibirsk, Russia
Sia Motor Show (Kyiv International Motor Show)	27-31 May 2015	It presents a variety of automotive-related products such as refrigerators, air conditioners, heaters, radiators, video and telecommunications, audio, chemical goods and motor oils, paintwork materials and equipment, sports cars, special-purpose vehicles and passenger vehicles. This year's edition will have better things in store for everyone.	Kiev International Exhibition Centre, Kiev (Kyiv), Ukraine





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## FREESCALE'S NEW PRODUCT MAKES BRAINS INSIDE THE CAR SMARTER



All the talk about autonomous and co-piloted vehicles leaves many people in wonder as to whether or not these can really do error-free and safely. After all, the downside of this rise-of-the machine scenario is a vehicle that tragically misreads the data that floods its sensors.

This is why Freescale Semiconductor aims to raise the standards on the quality of chips utilized in increasingly connected vehicles. At the opening of last month's Mobile World Congress in Barcelona, the American company, which spun out of Motorola in 2004 and is placing special focus on the thriving Internet of Things (IoT) segment, premiered its all-new S32V vision microprocessor.

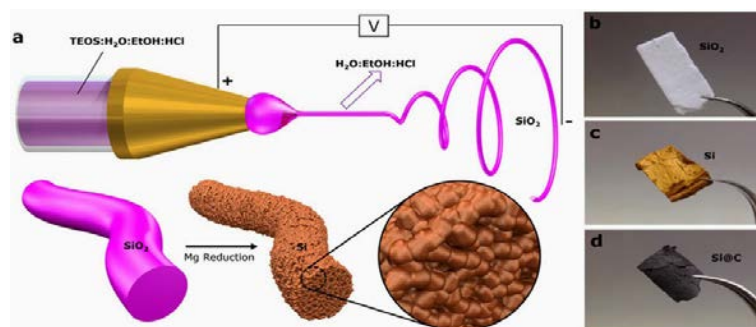
Freescale dubs it as "the first automotive vision system-on-chip with the required safety, reliability and security measures to automate and co-pilot a self-aware car. It means that the new chip will enable automakers to pack a whole new level of autonomy into upcoming models that will need less of drivers by increasing the processing power and reducing the rate of error from its onboard computer systems.

According to Matt Johnson, Freescale's vice president and general manager of microcontrollers, their focus right now is on helping the driver with things such as collision avoidance and lane departure. However, they would have a drastic shift to having the car in control soon, and that means automotive-grade silicon that could work with higher temperatures and without defects.

Johnson gave the example of a car with ultrasonic sensors, laser radar (lidar) and radar—information from which all must be combined by the vehicle's computers and turned into a split-second decision about whether to act or not. However, the human-cost payoff of the successful integration of technology into cars is evident.

Johnson revealed that human error causes approximately 90 percent of car fatalities, and it would be great to help reduce that. He concluded that the all-new S32V chip would probably arrive in production models by 2020 considering the long automotive production cycles and stringent regulatory testing requirements.

## NOVEL PAPER-LIKE NANOMATERIAL TO BOOST EV BATTERIES



Another breakthrough in electric car batteries is now making waves in the automotive world. Just recently, a team of scientists at the University of California, Riverside's Bourns College of Engineering have pioneered the development of a new paper-like material for lithium-ion (Li-ion) batteries. It promises to boost by several times the energy amount that can be delivered per unit weight of the battery.

The material is made up of sponge-like silicon nanofibers that are over 100 times thinner than human hair. Apart from batteries for EVs, it could also be used in batteries for personal electronics.

The findings of the research were published in a paper titled "Towards Scalable Binderless Electrodes: Carbon Coated Silicon Nanofiber Paper via Mg Reduction of Electrospun SiO<sub>2</sub> Nanofibers" in the journal Nature Scientific Reports. The authors were Cengiz S. Ozkan, a professor of mechanical engineering; Mihri Ozkan, a professor of electrical and computer engineering; and their graduate students: Rachel Ye, Robert Ionescu, Kazi Ahmed, Zafer Mutlu, Hamed Hosseini Bay and Zach Favors.

A technique called electrospinning was used in the production of the nanofibers. This entails the application of 20,000 to 40,000 volts between a rotating drum and a nozzle, which releases a solution composed primarily of tetraethyl orthosilicate (TEOS), a chemical compound often used in the semiconductor industry. Then, the nanofibers are exposed to magnesium vapor to produce the sponge-like silicon fiber structure.

Traditionally produced Li-ion battery anodes are made using copper foil coated with a polymer binder, a conductive additive, and a graphite mixture. However, because graphite's performance has been nearly tapped out, scientists are experimenting with other materials such as silicon, which has a certain capacity, or electrical charge per unit weight of the battery, almost 10 times higher than graphite.

The downside of silicon is that it suffers from huge volume expansion, which can instantly damage the battery. The silicon nanofiber structure created in the Ozkan's laboratory prevents this problem and enables the battery to be cycled even hundreds of times without huge damage.

Favors explained in a statement that eliminating the need for inactive polymer binders and metal current collectors while switching to an energy dense material such as silicon will considerably boost the range capabilities of electric vehicles.

Silicon nanofibers also solve a problem that has plagued binderless or free-standing electrodes for several years: scalability. Free-standing materials that are grown using chemical vapor deposition, such as silicon nanowires or carbon nanotubes, can only be manufactured in extremely small quantities. However, Favors successfully produced several grams of silicon nanofibers at the lab scale.

The future work of the scientists involves implementation of the silicon nanofibers into a pouch cell format Li-ion battery, which is a larger scale battery format that can be used in portable electronics and electric vehicles.



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## BOSCH MIDDLE EAST PRESENTS TRIPLE PRESTIGIOUS AWARDS TO CME



Just recently, Robert Bosch Middle East has presented three awards to Al Fahim Group's Central Motors & Equipment (CME) for its outstanding 2014 performance—Best Local Agent for Overall Performance for the second consecutive year, Best Performer in the Category of Wiper Blade Segment, and Best Sales Promotion Activity—at the 2015 SIGMA Convention held in Fujairah, UAE.

Speaking at the glittering ceremony, Mr. Bilal Al Ribbi, General Manager of CME, thanked Al Fahim Group's Chairman, Mr. Ahmed Abdul Jalil Al Fahim, the Board of Management and the shared service departments for their support to CME and driving the company to reach the milestone achievement. He said that the three awards are a reflection of their dedication, commitment and teamwork. He also thanked Mr. Nassim Mourani, General Manager of Eastern Motors – their sister company, for their continuous and dedicated support in the Al Ain market.

Mr. Hazem Hussein, Automotive Aftermarket Brand Manager, also said that the competition was tough in 2014 and they were pleased to have been acknowledged by their principal; noting that they could not have reached the crucial benchmark in CME's history without a dedicated sales team. "I extend a special Thank You and appreciation to the team across the UAE for their hard work."

Among the 19 countries under Robert Bosch Middle East's operations in the region, CME emerged as a proud winner. Additionally, the company is the sole local agent winner that received the Big Local Agents' Club Joiner where only Juffali Auto Parts Company, Local Agent of Kingdom of Saudi Arabia – the largest agent in the region, has partaken in the club. This places CME in a competitive position of being the second largest agent in the Middle East and North East Africa region.

Al Ribbi said in his closing remarks that CME would work as hard as possible to get market share and customer satisfaction at all levels. He concluded that their mission, in line with their parent company's is to offer exceptional services and advanced solutions to surpass all expectations.

## NEW ECOBREX PARTS CANADA FACILITY OPENS IN DUBAI



Just recently, ECOBREX Parts Canada, a subsidiary of Hardex Brakes Corp., the global leader in automotive brakes manufacturing and supply with a distribution network in more than 50 countries around the world, has announced the inauguration of a new warehouse distribution facility in Dubai, which will become fully operational this month. With two regional offices in the emirate, Ecobrex can efficiently manage communication between the headquarters in Canada and the clients in the MENA region.

The new facility was established in collaboration with Albelad Auto Parts Trading FZC, an affiliate of the Albelad & Alodhaib Co. Ltd, which spans over Riyadh, with multiple locations. Ecobrex and Albelad Auto Parts Trading FZ—the official authorized dealer in Bahrain, Lebanon, Qatar, Oman, Kuwait, Jordan and UAE—intend to ensure that customers reduce "time to value" in warehouse deployments and attain cost efficiencies.

Through taking control of the operations in the MENA region from a central location, the new facility will reinforce Ecobrex's continuous commitment to customer satisfaction through near-instant order deliveries in the region. With an already strong distribution network, the company will launch to its customers a delivery system that is more cost-effective, manageable and flexible.

According to Babak Ras, General Manager of Hardex Brakes Corp. Export Office, the new facility is another example of how critical the MENA market is for them. He added that they wanted to offer a solution that had been designed and replicated with the purpose of offering quick access and availability to Ecobrex products in the region. Ras believes that while most people cling to standard approaches and equate innovation to the development of a new product, it could also be demonstrated in the development of an integrated solution that solves certain problems.

Furthermore, there is an all-new Nasser Sq. showroom in the works which is designed to showcase a premium-feel and the high-tech nature of the Ecobrex products. Embodying the unmatched leadership of Ecobrex in the automotive parts industry, the new showroom will further strengthen the company's presence in the MENA region.

The inauguration dates of the said facilities have been strategically selected by Ecobrex to establish cooperation in the upcoming mass marketing initiatives, including but not restricted to TV commercials and product videos designed particularly for the MENA region, to be aired next month. Through boosting its presence on different channels, Ecobrex is in high hopes that it will create positive word-of-mouth and attain unrivalled brand awareness.

Ecobrex will also take part in four international automotive exhibitions in the following locations and times:

Automechanika Istanbul - Turkey, April 9–12 2105, Hall# 7 Booth# A160

Automechanika Chicago - USA, April 24–26 2105, Booth# 2718

Automechanika Dubai - UAE, June 2–4 2105, Hall# 8 (Complete Block)

Latin Auto Parts Expo - Panama City, Panama, June 18–20 2105, Booth# C365



## TOTAL PENS DEAL TO MANUFACTURE HITACHI-BRANDED OILS IN JAFZA



Total, a leading global energy group, has recently signed an agreement with Hitachi Construction Machinery Middle East Corp FZE to blend and market the Japanese company's original brand of oil products geared towards the construction machinery industry across the Middle East.

Under the agreement terms, Total Marketing Middle East (TMME) will manufacture a set of Hitachi-branded 'genuine oil' products at its blending facility in Jebel Ali Free Zone (Jafza), the flagship free zone of Dubai.

The oil products will meet the maintenance requirements of Hitachi's huge fleet of construction vehicles and machinery sold across the region, including greasing, engine and hydraulic system maintenance and transmission.

David Kalife, Managing Director of TMME, said in a statement that the exciting collaboration with Hitachi Construction Machinery in the Middle East builds on their global relationship with the company and further reinforces the competitive edge of the UAE as a manufacturing and exporting hub. "Thanks to our advanced lubricants blending facility in Dubai and substantial marketing presence across the region, Total is in a unique position to serve the needs of Hitachi's diverse customer-base in the Middle East."

Also commenting on the agreement, Hidefumi Sameshima, President of Hitachi Construction Machinery Middle East, said that they aim to further boost the quality and service experience of their valued customers through a product tailored particularly for their needs by a trusted industry partner with a wide and long-standing presence in the region. "That these products will bear the Hitachi name is our endorsement of their quality."

In 1910, Hitachi Group was established in Japan. Its construction machinery division accounted for approximately seven percent of total global sales of more than US\$7.5 billion in 2013, placing it on the third spot of the globe's top construction machinery businesses.

The division manufactures an extensive fleet of heavy trucks and building site hardware, including loaders, compaction equipment, cranes, dump trucks, and excavators. Its services and sales span six continents. The company has also operated a base in Jafza since 2011, serving Turkey and MENA.

A wholly owned subsidiary of Total Group headquartered in Dubai, Total Marketing Middle East will sell the Hitachi-branded oil products to authorized Hitachi dealers and customers in the GCC countries, Iraq, Ethiopia, Egypt and Kenya.

Total projects that consumption of the portfolio's hydraulic, gear and engine oils—three essential categories of the Hitachi range—will surpass 500,000 liters annually.

Supply of the new oil products is slated to begin this month.

## MEET ABT'S NEW ALLOY WHEEL FOR SPRINGTIME ROAD TRIPS



ABT Sportsline is the name that stands for exquisite automotive creations from Germany that blend elements such as extravagance, elegance and sportiness in every way. These elements are embodied by the automotive tuning company's latest cast alloy wheel—ABT FR.

According to CEO Hans-Jürgen Abt, after the DR and ER, the FR continues their wheel alphabet and adds fresh design characteristics.

The FR is a perfect combination of luxurious elegance and dynamic sportiness. With five filigree double spokes, the wheel looks strikingly vibrant with energy. Combined with the front-polished struts, the black-painted corpus highlights the wheel's sophistication. This makes the alloy wheel suitable for all vehicle classes and sizes, ranging from a VW Golf or Beetle and VW Passat or Audi A4 to an Audi TT or A8.

Offered in in 20", 21" and 22", ABT FR will make any driver look forward for fun, refreshing springtime road trips.

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## CME BECOMES OFFICIAL PHILLIPS 66 DISTRIBUTOR IN UAE

Shortly after being appointed by Phillips 66 Lubricants, one of the largest finished lubricants suppliers in North America, as the official dealer and marketer of its products in the United Arab Emirates, Central Motors & Equipment (CME), an automotive member of Al Fahim Group, has started offering a selection of premium quality lubricants, including 76° Lubricants and Kendall® Motor Oil throughout the country.

Representing the initial distributor deal for Phillips 66 Lubricants in the UAE, the alignment is part of an expanding growth strategy for the lubricants supplier throughout the Middle East.

According to Bryan Faria, Phillips 66 Manager, Finished Lubricants, they were pleased to align with Al Fahim Group's CME as they start selling their high-quality lubricants in the UAE. He noted that the country's positive business climate offers strong growth potential for premium products such as Phillips 66 Lubricants that

are made in the USA, and being associated with a well-respected and customer service-focused organization like CME would help propel their success in the region.

Commenting on CME's alignment with Phillips 66 Lubricants, Bilal Al Ribbi, General Manager of CME, said that it expands their umbrella of automotive aftermarket products and services. He added that with the agreement, they were looking at a promising development in their business where they would be catering to a larger client of enterprises – specifically in the construction, petroleum, gas and oil sectors – as well as individuals who have a flair for strong and powerful vehicles.

Speaking at the signing ceremony, Frank Bernthaler, CEO Automotive of the Al Fahim Group conglomerate, said that the strategic collaboration verifies Al Fahim Group's position as a pioneer in the automotive sector as it enters the UAE's competitive market with a brand that has an international reputation for outstanding technology. "We are confident this new business alliance will benefit both our brands, raising the bar higher for our competitors in the market."

CME now presents high-performance Kendall® transmission fluids and Kendall® Motor Oil for both diesel and petrol automobiles. The company also offers a full selection of 76° Lubricants commercial and industrial greases and lubricants designed for wide-ranging applications from cars and trucks to heavy construction equipment and demanding industrial applications.



## HELLA AND INFINEON COLLABORATE ON MAKING BLIND SPOT SAFER



Hella and Infineon Technologies have joined hands on the development of advanced radio-frequency components for a radar sensor, which accurately tracks the blind spot in the car's rear section. The module effectively saves costs and space through the integration of numerous individual components into one transceiver, as well as features low power consumption at enhanced performance. This efficiency increase has paved the way for the serial production of the driver assistance system to be possible in vehicles outside the premium segment.

Hella's advanced 24-GHz radar sensor system for blind spot detection excels for its high precision. The constantly updated radar scan spots moving objects regardless of their speed and direction even in tough weather. Moreover, enhanced antenna concepts facilitate a higher measuring accuracy. For instance, when changing lanes or passing others, the system notifies of vehicles approaching from behind. When parking, the radar records cross-traffic in the rear and avoids crashes.

As the key components, Infineon's new Microwave Monolithic Integrated Circuits (MMICs) of the BGT24Axx chip family, contribute to the driver assistance system's efficiency increase. They enhance the signal-to-noise ratio, whereby they guarantee higher precision in the identification and signaling of objects in the blind spot. The MMICs contain high-frequency components such as transmission amplifiers, oscillators and reception branches with I/Q mixers and low-noise amplifiers. Therefore, Hella's radar system becomes smaller and less expensive, as well as consumes less power. Moreover, Infineon's 24-GHz chip family allows custom-fit configuration of the hardware, depending on the application field and environment of the system.

Hella and Infineon's collaboration delivers the 24-GHz radar system's efficiency and reliability to an automotive industry that more than ever needs operating comfort and driving safety. By 2020, the number of installed, radar-supported driver assistance systems worldwide is anticipated to rise from approximately 14 million to more than 40 million, and the Blind Spot Detection system plays a crucial role in this aspect. Hella's third-generation radar module will be offered from now on in series production and as optional equipment in any model and vehicle class, even outside the premium segment.



# BOSCH LAUNCHES LATEST SPARK PLUG



Just recently, Bosch has rolled out an OE design fine wire double platinum spark plug, which is a complement to its OE fine wire iridium spark plug unveiled in 2011.

According to Tim Stumpff, senior product manager spark plugs, the all-new OE Fine Wire Double Platinum Spark Plug offers enhanced power, ignitability, throttle response and acceleration by using fine wire laser-welded center electrode technology, and can last three times longer than an ordinary spark plug.

Bosch claims that the new spark plug comes with a special design feature, making it the perfect upgrade from single platinum or copper spark plugs.

Stumpff continues that just as with the OE Fine Wire Platinum line, Bosch has gone the extra mile to guarantee that the all-new Double Platinum Spark Plugs

meet or even surpass manufacturers' fit, form and function design requirements for standard naturally-aspirated gasoline engines. He explains that materials such as advanced platinum alloys and ceramics laser-welded into the center and ground electrode tips help the Bosch Double Platinum Spark Plug offer extended durability, life and performance.

Bosch employs high-strength ceramics to shield against cracking and dielectric punch through, when the spark fires through the insulator's side instead of at the center electrode. The OE Fine Wire Double Platinum Spark Plugs ensure that correct spark position is maintained across the entire line, better than other brands' full line double platinum programs. This guarantees a dependable spark, enhanced acceleration and throttle response, as well as protection against partial or full misfires.

Bosch's new spark plug series provides replacement for OE double platinum spark plugs in current gasoline direct injection (GDI) applications.



## PARTS FACT

Windshield wipers were invented by Mary Anderson.

Her invention came about during a trip to New York City when she noticed that streetcar drivers had to open the windows of their cars when it rained in order to see.

## SKF PENS SUPPLY AGREEMENT WITH SWEDISH AUTOMAKER

Swedish bearing company SKF has recently penned an agreement with Volvo Car Corp. to supply the automaker with wheel hub bearing units for its upcoming car lines.

According to Stephane Le-Mounier, President, Automotive Market, working with Volvo Cars in the development of solutions that fully meet their demands has been a successful team effort, with a focus on solutions that support enhanced and high performance energy efficiency. He also added that combined with their global technical support and manufacturing footprint, it was helpful in securing the agreement.

Specially developed to meet Volvo Cars' demands on stiffness, weight reduction and performance, the top quality wheel hub bearing units from SKF contribute to lower fuel consumption and a more comfortable driving experience.

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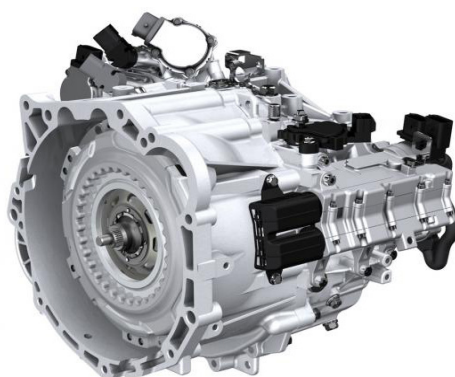
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# Korean Automaker Launches Seven-Speed Dual Clutch



For the first time, Kia has announced application of its new seven-speed dual-clutch transmission (DCT) to a production model, the cee'd GT Line—which was unveiled at Salon International de l'Automobile in Geneva last month.

The DCT will be paired with the 133 ps 1.6-litre CRDi diesel engine of the cee'd GT Line. With a fast-shifting nature, it can handle large torque outputs than Kia's existing six-speed torque converter, making it perfectly suited to the cee'd GT Line's sporty image.

## Product Launch

Drivers can take full advantage of lower running costs and faster gear changes than a standard torque converter automatic transmission. The new DCT is expected to deliver higher fuel economy and lower emissions, pending European homologation tests later this year.

## Designed for Greater Acceleration and Fuel Economy

The all-new transmission is the first of its type from Kia, and has been developed in-house by the automaker's R&D teams at its Namyang, Korea R&D center. It is more fuel efficient than the existing six-speed automatic transmission and has been engineered with low fuel consumption. Plus, it delivers a sporty driving feel when left in manual mode and with smoothness and comfort when in automatic mode.

Throughout the DCT's development, Kia's R&D teams aimed at three to five percent boost in acceleration and five to seven percent boost to fuel efficiency, depending on the model.

## Cutting-Edge Hollow Double-Gear Input Shaft Enables Quick Shifts

Two dry clutches make up the DCT. Each comes fitted with electric motor-driven clutch actuator to enhance responsiveness, and a cutting-edge hollow double-gear input shaft. The shaft enables the system to rapidly engage even gears, while a solid shaft running through the middle maneuvers odd gears. This crossed gear shifting facilitates more efficient packaging and constant power delivery—two development foundations for the R&D teams behind the project.

The hollow shaft mechanism enables the DCT to operate successively, with the vehicle expecting the next gear that the driver might need under braking or acceleration, or to jump quickly to any of its forward gears. Particularly, this is useful under heavy braking or kickdown, enabling the driver to be fully in control of the vehicle at all times.

The DCT's continuous power delivery reduces the loss of forward motion and torque by the powertrain during shifts, leading to a smoother drive and more conclusive acceleration. This offers a huge contribution towards the DCT's enhancement to performance in any road conditions in its first application in the cee'd GT Line.

With a power increase from 128 to 133 ps, the seven gears of the DCT enable the GT Line's diesel engine to work at its most efficient speeds at all times. With the torque of the engine increased from 265 to 285 Nm, the all-new transmission is engineered to manage outputs of up to 300 Nm, attaining a better balance between the engine's enhanced and more seamless performance as well as potential for better fuel economy.

The Kia team also focused on the reduction of noise, vibration and harshness, using an external damper which ensures a higher level of refinement for the new DCT.

The new seven-speed DCT will be offered on other Kia models after the cee'd GT Line goes on sale across Europe in the fourth quarter of the current year.

# Bose to Make Waves in Auto Sector with Noise-Cancelling Tech



Bose, a premier American company specializing in audio equipment, which is globally renowned for its noise-cancelling headphones, is now working on the development of similar technologies for automotive manufacturers.

Unveiled in 2013, Bose's Active Sound Management technology, is designed to help automakers reduce unpleasant powertrain and engine noise inside the cabin, and is currently being used in a number of vehicles, including Nissan, Chevrolet, Buick and Cadillac.

According to company spokesman Kevin Doak, the technology gathers input from the engine and the strategically positioned microphones inside the vehicle cabin to compute a noise-cancelling signal, which is delivered through the speakers of the audio system. He adds that it operates constantly whether the audio system is turned on or off.

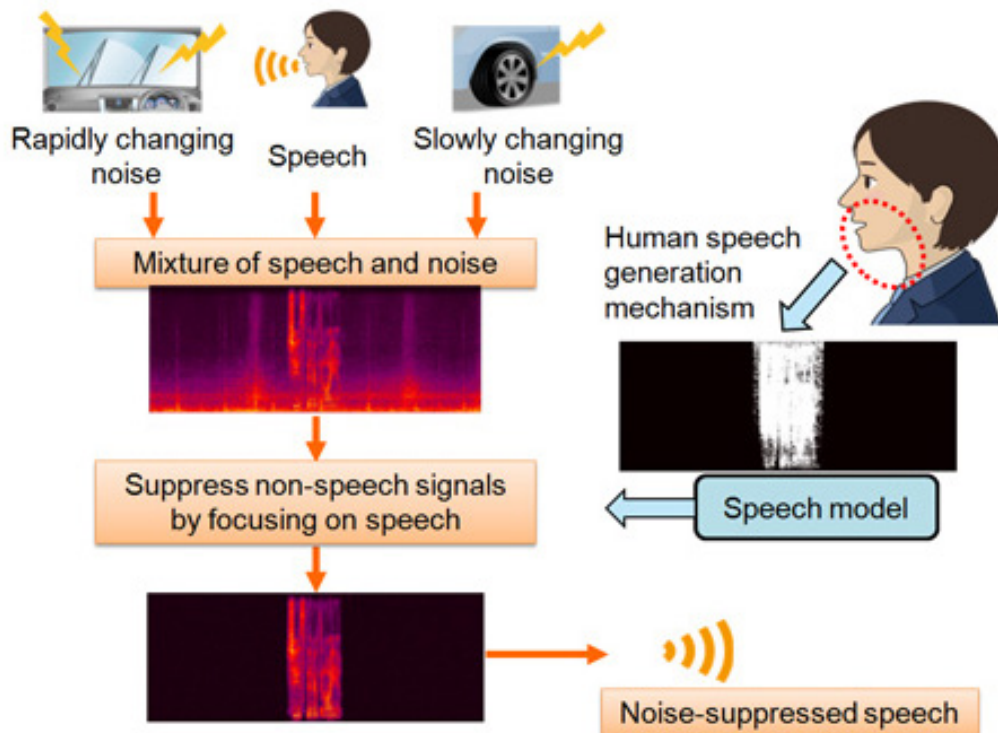
The all-new noise cancellation technology for vehicles differs from the type of technology employed in Bose headphones, which are designed to cancel out wide-ranging noise and frequencies.

Doak concludes that for vehicles, the noise cancellation is highly targeted for extremely specific frequencies and they do not want to eliminate the sounds produced by the engine.

Bose is just one of the companies based in Massachusetts that currently work on next-gen automobile technologies. Included in those startups are data analytics company Cambridge Mobile Telematics and Beverly-based SenseDriver Technologies, which targets to restrain texting while driving.



# MITSUBISHI TO UNVEIL NOISE-SUPPRESSION TECH FOR CAR NAV SYSTEMS



Mitsubishi's newly developed noise-suppression technology will truly give car passengers a sigh of relief. This reduces ambient noise and enhances the quality of hands-free voice communication in the car navigation system.

The Japanese automaker claims that the technology can eliminate up to 96 percent of ambient sound, inhibiting the noise from wipers or turn signals which are hard to prevent using traditional methods. It uses a huge amount of data and is also capable of learning and processing both quickly and slowly fluctuating noises present within the car.

According to Mitsubishi, current noise-suppression technology is used in applications such as active noise cancellation for headphones and echo cancellation for speakerphones. The company explained that in the case of hands-free voice communication in cars, existing technologies can subdue steady or slowly fluctuating noises from the air conditioners, wind and road, but no current technology can efficiently subdue quickly changing noise from wipers, turn signals, other vehicles and so on.

Mitsubishi's noise-suppression technology is slated to arrive in car navigation systems in 2018 and can also be used in other high-noise environments, including factories and elevators.

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## NEW DRIVER ASSISTANT DEVICE MAKES OLD AND NEW CARS SMARTER

Your Personalized  
Driving Dream Team:  
**Meet CarVi**

CarVi puts a team of virtual driving experts in the driver's seat alongside you. Using just your smartphone and a small dashboard camera, CarVi brings many of the benefits of high-end driving technology to the aid of you and your family. Providing real-time hazard warnings and collecting key data on your driving skills, CarVi can take you and your family to the next level of safety on the road.



Nowadays, vehicles are smarter and safer than ever. Thanks to state-of-the-art technologies that make this possible. But what about older vehicles? Just like the modern ones, such vehicles have the right for the same level of safety and protection. This is where CarVi enters the picture.

CarVi is a chunky black stick-on disc measuring 100 mm across and 35 mm high. An adhesive bracket secures it in the windscreen behind and below the rear-view mirror. Incorporating a 720p camera, a microphone, a three-axis accelerometer, a speaker and a Wi-Fi unit which enables it to wirelessly connect to the smartphone, CarVi adds driver skills evaluation, lane change assistance and collision warnings to the driver's current ride.

While driving, the camera captures footage from what is happening in front of the driver and examines it in real-time to offer driver assist feedback. For instance, it will issue visual and audible alerts when it detects that the driver drives too close to the car in front, or wandering out of the lane.

The innovative stick-on device also builds up a report on driving skills, taking note of dodgy "jackrabbit" starts, excessive hard braking, reckless driving and other dangerous habits, to provide the driver with a "SKOR" for his driving. The driving data is displayed on the smartphone, and based on these data, CarVi provides certain tips on how to enhance his driving skills.

According to the CarVi team, the stick-on unit will work in up to 95 percent of cars, and will be fully compatible with Android and iOS devices. The team launched a crowdfunding campaign on Indiegogo on February 4, aiming to raise \$100,000 to successfully bring CarVi to market. Backers can pre-order the gizmo at a starting price of \$249.

## BAYER MAKES BREAKTHROUGH IN COATING PLASTIC PARTS ON VEHICLES

Germany-based Bayer MaterialScience has developed an exceptional technology for coating plastic parts, such as roof modules, tailgates, spoilers, mirror housings and bumpers on vehicles at just 80°C. Such technology reportedly requires no outer clearcoat, making the coating process quick and convenient.

According to Bayer, though the curing process is as much as 30 percent faster than with two-component polyurethane coatings, appearance is still excellent. In the medium term, the technology will coat metal, composite and plastic automotive parts together for the very first time.

Bayer's innovative clearcoat is the final layer applied to the vehicle's body and gives it a high-gloss finish. Test results revealed that the company's two-component coatings formulated with polyurethane (PUR) raw materials are invaluable for this. Apart from their excellent appearance, they also have outstanding resistance to impact, chemicals and weathering.

Though several bodywork parts are still made from sheet steel, an increasing number of manufacturers use plastics for add-on automotive spare parts. Through this, carbon dioxide emissions and fuel consumption are reduced dramatically. Coated plastic parts are coated in the same way, but at a lower temperature to ensure that they look as good as the coated metal. However, the use of standard, uncatalyzed coating technology requires several days to dry the plastic parts completely after being coated with two-component polyurethane coatings. As a result, this delays the processing and needs special measures to store the coated parts.

This is why catalysts have been used for curing for some time. However, using them implies that crosslinking starts immediately upon application. Therefore, the coating cannot flow freely and does not attain an optimal appearance. Reports say that all the previous attempts to address the need for quick curing without sacrificing appearance have failed.

Bayer's thermolatent hardener, which enables the separation of film formation and curing, is at the heart of the fresh technology. According to Jan Weikard, Head of Application Technology in the Automotive/Transportation segment of the Coatings, Adhesives and Specialties Business Unit at Bayer MaterialScience, the coating primarily flows smoothly on the substrate and forms an even film. He added that only during a rise in temperature is the hardener present in the coating activated by a special latent catalyst, and this ensures that the coating dries quickly on the plastic substrate.

Nowadays, vehicle lightweighting is the trend in the automotive industry. Zivko Andelkovski, Head of Industrial Marketing Automotive at the Coatings, Adhesives and Specialties Business Unit, claimed that their technology opens up fresh and promising opportunities for launching lightweight construction concepts in mass production. He pointed out low-temperature clearcoat technology as the first milestone to attaining this. "Further development of our raw materials in the fields of primer surface technology, underbody protection, seam sealing and adhesive bonding will make it possible in the medium term to complete the entire process at low temperatures and lead to a breakthrough for lightweight mass-produced vehicles."

Andelkovski concluded that with the lower curing temperature, it would be feasible in the medium term to coat metals, composites and plastics together; noting that this is a first for in-line coating.

Preliminary samples of the technology were made available to development partners at the first quarter of this year, with market launch to follow.



# Thermoplastic Compounds to Enable Gear Wheel Production

In today's automotive industry, plastic gearing is increasingly being subjected to tough applications with higher operating temperatures and loads. Responding to this trend, Lehvoss North America has developed new thermoplastic compounds that enable the production of gear wheels that are more robust than PBT, nylon and acetal even at high temperatures.

Polyamide-based compounds with impact modifiers and carbon fiber filling are enhanced to automotive gear applications. Just recently, Lehvoss developed Luvocom 1-8520 and 1-8181 compounds which consist of polyamide (PA) 66, reinforced with impact modifiers and carbon fibers for gear wheels subject to extreme stresses. The company reveals that the strengths of the compounds at room temperature and at 120°C have been increased by around 80 percent compared with conventional PA 66 compounds.

As an extra advantage, these materials are also claimed to have boosted impact strength that meets or surpasses the requirements of multiple gear wheel applications. Depending on the component's service life, the constant operating temperature is 120°C and up to 150°C for only short periods.

Lefteris Valsamis, General Manager, Lehvoss North America, said in a statement that the combination of properties expands the engineering envelope for ultra-high performance plastic gearing.



Offering economic and technical benefits, plastic gear wheels are presently relocating standard metal designs in several industry applications. Apart from their excellent processing characteristics, mass production cost-effectiveness and outstanding design freedom, plastics also offer advantages such as chemical resistance, functional integration, weight reduction and noise insulation.

Integrating lubrication into the materials also enhances the plastic gear wheels' tribological properties, which in turn contributes to a cleaner operating environment due to the removal of external lubrication. As a result, lower maintenance costs and higher performance are attained.

Valsamis concluded that they offer formulations to create tailor-made programs that meet the exact engineering requirements of customers.

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## New Automotive Technology Alerts Owners of Car Dents

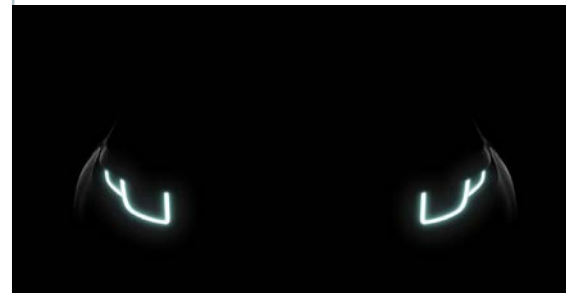
The ubiquity of "smart technology"—such as blind spot detection and lane departure warnings—in the 21st century gives drivers a sense of security that their vehicles will be safe from mishaps and spared from damage. However, it seems that vehicles are still susceptible when they are left in the parking lot. This has driven Hella to embark on the development of a technology that can address the hit-and-run problem which leaves several people feeling helpless when parking their cars.

The German lighting and electronics systems manufacturer is developing smart body panels which monitor the damage done to the vehicle. These panels are foil-like, pressure-sensitive sheet of electronic sensors that when attached to a vehicle, detect when the vehicle is dented by the driver's own doing or by someone else's, using a special algorithm.

While it is true that such technology seems needless given that car dents are not hard to notice, the smart body panels are connected to a GPS system and onboard camera to record the person that caused the damage. This will serve as video evidence when the vehicle suffers hit-and-run.

Offering a completely unique advantage, luxury car brands are now expressing interest in Hella's new sensor technology. If it proves to be a success, it is anticipated to become mainstream. However, according to Hella, the technology will not be ready for another three years.

## NEW RANGE ROVER EVOQUE BOASTS SNAZZY HEADLAMP SIGNATURE



Premiered at the recently concluded Geneva Motor Show, the new Evoque is the first-ever Land Rover to have full LED adaptive headlamps. The advanced technology offers superior illumination in dark driving conditions as well as follows road curves, which are recognizable by the unique headlamp graphic.

According to Gerry McGovern, Land Rover Design Director and Chief Creative Officer, their challenge has been to improve Evoque without diluting its iconic design. He explained that the design refreshments provide it with a greater presence on the road yet retain the emotional appeal that has paved the way for its popularity among more than 400,000 customers worldwide.

Apart from a new headlamp signature, the 2016 Range Rover Evoque also boasts an all-new engine line-up, new convenience and safety features, and interior improvements wrapped in the trademark exterior design.

## KOREAN AUTOMAKER ENTERS INTO FIVE-YEAR AGREEMENT WITH SHELL



Aiming to retain Shell as the exclusively recommended lubricants supplier for Hyundai vehicles globally, the Korean automaker has recently entered into a five-year global business cooperation agreement with the multinational oil and gas company. Under the agreement terms, Shell will collaborate with Hyundai engineers for the development of new lubricant formulations and other technical innovations to meet the needs of the automaker's growing vehicle range. The two companies will also work together on aftersales-related marketing initiatives.

Commenting on the agreement with Shell, Tak Uk Im, Executive Vice President and Chief Operating Officer (COO) of Hyundai Motor, said that it is wide in scope, supporting the needs of their global supply chain, as well as paving the way to new technical partnerships and

joint marketing initiatives. He added that the common factor in these activities is their desire to maximize customer satisfaction in aftersales. Im concluded that Shell would be a leading partner for them as they implement and improve their aftersales strategy over the coming years, helping to propel the qualitative growth of the global Hyundai business.

According to Roger Moulding, Vice President of Shell Global Marketing and Global Key Accounts, the agreement implies that they would continue to supply and jointly develop premium quality motor oils for Hyundai customers supported by Shell's technology leadership. He revealed that it enables them to create value for both parties through deeper partnership – be it in products, technology, aftermarket services or technology. "By leveraging the strengths of the two global brands, we aspire to offer Hyundai customers the best aftermarket care and service experience around the world."

Additionally, Shell and Hyundai are also joining hands on the race track. Last year, the two companies became technical partners in the FIA World Rally Championships. In its debut year, the Hyundai Shell World Rally Team surpassed the goals it had set for the season. The team has successfully secured a remarkable 1-2 in Rallye Deutschland; took 12 stage wins; and scored podiums in three events held in Poland, Germany and Mexico.

## OSRAM OLEDs REACH ANOTHER AUTOMOTIVE MILESTONE



Osram has once again demonstrated its leadership in automotive technology and innovation with its advanced lighting featured in the snazzy BMW M4. The coupe flaunts twin round headlights which now appear in a new light, thanks to the German lighting expert's laser technology. For the very first time, the car's tail lights also get Organic Light emitting Diodes (OLEDs), which produce light in wafer-thin layers of organic materials. With these area light sources, the lights can be made in any shape, paving the way for new, eye-catching design options.

According to Marc Lünemann, the man responsible at Osram for OLED business, the show car is a crucial milestone for their OLED strategy. He revealed that Osram desires to have a presence on the road with a series OLED product from 2016 onward.

### Future Lighting Technology

LEDs are point light sources while OLEDs are area light source. Given that the lights can be made in any shape, light designers have the freedom to create evenly lit panels that distinguish the certain brand. This results in a clearly defined light pattern that stands out from the surroundings and offers high brilliance which is supported by the fan-like arrangement of the individual OLED elements. Containing organic materials, the thin layers of an OLED are enclosed by flat electrodes which serve as electrical contacts. When power is supplied, the layers produce photons, causing the diode to give off light. The OLEDs in the new BMW M4 meet the required light values of SAE and ECE standards.

### Fresh Design Opportunities

Designers are no longer restricted by the light source given that OLEDs have a free-form nature and state-of-the-art features such as flexibility. For instance, 3D effects can be created by segmentation, which in simple terms is the close arrangement of switchable light surfaces next to one another. The feasibility of controlling individual light modules separately paves the way for more design options such as dynamic functionality.

Apart from that, the small mounting depth also plays a significant role in the design. In the show car, the light-emitting surfaces' arrangement creates a sculptural effect and takes up little space. The OLED segments on the car can give off light of various colors depending on whether the car is turning, stopping or driving normally. Plus, the OLEDs need extremely little current, enabling for low energy consumption.



## AEZ Cliff Dark Makes Cars and SUVs Snazzier than Ever



AEZ's Cliff dark is truly a marriage of elegance and performance, making it perfect for drivers who desire for a fun, stylish ride. Thanks to a number of various dimensions—from 16 to 21 inches—this alloy wheel fits multiple models such as sophisticated premium cars, small city cars and sporty yet striking SUVs.

Just like the high-gloss model, Cliff, the Cliff dark comes with an enthralling, freshly interpreted cross-spoke design. Stretching far into the slim rim flange are five pairs of double spokes in front-polished silver. The alloy wheel is also a perfect example of irony as the contrast between light and dark elements give it an additional dose of "lightness". The focus of the design is a technically and visually harmonized interplay of spokes and central area, which was enhanced in the development phase. Featuring a new smart center, the wheel's design is more compact and detailed. And what's more, the inwardly slanted edges in the wheel bed lend its depth.

Additionally, with huge dimensions, the "maximum concave" design makes the Cliff dark perfectly suitable for powerful and elegant BMW SUVs such as X5 or X6. The wheel also visually upgrades modern medium-sized and executive cars such as BMW 5, Audi A6 or Passat CC. Plus, it makes BMW 1 Series, SEAT Leon or Volkswagen Golf models snazzier. In 16 and 17 inches with a four-hole connection, the wheel is a perfect fit for chic, small cars such as VW up!, Fiat 500, Opel Adam, Mini Roadster and Mini Coupé.

Aside from front-polished dark, the versatile Cliff dark also comes in a sophisticated high gloss version.

## Dana Group Dubai Ventures into Base Oil Trading

In its goal to build Dana Lubricants Factory, Dana Group has acquired Apex Lubricants—located in Al Jurf 2, Ajman—for an unrevealed amount last year. The acquisition encompassed the handover of all assets, which include order books, machinery, manpower, land and goodwill from Apex Lubricants to Dana Lubricants Factory. The venture proved to be a success as the Group is now trading high volumes of base oil for the GCC region, Africa and South Asia, as well as producing and blending all automotive lubricants.

Dr Birbal Singh Dana, Chairman, Dana Group, revealed in a statement that the acquisition of Apex Lubricants was primarily propelled out of the demand they saw from India, where they already have huge operations in other industries. "Based out of the UAE, it made perfect sense for us to cash in on this opportunity. We had known Apex Lubricants owners for long, so we knew it would be a smooth transition in terms of change management."

Dana added that they penetrated the sector at the right moment as oil has reached its bottom and they were booking base oil for several huge importers based out of Africa, Bangladesh, Pakistan and India, and they also supply base oil locally to the GCC region and Middle East.

Dana Group is currently trading base oil (SN150 and SN500) as well as manufacturing all kinds of automotive

lubricants for the Asian subcontinent, CIS region and Africa. It has a base oil storage facility in Hamiryah Free Zone with a 500MT/day production capacity for all kinds of automotive lubricants.

The marketing team at Dana Lubricants Factory went on a business trip to Africa, where they took part in local lubricant exhibitions and visited clients in Ethiopia, Tanzania, Kenya, Ghana, Mali and Congo. The Factory now has distributors in some of these regions, but Dana is also in high hopes of having its own presence in some of the leading countries in the second quarter of this year.

According to Ankur Singh, Marketing Manager for Dana Group, they envision Congo, Uganda, Ghana and Ethiopia as the leading places in Africa where they see huge growth in terms of the economy and at the same time, offer a safe and favorable environment for foreign investments, so they were in final negotiation with the authorities to establish their own base in Congo and Ethiopia in the second quarter of this year.



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Size extensions in progress. Information correct at the date of publication. For more information, see [www.michelin.com](http://www.michelin.com)

\*Compared to its predecessor, MICHELIN LATITUDE Sport, TÜV SÜD test 2013 on a wet road (235/65 R 17), MICHELIN LATITUDE Sport 3 has an «A» rating for wet grip in the majority of its sizes.



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## HUMAN EYE TO REPLACE SMART KEYS SOON



It takes a turn of a key to start a car. But who would have thought that soon, this task can simply be done by the human eye?

EyeLock, the global leader in biometric equipment, is developing an advanced USB camera-based system that recognizes drivers through a scanner installed in rear-view mirrors or visors. Myris simply takes a video of the user's eye then scans the iris, and from that creates the user's fingerprint. Biometrics like this can be used in locking mobile phones, computers and even homes, but the Myris is designed to immobilize the car.

Currently, EyeLock is under contract with several anonymous OEMs to supply its iris scanners for rear-view mirrors and car visors. The American company's cameras can recognize and catalog the 240 unique characteristics found in every individual iris. If the driver passes, the vehicle will automatically start just like something out of science fiction. However, if not, the ride is not going anywhere. Myris offers "1-in-1.5 million security" because it is the statistical probability for a false iris ID. EyeLock claims that only DNA is more precise, and they do not want to ponder on how that might work.

Apart from car starters, EyeLock's technology has other applications. It also enables linking of optical signatures to car settings such as preferred phone contacts, climate control, seat position and infotainment preferences. Additionally, the technology enables tracking of fuel economy and driving habits of the user's family members.

With the high possibility of car hacks in the 21st century, EyeLock has also gone the extra mile to make its system fully secure. Upon completion of the scans, they will be converted into code and encrypted with a cypher called AES-256, the same that the United States government utilizes to conceal top secret data.

## ADNOC DISTRIBUTION INAUGURATES NEW SERVICE STATION IN RAK

Just recently, ADNOC Distribution inaugurated its latest service station at Al Qurm in Ras Al Khaimah, located on Khuzam Road adjacent to the RAK Mall and ahead of the Ras Al Khaimah golf course.

The service station uses ADNOC Distribution's long-established experience and capabilities in offering best-in-class facilities and services to Northern Emirates customers. It comes with six dispensers apart from the two designed for Natural Gas Vehicles (NGV), which are slated to become operational shortly.

As part of ADNOC's service stations network, Al Qurm service station offers round-the-clock allied and petroleum services apart from retail services through the ADNOC Oasis store that also comprises a bakery. The new service station comes with extra facilities such as a fast food restaurant, an LPG cylinder depot, and oil change services and the distribution of wide-ranging lubricants.

## FAURECIA AND HONEYWELL PARTS MAKE UP THE TWINGO



The all-new Renault Twingo is one of the most powerful yet eco-friendliest city cars poised to grace the roads, thanks to advanced technologies from Faurecia and Honeywell.

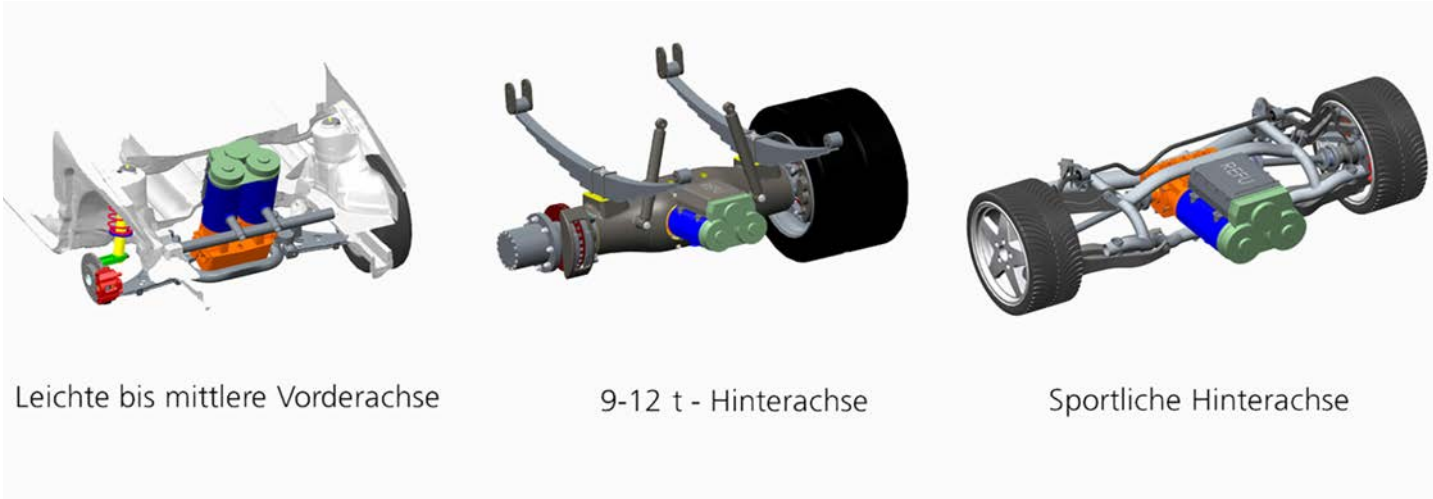
Faurecia's advanced emissions control systems enable the third-generation Twingo to slash fuel consumption by up to 26 percent to 4.2 liters per 100km and reduce carbon dioxide emissions by 35 grams per kilometer to 95g/km in variants with the 1.0-liter gasoline engine featuring stop-start technology.

Honeywell supplied the city car's turbocharger, which comes with an integrated exhaust manifold. The supplier claims that its new generation of turbochargers are constructed using composites and alloys that are originally developed by its aerospace unit. Such materials are designed to endure the higher temperature environments needed by gasoline engines compared with diesels. The turbochargers also come with a four-pad Z bearing that is 30 percent smaller and cuts friction losses by up to 20 percent compared to standard bearings.

The Twingo is assembled at Renault's facility in Nova Mesto, Slovenia, utilizing a platform shared with the new generation of Smart ForTwo and ForFour as a result of the French automaker's partnership with Daimler. The city car's assembly started in May last year and output is projected to reach more than 120,000 units next year.



# ELECTRIC SCALABLE AXLE MODULE TO ARRIVE IN FUTURE EVS



While it is true that electric cars effectively meet current trends, it seems that driving axles are still too huge, too heavy and too costly for them. In a quest to address this situation, Fraunhofer researchers teamed up with partners to design an enhanced axle module for commercial vehicles that is powerful, compact, lightweight and cost-effective.

Electric motors are set to dominate the future, and commercial vehicles are no exception. However, nowadays, several attempts to develop electric motors for commercial vehicles have been stuck at the prototype phase or are very costly. Basically, electric models cost between two and three times as much as their traditional equivalents. This is due to the lack of appropriate technologies for series production.

This is where ESKAM enters the picture. Stands for Electric, Scalable Axle Module, this project is funded by the German Federal Ministry of Education and Research (BMBF). Eleven partners, including the Fraunhofer Institute for Machine Tools and Forming Technology IWU in Chemnitz, are working on the development of an axle module for commercial vehicles, which consists of a gearbox, motor and power electronics. All components perfectly fit into a shared housing that is fitted in the vehicle using a frame construction also specially developed by the project researchers.

The advanced axle module comes with a number of benefits. For instance, it comes with a high power density and an extremely high torque. For motorists, this implies extremely fast acceleration. The speed of most electric motors is around 10,000 to 15,000 rpm, but the ESKAM motor attains speeds of 20,000 rpm.

According to Dr. Hans Bräunlich, project manager at IWU, when they began on the project three years ago, they were the only ones who could attain such high speeds. He revealed that others have been attempting similarly high speeds, but their head-start in gaining development experience has provided them with a technological edge, which they intend to further extend.

However, the main advantage concerns another aspect: apart from designing the axle module, the project researchers and developers concurrently developed the necessary series production technologies. Bräunlich said that the innovative concept enables great flexibility when manufacturing the modules for both small quantities and large batches. He pointed out that series production brings economic benefits, with reductions in production costs of up to 20 percent.

For instance, the gearbox that forms part of the axle module consists of toothed wheels and shafts. Typically, shafts like these are manufactured by means of deep-hole drilling or from costly cylinders. In both cases, the excess material is left unused. By contrast, IWU scientists have selected new, short process chains together with methods that enable greater material efficiency. Spin extrusion, which was developed by IWU, is one of those methods. Though it uses a material block, here the blank is shorter than the finished shaft.

Explaining the process, Bräunlich compared it to pottery. The material is extruded during the shaping process and pressed outward in a longitudinal direction, enabling the use of all materials; thereby reducing material costs by around 30 percent and reducing the overall weight of components.

Until now, there have been only preliminary ad-hoc approaches for this process. The researchers have made the technology suitable for series production. Also, the toothed wheels were made using a unique method. Instead of milling them from the material, they are now produced using gear-rolling, a special forming process which was also developed at IWU. This technique does not produce any metal chips and no material is lost.

The axle module's flexibility is not only limited to batch sizes either, but also expands to geometry. Because the module is scalable, we can use it in everything from small vans and municipal vehicles to buses and trucks," said Bräunlich. With a wheel hub motor, that would be impossible. While it is true that wheel hub motors have a number of benefits—such as greater responsiveness and a wider steering angle—they are not appropriate for commercial vehicles, as they hardly deliver more than 2,000 rpm. Since each wheel also needs its own power electronics, expenses are higher. Bräunlich concluded that both developed versions have their own *raison d'être* and must be chosen particularly for a planned vehicle type.

The individual modules and the manufacturing methods developed by the partners are finished. In the next phase, the consortium is putting the parts together to make a demonstrator. Their next move is to fix the axle module into a real car for testing by the end of this year.

## GAP OEM Quality Radiators Give Cars Superior Heat Protection

The winter season is finally over and a few days from now, Middle East residents have to sweat out the scorching temperatures once again. As people in this region need air conditioners to stay cool during summer, even so must cars have quality radiators to stay cool.

Having superior quality heat exchanges is a critical part of protecting the engine and the car as a whole. Aiming to meet the strong demand of car owners in this region, Global Auto Parts (GAP) OEM Quality radiators are made to the same materials and specifications as those originally fitted in the vehicle. In some cases, the company offers radiator units with a higher heat exchange rating than those originally fitted, to attain higher levels of cooling in situations that call for it. Additionally, GAP's radiators are ISO 9001:2008-certified.

As vehicles get older and their engines clock up the kilometers, car owners often fail to check the cooling system, given that it is a quiet secondary system. Once the engine cooling system fails, it could result in severe engine damage. The radiator itself is the heart of the matter, as its being forward facing takes the brunt of the elements. It transfers the engine coolant's heat to the cooler air that passes over it; if the fins are not in good condition and the tubes are not clear, then these issues can cause poor heat transfer, which will eventually result in engine failure due to overheating of the moving components.

All late-model vehicles come with radiators made of plastic and aluminum, while older and commercial ones tend to use brass and copper materials that are durable, but heavier. GAP provides units, in both these material combinations to ensure the engine coolant gets maximum cooling efficiency, which in turn cools down the engine block and other essential components of the modern car engine.

With a huge range of Korean and Japanese applications available in Dubai, GAP is well positioned to offer genuine quality radiators to all crash repairers and workshops. Moreover, more than 5,000 units are offered at any given time and the company can have any special requirements made to order with reasonable lead times.

GAP also offers an advanced shrink wrap and box packaging to ensure that its radiator units reach customers in perfect condition without damage to the pipes or fins. With a Genuine Quality matching design guarantee, the units will be a 'like for like' fit directly to the vehicle. And what's more, the company offers customers with a six-month warranty and 'Same Day Free Delivery' within the UAE.



## ContiTech Pioneers First Polyamide Transmission Crossbeam



ContiTech, a premier specialist for plastics and rubber technology, is the first company to develop a rear axle transmission crossbeam from fiberglass-reinforced polyamide BASF Ultramid, which is used in the sophisticated Mercedes-Benz S-Class.

The company claims that the new variant is about 25 percent lighter than diecast aluminum versions. According to Kai Frühauf, Head of the ContiTech Vibration Control business unit, the all-new rear axle transmission crossbeam is a breakthrough in the use of polyamides in the chassis and is capable of setting a fresh trend in the automotive industry. He explains that polyamide is progressively replacing metal, and they are in the forefront of helping manufacturers to gradually substitute metal with high-performance plastics.

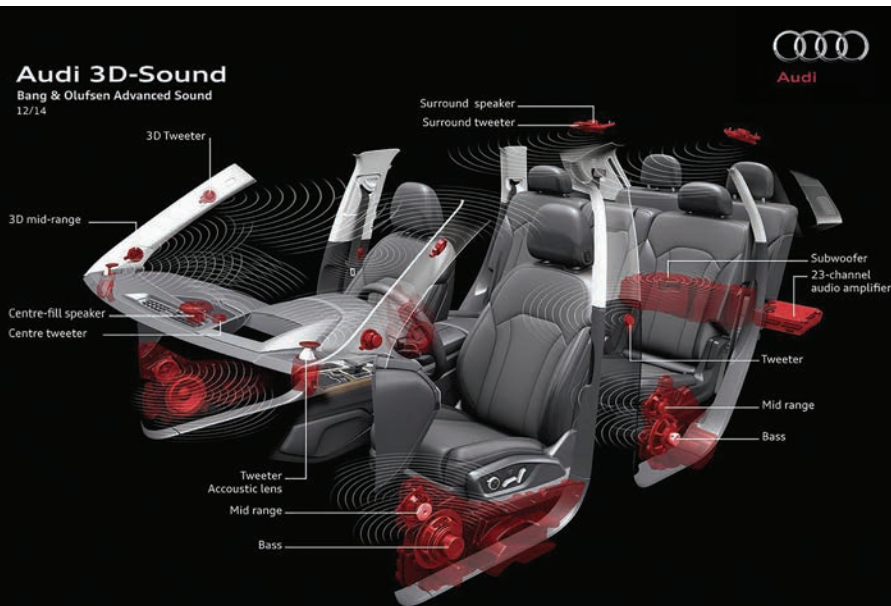
ContiTech's rear axle transmission crossbeam is used in Mercedes vehicle models with AWD, excluding the AMG range. As the central component of the rear axle, it supports torques and forces of the rear axle transmission, as well as features high crash-protection, good NVH performance and superior strength.

Diethard Schneider, Head of Lightweight Construction Pre-Development at ContiTech Vibration Control, notes that absolute precision is required in the design and production of the transmission crossbeam for the rear axle, specifically in terms of the component's dimensional accuracy and strength. He continues that only when all properties are right can the component be assembled in the axle system without glitches. "The fact that premium suppliers are among the forerunners shows the trust and confidence that engineers have today in the performance of our polyamide components for engines and chassis."

ContiTech Vibration Control has been utilizing BASF Ultramid for bearings in automotive construction since 2006, paving the way for the company to get design awards. Included in its product solutions are heavy-duty engine mounts, with the yearly production volume in 2013 surpassing three million. In 2009, ContiTech also unveiled a lightweight transmission crossbeam from the lightweight material to support the torques and forces of the engine transmission unit. Produced in an injection molding process, the company claims that the weight is 50 percent less compared to an aluminum component.



# AUDI Q7 GOES INTO BATTLE WITH 3D SOUND SYSTEM



The all-new Audi Q7 has a lot of things in store for drivers and passengers, making it one of the cars to beat in the tough competition in today's luxury SUV market. However, what makes it truly stand out is its 3D Sound system, which was developed by Ingolstadt's sound engineers.

Premiered at the recently concluded 2015 Detroit Auto Show, Audi's 3D system works through a combination of additional speakers and an intricate algorithm that breaks sounds into individual spatial components, which are then fine-tuned to recreate the way sound resonates around the room where it was recorded.

The German automaker explains that sound only takes a few milliseconds to reach the floor or stage of a concert hall, while it can take more than 200 milliseconds to reflect from the back and side walls of the room just 40 meters away. Audi adds that the use of sonic reflections contained in each audio file enables building a mathematical model of any recording room, irrespective of whether the audio was recorded in 5.2 Surround Sound, stereo or mono.

When the car has broken the audio signal down into individual components, its software reassembles it to accurately match that of the room where it was recorded. This job is handled by the car's digital signal processor. In cars featuring the high-end Bang & Olufsen sound system, the processor manages 11 audio channels across 23 speakers, including four additional speakers mounted in the Q7's A-pillars, which improve the surround sound qualities.

In the Show, Michael Wisniewski from Audi's Infotainment Development demonstrated how the 3D Surround Sound System works. Audi has bumped the diameter of the subwoofer up from 200 mm to 250 mm. In most in-car systems, when the volume is cranked to 11, it causes crackling and rattling as the hardware struggles to keep up. The sound system of the Q7 remains crystal clear even at high volume and the speakers thump away, but the clarity or quality of sound does not deteriorate.

Additionally, the separation of the sound created by the system is highly impressive as the voice of the singer is crystal clear, with each layer and instrument of the backing track distinct from the others. The sound is also immersive and the listener can focus even on small details within songs that are lost on lesser systems. And what's more, Q7's 3D Sound System perfectly simulates the incredible detail in 3D mode, making it tough to match. Thanks to the extra dimension of the sound system, the listening experience it offers is more detailed and richer than that offered by its competitors.

The snazzy Audi Q7 will be available with wide-ranging diesel and petrol engines, and owners can select between a five- or seven-seat layout.

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## Dunhill Icon Cologne

In many ways, our perfume defines who we are; it announces our entry and leaves traces of our presence in any gathering. No wonder then, choosing a cologne is serious business.

For most men, Dunhill has made the job easier; the British tailoring house has so far released 17 scents for men since 1978. Its latest offering, the Icon, has already caused a stir since its release earlier this year, and for a good reason, too. The brand's first offering under creative director, John Ray, this is one perfume that harks back to the 19th century.

Perfumer Carlos Benaim has done a great job fusing various scents into one of the best colognes Dunhill has ever launched. Think lavender-meets-neroli-meets-bergamot, closely followed by smoky notes of leather, oud and oakmoss, all wrapped up in the masculine essence of pepper and cardamom.

Designed by Mark Eisen, the no-trappings, old-fashioned machine-tooled metallic case is an apt foil to the masculine cologne. With a marketing campaign starring Andrew Cooper and photographed by Annie Leibovitz, the Dunhill Icon has already made waves in the market. The perfume is available in 50 and 100 ml.



## Podo Stickable Camera

Tiny in size, the Podo stickable camera redefines your idea of a selfie. Now, you no longer have to stretch your arm to the maximum to include all your friends in a single frame, or carry selfie sticks for the purpose. The camera that sticks and re-sticks to most surfaces, gives you the freedom to take pictures, shoot videos and time-lapse sequences in more ways than you can imagine.

The portable, wireless camera pairs well with your smartphone, to allow you to check the preview of the shot on your phone before taking 8 mega pixel photos or recording 720 pixel videos. The free Podo companion apps – iOS and Android – connect to Bluetooth and allow you to instantly share the content on social networks and Instagram. You can even set a timer on Auto mode, allowing the camera to click pictures automatically for as long as a week, which it can even compile into a video or an album.

You can stick the Podo at any angle and it will auto adjust so that the picture or video turns out to be upright. The micro-suction cups at the back can attach themselves to various surfaces including walls, ceilings, tables, windows, iron brackets, windows, and even tree trunks. The camera even comes with a magnet allowing compatibility with more surfaces. You need to have no fear of the Podo ever losing its stickiness: just wash and rub down the micro suction pads whenever they become dusty. The camera also comes with a 600mAh battery and internal storage of 4GB and can be recharged via a USB.

## Grifta Modular Gamepad



A good, convenient gamepad is a must for any serious gamer. And this is where, Grifta, a modular gamepad, has been drawing a lot of attention, courtesy its unique design that spells comfort.

Grifta brings control closer to the fingers, without having to stretch to reach a specific button. This was made possible by splitting the gamepad into three separate units: one to the left, another to the right and a central connector. Gamers can keep them separate holding two of them like a gun, or combine them to look like a conventional gamepad, if they wish to.

The capacitive shoulder buttons fitted in front of the trigger finger follow commands at the slightest tap. Other components like the joystick and the D-Pad are also comfortably placed and built-in triggers on the left and right units allow gamers to fire away with ease. Gamers can even pair the device with a mouse for navigation.

Grifta works well with PC, PS3, PS4, Xbox One and Xbox 360. However, the last three consoles require an adapter. The company has already partnered with XIM Tech and ControllerMax for this. Its components are also compatible with mobile devices such as smartphones and tablets. according to the inventor, Paul Weatherstone, more accessories like a motion controller attachment to work with infrared sensors, and different cradles for smartphones and tablets will follow shortly.



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## Ray Super Remote

Universal remotes have been around for some time now, but few live up to expectations. This is where the Ray Super Remote stands out. Packaged in a sleekly designed aluminum case that resembles a smartphone, the Ray Super Remote is the answer to every couch potato's prayer.

The remote comes with a few buttons: volume, mute, power and sleep/wakeup. Other than that, all the navigation is done on the 4.8-inch, low-friction touch screen that boasts of 1120 x 480 pixel resolution. The Ray Super Remote connects to a number of different devices with the help of built-in Bluetooth, WiFi, infrared and Zigbee protocols giving it control of game consoles, DVRs, HTDVs, set-top boxes and streaming video players. According to Ray Enterprises, the remote can work with over 1200 brands and 200,000 devices. The remote narrows down your search by showing local programming information of the service you subscribe to. Not just that, but the device has been designed to monitor your preferences in the genre of channels – for example, action or comedy – and shows the program guide accordingly. There is also a special section for kid-friendly content.

The device includes a 2,550mAh rechargeable lithium-ion battery, which is enough for a day-long use. For recharge, Ray offers an exclusive wireless charging mat. With a dual-core ARM processor with 8GB of Flash storage, 1GB of RAM and seven transmitting LEDs, this remote certainly channels fun in a new direction.



## Apple Watch

The Apple Watch was one of the most eagerly awaited gadgets of 2015. Ever since the launch announcement, the wristwatch has been a topic of endless discussion, with everybody wondering whether it will live up to its hype.

The Apple watch is compatible with iPhone 5, 5S, 6 and 6 Plus, but unfortunately cannot be paired with Android phones. In addition to telling time within an accuracy of 50 milliseconds, the device is quite multi-purpose. Users can scroll around the screen to send and receive messages, make calls, record audio files, make payments via Apple Pay and download and play music. It can even be used as a digital key to unlock the front door of your home and smart locks. For the health conscious, the Apple watch comes with a sensor, accelerometer, GPS and Wi-Fi to monitor the wearer's heart rate, calorie intake and physical movement.

Not just that, you can even check weather conditions, lunar cycles and make calendar appointments on the gadget. The fact that the watch is water-resistant (though wearing while showering or swimming is out) and can run for 18 hours a single charge further adds to its appeal. The watch uses a magnetic charger that you just have to hold near the watch for it to snap into place for inductive charging on the reverse side of the watch.

The face of the watch resembles a mini-iPhone and is encased in three different materials: lightweight anodized aluminum (Watch Sport), stainless steel (Watch Steel) and 18-karat gold (Watch Edition).



## Tag Heuer Monaco V4 Phantom Watch

Smart watches are pretty, but once in a while, we want to return to the basics. And what better way to do it than wearing the classic Tag Heuer Monaco V4 – especially now that it has announced its latest pride, the super-stylish Phantom. When it comes to a watch that makes a statement, this all-black time piece certainly catches the eye with its unusual design.

The iconic time piece is a great blend of cutting-edge technology and horological expertise. The Phantom is completely made out of carbon fiber. This special kind, called Carbon Matrix Composite (CMC), is created when carbon fibers are micro-blasted after being placed in a specific direction in the mold.

The entire 41mm casing, the seven bridges and the satin-finished, titanium carbide-coated hands are all in different hues of black and grey, giving the Phantom a brushed look. The hands are filled with anthracite grey SuperLuminova. Red exposed jewels – 48 stones in all – are the only flecks of color on the watch. Even the buckle-finished alligator strap is matte black.

The intelligent use of CMC, however, is not just for looks; the material makes the watch lightweight. This is the first watch to be driven by belts, with the seven bridges of its famous Tag Heuer movement also being finished in CMC. Using a linear straight rail patented movement rather than the conventional rotational movement, the microscopic toothed 0.07mm micro-belt transmission is a first in the horological industry. Besides being extra-light, the watch offers shock resistance.

The initial edition of the Tag Heuer Monaco V4 Phantom is limited to 50 pieces, so go ahead and get your Phantom before they disappear from the stores.



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