

TIRES & AUTOMOTIVE PARTS MAGAZINE

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

ROLLS-ROYCE MOTOR CARS DEBUTS NAUTICA COLLECTION IN HOMAGE TO ARAB SEAFARER



JEAN-PIERRE MONDALEK
GENERAL MANAGER, UAE AT UBER TECHNOLOGIES

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PUBLISHER'S NOTE



The finalization of Iran's historic nuclear deal with the United States and five other major world powers portends a new era for the automotive industry in the Middle East region. Prior to the imposition of sanctions, Iran was a major powerhouse in the Middle East automotive industry. The automotive industry was second only to oil as a revenue earner and the country was producing more than a million cars on an annual basis. Audi had plans to build a factory in Iran and major European brands like Renault and Peugeot had a significant presence in the country. Renault had partnered with the local firms Iran Khodro and Pars Khodro to assemble vehicles in the country.

Things changed after sanctions were imposed, though. The Iranian economy shrunk by 35 per cent in the past four years. With the advent of these sanctions, the cost of essential imports for the car industry became prohibitive and car production steadily declined. Based on official statistics, the country manufactured 624,000 cars in Iranian year 1392 (March 2013-March 2014), a 29 percent drop from the Iranian year 1391 and a 55 percent fall compared to the year 1390.

With the UAE being one of the major trade partners for Iran, the nuclear deal will have a significant impact on the automotive trade between the UAE and Iran. Iran will need investment to the tune of billions of dollars to rebuild its infrastructure and the UAE is in prime position to seize the advantage as most of the goods routed to the country will have to pass through major transport hubs. Emirates Airlines has already added a second destination in Iran, the city of Mashhad and sooner or later other destinations in the country will be added to the routes of major airlines and shipping companies. In 2014, according to the National Bureau of Statistics, the non-oil export trade to Iran was valued at USD 11.5 billion. This will increase by leaps and bounds as the country seeks to regain lost ground.

The Iranian automotive industry began its recovery with the partial lifting of sanctions in January 2015. Renault and Peugeot began making moves to resume their previous scale of operations in Iran. The signing of the nuclear deal will now help Iran to recapture its position as the top market in the Middle East region. The UN Security Council has also given its seal of approval to the deal, and automakers will soon be scrambling to get a piece of the action in this lucrative market.

The Iranian government has already taken significant measures to spur the growth of the automotive industry in the country. In August 2014, the government had ratified a national document for the development of the auto industry. In another move to make the industry more competitive, Iran scrapped all import taxes on electric and hybrid cars that are fitted with an engine with a capacity of less than 2.5 liters. Moves were made to resume shipment of cars to Russia with increased cooperation between the two countries. The first shipment of cars to Russia was loaded by workers in Iran Khodro auto factory in June 2014 and the company has plans to export at least 10,000 cars to Russia by the end of 2015.

Both the automotive sector and the tire sector will get a new lease of life with the removal of sanctions. Iranian companies can partner with leading players in the industry. Volkswagen, which had earlier built the Gol compact in partnership with Kerman Khodro in Iran is currently planning to launch the Skoda and Seat brands in the country once the economic sanctions have been lifted. Peugeot has revealed plans to invest in production of its latest models from scratch in Iran both for the domestic and export markets. With the government drawing up a 20-Year Vision Plan to develop the auto-making industry, we will soon see Iran resuming its rightful position as a powerhouse in the global automotive industry.

Hamid Moaref

Publisher

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JEAN-PIERRE MONDALEK

GENERAL MANAGER, UAE AT UBER TECHNOLOGIES

Considering that it was a new concept in the region, did you expect Uber to make so much headway in such a short time?

Not at all. Many of the markets we operate in have obvious congestion issues, and we want to make sure that commuters have other transportation options they can use. This part of the world is ideal due to its young population and fast-growing tech communities (in particular Dubai), making it an exciting and vibrant region for our operations.

Can you please give us a brief overview of Uber's growth in Dubai since it was launched in October 2013? How has the journey been so far?

The uptake has been incredible. In a short space of time, we are already doing thousands of trips per week, with hundreds of drivers on our system. And we are still growing - during the first three months of this year, we had as many new riders as we did for the entire 2014 calendar year.

We have dropped the ETA to under 6 minutes, and riders are constantly amazed that they can get such a stylish ride at their doorstep in a matter of minutes - simply with the tap of a button. Our partner operators love working with us too because it helps build their business, making drivers more efficient and reliable.

Uber has grown in popularity at a really fast rate across the world. Possibly as a result of this growth, it has encountered a lot of speedbumps? What are the difficulties you have encountered along the way? Did you have any difficulty getting customers to accept the concept in the first place?

We are changing the way people think about getting around, and that type of disruption is bound to result in resistance by transport structures that have been in place for many years. Nevertheless, we have received a tremendous response from customers in almost all our markets - a fact that is reinforced by the company's rapid growth.

What do you have to say about the opposition Uber has encountered from regular taxi services in other parts of the world? Has that been the case in the UAE also? How does Uber compare to similar services like Careem and the Hala taxi service of the RTA?

Our priority in Dubai is to bring more choice to riders and great business to our partners - something that has been well-received in the UAE. But we have also taken care to provide a safe and reliable choice in transport to the city in which we operate and we continue to work within the framework of the law.

With Uber, our advantage is that the same experience can be replicated in any of the 56 countries and over 300 cities we operate in. Once the app has been installed on to a user's phone, it can be used globally, overcoming the language and fare challenges that come with transport in a foreign city. In the UAE, to use one example, 40% of trips in the UAE are taken by users from abroad and 20% of Uber users in the UAE use Uber abroad.

One issue parents here are really concerned about are safe pickup and drop options for their children? Does Uber offer any services in this category?

Uber provides unprecedented safety allowing the rider (and in this scenario, their parents) to receive the driver's photo, name, car registration while they watch the car arrive in real time. Riders also have access to a live GPS-enabled map that they can share with friends and loved ones who can track their progress, ensuring they arrive safely.

Uber does not own the cars or employ drivers but takes a hefty cut of 20 per cent for being the middlemen. Uber rates are sometimes double the amount of regular taxi fares. Do you think Uber still offers good value at these rates?

The price-surfing model is first and foremost designed to get more cars on the road. During times of peak demand - where there are not enough drivers on the Uber system - fares increase to incentivize more drivers on to the platform, and customers can choose to be alerted beforehand if these rates are in effect.

What are the different types of Uber services that are available in Dubai like Uber Black and Uber X, the economy variant which was launched in August 2014? Can you explain a little more about these services?

Uber Black is our high-end offering, whilst UberX is our low-cost product, and its lower fares make our technology more accessible to more people. It also allows us to partner with a wider network of transportation providers who, as a result, can help grow their business. But it is still the same quality and service, requested via the app, with all the same features that our riders love and have come to expect.

I believe there is an option for splitting the fare with another customer who may be headed to the same destination. How does this work?

You are referring to UberPOOL, a new service that lets drivers pick up two passengers and drop them off at separate locations, with the payments separate. Unfortunately, this service is only available in select international markets for the time being, and not in the UAE.

Customers need to submit their credit card details to sign up for Uber. How safe is this information?

Very safe. We believe that seamless, electronic payments make moving around Dubai easier for Uber customers, and Uber riders have embraced this since our testing began here. We think that the fact we are cashless is extremely valuable and we see a general trend moving towards digital payments. Riders don't have to worry about carrying cash, and can use the same Uber app and payment options in any of the 300+ cities around the world that we operate in. In addition, it is Uber's policy not to store cardholder data, but only to store encrypted or tokenized hashes of cardholder data that cannot be reversed on any systems owned or managed by Uber.

Uber currently does not offer the flexibility to book cars in advance or to cancel bookings. Will you be offering such options in the near future?

Unfortunately not- at this point, we do not take any reservations or schedule any rides.

Another major area of concern, especially with regard to the cultural context in the UAE is the safety of lady customers. What safeguards has Uber put into place with regard to this aspect?

Like I mentioned in response to a previous question, Uber provides unprecedented safety and the rider can get the driver's photo, name, car registration while they watch the car arrive in real time. On their trip, riders also have access to a live GPS-enabled map that they can share with friends and loved ones who can track their progress, ensuring they arrive safely.

The public transport system has expanded its reach at a dramatic pace with the development of Metro services and now the introduction of the tram service. Do you see this growth as a threat to the growing popularity of Uber?

We are not trying to compete with local or already existing options- both our models and pricing differs from that of the metro and tram. We are simply giving customers another choice in how they get around, and growing the city's transportation ecosystem. In that way we are creating a high-end segment of the market that enjoys the luxury and convenience of requesting a private car on demand. We have seen across a number of European cities that Uber can complement existing public transport options, and the amazing consumer response is testament to how valuable they are finding this service.

Whom do you see as your major competitors in the region? How do you differentiate Uber from these competitors?

Our global nature is such that the same experience can be replicated in any of the 56 countries and over 300 cities we operate in. Once the app has been installed on to your phone it can be used globally, overcoming the language and fare challenges that come with transport in a foreign city.

Many corporate customers will be interested in your Uber for Business services for their high ranking employees and VIP guests. Can you please tell us a little more about this service?

Uber for Business is a travel management platform that helps get your employees or guests wherever they need to go. It allows for centralized billing that links all users, complete control over who is riding, and transparency over where riders are going.

Uber has had many interesting partnerships including the one that allowed Uber users to test drive a McLaren 650S. Do you have any such interesting promotions planned for the near future?

For the time being, we do not have anything planned but are open to more opportunities similar to this.

Can you tell us a little more about the plans for Uber's growth on a global scale and in the GCC region?

Uber is now available in over 300 cities across 57 countries, generating 50,000 jobs every month and facilitating over one million trips around the world every day. This growth is a result of the demand we have seen both globally and regionally- just last month for instance, we officially launched in Manama and Dammam. We are always exploring ways we can provide more cities with more choice in transportation, and can definitely say there will be more launches in the region in the near future.

Even after the introduction of the UberX service, Uber is seen as a luxury service that normally charges more than regular taxis and is out of the reach of the common man. How do you plan to dispel this perception?

The app and our service is beneficial to anyone looking for safe, reliable and comfortable transportation- in particular our UberX option. In each city that Uber exists, there is a small team ensuring the quality, cost-effectiveness and safety of the driver, ride and of course, rider.

What are some of the toughest challenges you have faced during your stint with Uber?

Keeping up with demand by far. Uber Dubai, like most cities, is undersupplied. With several thousands of new users downloading our app on a weekly basis, our rider base growth has outpaced that of our partner drivers. The return on investment is compelling for fleet operators and demand for private hire vehicles through apps like Uber will only continue to grow as we head towards 2020 - 50% growth in population and doubling of tourist volume. Dubai needs to be prepared for this spike in demand!

Can you tell us what you like most about working for Uber?

I love my team at Uber. We all share a common passion for what we are trying to achieve and the positive impact we are making on people's daily lives.

AUDI AG PLANS MOON MISSION WITH AUDI LUNAR QUATTRO



Man may have first landed on the moon nearly 45 years ago, but this is the age of private enterprise, even when it comes to the outer space and the moon. Audi is literally aiming for the moon by providing support to the team of Part time Scientists who will make an attempt to recreate the Apollo 17 landing on the moon by landing an unmanned rover on the very same site.

Audi will be supporting the team with its expertise in several technological fields including lightweight construction, robotics, piloted driving, electric mobility and the renowned quattro all-wheel drive. The German team will be making the attempt as part of the Google Lunar XPRIZE contest to make an unmanned rover land on the moon.

Commenting on the partnership, Luca de Meo, Audi Board Member for Sales and Marketing said that concept of a journey to the moon has always been a fascinating one. All innovative ideas need the backing of enthusiastic supporters. By extending support to the German team of Part-Time Scientists, Audi wants to motivate other partners to also chip in with their know-how.

The US\$30 million Google Lunar XPRIZE is a contest that is being conducted to challenge and inspire engineers and entrepreneurs from around the world to come up with low-cost techniques to explore space with robots. In order to become eligible for the Google Lunar XPRIZE, a privately funded team must successfully place a robot on the moon's surface that explores at least 500 meters and transmits high-definition video and images back to Earth. AUDI AG will be using its technical expertise to optimize the rover of the Part-Time Scientists, the only German team competing for the Google Lunar XPRIZE. The research group's lunar vehicle has already been recognized during the course of the competition by a jury of aerospace experts with two Milestone Prizes.

As a cooperating partner, Audi will be supporting the Part-time Scientists team with technologies like autonomous driving technology, lightweight construction, robotics, e-mobility and quattro permanent all-wheel drive.

Audi will also be aiding the team when it comes to quality control, testing and, trials. In addition, the Audi Concept Design Studio in Munich is revising the rover, which will be named the "Audi lunar quattro," to ensure ideal lightweight construction conditions.

If all goes as planned, the lunar vehicle with the Audi lunar quattro will make its way into space in 2017 on a launching rocket and travel over 380,000 kilometers to reach the moon. The entire trip is expected to take five days and it will land north of the moon's equator, close to the site where Apollo 17 landed in 1972. It is truly the last frontier with a rugged terrain and temperature fluctuations of 300 degrees Celsius.

The Part-Time Scientists have already developed their lunar vehicle, which is fashioned largely from aluminum. It has been tested thoroughly in places as varied as Tenerife and the Austrian Alps. It is powered by an adjustable solar panel that captures solar energy and feeds it into a lithium-ion battery. The battery in turn powers four electric wheel hub motors. Scientific studies will be carried out with the aid of two stereoscopic cameras fitted at the front of the vehicle in addition to a scientific camera. The theoretical maximum speed of the vehicle is 3.6 km/h. When it comes to the tough terrain on the moon, though, the vehicle's off-road capability and ability to steer safe of obstacles is more important than the speed.

Commenting on the partnership, Robert Böhme, founder and head of the Part-Time Scientists team said getting Audi as a partner will translate into several benefits when it comes to the project's capabilities on the technology and mobility fronts.

The Part-Time Scientists team was formed by Böhme, an IT consultant in late 2008 and consists of approximately 35 engineers the majority of whom are from Germany and Austria. The team is supported by experts from three continents including NASA employees, renowned research institutions and high-tech companies like NVIDIA, the Technical University of Berlin, the Austrian Space Forum (OeWF) and the German Aerospace Center (DLR).

The Google Lunar XPRIZE contest had started off with more than 25 teams, and is currently in its final round. Besides the team of Part-Time Scientists, other participants in the contest include 15 teams drawn from different parts of the world including Canada, Japan, Italy, Brazil, Chile, Hungary, Malaysia and the United States.



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AGMC CELEBRATES SPIRIT OF RAMADAN WITH EXHIBITION OF CALLIGRAPHY PAINTINGS

In keeping with the spirit of Ramadan, AGMC, the exclusive dealer for Rolls-Royce Motor Cars in Dubai, Sharjah and Northern Emirates teamed up with the Emirates Society for Arabic Calligraphy and Islamic Ornamentation to host an exhibition showcasing exquisite calligraphy paintings. The display which was held under the patronage of H.E Mohammad Al-Murr, Head of Federal National Council, was held throughout the Holy Month of Ramadan.

The exhibition totally transformed the AGMC showroom into an Arabic art gallery. It featured works by nine talented calligraphy artists drawn from different parts of the United Arab Emirates like Khalid Ali Al Jallaf whose works were previously showcased at Majlis Gallery, Mohammed Firas, Omeid Rabbani, Mohammed Essa Al Nuaimee, Mohammed Al Nouri, Mohammed Farouqe Al Hadad, Shekha Mahboub Nada Al Mazmi, and Hia Al Kateb.

Visitors to the AGMC showroom not only had a chance to view these calligraphic works of art but also had a chance to enjoy the sight of exquisite Bespoke cars from the Rolls Royce marque like Phantom, Wraith and the Ghost Series II.

TOYOTA MIRAI GOES 312 MILES ON SINGLE TANK REFILL



There was a time when electric and plug-in hybrids belonged only in science fiction. However, EVs and hybrids like the Toyota Prius have now become a common sight now on roads in the developed world. The Toyota Mirai is set to be a gamechanger when it comes to Hydrogen fuel cell vehicles. The model has now been officially certified as the zero emissions vehicle with the longest driving range as it covered a record distance of 312 miles on a single charge.

EPA in the United States has estimated that the new Toyota Mirai hydrogen fuel cell electric vehicle can offer a highly fuel efficient 67 miles per gallon mileage in city/highway/combined mode and a driving range of 312 miles on a single refill of hydrogen.

These figures were announced by Toyota North America CEO Jim Lentz at the Aspen Ideas Festival in Aspen, Colorado. So, far, Mirai is the only zero emission electric vehicle in the retail market that exceeds the 300 mile mark.

Speaking about the record, Lentz said that Toyota had realized early in the 90's that electrification was the way to go in the future when it comes to cars. He said that the Mirai will usher in the new era of hydrogen transportation just like the Prius paved the way for the popularization of hybrid-electric vehicles twenty years ago.

The Mirai is the first mass-produced hydrogen fuel cell electric vehicle in the world. It is a four-door, mid-size sedan and comes with an engine having a performance that is comparable to that of traditional internal combustion engines.

The Mirai is powered not by petrol but by electricity that is created by a fuel cell using hydrogen and oxygen. Unlike petrol and diesel cars which damage the environment with their noxious emissions, its only emissions consist of water.

GROWTH OF DUBAI INTERNATIONAL MOTOR SHOW REFLECTS REGIONAL GROWTH IN AUTO SECTOR



Consumers in the Middle East have a weakness for all things automotive and this is reflected in the rapid growth of car sales in the region. The leading consumer motor show in the region, the Dubai International Motor Show (DIMS), which is scheduled to be held in November has kept pace with the growth of the sector and continues to attract significant interest from car lovers and automotive firms across the region.

Vehicle sales across the UAE have increased by 16.7 per cent in 2013, according to figures revealed by BMI Research. By the end of this year, sales are set to cross 425,000 vehicles. According to Dubai Customs, the Emirate's trade for auto parts and accessories was valued at Dh44.37 billion (US\$ 12 billion) in 2014, a 10% increase over the previous year, while imports of the Emirate's automotive aftermarket trade were valued at Dh26 billion (US\$ 7 billion) last year with the value of exports and re-exports coming out of Dubai at Dh18 billion (US\$ 5 billion).

"The MENA region is regarded as one of the largest growth markets in the automotive industry," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, Dubai World Trade Centre. "This is reflected in the significant growth and success of the Dubai International Motor Show, which is now established as the definitive platform in the Middle East for showcasing the latest and most exciting models and marques. We expect this year's event to generate even more interest from local and international motoring enthusiasts, allowing key international automotive heavyweights to connect with a wide array of audiences from across the globe whilst also linking with industry's leading influencers."

The Dubai International Motor Show is held every two years, and is the main highlight of the Dubai Motor Festival, which is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid al Maktoum, Crown Prince of Dubai. The event is organized by Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing (DTCM).

The show has already expanded the designated floor space by 23 per cent to accommodate the growing interest from exhibitors, spilling over into the Dubai World Trade Center's Zabeel Halls. The total floor space will increase this time around 80,000 square meters which will showcase major players

in the automotive sector. Leading brands participating in the show include Cadillac, which has increased the size of its booth by 70%, while both McLaren and Lamborghini have stalls that are 50% larger, and Jaguar will increase its space by up to 44%. Mazda is taking 40% more floor space, Porsche grows by 35% and Lincoln is expanding by an additional 28%. Many regional and global launches are also being planned on the sidelines of the Dubai International Motor Show.

More than 100,000 visitors are expected to the consumer trade show which is scheduled to be held from November 10 – 14. The show will have sections devoted not just to automotive brands, but also to the tuning, aftermarket and motorcycle, insurance and vehicle finance sectors.

"We are thrilled to be part of the 13th edition of the Dubai International Motor Show. As the region's most high-profile motoring event, the show provides the perfect platform for us to reveal the latest BMW and MINI models to motoring enthusiasts. This year's show will be a particularly important one in terms of BMW's involvement as we showcase the sixth generation BMW 7 Series and all-new MINI Clubman, amongst a host of other interesting models from all BMW Group brands," said Osman Abdelmoneim, General Manager of AGMC.

Samir Cherfan, Managing Director at Nissan Middle East commented: "The Dubai International Motor Show is the largest and most prestigious event for auto industry in the Middle East. With a significant presence planned for the 2015 show, we will use the event as a platform to present our full range and provide a first look at some exciting new models, which will be revealed for the first time to the public. At Nissan we instill Innovation that Excites in everything that we do – Dubai International Motor Show will be the perfect opportunity for us to showcase this to visitors of the motor show."

The show will feature many first time participants including supercar manufacturers like Top Car, bespoke GT builders David Brown and the Alvis Car Company. They will be joined at the affordable end of the market by Chinese newcomer SAIC.

Prizes, competitions and extensive social media interaction will ensure nonstop entertainment for visitors throughout the duration of the show.

AL ROSTAMANI TEAMS UP WITH LETSTANGO.COM TO SELL SUZUKI CARS ONLINE



In a special promotion for Ramadan, Al Rostamani Trading Co. teamed up with the UAE based online portal 'letstango.com,' which specializes in consumer electronics for the online sale of Suzuki cars. This is the first time this has been done in the Middle East. Initially, 12 new cars were available for sale on the site—four automatic Suzuki Swift 1.4 GLX models, four Suzuki Kizashi Sport vehicles and four Suzuki Vitara JLX. If the campaign proves to be a success, it will lead to a full fledged partnership between letstango.com and Al Rostamani Co for the online sale of cars.

Commenting on the campaign, Parag Mehta, Operations Manager of 'letstango.com' said that as an outcome of the campaign, letstango.com will be able to offer its customers the latest Suzuki models. They can thus avoid the hassle of going to multiple showrooms in order to check on the

price, specifications and availability of models. From the customers' perspective, those who buy cars online benefited from AED 4,000 worth of vouchers and cash back guarantees. A customer buying a car online would get a AED 2,000 cash back option and a AED 2,000 gift voucher from 'letstango.com' which can be used to purchase goods on sale at letstango.com. Customers can choose to make the payment online, through credit card or by taking a loan from financing companies. Cash payments would be collected by a 'letstango.com' representative. In the case of bank financing, an Al Rostamani representative would assist customers to complete the remaining formalities. Those who make credit card purchases are required to make 10 per cent of the payment online and will receive further assistance for finalizing the transaction. Once the formalities are completed, customers have the option of picking up the model they have purchased from any of the Suzuki Showrooms in UAE.

Kamal Al Shakhshir, National Sales Manager, Al Rostamani Trading Co said that the new campaign highlighted the company's desire to explore new avenues to reach customers, especially in the field of online sales.

INFINITI WILL PREMIER Q30 PRODUCTION MODEL AT 2015 FRANKFURT MOTOR SHOW

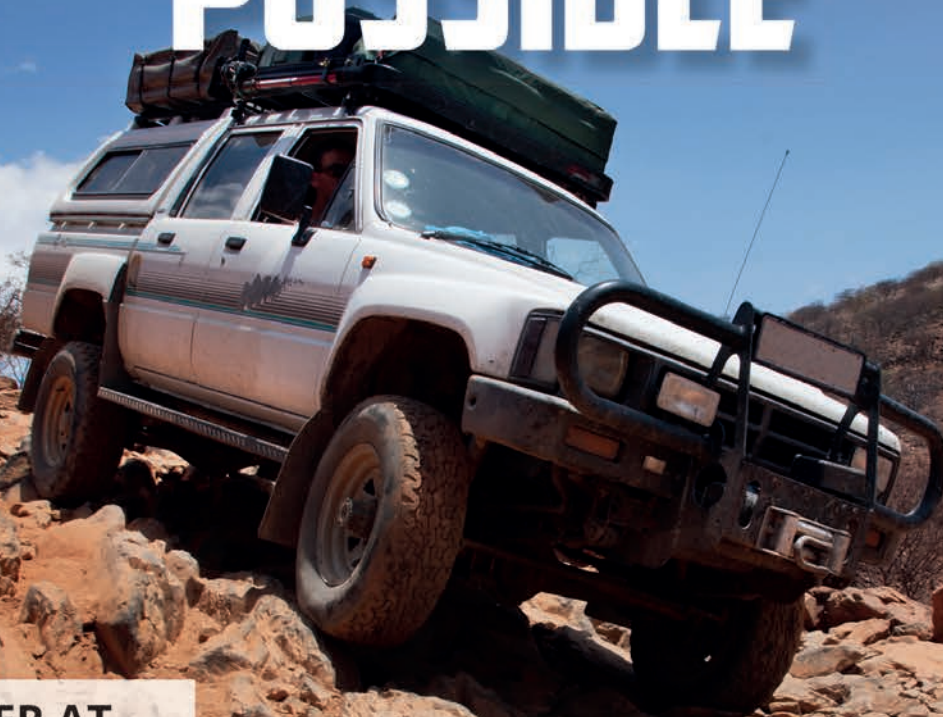


The Infiniti brand is known for roomy luxury sedans rather than compact cars. Two years ago, though, Infiniti created a huge impact at the Frankfurt Motor Show with its Q30 Concept car for the compact car segment. Now, Infiniti has revealed that the 2015 edition of the International Motor Show which is scheduled to be held in Frankfurt from September 17 to 27 will witness the launch of the production version of the Infiniti Q30 Concept car.

Currently, Infiniti is taking the car through its final paces of testing before the launch. The car was designed and developed at Infiniti's Engineering Centre in Cranfield, UK. Tests are being conducted at sites across Europe and the UK.

The Q30 is scheduled to reach the retail market by the end of this year in Europe and will be positioned as a challenger to models like the Audi A3. It will shortly be available in other markets as well.

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HONDA SETS GUINNESS RECORD FOR FUEL ECONOMY IN PAN EUROPEAN JOURNEY



We all love seeing big, flashy cars in action, but when it comes to actually purchasing a car, fuel efficiency is an important criterion. Honda got a place in the record books for fuel efficiency when it earned the Guinness World Record for the lowest fuel consumption by a car over a long distance.

A Honda Civic tourer driven by two members of Honda's European research and development team, Fegal McGrath and Julian Warren covered 24 neighboring countries in the European Union over a period of almost a month and needed to be refueled only nine times. The vehicle which is powered by a 1.6-liter i-DTEC diesel engine needed only an average of 2.82 liters per 100 km (100.31 mpg) in its journey that covered 13,498 km. This translated into each tank of fuel being good enough to cover 1500 kilometers, with the fuel cost for the entire journey being only 645 Euros (GBP 459). This fuel efficiency exceeded the Tourer's quoted efficiency of 3.8 liters per 100km (74.3mpg), by more

than 25%. This beats the previous record that was established when a Golf TDI achieved a mileage of 81.17 mpg in a journey spanning 8,233.5 miles.

The duo began their epic journey from Aalst, Belgium, on Monday, June 1st and returned to the same point on June 25th after circumscribing the continent in a clockwise journey. In order to stay within the stringent guidelines set out by Guinness Book of World Records, they were not allowed to make any modifications and the car had to be driven by the same drivers from the beginning of the journey to the end. They had to enter each of the 24 countries they had specified and collect evidence including GPS readings, photos, videos and even fit their car with a tracking device.

There are a lot of things regular motorists could learn from the Honda team when it comes to extracting the best mileage from their vehicles. They planned their route well in advance, drove smoothly without harsh acceleration or braking, had no unnecessary luggage in their car, took note of road conditions and made sure the car was always maintained in a good condition.

Kate Saxton, Manager – PR Communications at Honda Motor Europe Ltd commended the team on their incredible achievement, especially in view of the fact that the Honda Tourer is not a small car, but a tourer with class-leading load space and vast practicality.

918 SPYDER SAGA COMES TO AN END



Every one of Porsche's models in recent history has been a gamechanger whether it was the 904 Carrera GTS, the 911 GT1 or the Carrera GT. Each one of these models has been a supercar in every sense of the word. Now, Porsche has ended the production run of another one of its stunning models, the 918 Spyder. The hybrid roadster car will join other Porsche models that have created a place for themselves in automotive history.

All auto buffs are now on the lookout for the next model from Porsche. Teaser images released by Porsche hinted that it would be another next-generation sports car which would pose a greater challenge to the Ferrari 488 GTB and the new McLaren 650S than the outgoing Spyder. The three brands are in close competition to be crowned as the creators of the best sports supercars.

McLaren recently debuted the 570S as part of its new Sport Series and is positioning it as a competitor to the Porsche 911 Turbo. Ferrari is coming up with the Dino to appeal to those with a taste for flashy supercars.

With the new model from Porsche set to hit the markets soon, the three way contest between Porsche, Ferrari and McLaren will be highly interesting for all car lovers.

STUNTMAN SETS TWO-WHEELED RECORD FOR NISSAN JUKE NISMO RS



Nissan Juke is a vehicle that has captured the imagination of auto fans. Now, the vehicle has one more record to add to its appeal. Daredevil stuntman, Terry Grant created a record for the fastest two wheeled mile in a fourwheeled vehicle. He did this in a Nismo RS, a vehicle that is derived from the Nissan Juke. In doing so, he broke his own previous record.

Grant had the opportunity to make six tries to create the record while attempting to climb the famously steep Goodwood hillclimb course on two wheels at the Goodwood Festival of Speed. He did not need to make the six attempts though, as he broke the record on the very first attempt, with a time of 2m10s.

His first record of 2m55s was also set in a Nissan Juke at the Festival of Speed in 2011 and hence Grant shaved 45 seconds off his previous record.

The record breaking feat was the culmination of three months of tough practice. Commenting on the record, Grant said it was an unbelievable feat as the first record was itself a quick time. The Juke NISMO RS had become much faster and he believes it would be exciting to see if the Juke NISMO RS could go any faster

The Juke NISMO RS is the hot new performance version of Nissan's popular crossover, with years of racetrack heritage taken from the enigmatic NISMO brand marrying the Juke with impressive power credentials, aggressive styling and optimum handling capabilities.

The car's two-wheeled antics was one of many highlights from the Goodwood Festival of Speed, which also featured the global debut of the Juke-R 2.0 concept - the ultimate performance version of the Juke.

Nissan has showcased other performance models, its range of crossovers and EVs at several venues and provided fans with access to brand ambassadors from the field of sports like the Sir Chris Hoy, the renowned racing driver and Olympic cycling hero.

At the Goodwood Festival of speed, Nissan also gave away three 'golden ticket' entries to its pioneering GT Academy competition. The GT academy competition is a contest in which fans of Gran Turismo 6 will get a chance to check if their racing skills can be transferred to the world of motorsports. Many interactive Playstation race pods were set up throughout the Goodwood weekend, to give motorsport fans chances to participate in virtual races and book a spot in the GT Academy competition.

CITROËN C4 CACTUS WINS NEW CAR OF THE YEAR AWARD



C4 Cactus model from Citroen won the New Car of the Year award at the Motor Trader Awards 2015. The model, which was conceptualized by the British designer, Mark Lloyd was described as a breath of fresh air by the judges as it successfully differentiated itself in a segment where all vehicles look similar.

The renowned Motor Trader Industry Awards 2015, were presented at the Grosvenor House Hotel in London. The Cactus C4 won the award in its category against stiff competition from models like the new Audi TT and the Volkswagen Passat. According to the judges, the model which was launched in September 2014 provides the perfect blend of low fuel costs, functionality and fun thus drawing more customers to the Citroen brand.

Commenting on the award, Chris Cheetham, Citroën UK's Marketing Director said that the C4 Cactus is extremely spacious for a vehicle of its size and with its use of innovative design and intelligent technologies, is a car that not only meets the expectations of customers but exceeds them.

ROLLS-ROYCE MOTOR CARS DEBUTS NAUTICA COLLECTION IN HOMAGE TO ARAB SEAFARER

Rolls-Royce Motor Cars has launched a new bespoke collection named the Nautica exclusively for the UAE that pays homage to the country's seafaring tradition in the region by immortalizing the Arab explorer and navigator, Ahmad Ibn Majid.

The term 'Nautica' is the Latin word for 'Sailor; navigator on the sea'. Renowned iconic Arab cartographer and navigator, Ahmad Ibn Majid was born in 1421 in Julphar, modern-day Ras Al Khaimah and is well known for the advances he made in the field of navigation. He had also written several books dealing with oceanography and navigation like 'Kitab al-Fawa'id fi Usul ilm al-Bahr wa I-Qawa'id' or Book of Useful Information on the Principles and Rules of Navigation in 1490. Such books were instrumental in helping other Arab explorers to reach the shores of East Africa, India and other destinations.

In view of the fact that the Nautica collection was conceptualized and designed solely for customers in the UAE, it highlights the importance that UAE customers have for the global luxury brand.

The Bespoke 'Nautica' collection consists of five one-of-a-kind vehicles, three from the Rolls-Royce Phantom family, one Wraith and a Ghost Series II and will be available only at the company's authorized dealer for Abu Dhabi and Al Ain, Abu Dhabi Motors.

All the models in the collection will sport striking two-tone colors like the Arabian Blue or Cobalt Blue and English White which are evocative of the marine theme. On its exterior each vehicle will have the Nautica Anchor Motif in a bold Arabian Blue in keeping with the oceanic theme. The Anchor Motif is also employed all through the interiors.

The finest materials are used in the interiors. The wooden veneer is fashioned from Boxwood, Santos Palisander, and Tudor Oak. The inside of the glovebox is embellished with the Rolls-Royce monogram in addition to the words 'Nautica, One of One, Inspired by Ahmad Ibn Majid' which are debossed on the premium quality leather. The finishing touch is the addition of an integrated Compass to the front cup holder compartment.

Commenting on the Nautica collection, Arno Husselmann, General Manager of Abu Dhabi Motors, said that every Rolls-Royce Motor Car has its own story. The Nautica collection embodies the strength and daring of Ahmad Ibn Majid, who is still an inspiration to people in the Middle East. The Rolls-Royce Motor Cars Bespoke Programme is unique because it allowed the company to create such collections that honor iconic figures in the history of the region and thus gives customers a chance to own vehicles that are truly one-of-a-kind.



2015 NISSAN SENTRA EMERGES AS TOP COMPACT CAR IN J.D. POWER STUDY



J.D. Power Initial Quality StudySM (IQS) is considered as a definitive industry benchmark for judging the quality of new vehicles. Currently, in its 29th edition, the Initial Quality Study this year was based on feedback from 84,000 customers and renters of 2015 model vehicles, who were surveyed after 90 days of ownership in the period from February to May 2015. The number of problems per 100 vehicles (PP100) is taken as indicative of the quality of the vehicle. The lower the score, the higher the quality. The 2015 Nissan Sentra emerged as top Compact Car in the study. The model had also won an IIHS "Top Safety Pick" award earlier this year.

From a sales perspective, the Sentra is a strong performer in the Lower Gulf, with sales increasing by 8 per cent in the first two months of financial year 2015 (April – May), as compared to the figures for the last year.

"In the very competitive segment of compact sedans, Sentra continues to separate itself with a strong combination of quality, safety, value, style and more," said Fred Diaz, senior vice president, Nissan Sales & Marketing and Operations. "Driven by owner feedback, the J.D. Power Initial Quality Study serves as an important benchmark for new vehicle quality, further demonstrating the worth of Sentra as top contender in its segment."

The Sentra is targeted at customers who are looking for a more "premium" car in the compact car category with a classy and modern exterior featuring details like large wraparound headlights, standard LED accents, LED taillights and bold signature trapezoid-shaped grille.

The interiors match the refined exteriors with materials that are much more luxurious than those normally found in compact cars like those used for the soft-touch instrument panel and the door armrests, leather accents for the seats and Maple wood-tone trim. The interior is highly spacious for a compact car with leg room of 37.4 inches in the rear and an ergonomically designed seat layout for maximum comfort of the driver and the passengers.

The Sentra is powered by a 1.8-liter 4-cylinder engine, which in tandem with the futuristic Xtronic transmission with sub-planetary gear, deliver a highly economic 30 mpg city/40 mpg highway and 34 mpg combined – resulting in a more than 415-mile real-world driving range.

The model gets a high rating when it comes to safety features with all 2015 Sentras having the Nissan Advanced Air Bag System (AABS) as a standard feature. This consists of dual-stage supplemental front air bags with seat belt and occupant classification sensors, front seat-mounted side impact supplemental air bags and roof-mounted curtain side impact supplemental air bags for front and rear-seat outboard occupant head protection. The three-point front and rear seatbelts, front seat belts with pretensioners and load limiters and adjustable upper anchors and LATCH System (Lower Anchors and Tethers for Children ensure maximum possible level of safety for the driver and all passengers.

Other available features range from Dual Zone Automatic Temperature Control and a Bose® Premium audio system with 8 speakers, to Nissan Intelligent Key® keyless entry and push button ignition system and RearView Monitor. The 2015 Nissan Sentra is offered in six models: S 6MT, S CVT, FE+ S, SV, SR and SL.

DUBIZZLE REVEALS DATA ON UAE CAR TRENDS DURING RAMADAN

Dubizzle, the renowned classifieds website covering the Middle East and North Africa, has revealed data on UAE auto trends for Ramadan 2014. The analysis of users' search behavior provides interesting insights on which cars have the greatest appeal for those looking for a used car in the UAE, especially during the month of Ramadan. Ramadan has always been a major season for the automotive industry as almost all dealerships offer special Ramadan deals. Hence, many people sell their cars during Ramadan to buy new ones.

The dubizzle data reveals the supremacy of BMW with the BMW 3 Series being the most searched model for 2014. During Ramadan, the top three brands which were searched by browsers were BMW, Honda and Jeep. The most popular model when it came to the searches was, unsurprisingly, the Ford Mustang with the Mercedes C63 and Honda Civic coming in second and third.

Most browsers looked for cars in the morning hours with search activity dropping after 1 p.m and then picking up after Iftar. When it came to cars being listed for sale, the Toyota Camry led the pack with an average listing price of AED 32,172,24, an average mileage of 114,192 km and an average model year of 2008. The other top models that were being listed for sale were Honda Civic 2009 and Honda Accord 2010. The preferences of buyers varied a bit though with the AMG C63 and Porsche Panamera being the most preferred models, while the third place went to Toyota Camry.

When it comes to German models in the UAE, the models with the maximum listings were Mercedes Benz S-Class, the E-Class and the BMW 3-Series. The models with the maximum number of searches were the Mercedes-Benz C63 and Porsche 911 4S while Mercedes-Benz G63 & S63 AMG jointly shared the third spot.

In spite of the high temperatures here, convertible cars are really popular with the most popular models being the Mini Cooper convertible, Audi A4 convertible and BMW M3 convertible.

Taking into account searches all through the year, the highest ranking cars were the BMW 3-Series, with SUVs like Range Rover HSE and Jeep Wrangler taking the second and third rank.

Commenting on the data, Osman Bhurgri, Product Marketing Manager – Autos at dubizzle UAE said that in spite of recent concern about the rising cost of living in the country and its effect on individual budgets, UAE residents still retain their passion for cars as attested by more than 800,000 visits to the autos section of dubizzle every month.

He added that dubizzle's Automotive Reports will serve as a useful tool to give consumers an overview of the latest trends in the automotive industry in the UAE.

NISSAN MAKES UEFA CHAMPIONS LEAGUE FINAL CARBON FREE EVENT

Nissan marked its first year of its four year partnership with the UEFA Champions League by making the Final a carbon emissions free event. Nissan is the official global automotive sponsor of the UEFA Super Cup and UEFA Champions League, with a deal that will cover the period 2014/2015 to 2017/2018.

During the Final, more than one hundred electric cars were deployed around Berlin, where the Champions League Final took place. 129 charging stations were set up to support these cars.

Nissan is one of the leading firms in the world when it comes to electromobility with sales of more than 184,000 electric vehicles. The UEFA Champions League Final served to showcase the difference the use of EVs can make in an urban environment and highlighted Nissan's leadership in this technology. Nissan LEAF's helped to ferry 1,466 guests across 23,130 km. The vehicles were powered by 3,932 kWh of charge.

In Europe, just in the first half of 2015, 11,360 EVs were sold cementing Nissan's position as the leading player in the market when it comes to all electric vehicles. In the UK alone, more than 10,000 LEAFs have been sold since the model was launched.

Bastien Schupp, Vice President, Marketing - Nissan Europe said that Nissan has always been big on innovation and pushing the boundaries when it comes to technology. With overcrowding, energy supplies and traffic emissions becoming serious issues, Nissan felt it was vital to work with UEFA on making the Final an event with minimal impact when it came to pollution and energy usage.

With UEFA Final being a world-class sporting event, Nissan used the event to debut the zero emission PART e-VAN, prior to a European roadshow that will be held through the summer to introduce the model to the continent. It also served as the perfect venue to highlight the company's EV leadership to the 300,000 estimated visitors at the Champions Festival site at the Brandenburg.

Events at the Final helped power the custom designed all-electric e-NV200 which was used to take the UEFA Champions League trophy from the Champions Festival to the Olympiastadion before the match.



BMW GROUP BACKS JORDAN SUSTAINABILITY LEADERSHIP WITH LAUNCH OF I SUB-BRAND



Jordan has been at the forefront of sustainable mobility in the Middle East region. Government taxation policies that favoured the use of hybrid cars and the lack of oil reserves made the country an early adopter of hybrid cars. Statistics from the customs department reveal that there are close to 33,400 hybrid vehicles in use on the roads of Jordan. The Jordanian government had recently decided to increase the use of renewable energy to the tune of at least 10 per cent of the total energy used by 2020. The Jordanian Royal Court had also decided to add BMW i3 cars to its fleet and has announced that it will slowly transition to an all-electric fleet in the next few years.

In recognition of the country's leadership in this segment, the BMW Group has announced that it will be launching a sustainable sub-brand, BMW i, for the delivery of future-orientated electric vehicles and mobility services in Jordan. This will make Jordan the first country in the Middle East in which both the BMW i8 which has been positioned as the most progressive sustainable sports car in the world and the zero-emission all-electric i3 will be launched.

The BMW i sub brand was launched on 9th June and with customers increasingly being conscious of issues like conserving the environment, energy independence, and CO2 emissions, the launch of the all-electric BMW i3 and i8 plug-in hybrid vehicles is a timely measure. This will be the first time that the BMW i3 will grace the roads in the Middle East. The Jordanian government has invested USD 1.5 billion in a one gigawatt cluster of solar and wind power projects. This will include 3,000 solar powered EV charging stations to provide adequate infrastructure for the widespread use of electric vehicles. Just as in the case of hybrid vehicles, the government will promote the use of electric vehicles like the BMW i3 by eliminating tariffs on the import of zero-emission vehicles.

Speaking at the launch, Johannes Seibert, Managing Director for BMW Group Middle East said that the BMW Group takes great pride in employing sustainability throughout its entire value chain. With the Jordanian government putting ecomobility at the top of its agenda, the launch of the BMW i sub brand was definitely a momentous occasion. He added that the Middle East launch of the two BMW vehicles signified a movement towards mass market eco-mobility.

Commenting on the occasion Nicola Abu Khader, Managing Director, Abu Khader Automotive, the official BMW importer in Jordan, said that with government moves to make sustainability and eco-mobility viable options, he was honored to have his company play an important role in making eco-mobility a reality in Jordan. He said the vehicles have already drawn significant interest from potential customers.

The BMW i3 is the first premium vehicle to offer zero emissions and combines zero emission mobility with immense driving pleasure. It is the first BMW model that runs solely on electricity. The futuristic design is sporty like most BMW models while it offers all the practicality of a four-seater. The design is really innovative with a passenger compartment fashioned from carbon fiber reinforced plastic (CFRP). The lightweight frame lends stability and safety while offering incredible convenience and comfort.

The car does not compromise when it comes to power with the electric motor of the BMW i3 having an output of 125 kW/170 hp and a maximum torque of 250 Nm. Power is transmitted to the rear wheels by means of a single-speed transmission. The electric motor is powered by the cells of a lithium ion battery, which is integrated in the under body. The car can attain a maximum speed of 150 km/hr.

In day to day commuter traffic, the battery can go for 130 kilometres before it needs to be charged. It can be charged through a normal domestic electrical outlet or the BMW i Wallbox which comes complimentary with the BMW i3.

The range of the BMW i3 can be increased to almost 300 kilometers with an optional Range Extender (REX). The Range Extender is a small, very smooth, quiet 2-cylinder petrol engine, which drives a generator and maintains the battery's charge, so that the vehicle can continue driving with electric energy.

The BMW i8 plug-in hybrid sports car, which made its debut in the Middle East in June 2014, comes with the style and performance of a sports car and the fuel usage and emissions of a small car. Fitted with a 1.5-litre, three-cylinder BMW TwinPower Turbo petrol engine, the vehicle drives through the rear wheels. The i8 is covered by the 360° ELECTRIC range of products, and like the i3 can be either charged at home or public charging stations. Using the Wallbox Pro, the car can be charged in two and a half hours. The vehicle can also be charged on the move through its intelligent hybrid system, which capitalises on a potent electric motor that sends drive to the front wheels resulting in a combined power output of 362hp delivered to all four wheels. When united, the dual motors (electric motor at the front and petrol engine at the rear) work in harmony enabling the BMW i8 to accelerate from 0 to 100km/h in 4.4 seconds while using just 2.1 litres of petrol per 100kms and emitting just 59g/km of emissions.



The first car to employ regenerative braking was an electric concept car called the Amitron, unveiled in 1967 by American Motors.

INFINITI TIES UP WITH ROADSAFETYUAE TO DEVELOP SUMMER GUIDELINES FOR MOTORISTS

Summers in the Middle East can be harsh on both drivers and their vehicles. To get through the soaring temperatures without incident, Infiniti Middle East has tied up with RoadSafetyUAE to create a set of guidelines that will prepare both drivers and cars to get through the summer with panache.

Craig D'Silva, PR and Corporate Communications Manager Infiniti Middle East, said that summers are highly challenging in the Middle East. Infiniti does not just sell cars, but want to make life easier for all road users with simple tips to make their journeys smoother in the summer. Through partnering with RoadSafety, they hope to convey the safety guidelines to a much wider audience that covers the public not only in the UAE but also in the wider Middle East region.

Thomas Edelmann, Founder and Managing Director, RoadSafetyUAE added that the RoadSafetyUAE portal was conceptualized with the aim of reducing the large number of accidents, road fatalities and the resultant injuries in the UAE and in the Middle East. He felt the partnership will be a powerful initiative to increase awareness among road users about the potential issues that they may face during the summer.

Tire Safety

The high temperatures in the summer can have a highly adverse effect on tires, especially if they are in poor shape to begin with. Regular checks on the tire pressure, wheel balance and tire alignment will help to prolong tire life and improve the safety aspect. Here are six things you can do to ensure that the tires are in fine fettle for the summer.

1. Make sure you use only tires that are branded and certified as others may be potentially unsafe.
2. Use tires that are of the right size and type for your vehicle. Don't use SUV tires for a sedan or truck tires for a compact car. If you are unsure, refer to the vehicle manual or ask a trained technician.
3. Use a calibrated gauge for checking the tire pressure on a regular basis. The recommended pressures are given in your manual or on a sticker that is on the door frame or the cover of the fuel tank. The tire pressure should be checked when the tires are cold, that is when the tires have been driven less than three kilometers.
4. Using nitrogen for inflating tires instead of air can help to keep tire pressure at optimal levels for longer stretches.
5. Make sure you do not exceed load and speed regulations as it places undue stress on the tires.
6. Potholes, rocks, fine shards of glass can all damage tires if you drive over them. Avoid driving near such hazardous objects.



Vehicle Fires

There is greater chance for vehicle fires in the summer due to the rise in temperature. RoadSafetyUAE conducted research that showed bad maintenance and mechanical or electrical failures are the underlying cause of 75 per cent of vehicle fires. It is often collisions or overturning of cars that is popularly associated with vehicle fires, but while they do account for 57 per cent of the fatalities, they are the actual cause of the fires only in three per cent of these fires. It is also a bad idea for civilians to try to get the fire under control as in one-third of the cases, the vehicle fire injuries are caused when motorists and their passengers attempt to put out the fires themselves. Motorists can reduce the scope for such fires through regular vehicle maintenance and checks, keeping tabs on the exhaust smoke and sounds, keeping an eye peeled for fluid leaks, cracked insulation and loose wiring. It would not be a wise idea to smoke inside the car as cigarette butts can cause fires if they are not extinguished properly.

Vehicle Maintenance

Proper maintenance of the vehicle plays a key role in ensuring safety and minimizing accidents, especially in view of the dust and high temperatures during the summer.

1. Vehicles should be checked at a reputed garage or service center to make sure they are in good condition.
2. Only original spare parts should be used for the repair of vehicles as they have been manufactured as per the highest quality norms and are ideally suited for the vehicle. Use of parts sourced from the grey market can have an adverse impact on the condition of the vehicle.
3. Brake fluid, coolants and engine fluids need to be at optimal levels. Braking distance plays a key role in accidents. Hence an expert needs to check your brake pads, brake fluids and brake discs on a periodic basis.
4. Summers can be very taxing on the vehicle's airconditioning system. Stay cool with regular cleaning of the ac filters and refill gas when needed.

Seat Belts

Wearing seatbelts is highly crucial when it comes to preventing and minimizing the impact of accidents. Make it a practice to buckle up not only in the summer, but all through the year and the same applies to the passengers as well.

Emergency Situations

Accidents and vehicle standstills are a worst case scenario. Infiniti owners across the region have the option to avail of a road side assistance service which can be especially useful in an emergency. Other precautions to take in the event of an emergency involve using the hazard lights, pulling over to the hard shoulder gradually after checking that the surrounding area is clear, calling emergency services and to remain out of the car while waiting for help to arrive.

THE AUTOADAPT TURNY EVO SWIVEL SEAT

Driving a car is one of the most important ways in which a differently abled person can achieve a greater degree of independence and mobility. Swedish innovators and auto accessibility specialists Autoadapt have developed the Turny Evo, a swiveling car seat that lowers itself to wheelchair height for drivers and passengers. The product represents a significant step towards making cars more accessible for patients suffering mobility impairment.



The increasing compaction of cabin design may be beneficial to many, but make a car difficult to access. In countries where higher ground clearance is an essential part of local manufacturing specifications, customizing the height of the vehicle may be expensive and in some cases, impossible. The Turny Evo is designed to tackle these problems by combining a simple swivel seat with a lift mechanism that lowers the seat to an easily accessible height. The seat is compliant with international crash safety legislation and has successfully passed a 20 G test with a 76-kilogram crash test dummy. An upcoming version of the product: the Turny Low Vehicle is expected to provide greater safety during a 30 G crash test with a 102-kilogram dummy.

The seat was first featured at the 82nd International Motor Show in Geneva and features a unique swivel technology that creates a customizable arc of movement that gives a user better maneuverability inside and outside the cabin. A spokesperson for Autoadapt has stated that the company's vision is to mitigate the risks of car travel in a wheelchair by creating a seat that can offer the safety features of a traditional car seat—a seatbelt, headrest, and back support. The new Turny Evo has been designed for safer use, easier operation and comfort. The seat is available in several variants including manually operated, automatic or programmable.

The lack of space and maneuverability will no longer be an issue for drivers and passengers who need seating assistance. The Autoadapt Turny Evo Swivel Seat is an intelligently designed accessibility accessory that is expected to be available for and adaptable to most cars on the road.

ELIO MOTORS USES CROWDSOURCING TO RAISE USD 19 MILLION IN EQUITY FUNDS



Ever heard of an automotive company that raised equity funds through crowdsourcing? Elio Motors, a company which is trying to revolutionize the world of urban motoring with an innovative three-wheeled vehicle pulled off a major coup when it managed to raise USD 19 million through equity crowdfunding on StartEngine. This works out to as almost a million dollars a day as the campaign started on June 19. The company looks like it is well on its way to reaching its stated goal of USD 25 million.

Elio has revealed that the funds thus raised will be used to make 25 prototypes of its concept vehicle. The vehicle has garnered interest among investors with its promise of fuel efficiency of as much as 84 miles per gallon and a price tag of USD 6,800. Fitted with a 0.9 liter, three-cylinder engine, the Elio car can reach a top speed of over 100 miles per hour. If the company achieves its goal of raising USD 25 million, it will make history by becoming the company to raise the highest amount of equity through crowdfunding.

The last roadblock to raising funds through crowdfunding was removed in March of 2015, when the U.S. Securities and Exchange Commission (SEC) approved a law to make it possible for private companies to raise up to \$50 million from both accredited and non-accredited investors. This new set of rules is known as "Regulation A+."

Elio already has 45,000 prospective buyers for its car once it begins production. The company will partner with manufacturing firm, Comau to make the cars at its factory in Shreveport, Los Angeles. Elio had purchased the factory from General Motors back in 2013 and has plans to employ as many as 1,500 people once it is fully functional. If all goes as planned, the first Elio cars will come off the assembly line in 2016.

In the run up to production, Elio had taken its prototype vehicle on a roadshow to 33 cities in the US and this played a major role in sparking public interest in the vehicle.

COMMERCIAL VEHICLE TRENDS IN THE GCC

Subhash Joshi,

Head of Automotive for the MENA region and a Principal Consultant of Automotive and Transportation (MENASA) for California-based consulting firm Frost & Sullivan.



The Commercial Vehicles Conference 2015 held at the Dubai International Convention and Exhibition Centre on the sidelines of Automechanika Dubai 2015 on 3rd of June this year was host to keynote speakers from leading firms around the world.

A key speaker at the 2015 conference was Subhash Joshi, Head of Automotive for the MENA region and a Principal Consultant of Automotive and Transportation (MENASA) for California-based consulting firm Frost & Sullivan. Frost & Sullivan is regarded widely in the consulting community as one of the key firms that service the MENA region in the automotive sector. Subhash Joshi is a leading author and published authority about the automotive aftermarket and has worked with the world's leading automakers with specific focus on four-wheeled and commercial vehicles.

Joshi's presentation at the Automechanika Academy Commercial Vehicles Conference focused on trends in the commercial vehicle industry in the member countries of the Gulf Cooperation Council. The scope of the presentation covered automobiles ranging from 3.5-tonne commercial vehicles to super-commercial vehicles. The key points presented included the following:

Sales Review: Sales trends from the GCC region indicate a 13.8% Compound Annual Growth Rate (CAGR) across a five year period ending in 2014 with an annual growth rate of 7%. Commercial vehicle sales have grown in strength against passenger vehicles, outpacing the latter by nearly 6 percent. The GCC market for new and used commercial vehicles numbered 115,171 units with a 78 percent share for new vehicles. The light commercial vehicle market is primarily dominated by Japanese firms while the medium and heavy commercial vehicular market is dominated by used vehicle sales.

Key Growth Megatrends: Frost & Sullivan's 48-point analysis spanning 15 years identifies that government expenditure and the crude export sectors impact the commercial vehicle market. The study revealed that oil exports, per capita income, government expenditure, population and GDP deeply impact the industry. The key drivers of commercial vehicle sales in the GCC are increased government spending to support infrastructure projects, the new Bus Rapid Transit System, and increased per capita consumption and the consequent increase in logistics and transport.

Units in Operation Profile: Joshi presented a comprehensive profile of the number of commercial vehicle units in operation. The 1.2 million operational commercial vehicles is a result of a 7% CAGR since 2009. Furthermore, this rate is expected to increase by another 7.2% by the year 2020. Mitsubishi and Isuzu are the world leaders in new light commercial vehicles with Mercedes completing the podium for new medium and heavy vehicles. Mercedes, Volvo and MAN represent the top three names in old imports. Trends indicate that the number of commercial vehicles in operation by 2020 could touch 1.8 million. Joshi also presented age, tonnage, ownership analysis of the LCV and MCV market with insight into key investment areas.

Spare Parts: The 3.38-billion dollar market for spare parts shows all green signals with increased market revenue, improved market size, an increased number of competitors and a base year market growth rate of 9.8%. This trend indicates that the size of the industry is expected to touch USD 5.49 billion dollars by the year 2020. The demand for commercial vehicle spare parts is expected to grow by 8.4% CAGR with the Kingdom of Saudi Arabia and the United Arab Emirates as leading contributors to the demand. An analysis of the GCC spare parts aftermarket was also presented.

LAND ROVER DEVELOPS REAL LIFE REMOTE CONTROLLED CAR



Right from the time they are babies, men love playing with remote controlled cars. Now, they might be able to do that even after they have grown with a real life production model that can be controlled using a remote. Land Rover has developed a research vehicle that may become the remote controlled production vehicle of the future.

The Remote Control Range Rover Sport research vehicle comes with a prototype technology that allows motorists to control its components like the accelerator, brakes, steering and the gear selection using a smartphone app. This can all be done at a maximum speed of 4 mph for those difficult three point turns that are difficult to make otherwise and to tackle difficult terrain without the assistance of a spotter.

Hence, it cannot be used any time soon for thrilling action sequences, but it will definitely come in handy for getting in and out of tight parking spaces.

PRODUCTION VS. CAPACITY IN GLOBAL TIRE MANUFACTURE

Surender Singh Kandhari,

Founder and Chairman of the Al
Dobowi Group.



The Dubai International Convention and Exhibition Centre hosted the leading manufacturers and exhibitors in the world at the Automechanika Academy Commercial Vehicles Conference 2015 which was held on the sidelines of Automechanika Dubai 2015. The event brought together a smorgasbord of stakeholders from the automotive industry, highlighting global trends that are expected to impact retail, wholesale and aftermarket channels across the industry in the years to come. With over 30,800 visitors from over 130 countries, the 14th Automechanika Dubai trade show organized by Messe Frankfurt Middle East GmbH showcased new products and process innovations from around the world.

One of the final speakers for the day at the conference was Surender Singh Kandhari, Founder and Chairman of the Al Dobowi Group. The group is one of the world's largest distributors of tires and a leading name in the tire management industry for the MENA region. Established in 1976, Al Dobowi is a name synonymous with tires and motive power accessories and is the parent corporation of Infinity Tires with manufacturing facilities in the Jebel Ali Free Zone, UAE and a service network that spans the Middle East, West Africa and Europe. Al Dobowi is one of the leading suppliers of Hankook, Pirelli and Westlake tires in the Middle East. Kandhari is a veteran of supply chain management and tire distribution networks. Kandhari's

presentation focused on the Global tire industry with specific focus on China. The key points presented were:

Supply and Demand – Global tire demand is expected to grow by around 4.3 percent, exceeding 4 billion units by 2020. In 2015, light and heavy vehicles represent 58 percent of the demand of approximately 3.2 billion units. Motorcycle tires are expected to be the fastest growing segment in the world.

Production and Capacity – The tire industry is currently seeing excess production-related capacity of approximately 24 percent. China produces about 43 percent of the world's tires and consequently, has an excess capacity of nearly 340 million tires—equivalent to the demand of most of Western Europe. Asia accounts for nearly 440 million tires, leading to a need to sustain and improve exports.

Global Import and Export Data – Net tire imports by the United States have increased by 42 percent between 2002 and 2007. The imposition of antidumping duties and stringent legislation caused a slowdown in U.S. imports between 2007 and 2012. During the same period, China's exports to Western Europe showed significant increase. The expected growth in tire exports between 2007 through 2017 is expected to be about 40 percent, an indicator of exponential growth in production to meet domestic consumption and exports. Competition from Eastern European tire manufacturers and the relative decline of the Euro has created a tough export market for Chinese manufacturers.

Trade Impediments – Kandhari discussed several impediments to the global tire trade including antidumping legislation by the U.S., India and Egypt, the focus on encouraging local industries, Eurozone labeling laws designed to weed out low-cost manufacturers, the challenge of varied tire and global vehicular certification standards. The delay in creating an international standards such as Global Technical Regulations for tires has also been an impediment to global trade. However, the UAE has taken positive steps towards improving trade by implementing RFID tagging of all tires sold in the country.

Global Production and Rubber and Crude Oil Prices – Michelin, Bridgestone and Goodyear account for about 37 percent of global tire production with the next 12 companies such as Pirelli, Hankook, Dunlop and Continental accounting for another 33 percent. Over 400 small and medium Chinese manufacturers account for the remaining 30 percent of global production. This segment is currently under threat because of global trade impediments presented earlier. Effects of a 46 percent drop in the price of crude oil between June 2014 and May 2015 as well as the 18 percent drop in rubber prices between May 2014 and April 2015 were presented.

Outlook – Estimates indicate a shrinkage in the number of Chinese tire factories by up to 70 percent and an additional 70 percent reduction by 2030. However, these reductions should spur the development of about 30 supersized, world class production facilities that are expected to be able to account for 20 percent of global production.

AW ROSTAMANI TEAMS UP WITH CEAT FOR SPECIAL RAMADAN CAMPAIGN



CEAT Tires are being exported to more than 115 countries across the globe and is one of the top most brands in India. In the UAE, AW Rostamani Trading Co LLC is the exclusive distributor for CEAT Radial tires. AW Rostamani first launched CEAT tires in the UAE last February and they proved to be highly popular with 25000 units being sold in the aftermarket through both dealers and in-house channels. Currently, AWRT and Ceat are planning to boost sales to 40000 units on an annual basis.

AW Rostamani Trading Co LLC teamed up with the Indian tire manufacturer CEAT Limited to launch a special one month Ramadan campaign for CEAT Passenger Tires from 18th June 2015.

With the tagline It's Time for A Safe Drive!!! Its Time for CEAT!!! The Ramadan campaign aimed to position CEAT as one of the major brands in the UAE aftermarket. The campaign covered all ATL and BTL channels and was covered by all major radio stations and newspapers in the UAE. It received a positive response from all major tire dealers. The outlets of participating outlets were extensively branded with CEAT campaign POS materials to create more visibility and awareness about the campaign.

Both customers and dealers received special benefits as part of the Ramadan campaign. Dealers benefited from a special discounted price during the offer period. Customers who bought a set of four Ceat tires were eligible to win gifts through scratch and win coupons. Expensive gifts up for grabs as part of the promotion included mobile phones, gold coins, TVs and iPads. In addition to these gifts, all customers who got scratch and win coupons were eligible for entry into a mega raffle draw offering a Nissan Sunny car as the prize.

The offer received a real overwhelming response from both participating outlets and customers. CEAT radial tires have been designed specially for the tough climate and terrain in the GCC and offer a guarantee of five years. With CEAT tires proving to be a big hit in the market here, both CEAT and AWR Managements have big plans for the UAE market. Currently, CEAT has made a noticeable impact on the UAE market and is set to grow in double digits in the coming years. With the management of both companies working steadfastly to promote the brand in a big way, CEAT will soon become one of the leading tire brands in the UAE.

AIR MASTER TECHNOLOGY FROM VREDESTEIN WINS DKG PRODUCT AWARD



The "Airmaster" technology from Vredstein received the award in the category of 'Technical Rubber Products and Tires' on the sidelines of the International Rubber Conference, which is a gathering of tire and rubber experts drawn from all over the world that is held every three years.

The "Airmaster" is technically a front spoiler that is flexible and was fashioned from a special rubber compound named EPDM consisting of ethylene propylene diene monomers. In addition to being very strong and elastic, it has high resistance to weather conditions.

The main advantage of the "Airmaster" spoiler is that at high speeds, it extends on the outside to maximize airflow around the wheels and cut down fuel usage. At low speeds, it retracts below the bumper so that the car has adequate ground clearance. When the emphasis is on performance, the spoiler is fully extended to provide additional downforce on the front wheels to increase the grip and traction on the roads. Several airchambers are utilized to help the pneumatically powered "Airmaster" to acquire different shapes based on the speed. The Airmaster was developed in close partnership with a team from Porsche AG as part of Apollo's OEM deal with the company and can be used in all premium sports cars.

The International Rubber Conference (IRC) was held this year in Nuremberg, Germany from June 29 to July 2 and was organized by the Deutsche Kautschukgesellschaft e.V. (DKG). As part of the conference, delegates had the chance to attend 150 lectures held by leading global experts. A trade show where 270 exhibitor showcased their technologies, products, with launches and displays was held on the sidelines of the conference. The DKG Product Awards were given to the winners in different categories at the conference.

This DKG award for the Airmaster and the recent award for Vredestein Space Master have reinforced Apollo's position as a supplier of technologically advanced premium tires.

Apollo Tires has received rich dividends for its strong R & D orientation. The company has a highly talented and experienced team working on developing innovative tire technologies at its Global R&D Center in Enschede, Netherlands. Their effort has now received international acclaim with the AirMaster tire technology of Vredstein receiving the DKG Product award.



Truck & Bus Radials

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- ▶ **Cooler Running compound for excellent speed and heat durability**
- ▶ **Optimized tread design, designed to resist cut chip and rib tearing**
- ▶ **Stronger casing for load durability**

BKT LAUNCHES NEW AD CAMPAIGN FEATURING BOLLYWOOD STAR SUNNY DEOL



BKT is using star power to ramp up its presence in the agricultural tire segment. Starring veteran Bollywood actor, Sunny Deol, who is known for his "son of the soil" image and his roles in blockbusters like Damini, Ghadar – Ek Prem Katha and Border, the company has launched a new ad campaign that will be aired on 16 TV channels to highlight its agricultural tires. The ad will also be used in the print media in both trade and consumer publications.

Established 20 years ago in India, BKT has now become a major player in the off highway tire segment. The company has as many as four state-of-the-art tire plants and recently revealed plans for a Greenfield facility in Bhuj on the sidelines of the Automechanika trade show in Dubai.

Over 90 per cent of the tires produced by BKT are exported and the company has customers in more than 120 countries.

BKT is now on a major expansion drive and is striving to make a mark in the manufacture of both radial and bias tires for the specialty tire segments like construction, industry, agriculture, earthmovers, ATVs, port equipment and turf care applications in both cross ply & radial construction. The new ad campaign will definitely help to boost BKT's brand awareness.

EU CLEARS CHEMCHINA BID FOR PIRELLI

China National Tire & Rubber Co. has received regulatory approval from the European Union (EU) antitrust bodies to proceed with its bid to take over the premium Italian tire manufacturer, Pirelli & C. S.p.A.

According to the European Commission, its investigation found that there will be no danger of a monopoly being created as the two companies are not close competitors and there will be only modest increments in market share. Customers will still have a large number of suppliers to choose from in all markets.

The Commission thoroughly reviewed the proposed merger according to the "ordinary merger review procedure."

China National Tire, which is a subsidiary of China National Chemical Corp. (ChemChina), initially launched its bid to take a stake in Pirelli on March 22, by agreeing to purchase a 26.2-percent share in Pirelli & C. S.p.A. from Italy's Camfin S.p.A.

The deal which was valued at about USD 2 billion, was subject to regulatory approval from government organizations in both China and in Italy before being finalized. ChemChina had made it clear to the EC that it intends to make an offer with Camfin and other investors for the remaining shares in Pirelli in a joint tender.

APOLLO DEVELOPS HIGH-MILEAGE TIRES FOR INDIAN MARKET



Roads in India with their potholes and rough surfaces can be tough on tires. Apollo Tires has developed and launched a new high-mileage passenger car tire developed specifically for the Indian market. Named Apollo Amazer 4G Life, the tire was developed by the company's Global R&D Center in Chennai in col-laboration with the research center in Enschede, Holland. Customers who are very conscious about the durability of tires will be happy to hear that the Apollo Amazer 4G Life tires will last for at least 100,000 kilometers.

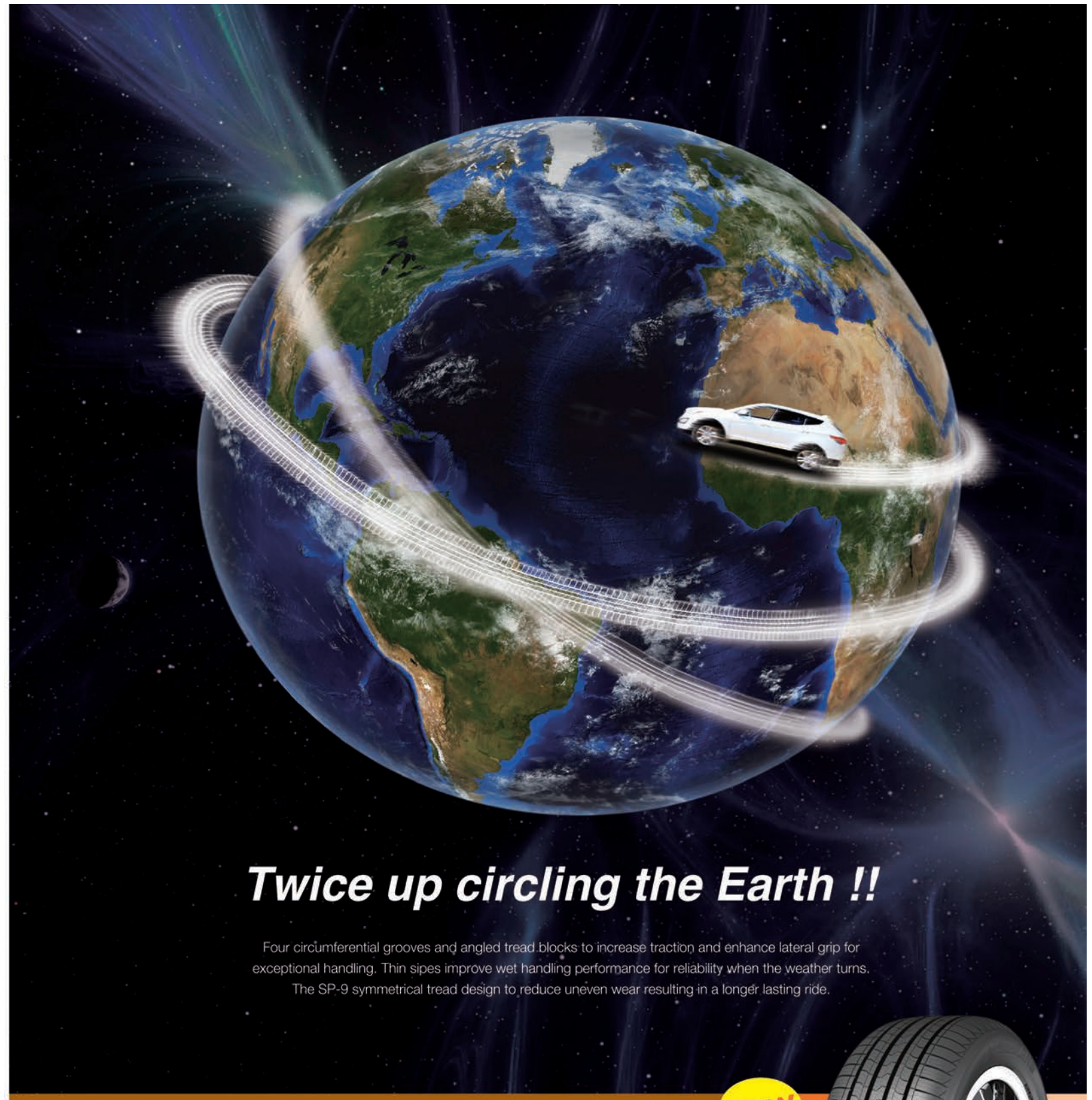
The tires come with an unconditional warranty for two years and technical features like outstanding re-sistance to cuts and punctures, excellent grip for higher levels of safety and minimal noise levels. The tire will be initially available in 5 sizes.

The tires will be available in the retail market through Apollo branded outlets like Apollo Zones/Points, company's premium branded outlets, and other select dealers. The tire is meant for compact and mid segment vehicles like the Honda City, Honda Amaze, Maruti Swift, Maruti Dzire, Maruti Ertiga, Toyota Etios, Toyota Innova and Honda Mobilio.

Commenting on the debut of the new tire, Satish Sharma, President, Asia Pacific, Middle East & Africa, Apollo Tires Ltd said that the new tire was designed as the outcome of an intensive market study that was done in the past 2-3 years to assess customer needs and fill a gap in the market. This led to the development of the technologically advanced Apollo Amazer 4G Life tire that is really durable. Tests conducted under controlled conditions have revealed that the tire can last for more than 100,000 kilometers.

The Apollo Amazer 4G Life tires is fashioned from a highly innovative tread compound and the tread consists of six layers to enhance its resistance to punctures and cuts. Even the possibility of micro punctures and pinholes is minimized with a robust buttress area. The square footprint with equal pressure distribution provides longer life to the tire and also results in even tread wear. The tires have not only been tested at the research centers but have also been tested on the roads in real life conditions.

Apollo Tires enjoys a 17% share of the replacement market and around 21% share of the OE segment in India in the passenger car tire category.



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Four circumferential grooves and angled tread blocks to increase traction and enhance lateral grip for exceptional handling. Thin sipes improve wet handling performance for reliability when the weather turns.

The SP-9 symmetrical tread design to reduce uneven wear resulting in a longer lasting ride.

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FIAT OPTS FOR BRIDGESTONE TIRES AS OE FOR 500X CROSSOVER



Bridgestone has added another OE fitment to its growing list of homologations. Fiat has chosen to go with tires from Bridgestone for the new Fiat 500X crossover. Bridgestone has already started delivery of Turanza T001 tires in size 225/45 R18 91V for fitting on the crossover model to the Fiat factory in Melfi, Italy.

The Turanza T001 is Bridgestone's flagship premium touring tire. It was designed to provide the perfect combination of environmental performance, durability, safety and comfort. The tires has been performed outstandingly in several independent tire tests and has received a "very recommendable" rating from Germany's ADAC and Autozeitung organization in 2015 to its credit.

The 500X has been developed to cater to the growing global demand for CUVs and is the newest member of the Fiat 500 range. It will build on the success of the popular 500, 500 Cabrio and 500L models, which also incidentally have Bridgestone Turanza tires as the factory fitment. The 500X model will come in two versions – a 2-wheel drive vehicle ideal for urban settings named City Look and a more powerful 4-wheel drive version, called Off-Road Look. Bridgestone developed the tires for the Fiat 500X in close consultation with Fiat and came up with tires that had low noise, excellent handling and low rolling resistance.

Commenting on the new fitment, Christophe de Valroger, VP Original Equipment, Bridgestone Europe said that it was a great honor to have Bridgestone Turanza tires chosen as the OE fitment for Fiat's first urban vehicle option, a CUV. The company's premium Turanza T001 tire was able to meet all the guidelines laid down by Fiat including highly stringent rolling resistance norms for getting the maximum fuel economy.

CONTINENTAL PARTNERS WITH AYSO TO PROMOTE YOUTH SOCCER IN THE US



Keep your soccer kids safe...visit
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DRIVEN BY CONTINENTAL TIRE.



The US subsidiary of Continental Tires, Continental Tire the Americas has signed a deal with the American Youth Soccer Organization (AYSO). From now on, Continental will be one of the club's official partners and will supply tires to the club on an exclusive basis.

The American Youth Soccer Association aims to promote a love for soccer among children in the age group from 4 to 19 years of age. Established more than 50 years ago, the organization has more than 50,000 teams having 630,000 players as members.

As an outcome of the multi-year deal, Continental Tire will benefit from serving as the presenting sponsor of the club's Safe Haven program. Safe Haven is a program that trains children and volunteers on child safety so that both the volunteers and the children will be able to enjoy a happy soccer experience. Continental will also be prominently featured in all AYSO television advertisements that are broadcast on Fox Sports network.

Commenting on the sponsorship agreement, Travis Roffler, director of marketing for Continental Tire said that soccer is a global platform for Continental. The company was one of the official sponsors of the 2006, 2010 and 2014 FIFA World Cups and the UEFA Euro 2008 and 2012 championships.

He said the company was particularly excited to become the sponsor of the Safe Haven program as safety is integral to Continental's business. He concluded by saying that the company will be sharing tips for safe driving with the parents of children enrolled in the AYSO teams.

TOP TOYO MANAGERS RESIGN AFTER BEARINGS SCANDAL

Three top senior executives of Toyo Tire & Rubber Co. have decided to hand in their resignations after a controversy erupted about the installation of defective earthquake shock absorbers in many buildings in Tokyo.

The company had falsified data as an outcome of which rubber-laminated bearings that did not meet the norms specified by the Ministry of Land, Infrastructure and Transport criteria were installed in the buildings. The incident came to light when the government conducted inspections and withdrew its certification for the shock absorbers.

The company arranged for an investigation by a team of external lawyers who found that the falsification had taken place due to the prevalent corporate culture in the company. Their advice was to restructure the company.

According to reports in Kyodo News, Akira Nobuki, the chairman of the company, and Tetsuya Kuze, representative director, resigned from their posts effective July 1. Takuji Yamamoto, the president of the company will be submitting his resignation as a shareholders meeting that is scheduled to be held in the autumn.

Toyo Tire & Rubber has not revealed who will be taking over the positions of the senior officials after they resign. However, there is a possibility that an outsider will be named as the chairman or the special advisor.

JUMA AL MAJID GROUP TO OPEN NEW SHARJAH SHOWROOM FOR YOKOHAMA TIRES

Juma Al Majid Group, the authorized distributor for high-end Yokohama tires in the UAE, has announced that the company will open a new Sharjah showroom to add to its network of Yokohama Tire Service Centers (TSC). The company has revealed that it will open six more outlets for selling Yokohama tires in the next three years across the UAE. Located in Sharjah Industrial Area No. 6, the new showroom will be opened to the public in August this year.

Commenting on the opening of the new TSC (Tire Service Center), Hassan El Haj, GM - Tires & Batteries Division of Juma Al Majid Group said that Sharjah is the most vibrant market for the tire trade in the UAE and this made it necessary for the group to open an exclusive outlet in the emirate.

The new showroom will provide great convenience to customers as it is located just off the main road, there is plenty of parking space and it is close to dealerships of major vehicle brands. The showroom will showcase the latest range of high-performance tires from Yokohama like ADVAN dB, ADVAN SPORT and ADVAN S.T.

The TSC will be equipped with state of the art technology for 3D wheel alignment, tire balancing, tire rotation, nitrogen filling and vibration control. Tires can be easily fitted with an advanced 'tire changing machine' for fitting tires up to 30". There are parking bays for servicing up to four cars at one go.

Customers with Yokohama OE fitments now have a new facility in Sharjah for all their tire needs and with further expansion of the network of TSCs, the Yokohama brand is set to scale greater heights in the UAE.

TOYO TIRES CHALLENGES TEAM TOYO FIGHTERS TO TACKLE TOUGH MUDDER TAHOE EVENT



In a thrilling video that was uploaded on YouTube, two UFC fighters belonging to Team Toyo were challenged to tackle the Tough Mudder Tahoe contest. The Tough Mudder series consists of 50 team-oriented events held across the world. Participants in these events negotiate 10-12 mile long obstacle courses that prove to be a true test of mental and physical toughness.

In the Toyo video, the two members from Team Toyo, Paige Van Zant and Chad Mendes successfully tackle the Tough Mudder event held in Tahoe. Mendes is a longtime Team Toyo member who faced off against Conor McGregor for the UFC Interim Featherweight title. VanZant is the latest addition to Team Toyo and is a likely contender for the UFC Title in the Strawweight division.

Along with other Mudders, on June 13, the duo took it as a challenge to complete the 10.3 mile obstacle course at Northstar Resort in Tahoe, California. The obstacle course consisted of muddy stretches, a menacing 10-foot wall and other obstacles along the way. By successfully completing the course, the two conveyed the idea that every difficulty should be faced with an "all or nothing" attitude. The video also emphasizes the importance of trying things for the first time and facing up to our fears.

In the video, Toyo successfully leveraged its support for the Tough Mudder series to increase brand awareness. Toyo Tires is the official tire of the Tough Mudder series. Every Tough Mudder course in the U.S. also features a menacing 10-foot wall called Skidmarked presented by Toyo Tires®, and the village area includes a Toyo Tires challenge.

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ZAFCO PROMOTES BRAND AWARENESS WITH LAVISH CAIRO IFTAR



Zafco conducted a lavish iftar in Cairo for its distributors and other tire dealers in a bid to promote awareness of the company's brands in the Egyptian tire market. Over 240 dignitaries from the Egyptian tire industry were invited to the gala event which began with a splendid iftar at the Horus Hall in the Rameses Hilton in Downtown Cairo.

This was followed by a session in which Hadi, Noorani, SVP – Sales Africa region spoke briefly along with the company's key distributor in Egypt about the ZEE TEX product range and the right kind of tires to suit the needs of the Egyptian tire market. This technical briefing was followed by a presentation done by Nader Barsom, the Sales Manager of the region, who spoke at length about the significant milestones achieved by ZEE TEX to date, the company's products and their USPs to enhance the technical knowledge of the dealers.

Commenting on the event, Hadi Raza Noorani – SVP Sales Africa Region said that it was highly successful as the company had always made it a priority to add value to its distributors and to the markets by offering the best products. This is one of the reasons Zafco has been able to attract and retain a growing base of customers who are growing along with the company.

AL HABTOOR APPOINTS MOK AS AUTHORIZED DEALER OF MASTERCRAFT TIRES IN KSA



The Tires & Batteries Division of Al Habtoor Motors, which is the exclusive distributor of Mastercraft tires in Bahrain, Saudi, Qatar and Oman, has appointed MOK Trading Est. as the Authorized Dealer of Mastercraft Tires in the Kingdom of Saudi Arabia (KSA).

The official agreement for dealership of Mastercraft tires in the KSA was signed on the sidelines of the Automechanika 2015 trade show in the presence of eminent dignitaries like Mohammed O. Kabli, CEO of MOK Trading Est., Karl Hamer, Managing Director of AHM, Jagdish Parulekar, CFO of AHM, Roma Andrews, Executive Director of AHM, Neil Coolledge, General Manager of AHM Tires & Batteries Division, John Jayachandran, Manager of AHM Tires & Batteries Division and Christophe Huss, Regional Manager MEA and Mediterranean.

Speaking about the deal, Neil Coolledge, General Manager of AHM Tires & Batteries Division said that MOK Trading will premier Mastercraft's complete range of automotive tires for passenger, light trucks, SUV, and commercial vehicles in KSA. In their venture to establish and build the Mastercraft brand in KSA, the MOK team will receive the full marketing support of AHM Tires & Batteries.

Mastercraft Tires are manufactured by the company that manufactures Cooper Tires, the Cooper Tire & Rubber Company, which is the second largest tire manufacturer in the United States.

From 1909, Mastercraft Tires has developed a reputation for tires that are durable and well designed. The tires have tread patterns and compounds that maximize the tread life of tires without any compromise in traction or ride quality – all for a value price. Hence, the tires hold out the promise of a smooth ride as well as powerful performance for use in a number of applications.

Mastercraft tires come with innovative features like low rolling resistance for fuel economy and rubber rim protectors to protect the wheels from scuffs. The brand has tires for a wide range of vehicles like crossovers, SUVs, minivans and passenger cars. The SUV tires have just the right combination of strength and looks to deliver a comfortable ride, great looks and high levels of wet traction. The light truck tires which are meant for light trucks and vehicles with a weight up to 1 ton deliver maximum levels of off-road traction and all-season performance. For heavy duty vehicles, Mastercraft has the Roadmaster range of commercial truck tires which are designed to perform well in all applications from long haul highway to demanding off-the-road conditions. Engineered for retreadability, these tires deliver durability and excellent traction to reduce the operating costs of independent truckers and fleets.

Mohammed Omer Kabli Trading Establishment (M.O.K.) is a Saudi Arabian establishment based in Jeddah specializing in car service and distribution of a large variety of high quality spare parts.

Universal Car Maintenance, MOK Trading Establishment's flagship, began as a niche market provider of mechanical and electrical services for American cars. Today, the company has 5 workshops and 4 parts outlets in Jeddah. In addition, it has expanded its operations by opening new branches in Riyadh and Dammam.

CONTINENTAL PROVES TO BE A LEADER IN HYBRID CAR TECHNOLOGIES



Continental which is one of the leading manufacturers of premium tires in the world has also proved to be a leader in the field of hybrid car technologies. It provided over 50 different components and systems for the BMW i8 thus making the model safer, greener and more driver friendly.

Speaking about Continental's expertise in this field, Mohamed Elhassan, Communications Manager at Continental Middle East said that as one of the leading companies in the automotive sector, Continental is highly focused on future technologies in the field of mobility. The company contributed a good deal towards making the BMW i8

a more economical vehicle and will continue to work with BMW on sustainable technology for the future.

As part of its drive to develop environmentally friendly technologies, Continental came up with a turbocharger for the 1.5 litre three cylinder combustion engine to power the rear wheel drive of the i8. This turbocharger helps to ramp up the performance of the engine using direct injection. This helps to minimize emission of exhaust gases while increasing mileage.

Continental also developed the MK 100 ESC Premium Hybrid brake system to reduce the amount of energy used while braking. The system recovers the vehicle's kinetic energy and converts it to electrical energy to charge the battery. The electronic stability control (ESC including ABS and traction control) is also integrated into the MK 100 ESC Premium Hybrid brake system to make the BMW i8 safer and more environment friendly.

Other notable technologies developed by Continental include a special pedestrian safety system that minimizes the amount of pressure in the event of a collision. This system consists of a flexible, air-filled hose and two standardized pressure sensors (pSAT) attached to the end of the hose. The pressure created by a collision makes an impact on the hose which is integrated in the vehicle front. This triggers the sensors which transmit the message to the airbag control unit.

Continental has also made advances when it comes to tire technology for the BMW i8. The car comes with a direct pressure monitoring system with the tire valves being directly connected to a compact electronics system. The system keeps tabs on the tire pressure and temperature both while the vehicle is being driven and when it is parked. An additional energy saving feature includes 31-metre heating and coolant lines which run through the body of the BMW i8 and are provided by Continental in order to ensure tight connections and lower energy consumption.

BKT DEBUTS NEW RIB 713 RADIAL TIRE WITH IF TECHNOLOGY TO MINIMIZE SOIL COMPACTION



When soil is subject to more compaction, it becomes less fertile. Nevertheless, farmers cannot avoid using tractors and other agricultural machinery that are fitted with tires which cause a good deal of soil compaction and thus damage the soil. BKT, the reputed Indian manufacturer of off highway tires is now close to solving this dilemma with the debut of the RIB 713 radial tire.

The RIB 713 tire has been developed with IF technology to minimize soil compaction. IF is short for Increased Flexion Technology that allows tires to support heavier loads at the same tire pressures as compared to regular tires of the same size. The RIB 713 tire also has a larger footprint area for more uniform weight distribution and outstanding flotation properties.

The tire comes with steel belts for better resistance to penetration and obstacles like stubble. This is particularly important to farmers who grow genetically modified crops like in the North American market as these GMO are highly husky and leave stubble that can have a highly adverse impact on tires.

Normally, agricultural tires need to be used at low speeds. However, the "D" speed rating of the new RIB 713 tire ensures that it can be used at speeds up to 40 mph (65 km/h) on roads, ideal for quick trips from one plot to another. The new RIB 713 radial tire will be initially available in size IF 280/70 R 15.

BRIDGESTONE SPREADS SAFETY MESSAGE FOR THE SUMMER

It is vital to maintain tires in top condition for the summer as tires are more prone to wear and tear during the high temperatures experienced here in this season. Bridgestone has started a new campaign to educate motorists on the need to avoid using tires that are damaged or worn out and are not at the correct pressure. Driving vehicles that have such tires can culminate in serious accidents and even lead to road fatalities.

Bridgestone has come up with a tire care routine for the summer that will ensure that all motorists and their passengers stay safe on the roads this summer.

Daily checks:

Drivers need to make three checks on a daily basis – check on the inflation pressure of the tires, check that there are no cracks or notable bulges and check to see that there are no foreign objects like nails or stones embedded in the tires that could lead to punctures.

Monthly checks

On a monthly basis, drivers should check on the condition of the spare tire and make sure it is properly inflated. They should also use a proper tire gauge to assess the tire pressure and ensure that all tires have optimum tire pressure. Normally, the guidelines for the tire pressure are given either in the vehicle manual, or on the door frame on the driver's side. The pressure of the tires should be checked when the tires are cold (have run less than three kilometres) for maximum accuracy. It is best to check the tire pressure first thing in the morning.

Check for Irregular Wear

When there is an issue with wheel alignment, tire balance or when they are not inflated correctly, it may happen that one part of the tire wears out at a faster rate than other parts. Hence the tires should be balanced and the wheels aligned on a periodic basis. Every 10,000 km, the tires should be rotated from the front to the rear and vice versa at a reputed service center or garage.

Check the Tread Depth Indicator

Motorists also need to keep an eye on the tire tread depth. All tires come with a tread depth indicator and when this indicator is level with the rest of the tread (usually about 1.6mm), tires need to be changed.

Check the Wheel Alignment

As mentioned above, when wheels are not aligned, tires wear out faster and at different rates. Hence, the vehicle will not be able to brake or run in a straight line. The steering components and suspension will undergo more stress. It would be prudent to have the wheels of your car aligned with a computerised alignment machine at a reputable garage.

In addition to conducting such summer safety awareness campaigns, Bridgestone also carried out a second Safety Station campaign in the UAE and the Tire Safety and Eco Station (TSES) road show in Bahrain. For the past five years, Bridgestone Middle East & Africa FZE has been educating motorists across the region as part of its corporate social responsibility initiatives.

TRELLEBORG AGRICULTURAL TIRE RECEIVES AWARD FROM BRAZILIAN GOVERNMENT

Trelleborg won laurels for its agricultural tires from the government of Brazil. The company received the award from the 'Best Agricultural Tire' at the 2015 "O Prêmio VisãoAgro Sudeste", from the Agriculture Secretary of São Paulo, Arnaldo Jardim in recognition of the outstanding performance of its agricultural tires in the sugar cane industry in south-east Brazil.

The VisãoAgro Sudeste Awards are given to distilleries, product manufacturers and mills that have excelled in the areas of the processing and production of sugarcane. The winners of the awards are chosen on the basis of research conducted by the Journal of Vision Agribusiness, AR Enterprises and GEGIS.

Commenting on the award, Piero Mancinelli, R&D director, Agricultural and Forestry Tires at Trelleborg Wheel Systems said that winning the VisãoAgro Sudeste Award for the 'Best Agricultural Tire' highlighted Trelleborg's focus on coming up with innovative solutions for improving the sustainability, efficiency and productivity of the farming sector.

Sugar cane farming operations place require agricultural tires to handle heavy loads and high torques. Trelleborg's 710/70R38 TM800 SugarCane tire was designed exclusively for sugarcane farming operations with a bead width that is 12 per cent greater than that of a standard agricultural tire. This increase in bead width equips the tire to successfully bear up to the stress of the severe farming conditions during the cultivation of sugarcane.

The 2015 VisãoAgro Sudeste Awards was a gala event that was attended by more than 300 delegates from the biggest companies and factories associated with the sugarcane industry in Brazil. The event was held on June 16 at the Beira Rio Palace Hotel in the city of Piracicaba, São Paulo.

BKT TAKES TO MONSTER JAM VIDEO GAMES TO SPREAD BRAND AWARENESS



BKT, the Indian manufacturer of off highway tires, has now taken to Monster Jam video games to increase the popularity of the brand. Just like Nissan leveraged the popularity of the GranTurismo video games to promote its brand, BKT will use its Monster Jam partnership to promote awareness of the BKT brand among video games fans. The Monster Jam competition is a series of events showcasing stunts by giant monster trucks and with 350 action packed performances on an annual basis has more than four million fans across the globe. The events are telecast in more than 200 countries.


The new video game named Monster Jam® Battlegrounds will grant gamers access to a world of original monster tracks, obstacles, and spectacular performances complete with the sound effects of roaring Monster Jam truck engines. The game is the first Monster Jam video game that can be downloaded directly from Xbox Live Arcade for Xbox 360® and PC Steam. From July 14, Monster Jam Battlegrounds will be available on the PlayStation® Network for PlayStation® 3.

Gamers can choose from as many as 23 different Monster Jam trucks. These include the renowned Max-D, El Toro Loco, Monster Mutt, Grave Digger and Sonuva Digger. Of course, all the virtual trucks and vehicles will be sporting special BKT Monster Jam tires.


Depending on their skill levels and preferences gamers can choose any one of four modes: Freestyle, Skill, Racing and Stunt. Skill can be used to test real life driving skills, and the ability to control balance and speed on 45 different tracks. The Stunt mode is all about driving acrobatics, jumps and causing as much destruction as possible. Racing and freestyle modes are for those with a passion for speed and creativity with five authentic Monster Jam stadiums as the virtual settings for the game.

The new Monster Jam Battlegrounds video game will definitely add to BKT's fan following and level of brand awareness on a global basis.

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Hankook Expands SmartControl Range with DW07 Winter Tire



Hankook has expanded its SmartControl range of truck tires with a new tire that has been customized to handle tough winter conditions. Named SmartControl DW07, the new tire is meant for the drive axle. The tire has been certified for use in the toughest winter conditions as it comes with the snowflake (3PMSF) symbol. It is perfect for use by long haul truck operators in winter weather. As compared to its predecessors, the SmartControl DW07 tire offers drivers 25% more traction on snow. Drivers using the tire can get 13% more mileage, even while driving on slick, snowy roads.

The SmartControl DW07 tire has a tread design and compound that has been optimized for offering higher traction on tricky winter roads, especially in regions that experience really harsh winter conditions like the Alpine region and Northern Europe. The specially developed compound mixture remains stable even at cold temperatures and this makes the tire very resilient in cold weather. It thus offers excellent braking performance even at very low temperatures.

The tread is 8% wider and this results in the creation of a bigger contact patch between the tire and the ground lending the tire better grip and handling. The tread design is innovative as well with five major drainage grooves for better hydroplaning and safety. The tire tread has closely spaced 3D winter sipes for even wear which increases the life of the tire by a significant margin. The pentagonal tread blocks have extended edges and are cleverly arranged to increase the shock absorbing capacity.

The SmartControl DW07 tire also has a unique half-open shoulder design of the sipes to give the tires better traction on snowy and icy roads ice and snow covered streets. Cornering is safer and smoother due to the placement of claw-shaped slits on the shoulder. The tread blocks come with a jagged finish for the edges which increase the extent of the tire's interlocking with the road surface and thus boost the braking performance and traction of the tire.

Notable innovative technologies employed in the SmartControl DW07 are the specially developed rubber compound, the use of a larger tread block for more even distribution of the load, the half-open shoulder design, the unique 3 D sipes, the placement of the drainage grooves and Hankook's tried and trusted Stiffness Control Contour Technology (SCCT). The SCCT feature helps to distribute the pressure in the tires more evenly, thus minimizing the deformation of the carcass tread. SmartControl DW07 tires will have greater longevity and will offer greater scope for retreading due to the use of this technology.

The DW07 tire has already been launched in the retail market in the three main sizes 315/80 R22.5, 315/70 R22.5, 295/80 R22.5. More sizes will follow shortly.



Tire Fact

For the first 25 years of the car, all tires were white. Zinc oxide was added to the rubber for strength, but had a side effect of making bright white tires.

Solvay Premieres New Filler for More Flexible Tires



Solvay S.A. has premiered a new reinforcing filler named Efficium. It is a highly dispersible silica compound that is expected to lead to better productivity and more flexibility when it comes to the production of compounds that will be used for the manufacture of green and high performance tires for passenger tires and trucks. The compound was unveiled on the sidelines of the Tire Technology Expo that was held in Cologne, Germany.

Tire manufacturers will have greater control over silanization and reformulation due to Efficium's properties when it comes to mixing and extrusion. It has lower temperature sensitivity, Mooney viscosity and better dimensional stability during extrusion. Hence, there is plenty of scope for increasing productivity. At the same time, there will be no compromise when it comes to grip, wear and rolling resistance.

The use of Efficium is expected to make it easier to convert carbon black to HDS compounds. Solvay confirmed that the benefits of Efficium have been thoroughly analyzed and confirmed on an industrial scale. Road tests were conducted on both passenger cars and heavy trucks and in the case of truck tires, Efficium HDS boosted productivity by as much as 30 per cent in the mixing and extrusion process.

Solvay will start production of Efficium at three different production sites after the current phase of trials and testing is over.

AL HABTOOR MOTORS APPOINTS FIRST DEALER OF SUMO FIRENZA TIRES IN KSA



Al Habtoor Motors, which is the sole authorized distributor for Sumo Firenza tires in the GCC recently finalized a deal to appoint the first dealer for Sumo Firenza tires in KSA. Mohammed Omer Kabli Trading Establishment (MOK), has been appointed as the first dealer in the Kingdom for Sumo Firenza. Sumo Firenza is a Singapore based manufacturer of premium tires.

The deal was officially finalized on the sidelines of the Automechanika Dubai, 2015 trade show in the presence of Mohammed O. Kabli, CEO of MOK Trading Est, Karl Hamer, Managing Director of AHM, Jagdish Parulekar, CFO of AHM, Roma Andrews, Executive Director of AHM, Neil Coolledge, General Manager of Tires & Batteries AHM, John Jayachandran, Manager of Tires & Batteries AHM and Larry Lee Vice, President International Distribution & Robin Wong, Regional Distribution Manager from Sumo Firenza.

Commenting on the partnership, Mohammed O. Kabli, CEO of MOK Trading Est said that they were proud to be chosen as the firm to launch the Sumo Firenza brand in KSA. He added that as the authorized dealer of the brand, his company will work tirelessly to establish the brand as one with a reputation for reliability and quality.

Sumo Firenza Tires has positioned as a premium value tire brand, and is currently engaged in a drive to go global with quality, evolution and dependability as its cornerstone philosophy. By developing a series of tires that have incorporated the latest technologies, the company has proved that it is steadily evolving in tune with developments in the field.

Al Habtoor Motors signed on in early 2013 as the exclusive GCC distributor of the Sumo Firenza brand after careful review of several leading global tire brands on the basis of its reputation for reliability, value and quality.

Mohammed Omer Kabli Trading Establishment (M.O.K.) is already well established in the KSA automotive market as a specialist in the distribution of high quality spare parts and car service.

Universal Car Maintenance, which is the flagship company of MOK Trading Establishment began its life as a niche market provider of mechanical and electrical services for American cars. Currently, the company has grown to have 5 workshops and 4 parts outlets in Jeddah. It has also spread its footprint across the country with new branches in Riyadh and Dammam.

The company is a major distributor of Monroe Shocks, and other renowned brands like CITGO, Prestone, Bendix brakes, Valeo, FRAM, Autolite, and Airtex.

Neil Coolledge, General Manager of AHM Tires & Batteries Division said that he expected the Saudi market to offer great scope for Sumo Firenza tires, especially with backing from the experienced team at MOK Trading. In the long run, Saudi customers will benefit as they will have access to premium automotive tires from Singapore.

Sumo Firenza continues to focus on sound corporate branding and continuous innovation in both technology and product advancement. The company keeps adding to its current range of tires for SUVs, passenger cars, light commercial and HGV tires both when it comes to patterns and sizes in keeping with the trends in the global markets.



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ATTURO SCORES FIRST TORC WIN



The Off-Road Championship, more commonly known as the TORC, is known for its series of spectacular truck races that reaches an audience of millions. The races with their potent mix of high speeds, big jumps and nail biting finishes prove to be perfect events for automotive companies to showcase their products, especially when it comes to tires. Only trucks that are fitted with tires of the best quality can withstand the rigors of the TORC races

Atturo Tires, a tire brand that manufactures tires for SUVs, CUVs and light trucks had signed on as an Official Series Partner for the TORC series. Now, the company has added another feather to its cap with its first ever win in the TORC series. With first and fourth place finishes in TORC events this month, the Atturo Tires Race Team performed admirably well.

Travis Dinsmore snagged a first place in the Pro Light Truck Class while Andrew Carlson earned a fourth place to give the Atturo team two wins just half way through the TORC series. This is highly creditable in view of the fact that this is the first year Atturo has taken on sponsorship of the series. The wins highlight the durability and strength of Atturo tires in the tough world of off-road truck racing.

KENDA ACHIEVES WORLD FIRST WITH BLUETOOTH TPMS



Motorists pay a lot of attention to the cars they drive – their looks, performance, the sound of the engine and every other aspect. Tires actually keeping the vehicles going, but they do not get half as much attention. Tires have to be kept at the optimal tire pressure in order to get the maximum mileage and increase tire life. Overinflated tires are liable to burst and cause a bouncy ride while underinflated tires can wear out at a faster rate. Hence, it is crucial for motorists to keep an eye on tire pressure. You will not have to worry any longer about keeping tabs on tire pressure with the new Kenda BLE TPMS (KENDA Bluetooth Low Energy Tire Pressure Monitoring System), which the company claims is the first such device to monitor tire pressure.

The Kenda BLE TPMS is essentially a low voltage Bluetooth device that can be paired with a smartphone to update real time information and warn drivers when tire pressure or temperature varies from the norm with both visual and audio alerts. Without any need for a cable or an extra display device, the app helps drivers to stick to driving without any worries about the condition of their tires. Drivers can access both the controls and the monitoring function using their smartphone. The entire system is easy to install and provides reliable, real-time data to drivers

The Kenda BLE TPMS will be targeted at the small truck and passenger vehicle market. The development of this world-first product underscores Kenda's commitment to research and development. The BLE TPMS has already won a silver innovation award at the AMPA show held in Taipei and has been patented in both mainland China and Taiwan.

HANKOOK SUCCEEDS IN QUEST TO CREATE NON-PNEUMATIC TIRE



Michelin may have made waves with its Tweel but Hankook is not far behind. The company has come up with its very own take on a tire that does not need air but still has the capacity to last for a long distance on the road. Called the iFlex, Hankook claims its non-pneumatic tire offers all the benefits of a traditional tire. Hankook has already put the tire through a battery of tests when it comes to handling, durability, the ride and ability to handle high speeds.

Hankook has been hard at work on the non-pneumatic tire for a long time, from 2011. The iFlex is the fifth such prototype tire that was developed by the company and fared much better in actual road tests due to the use of a compound that is more environmentally friendly. Hence, it uses up less energy during the production process and is easier to recycle.

The iFlex is manufactured in a simple four step manufacturing process as compared to eight steps for the prior prototype, further reducing the carbon footprint of the manufacturing process. There is no word though, as to whether we can hope to see a production version of the iFlex anytime soon.

CHELSEA PLAYERS TO SPORT YOKOHAMA BRANDED JERSEYS



As the champions of the English Premier League, Chelsea Football Club has a huge fan following. In February this year, the renowned tire manufacturer, Yokohama Rubber Co., Ltd., had signed a GBP 40 million deal to become the new uniform partner of Chelsea Football Club. According to the terms of the deal, the players of the popular football club will soon be sporting jerseys bearing the logo of "YOKOHAMA Tires" in their games.

The new kit which is made by Adidas was launched with great fanfare on July 22 in a friendly match between Chelsea and New York Red Bulls in the US. It will shortly become available to Chelsea supporters across the world. The kit will make its U.K. debut at Wembley Stadium when Chelsea plays Arsenal at Wembley Stadium in an FA Community Shield match.

The design of the shirt has stayed true to form with inspiration from several previous Chelsea jerseys. The team colors of white and red have been used to trim the sleeves, collar, the shorts and the socks. The vertical pinstripes too go back a long way and has been a regular feature of several Chelsea jerseys in the past 30 years.

With a history going back 110 years, the Chelsea Football Club is one of the most famous clubs in the English Premier League. The championship that Chelsea won in the 2014-15 season was its fifth such title. Chelsea is also a seven time winner of the FA Cup and won the European Cup Winners' Cup twice. It is also the only British club that won all the three UEFA tournaments for clubs, winning the UEFA Champions League in 2012 and the UEFA Europa League in 2013.

The partnership with Chelsea is bound to be highly fruitful for Yokohama Rubber as it seeks to boost brand awareness. Established in 1917, the company has longstanding expertise in the manufacture of tires and other rubber products including automotive hoses, marine hoses and conveyor belts. The company has a worldwide workforce of 20,000 employees, spread across 13 tire factories in eight countries.

Yokohama Rubber is definitely a major player in the global tire industry and like Chelsea, seeks to inspire teamwork and hone the skills of its employees to maintain its leadership position. The five-year partnership deal that will begin with the 2015-16 season this July will take both organizations to greater heights.

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EVENT	DATE	INFORMATION	LOCATION
Expo Internacional Rujac	02-04 Sep 2015	The 2015 edition will showcase wide-ranging automobiles such as Bentley, Audi, BMW, Ford, Honda, Renault, Toyota, Chevrolet, Volkswagen and Nissan. Visitors will also get a chance to check out different auto accessories offuge business opportunities.	Expo Guadalajara, Guadalajara, Mexico
Trans Expo Armenia	04-06 Sep 2015	Touted as one of the grandest international automotive trade events in Armenia and its neighboring countries, this offers an ideal opportunity for exhibitors to establish the presence of their company on the country's transport market and promote their products and services to a huge number of potential clients.	Yerevan Exhibition Center, Yerevan, Armenia
Autotrans	08-12 Sep 2015	This five-day event is anticipated to take the Russian automotive industry to the next level. In its 2015 edition, visitors will get a chance to check out commercial vehicles and other products and services related to the industry. This event will also give exhibitors a chance to establish brand awareness among their target customers.	Moscow IEC Crocus Expo, Moscow, Russia
China International Tire Expo	09-11 Sep 2015	China International Tire Expo is a grand event to be held for three days at the Shanghai Everbright Convention & Exhibition Center. Designed to deliver an effective and high quality platform for the global tire industry, it will bring together exhibitors, professionals and visitors from the different parts of the globe. This show will also help both domestic and foreign suppliers and traders achieve their specific goals.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China
Truck Indonesia	09-12 Sep 2015	Truck Indonesia is a grand event in Jakarta, which aims to promote commercial vehicle development and its technology in a fresh dimension. So far, this is the sole platform that brings Asia and Europe together. This year, it is anticipated to draw the biggest names in the trucking industry.	Jakarta International Expo (JIExpo), Jakarta, Indonesia



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EVENT	DATE	INFORMATION	LOCATION
SPE Automotive Composites Conference & Exhibition	09-11 Sep 2015	ACCE, is one of the leading automotive composite forums in the world. It aims to educate automotive design and production engineers as well as professionals involved in sales and management from transportation OEMs and tier suppliers about the benefits and value of thermoplastic and thermoset composites in passenger vehicles.	The San Marino Club, Troy, USA
Otomotiv	10-13 Sep 2015	Otomotiv is one of the leading trade events for the automotive sector. Held for four days at CNR Expo Center in Turkey, it is an ideal platform for generating business fortunes and establishing brand awareness. This year, the organizer promises to give visitors a more exciting and memorable experience than the previous edition.	CNR Expo Center, Istanbul, Turkey
International Auto Part and Accessory Exhibition	10-12 Sep 2015	This is a highly anticipated automotive trade fair in Poland because of the green pasture it offers to exhibitors. The widest range of automotive-related products and services will be presented here.	Targi Kielce, Kielce, Poland
Eurotrans	14-18 Sep 2015	Eurotrans is a grand platform that exhibits different logistic and automotive accessories. It aims to take the European automotive and logistics industries to the next level by introducing huge opportunities for their development.	Brno Exhibition Centre, Brno, Czech Republic
Automotive Testing Expo China	15-17 Sep 2015	Automotive Testing Expo China is the leading automotive trade fair for the test, assessment, and quality engineering of vehicles and components.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China Centro de Convencoes de
IAA Commercial Vehicles	17-27 Sep 2015	IAA Commercial Vehicles is one of the most prestigious shows that aim to exhibit a collection of commercial vehicles and accessories used by automotive industrialists. Here, leading manufacturing companies come together to unveil a wide range of motor parts models featuring cutting-edge technology.	Messe Frankfurt, Frankfurt, Germany

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BOSCH CELEBRATES THE AUTO TRANSMISSION'S 50TH BIRTHDAY



The first-ever Bosch prototype featuring electronic transmission control made its maiden voyage five decades ago, the beginning of an exercise in teaching the vehicle to change gear for itself. Currently, 50 percent of all new vehicles in the globe—perhaps more in markets such as the UAE—come with an automatic transmission, but the road to transition has never been easy for the vehicle.

The Glas 1700 mid-range sedan, which was used in as a test vehicle for a new type of system in 1965, was claimed at the time to move as if by magic due to its electronic gearshift. The technology eliminated the need for drivers to shift gears by hand or to depress the clutch. It was an inexpensive alternative to costly automatic transmissions, offered exclusively in luxury sedans. However, electronic transmission control technology was ahead of its time.

According to Andreas Bodemer, Regional President of Bosch Automotive Aftermarket Middle East and Africa based in Dubai, the market wasn't ready for it. He added that the family-owned company Glas was purchased by BMW, and the automaker was not interested in employing the new technology in its cars.

In 1979, another Bosch invention paved the way for the mass success of the self-shifting transmission. The German company uniquely installed a freely programmable microprocessor in cars with Motronic—a combination of electronic fuel injection and ignition. It marked the first time a computer had been employed in an automobile.

"This basically offered a second chance for the transmission control system – this time for automatic, not manual, transmissions," continued Bodemer. He explained that the combination of the two systems, engine management and electronic transmission control made automatic gear change easier.

In 1983, the transmission control system was initially installed in the BMW 745i. It was still quite exclusive at the time, but over the next 20 years, it was standardized in all cars with automatic transmissions.

The electronic transmission control, which synchronizes gear shifts with ignition and injection parameters, delivers optimum driving performance, emissions, fuel consumption, and comfort.

The transmission control system chooses gears in a way that the engine is almost always in the right operating range. To ensure that it stays that way, contemporary transmissions are fitted with digital intelligence. In fact, a modern transmission control unit's processing capacity is 160 times more powerful than that of the computer utilized for the first expedition to the moon.

The voyage continues, and Bosch now offers the electronic horizon, which connects the transmission with up-to-the-minute navigation information. During coasting, navigation systems shift the vehicle into neutral and use the momentum built up when a lower speed is required beyond the next bend. The result can be extra fuel savings of ten percent or more.

From teaching the vehicle to change gear to helping it cut emissions and be more eco-friendly, Bosch automatic transmission is anticipated to have a new thing in store soon.

MIX TELEMATICS URGES ADOPTION OF NEW FLEET MANAGEMENT SOLUTIONS

Mix Telematics, the leader in fleet management solutions, has encouraged commercial vehicle owners and operators paying a visit to specialized automotive shows to consider options of embracing new fleet management solutions for enhanced operations.

The company says that operators must make an additional effort to understand new technology at such shows, which often focus on simply exhibiting telematics solutions rather than showing benefits such as boosting driver safety and behavior and cutting fuel costs.

According to Brodie von Berg, Head of Sales and Marketing at MiX Telematics Middle East, shows that specialize in automotive products must position fleet management technologies and solutions as an integral part of the automotive sector, to address the challenges faced by vehicles and fleet owners and operators in different industries such as FMCG, government, transportation and oil & gas. "This has to happen because these shows have a responsibility towards end users, businesses and the larger society."

Berg noted that the more the automotive industry uses telematics and fleet management solutions, the better will be the results earned at macro and micro levels. He also stressed that the quick development of the telematics industry in countries such as the US and the UK must drive other markets, including the Gulf, to switch to enhanced solutions.

"We believe exhibitions and specialized conferences can highlight the significance and feasibility of the telematics solutions and in turn ensure a safer and greener world."

Berg claimed that most operators using MiX Telematics solutions have reported fuel savings, good ROI, reduced maintenance, fewer accidents and more efficient use of driver time. "Telematics solutions improve auto efficiency dramatically. Owners and operators of fleet of buses, vehicles and trucks have to look at telematics solutions as a necessity, and not just "lovely to have" enhancements as perceived today in many businesses in this part of the world."

Apart from Mix Telematics' proven solution, the company's products and services are also offered in 112 countries worldwide, giving it an unmatched expertise on the global stage. With an extensive reach and established relationships with more than 130 fleet partners, Mix Telematics is on top of the competition.

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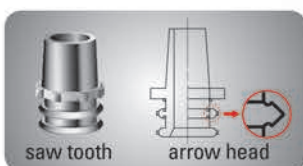
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JAGUAR LAND ROVER RESEARCHES NEW TECH FOR DETECTING POTHOLES

POTHOLE ALERT RESEARCH

Jaguar Land Rover is researching a new connected car technology that will allow a vehicle to identify the location and severity of potholes, broken drains and manhole covers. It will then share this data in real time with other vehicles and with road authorities to help them prioritise repairs.



Data also shared with roads authorities, together with GPS location, to aid repairs.



Driven by its commitment to road safety, Jaguar Land Rover is researching an innovative connected car technology that will spot the location and severity of manhole covers, broken drains and potholes, and then share this data in real-time through the cloud with other vehicles and with road authorities to help them prioritize repairs.

If a vehicle gets a warning from another vehicle about broken manholes or severe potholes ahead, then drivers would be able to slow down and prevent danger—or the car could fine-tune suspension settings to smooth the ride and reduce the impact. This results in reduced likelihood of wheel and vehicle damage, punctures as well as road mishaps.

According to Dr. Mike Bell, Global Connected Car Director, their MagneRide-equipped Discovery Sport and Range Rover Evoque vehicles come with sophisticated sensors that enable the vehicle to profile the road surface under the wheels and detect potholes, broken drain covers and raised manholes. He explained that by tracking the vehicle's motion and the changes in the height of the suspension, the car could constantly adjust the suspension characteristics of the vehicle, providing passengers with a more comfortable ride over damaged and uneven road surfaces.

He added that while this offers their customers a more comfortable ride, they think there is a big opportunity to turn the information from these vehicle sensors into 'big data' and share it for the benefit of other road users. "This could help prevent billions of pounds of vehicle damage and make road repairs more effective."

The Next Stage of the Project

Jaguar Land Rover will further its research project by installing new road surface sensing technology in the Range Rover Evoque research vehicle, including a revolutionary forward-facing stereo digital camera.

Bell added that at the moment, the most accurate data originates from when the car has driven over the manhole or pothole. "So we are also researching how we could improve the measurement and accuracy of pothole detection by scanning the road ahead, so the car could predict how severe they are before the vehicle gets near them."

The director continued that sensing the road ahead and evaluating risks is a key building block on their journey to the self-driving car. He also revealed that in the future, they are looking to develop systems that could automatically guide a vehicle around potholes without leaving its lane and causing risk to other motorists. If the pothole danger was huge enough, safety systems could slow or stop the car to reduce the impact, making future autonomous driving a safe and enjoyable reality.

Pothole Warning and Road Repairs

Moreover, the research team at Jaguar Land Rover will be collaborating with Coventry City Council to determine how road profile information could be shared with road authorities, and precisely what data would be most useful for their roads maintenance teams to recognize and prioritize repairs.

In a statement, Councillor Rachel Lancaster, Cabinet Member for Public Services at Coventry City Council, said that as part of their 'Smart Cities' strategy, they would be investigating how Jaguar Land Rover's Pothole Alert system could provide them with data in real-time from thousands of connected cars across their road network. She noted that it could give them an extremely accurate, minute-by-minute picture of damage to road surfaces, drains and manholes in real time.

"We already collect lots of data which we monitor very carefully ourselves but having this kind of extra information might allow us to further improve our maintenance programs which would save the taxpayer money."

Lancaster concluded that they were just starting to explore how they could use the new technology, but data including the severity of the issue, its exact location and an image have significant potential. "This is just the sort of information that could help us identify the cause of the problem, prioritize it and contact the owner of the manhole or drain to get it fixed more quickly."

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DED AND DAIMLER TIE UP IN FIGHT AGAINST COUNTERFEITING



Just recently, Dubai's Department of Economic Development (DED) and Daimler AG, manufacturer of Mercedes-Benz vehicles, have penned a memorandum of understanding aimed at combatting counterfeiting and promoting the emirate's reputation as a world-class business hub. DED and Daimler will collaborate to abolish the use and trade of fake auto parts and to educate consumers on intellectual property rights under the MoU.

According to Abdulla Al Ka'abi, Development & Follow-up Director, Commercial Compliance & Consumer Protection (CCCCP) sector in DED, the collaboration is a milestone in Dubai's continued efforts to create an ideal IP environment. He noted that Daimler's expertise along with DED's interface with local businesses would help take their fight against counterfeiting to a new level. "The Daimler expertise along with DED's interface with local businesses will help take our fight against counterfeiting to a new level led by international best practices and consumer awareness."

Under the terms of the agreement, DED will give Daimler the receipts of fake Mercedes-Benz automotive parts confiscated in Dubai, enabling the manufacturer to trace the origins of such products and act accordingly. Al Ka'abi said that this expands the scope of their fight against counterfeiting beyond the emirate and addresses the problem on an international level.

Additionally, DED and Daimler will cooperate on campaigns to educate customers on the dangers of fake auto parts. The German company has also agreed to offer annual training to field inspectors from CCCP to help them differentiate original from counterfeit spare parts.

In a statement, Ibrahim Behzad, Senior Manager in DED's Intellectual Property Rights section, said that counterfeiting undermines the integrity of the market and restricts the ability of the trademark owner to invest in innovation, as well as poses a serious risk to public health and safety. "Dubai's reputation as a competitive hub for free and fair business rests largely on the city's responsiveness to the concerns of investors, businesses and consumers alike."

Expressing his appreciation for the support extended by DED to protect Daimler customers against low quality fake spare parts, Dr. Peter Stiefel, Head of Daimler Global Brand Protection, said that Daimler products lead in terms of safety, quality and comfort. He added that they take the protection of intellectual property seriously and act against attempted plagiarism, which violates their technology, design or trademark rights, with all legal means available to them. "We also find the increasing number of counterfeit products in the area of spare parts alarming."

DED aims to protect trademarks and brands against violations according to the policy of the Dubai Government to promote economic activity and maintain intellectual property. CCCP ensures that regular communication with trademark owners and businesses is maintained to establish and update awareness on trademarks. Moreover, random and organized inspections are also held to check any infringements and customer complaints are tracked as part of keeping a close watch on the market.

SCHAEFFLER RELEASES NEW LUK CLUTCH CATALOGUE FOR VEHICLES

Just recently, Schaeffler Automotive Aftermarket has released the latest edition of the LuK Clutch Catalogue for Passenger Cars and Light Commercial Vehicles. Now almost 700 pages long, this compilation has a total of approximately 3,000 articles for repairing the clutches of different vehicles from over 60 manufacturers.

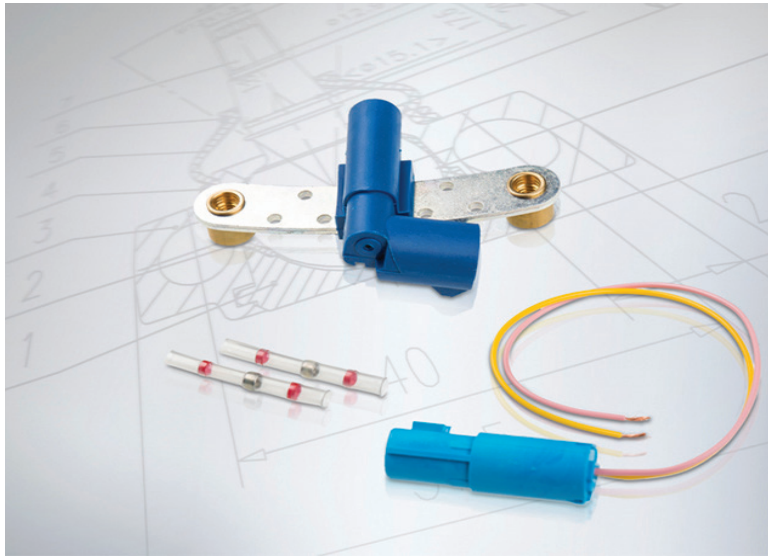


With the addition of more applications for double clutch transmissions for Renault vehicles, the catalogue for vehicle models built from 1995 to 2015 reaches a market-coverage rate of over 95 percent of the Western European vehicle fleet. It is also available in five languages: English, Spanish, Italian, German and French.

What's more, the intelligently structured and clearly organized catalogue enables garage employees and distributors to quickly distinguish replacement parts and repair solutions – whether it is the LuK RepSet 2CT or the LuK RepSet DMF, or the LuK RepSet and LuK RepSet Pro for semi and fully-hydraulic clutch systems. Apart from introductory information, for instance about Schaeffler Automotive Aftermarket's clutch expertise and its special tools, the catalogue boasts a remarkable non-verbal structure: vehicle type, model year and article group, including vehicle-specific information can be found easily using graphic symbols. Color-coded index pages eliminate the need to turn a lot of pages for cross-referencing to the right parts list or special tool.

Garages can get the new LuK Clutch Catalogue for Passenger Cars and Light Commercial Vehicles 2015/2016 at the Schaeffler Automotive Aftermarket distribution partners. It can also be downloaded at www.schaeffler-aftermarket.com. Additional information articles for vehicles manufactured prior to 1995, for instance, and Schaeffler Automotive Aftermarket's complete portfolio is available online at webcat.schaeffler-aftermarket.com and at www.tecdoc.de and www.repxpert.com.

WULF GAERTNER UNVEILS NEW MEYLE SENSOR REPAIR KITS



When the engine fails to start, a faulty crank position sensor is the most likely culprit. Vibration and thermal interaction in the engine compartment take a huge toll on the sensor's life. Repairing this type of sensor may seem quick and simple, but it can turn out complicated as it requires a variety of components to be assigned to a certain application.

In a quest to help maximize repair efficiency, Wulf Gaertner Autoparts has recently developed crank position sensor repair kits for its Electronics & Sensors product group. Marketed under the premier MEYLE brand, the universally designed kits offer huge time savings to repair professionals. They include all the necessary parts such as connectors, cables, plug and sensor, as well as cater for more than 350 Opel, Renault, Nissan and Dacia models featuring any type of original connector coding.

Offering refined characteristics, the rubber materials used on the crank position sensor are designed for the thermal conditions in which they operate and guarantee extended sensor life.

The latest MEYLE crank position sensor kits are available under the following part numbers: 16-14 800 0026, 16-14 899 0006, 16-14 800 0023, 16-14 899 0010 and 16-14 800 0025.

VOLVO NOW OFFERS LIFETIME WARRANTY ON PARTS AND LABOR



Volvo owners can now save more money and experience more convenience with the Swedish automaker's recent announcement of its special lifetime parts and labor warranty, which is effective as long as the work involves genuine Volvo parts originally purchased and installed at one of the automaker's dealerships.

Currently offered in the United States, the special warranty enables Volvo owners to pay once and never pay again for replacement parts and labor, excluding wear items and accessories such as batteries, carpets, filters, tires and timing belts.

The warranty is part of Volvo's Service Advantage program, which also offers complimentary car washes, alternative transportation, personal service, complimentary diagnostics and free software updates. It is open to existing Volvo Car owners and covers the original buyer of the replacement parts.

Volvo rolled out the special warranty to position itself as a leading brand in the eyes of customers. It also serves as an emblem of confidence the automaker has in the quality of its work.

In a statement, customer service chief of Volvo Cars of North America Scott Doering, said that they look forward to redefining the way manufacturers service and support their vehicles. He claimed that the lifetime parts and labor warranty is a best in class offer from a luxury automaker.

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GERMAN SUPPLIER WORKING HEAVILY ON ELECTRIFIED TURBOCHARGER



Aiming to contend with Valeo SA's electrified turbocharger that is slated to launch on an Audi vehicle next year, Continental AG is reportedly working heavily on a similar unit.

The use of a quick-acting, high-revving electric motor to pressurize the turbocharger effectively eliminates turbo lag, the slight pause in acceleration that occurs as the impeller of the turbocharger is spooling up.

Jose Avila, Continental board member in charge of powertrain, explained that Valeo, which uses a 48-volt electric motor to power an electric supercharger, could also boost fuel economy. He revealed that Continental's electric turbocharger would follow the same basic layout as Valeo's system. "It's an electrically assisted turbo. The idea is the same."

Continental, which manufactured its first-ever turbocharger in 2011, has penetrated the market led by Honeywell and BorgWarner Inc. BMW employs Continental turbochargers on its MINI Cooper and i8.

Avila concluded that the business is growing heavily due to the propensity for downsizing and direct injection, adding that their goal is to try to take advantage of that and not just attempt to replace an incumbent.

BANG & OLUFSEN 3D SOUND SYSTEM TO ARRIVE ON AUDI A4 MODELS



Audi has recently satisfied the cravings of car aficionados for striking luxury sedan models with the debut of its new and improved Audi A4. Supporting the German automaker's high performance nature, the all-new Audi A4 Avant and Audi A4 Saloon feature an optional Bang & Olufsen 3D Sound System that offers an unrivaled level of acoustic transparency and sets the standard of excellence in the automotive audio systems market.

According to Jens Peter Zinck, Head of Bang & Olufsen Automotive for HARMAN, the Bang & Olufsen 3D Sound System in the Audi A4 delivers fascinating 3D sound to all who hear it, adding a thrilling new dimension to the listening experience.

For the Ears

The advanced Bang & Olufsen 3D Sound System for the Audi A4 pushes further the reference point for audio performance in the automotive space. It includes a range of 19 speakers, each securely housed within grilles that are integrated into the Audi A4's interior design. The Bang & Olufsen Dynamic Lines Design combines unparalleled acoustic transparency and outstanding styling.

The 16-channel Class D amplifier offers 755 watts of clear and crisp 5.1 surround sound. No matter what happens outside the cabin, the Vehicle Noise Compensation (VNC) technology integrated into the amplifier maintains audio consistency, automatically regulating volume and timbre based on input from a number of internal and external on-board microphones and sensors. Employing Fraunhofer's Symphoria® technology, the sound system offers acoustic spaciousness in the Audi A4 that sets new benchmarks for automotive 3D sound reproduction.

For the Eyes

The sophisticated design and shape of the Audi A4 weaves itself into the car's interior. The fusion of the cabin's luxury, spaciousness and delicate attention to detail offers a perfect platform for Bang & Olufsen Automotive to showcase a revolutionary virtual design that will carry into upcoming collaborations with Audi.

These attributes further incorporate the audio system into the Audi A4's overall interior design, ensuring that Bang & Olufsen maintains a robust and unique brand identity.

For the Heart

In terms of design, the Bang & Olufsen 3D Sound System targets to please the driver and passengers. It can seamlessly reproduce multiple music categories, with a focus on being flawless and unique, virtually and effectively transporting listeners to packed stadiums, concert halls, jazz clubs, or recording studios on their drive. Plus, the system respects individual preferences: a range of settings enable passengers to adjust volume levels in their respective areas.

TOMTOM LIVE SERVICES AND CONNECTED NAVIGATION ARRIVE ON FIAT 500



The all-new "Masterpiece reloaded" Fiat 500 Uconnect™ 5" Radio Nav LIVE system now performs better than ever with the integration of the of the TomTom connected navigation solution.

First time on a Fiat 500, the embedded infotainment system boasts the full TomTom experience with fresh maps and an outstanding routing engine. It also includes five years of the company's Live connected set of services such as a rich local search function for Points of Interest, live speed cameras along with weather alert and highly precise world-class traffic service.

Jan-Maarten de Vries, VP Automotive Product Marketing at TomTom, said they are delighted to offer Fiat 500 drivers the best of TomTom connected navigation. He added that with their connected services included for five years, it is by far the most complete package to drivers ever rolled out in a Fiat 500, enabling them to have faster and better informed journey.

The TomTom connected services, which are part of FCA's Uconnect™ LIVE offering, are also featured on Fiat 500x and will soon be offered on further selected models and countries across the European region.

TomTom LIVE Services:

TomTom Weather: Offering local and five-day forecasts, it enables drivers to make plans based on the latest weather.

Local Search with TomTom Places: This enables drivers to search for any location, from a local petrol station to a supermarket, and navigate straight here.

Speed Cameras: Fixed and mobile speed camera alerts on the go

TomTom Traffic: This service is designed to get drivers to their destinations faster by using up-to-date traffic information.

THYSSENKRUPP TIES UP WITH MAXION WHEELS FOR NEW HYBRID WHEELS

The automotive world should brace itself for the advent of groundbreaking ultra-lightweight aluminum and carbon fiber hybrid wheels for the premium vehicle OEM market, as a result of the collaboration between ThyssenKrupp Carbon Components and Maxon Wheels. Combining their expertise, ThyssenKrupp, a premier international automotive supplier and innovator in lightweight materials and carbon fiber materials, and Maxon Wheels, the largest and most innovative wheel producer in the world, will provide customers with extraordinary performance benefits at an attractive price point.

Compared to high performance forged aluminum wheels, the combined technologies could save weight up to 40 percent and provide high value styling. The two companies will work with OEMs to develop custom solutions to meet their particular needs.

According to Jens Werner, Managing Director at ThyssenKrupp Carbon Components, with the carbon fiber-aluminum hybrid wheels, they provide a distinctive option to their customers in the sports car and luxury segment to differentiate themselves through design and technology. He added that the collaboration deal with Maxon Wheels marks a significant milestone in the development of their carbon fiber wheel technology. "It shows the technological maturity we have reached and combines our innovations with the leading player in the wheel industry. Commercialization is the logical next step."

The partners have developed and tested prototypes for use on SUVs and luxury cars, based on ThyssenKrupp Carbon Components' developments in carbon fiber hybrid wheels. The tests took place at certified Maxon Wheels test laboratories. Moreover, the ThyssenKrupp – Maxon Wheels team is working closely with Volkswagen to test prototypes on a vehicle. The public road tests have demonstrated enhanced performance particularly in superior damping, which results in less road noise and vibration.

A joint support and sales initiative team will reportedly engage the market to bring new wheels and capabilities that will benefit customers into the coming years.

SWEDISH CARMAKER APPROVES DIESEL HVO FOR ITS EURO 5 ENGINES

Just recently, Volvo Trucks has given the renewable diesel hydrotreated vegetable oils (HVO) a vote of confidence for its Euro 5 engines, thus keeping the certification process for the engines on the anvil.

The global certification (VWTA) is slated to be carried out in September for HVO in the D5 and D8 engines for Euro 6. Likewise, work is underway for approving the engine variants D11, D13 and D16 in keeping with the certification's provision.

After a series of research and trials, the carmaker has concluded that the HVO could be treated as a replacement for regular diesel and is capable of reducing CO2 emissions between 30 percent and 90 percent.

HVO, which is derived from animal and vegetable fats, be it abattoir waste or rapeseed oil, could be made available through diesel depots.

According to Volvo Trucks product manager for alternative fuels and hybrids Tobias Bergman, the field test revealed that the HVO works extremely well in their engines and could be used under the same conditions as regular diesel. He also noted that freely mixing HVO with diesel is possible.

"The fuel is suitable for all customers who want to reduce their CO2 emissions and we see no restrictions regarding the type of transport or business. Combining HVO with the low emissions of our Euro 6 engines will allow the environmental impacts of the trucks to be minimized."

Two years ago, Volvo Trucks instigated a field test together deploying OKQ8, DHL Freight and Renova for evaluating the results based on 100 percent HVO (Hydrotreated Vegetable Oils). Equipped with Euro 5 engines, the six trucks have covered nearly one million kilometers since then.

Lars Mårtensson, Volvo Trucks environment and innovation director, said that they believe in HVO's potential and see a growing interest from both transport buyers and customers. Noting that the huge challenge is the availability of refineries and raw materials, he added that Volvo hopes that their investment in fuel would contribute to increased demand and that the HVO could be used in several other parts of the world in the coming years.

AUTOMOTIVE SPICE AWARDS LEVEL 3 CERTIFICATION TO HARMAN

Not resting on its laurels, Harman continuously achieves huge milestones. The latest on the list is the Automotive Spice Organizational Process Capability Level 3 certification which was recently awarded to the company's Connected Services Division.

This certification makes Harman one of the few organizations in the globe to be acknowledged for its software development capabilities and practice in automotive embedded and electronics systems.

The independent evaluation was performed at several Harman locations between September last year and April this year by Impronova AB and spearheaded by Alec Dorling, certified Principal Assessor.

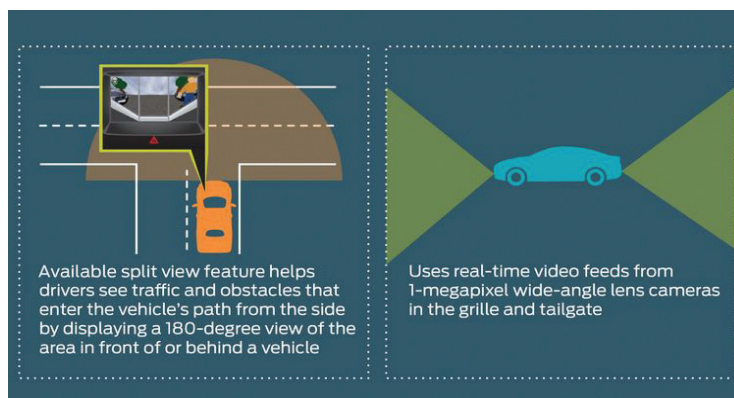
Dorling said that Harman joins a select group of organizations that have attained Automotive Spice Organizational Process Capability Level 3 certification, adding that it is a huge accomplishment and highlights the company's dedication to implementing best practices in software development for the automotive industry.

According to Sanjay Dhawan, President, Harman Connected Services, as they usher in the era of the connected car and autonomous driving, security and quality have become that much more essential in the automotive space. "Harman is proud to receive this important industry validation which reflects our ongoing drive to develop and deploy best in class services for our customers and their drivers."

Harman's set of services for vehicle manufacturers supports an end-to-end approach to upgrade, connect and enhance the automotive ownership experience.

The company's global automotive practice supports clients in defining and realizing next generation connected car experiences across the entire lifecycle of the product and offers a fast, secure and strong track for bringing cutting-edge concepts and technologies to the car.

DRIVERS NOW SEE AROUND CORNERS WITH FORD'S SPLIT-VIEW CAM



Anyone who is living in any neighborhood understands the difficulty of seeing past rows of tall cars to work out when it is safe to back out or nose out of their driveway. American automaker Ford uses a new split-view camera that is mounted on the front and rear bumpers. Offering drivers with a 180-degree view from the bits of the car that poke into traffic first, the camera enables them to see around corners.

The results are then shown in a tri-panel display that makes it extremely clear which side an object is coming from, just like an upgraded rear view camera that can look forward as well. The all-new split-view camera is accessible at just a touch of a button and automatically shuts off itself when the vehicle reaches 10 km/h (6.2 mph). When the camera gets exposed to road grime that could obstruct its view, a tiny telescopic jet washer blasts the grit off regularly.

Ford's revolutionary Split View is slated to make its first debut on the 2015 Edge, to be followed by the 2016 Explorer in the USA and China. Meanwhile, Europe will have it on the new Galaxy and S-MAX, and something similar will be offered on most Fords globally in the next five years.

FIAT CHRYSLER MULLS INCREASED PRODUCTION OF HELLCAT ENGINES



Die-hard fans of the 707-hp Hellcat now have a huge reason to cheer, thanks to Fiat Chrysler's recently announced plan to significantly boost production of the popular engine.

According to Tim Kuniskis, head of the Dodge and SRT brands, the additional V-8 engines would enable Dodge to catch up to a surge of orders for Hellcat-powered versions of the Charger and Challenger. However, he did not mention the number of Hellcat engines that FCA US would manufacture. So far, this year, the company produced around 4,000 engines in Saltillo, Mexico.

The 6.2-liter V-8 Hellcat comes with an 86-hp supercharger, and cars with the engine have been faring well in the market since the launch of the 2015 Dodge Challenger SRT Hellcat last autumn.

Kuniskis said that they are going to build more Hellcats for next year. "We stopped taking all Hellcat orders months ago so that we could catch up to that demand, and then we will launch the 2016s."

He also added that he is still filling existing orders for Chargers and Challengers, and Hellcat's production was already increased twice above the preliminary estimates of the brand.

Kuniskis continued that the Hellcats are having a halo effect across the lineup, noting that they have sold 88,000 muscle cars this year and 4,000 of those have been Hellcats. "It's a small sliver of what we sell, but it really creates a halo for the rest of the lineup. For example, the next highest car, the Scat Pack Challenger, I have essentially a zero-day supply. It's sold out."

The Challenger Hellcat hit showroom floors in the US last September, with the Charger version launching three months later. Yet, Kuniskis said that Dodge still doesn't have a full handle on what the demand is for the four-door Charger Hellcat version because it is still working through the order backlog for the Challenger.

Fiat Chrysler's plan to build more Hellcat engines gives some weight to recent rumors that Jeep was mulling to roll out a Hellcat-powered version of the Grand Cherokee SRT, to be named the "TrackHawk".

Kuniskis concluded that one of the factors constraining Hellcat production is not the availability of parts but that each engine is tested on a dynamometer, which measures force for 42 minutes before being installed into a vehicle.

JLR UNVEILS JAGUAR XJ FEATURING IMPROVED ENGINE SETTINGS



Just recently, UK automaker Jaguar Land Rover (JLR) has launched its all-aluminum luxury saloon 'Jaguar XJ' featuring the 3.0-litre V6 diesel engine which claims to have more torque and less fuel consumption.

The Euro 6-compliant engine can zoom from zero to 60mph in 59 seconds, maintaining 149g/km CO2 emission. Offering a quieter and smoother driving experience, the power unit of the vehicle can accelerate the torque from 275PS/600Nm to 300PS/700Nm.

Additionally, it has options for all-aluminum inline-four, V6 and V8 petrol engines with specifications of forced induction, variable valve timing, direct injection and intelligent stop-start systems. The 240PS/340Nm 2.0-litre four-cylinder fully benefits from a low-inertia turbocharger to complement the driveability of larger naturally-aspirated engines but with enhanced fuel economy.

Aside from having full LED headlights with a 'quad lamp' design, the XJ's interiors are made even more luxurious by inlay veneers and semi-aniline leather.

According to Ian Hoban, Jaguar XJ vehicle line director, more dynamic and unique than ever, they have engineered their flagship saloon to offer even greater levels of performance and luxury.

He added that the XJ rewards drivers and passengers like no other luxury car as it features their new world-class infotainment system, interior materials and finishes which create a more bespoke feel, and it comes with a higher output, lower emissions diesel engine.

Boasting an all-new infotainment system called InControl Touch Pro, the new avatar also features 1,300W Meridian Digital Reference audio, Wi-Fi and door-to-door navigation.

Manufactured at Jaguar Land Rover's Castle Bromwich production unit, the product lineup under the Jaguar XJ range will include XJ Autobiography, XJR, XJ R-Sport, XJ Portfolio, XJ Premium Luxury and XJ Luxury.

Moreover, a Commute Mode in the vehicle is capable of learning the daily drive of drivers and suggesting alternate routes to prevent congestion, riding high on historical and real-time traffic information. Meanwhile, the Approach Mode provides a display of 360° interactive view within a radius of 200m for a given destination, guiding to the nearest car parking lot.

What's more, the XJ features rear seat entertainment with two 10.2-inch high-definition screens that could be folded when not in use.

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SUMITOMO BAKELIKE DISPLAYS COMPOSITES FOR NEXT-GEN ENGINES



SBHPP High Performance Plastics, a business unit of Sumitomo Bakelite, forecasts that by 2020, the first cylinder housings produced from polymer composite materials will be available for motorcycle and passenger car engines, replacing the existing aluminum components.

Findings of SBHPP's research show that glass fiber reinforced phenolic cylinder housings produced using the injection molding process deliver the same performance as die cast aluminum components, but offer huge weight reduction, lower engine noise and huge weight reduction. Due to the increasing pressure to reduce emissions and boost fuel economy, automakers are now putting weight reduction on top of their priority. Moreover, lifecycle evaluations show that the effect of phenolic composite components to the environment over their entire lifetime is lower than that of aluminum alternatives.

According to Hendrik De Keyser, Marketing and Technology Officer at SBHPP in Gent, in 3 to 5 years' time, composite cylinder housings will be a reality. He believes that this composites technology will be first implemented in small engines up to 1.6 liters.

As the leading expert in phenolic molding compounds, SBHPP has been developing thermoset composite parts for the automotive industry for over two decades. At the company's operations throughout China, Japan, Europe and North America, it has all the development equipment and know-how required, including testing and simulation facilities, technical centers and recycling capability where prototypes can be manufactured for customers.

Just recently, SBHPP has collaborated with the Fraunhofer Project Group - New Drive Systems, in Germany, during which the company produced a proof of concept composite cylinder casing for a single-cylinder 650cc engine. A 55 percent glass fiber reinforced phenolic was used along with a metal cylinder liner and integrated metal inserts. The optimized injection molding process developed led to a 90-second cycle time. Compared with the aluminum part, the composite casing helps reduce weight by up to 20 percent, and production costs are nearly 10 percent lower for a production run of up to 30,000 parts a year. For higher manufacturing volumes, this cost reduction becomes bigger.

Composites are found to offer enhanced noise, vibration and harshness (NVH) behavior. Acoustic tests verified a huge noise reduction for the composite cylinder casing compared with the aluminum reference part. Additionally, thermal tests confirmed reduced heat radiation from the composite part to the surrounding environment.

SBHPP now intends to work with automotive OEMs and engine suppliers to take this fresh concept to the market. The company also mulls building on the success of this research by coming up with a more intricate multi-cylinder composite-based engine, with the goal of launching an all-composite engine. Specifically, this is visualized in the virtual engine concept, a small and scalable engine architecture with two, three or four cylinder using SBHPP composite materials and compounds. This engine is reportedly designed for use as main engine for motorcycles or passenger cars or as a range extender for EVs.

STEERING WHEELS JUST GET SMARTER WITH SENSOFOIL



The advent of a revolutionary technology, which is a product of collaboration between Hoffmann + Krippner, Inc. and Guttersberg Consulting GmbH, promises to tackle road safety issues in a smarter way.

Called SensoFoil, this thin strip of technology detects both position and pressure. It is designed to be embedded in the steering wheel to monitor whether the driver is dozing off or is in an emergency based on the pressure applied by their hands, and the way they are handling the wheel.

Upon detecting that the driver is dozing off, the technology automatically sends a buzz to wake him up or pulls the vehicle over on the side of the road to prevent mishap. It is also anticipated to be a huge upgrade for self-driving vehicles because when it detects an emergency, it can drive directly to the nearest hospital.

The pressure control feature can be assigned in different functions. For instance, placing the hands on a particular spot can trigger communication, entertainment or emergency systems.

According to Jens Kautzor, CEO of Hoffmann + Krippner, Inc., Pressure Sensing SensoFoil cost-effectively offers additional features and capabilities to a varied array of products. He explained that the technology needs extremely little external energy since power consumption is extremely low. "The sensor system is insensitive to electromagnetic radiation and therefore ideal for the automotive, aerospace and medical sectors."

NEW JAGUAR XE TO GET TENNECO SUSPENSION PARTS



Jaguar Land Rover has recently named Tenneco as official supplier of high-performance suspension technology for its new XE sports sedan.

The vehicle boasts high-pressure gas monotube shock absorbers that offer outstanding vehicle handling and stability as a result of advanced valve technology. Featuring a special design, they offer more mounting options, a better response and higher potential damping levels compared with twin tube shocks.

Jaguar claims that suspension on the new XE is 20 percent stiffer than previous X-models, providing engineers with more freedom to create the ideal handling and ride balance.

In a statement, Sandro Paparelli, vice president and general manager, Europe Ride Performance, said that they are proud to integrate their cutting-edge monotube valve technology as a suspension feature on the new Jaguar XE with its innovative Advanced Aluminum Architecture. He said that like Jaguar, they are committed to the development of lightweight solutions that boost vehicle ride quality and dynamics while enabling to lower CO2 emissions and reduce fuel consumption.

ŠKODA OCTAVIA RS CUP NAMES EVO CORSE AS OFFICIAL SUPPLIER

EVO Corse has added yet another feather to its cap after being chosen as the official wheel supplier of the Czech Škoda Octavia RS Cup, the new brand cup for Škoda Octavia that will kick off next year.

The legendary old Česká pojišťovna – Škoda Octavia Cup, which has been one of the most successful cup tournaments not only Czech Republic but all throughout Europe, is the predecessor of the new cup. During its term from 1998 to 2010, Škoda Octavia Cup was attended by more than 120 drivers, whom some are now household names in the racing arena such as two-time European Touring Car Cup winner Petr Fulín and former ERC champion Jan Kopecký.



In Europe, there are currently a number of similar branded cups that are directly or indirectly supported by automaker or importers. The most popular in the Volkswagen group are Audi TT Cup, VW Golf Cup and Seat Leon Cup. Given that the Škoda brand is missing, the Škoda Octavia RS Cup targets to fill this black space on the motoring map.

Chosen to supply the Octavias RS with its striking SanremoCorse 9x18" wheels, Evo Corse is a proud supporter of this project that aims to build on the success of its predecessor in order to attract new spectators, offer high value sports, and help talented drivers to enter the thrilling motorsport world.

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SAMSUNG DEVELOPS TRANSPARENT TRUCK

It has been a common practice among motorists driving behind huge semi-trailers to take risks overtaking them because they often need to first move out from behind the truck in order to see if the road ahead is clear before they can pass. This is specifically risky on single-lane highways because such move could mean driving into the path of oncoming traffic.



To help address this problem, Samsung Electronics has come up with a brilliant idea: mounting cameras on the large screens on the rear and on the front of a truck to display to following drivers a view on the road ahead.

Just like the See-Through System which was developed by Prof. Michel Ferreira and his team from Portugal's University of Porto, Samsung's prototype video system on "Safety Truck" is made up of a front-mounted camera to capture the view of the road ahead of the truck. The Korean company's revolutionary solution transmits a constant view of the road in front of the truck to exterior monitors mounted on the rear rather than wirelessly sending a live feed to a transparent LCD screen installed in the car of a trailing driver.

This view is enabled day and night, and is claimed to have the potential to greatly reduce overtaking accidents, as well as to give trailing drivers information on road risks ahead well in time for them to react.

After the prototype's extensive testing in Argentina, Samsung revealed that the test vehicle is no longer operational but the technology has been proven to work. As such, the company is planning to perform further tests to help the technology conform to the road authorities for use on the highways. Samsung is now working with the government and NGOs to see this through.

So far, no announcement has been made as to when or if such a groundbreaking system will be available on the market or at what cost.

NEW SYSTEM DISPLAYS TO DRIVERS WHAT THE CAR IN FRONT SEES

They may not say it, but several drivers wish they could see the road ahead from the perspective of those other vehicles in front of them. The advent of the EYES system proves to be a dream come true.

Developed at Universitat Politècnica de València in Spain, the groundbreaking system requires vehicles to have a Wi-Fi communications system and a forward-facing video camera.



Using vehicle-to-vehicle communications technology, the system notifies each car when another one is following it, and automatically sends a live video feed from its camera to a smartphone or tablet in that vehicle. Then, the driver of that car could check the view on their mobile, to determine when it is safe to pass.

The technology also works best in situations where a number of cars are following one another in a pack. It sorts out their positions relative to one another, relaying the video of the lead vehicle from car to car, back to the others. Moreover, since the vehicles would be sharing information between their neighbors, access to cellular communications networks will no longer be required.

This is not the first time a system like this appeared. Just recently, Samsung has presented a "transparent" transport truck that shows a view of the road ahead on a screen on the back of its trailer. Earlier, a team of researchers at University of Porto in Portugal showcased their See-Through System, which is similar to EYES, although it shows the leading vehicle's video on an LCD screen built into the following vehicle's windshield.

2016 BUICK MODELS TO HAVE APPLE CARPLAY CAPABILITY



Buick, the automobile division of General Motors, is embracing the Apple CarPlay capability for its 2016 LaCrosse and Regal models to integrate phone applications with the vehicles' radio displays.

The technology establishes the connection with smartphone via its IntelliLink system, enabling the driver to avail contact lists, hands-free text messaging, navigation and entertainment applications through an eight-inch IntelliLink radio display.

The American company also intends the integration of Android Auto capability with its IntelliLink.

In a statement, Buick vice-president Duncan Aldred, noted that Buick understands the significance of connectivity integration in daily life and this new connection technology offers drivers with an intelligent and simple way to have all the conveniences of their mobile devices safely at their fingertips. "It's another step in building and implementing technology that consistently puts our customers first."

Moreover, the system— which includes Music, Maps, Messages and Phone applications—also enables drivers to call their contacts and receive messages, among others, through voice via Siri or from the touchscreen. To help motorists focus on the road ahead, several smartphone applications could be run through voice by means of a button on the steering wheel. What's more, there is also a provision for a mobile hub that can connect up to seven personal devices, thus connecting vehicle occupants with one another.

BRIGHT FUTURE FORECASTED FOR EV JET ENGINE RANGE EXTENDERS

It is projected that more than eight million hybrid cars will be manufactured in 2025, each with a range extender, the extra power source that sets them apart from pure electric cars. With the huge money spent on the same device in boats, military vehicles, buses and so on, a major new market is anticipated to emerge.

Basically, the current range extenders consist of little more than off the shelf internal combustion engines, but these are now being replaced by second generation range extenders that consist of piston engines designed from scratch for constant load in series hybrids.

Yet, a more radical departure is the third generation micro turbines as used by Wrightspeed, a California-based company. They come with a gas turbine on-board range extender known as Fulcrum, which does not offer direct propulsion to the drive wheels, but is used in re-charging the battery system. Designed to surpass the performance and efficiency of commercial trucks, the Fulcrum offers unlimited range and reduced fuel costs. It is also nearly 1/10th the weight of its piston generator counterparts.

According to IDTechEx Chairman, Dr. Peter Harrop, the range extender is a huge step forward at the power levels required for buses and trucks, which currently generate more pollution than cars in several countries. He added that Bladon Jet is getting economy of scale with its versions by first selling them as substitutes for kerosene generators on offices and homes in developing countries. "Then it will be well placed to tackle cars such as the Jaguar Land Rover Group of its investor Ratan Tata. Their jets can be held in one hand and they have a single-piece shaft with blades made originally by spark erosion."



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Size extensions in progress. Information correct at the date of publication. For more information, see 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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NEW GERMAN TECHNOLOGY WARNS WRONG WAY GHOST DRIVERS

Robert Bosch has come up with a way to warn motorists when they are about to drive up an exit and become a ghost driver. The new system is designed to alert them when a ghost driver is heading in their direction on the wrong side of the road.

In 2014, some two thousand ghost drivers were on the German roads, causing nearly 50 serious accidents. In five states in the U.S., there were some 3,500 casualties caused by wrong-way driving. Aiming to address this problem, Bosch developed a wrong-way driver warning (WWDW), a smartphone app that will soon be offered for customers and can be downloaded for free.

The system is also essential for automakers in a sense that it can be integrated in the board computer of their models. The WWDW alarms the driver when he or she drives on the wrong road with an acoustic signal and a visual by means of a huge white-red triangle with the word 'stop' in the display or in the car's head-up display.

The German automotive supplier and development company exhibited the WWDW system in prototypes and showed an additional function: the automatic emergency stop. However, Bosch engineers do not anticipate the function to be used in due course due to legislation issues. The second function of the WWDW alarms other drivers regarding a ghost driver on their route. The warning will be sent to the infrastructure operating the signs about the roads, or through the cloud to the smartphone with the free app.

Using electronic horizon and road sign recognition or cloud and GPS, the connectivity-based safety function predictively alerts the wrong-way driver based on algorithms. The system needs GPS, a camera, and UMTS, a wireless interface to car HMI, server and service.

The Bosch safety app will reportedly be offered in summer next year.



It takes about 40 milliseconds for an airbag to inflate.

AXALTA INTRODUCES NEW CORROSION-RESISTANT COATING

In a quest to meet the growing demand of the automotive sector for high quality coating, including commercial vehicles and OEM vehicles, powder and liquid coating company Axalta Coating Systems has rolled out a new zinc-rich, corrosion-resistant coating system called Ganicin.

Ganicin 2.8 ZR-U, which is combined with zinc-containing epoxy primers and urethane for the development of highly corrosion-resistant properties, is the first product launched by Axalta. The company also intends to add top quality Ganicin products such as a zinc-rich epoxy primer and a moisture-cured primer to the lineup this year.

The all-new coating system is a polyurethane primer obtained from solvent and organic-based technology with a demonstrated corrosion protection at 2.8 lbs/gal volatile organic compound (VOC) level. Options are also available for spray application and spot repair on zinc-rich coatings.

Ross Morgan, Axalta North America, general industrial product manager, said that Axalta scientists have developed a new line of zinc-containing products to widen Axalta's industrial primer product portfolio. He noted that the new Ganicin 2.8 ZR-U primer has been specially formulated to provide maximum corrosion protection when used over steel surfaces.

The coating could also be applied under Imron urethane primers or Axalta Corlar epoxy primers with a view to enhancing the coating's performance in certain environments conducive to effecting corrosion. This also makes it highly functional in areas such as fabrication, construction, amusement parks and shipping containers.

MITSUBISHI TO ROLL OUT SMARTPHONE LINK INFOTAINMENT

In-vehicle entertainment will never be the same again with Mitsubishi Motors' newly-developed integrated smartphone infotainment system arriving on the updated 2016 Pajero SUV in the next few months.

The 'Smartphone Link Display Audio' (SDA) system, which is designed for both Apple CarPlay and Android Auto, enables smartphone users to connect to the dashboard display using a USB cable. It allows the driver to access navigation and other apps on the smartphone, send and receive text messages, make and receive phone calls, and listen to music.

The navigation system can access the newest map information from the smartphone, eliminating the need for traditional system updates. Android Auto also automatically gets information and organizes it into cards that appear when required. Plus, Google Maps provides lane guidance, live traffic information and free voice guided navigation. What's more, users can access and stream more than 30m songs and enjoy customized playlists with Google Play Music.



MERCEDES-AMG TO EQUIP ITS COMPACT CARS WITH E-TURBOS



Mercedes-AMG's turbocharged 2.0-liter four-cylinder engine that is equipped in its compact cars such as the CLA45 and A45, cranks out 355 horsepower, but Audi has raised the stakes with its 362-hp RS 3 Sportback. Not the type that backs away from a challenge, Mercedes-AMG will reportedly consider some serious performance upgrades for its next-gen compact range, including the addition of e-turbos.

According to Mercedes-AMG head of compact car development, Steffen Jastrow, cars need to be faster and e-turbos are an option. He added that they use them in motorsport, but the technology needs to be payable for the customer.

Also known as "E-Boost", electrically-aided turbochargers are anticipated to roll out in the production world in a high-performance version of the all-new Audi Q7. It enables engineers to add a bigger turbocharger for more power, while at the same time eliminating turbo lag. An e-Boost system relies on an electric motor to spool up the turbocharger at low engine rpm and then pass things over to the exhaust gases just like in a traditional turbocharger once the revs build up.

Mercedes-Benz is not anticipated to replace any of its compact cars for several years, so it may take some time before a Mercedes-AMG version with E-Boost technology hits the market. However, it does not mean that the automotive world will no longer see any more power taken out from the tuner's existing turbo four. An upgraded A-Class is set to appear later this year and its Mercedes-AMG-tuned A45 variant is anticipated to deliver more than the existing model's 355 hp.

Included in the other cutting-edge technologies mulled for the Mercedes compact range is the Dynamic Select system that enables adjustment of a number of vehicle systems to switch between sporty and economy driving. The suspension is just one of the systems that Dynamic Select will adjust, thanks to an all-new adaptive damping that will make way into the automaker's compact cars soon.

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TOMTOM BRINGS ITS TRAFFIC SERVICE IN KUWAIT

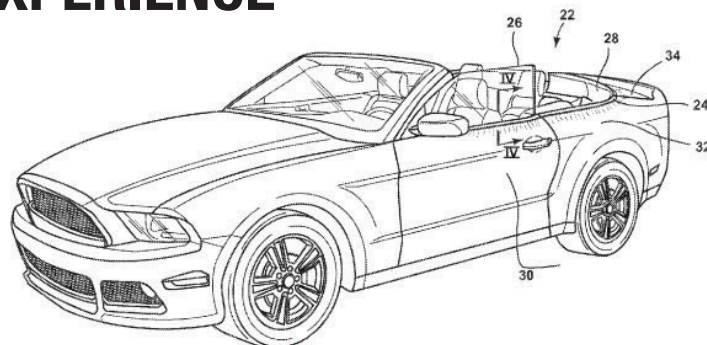
The recent roll out of TomTom's traffic service in Kuwait proves to be a breath of fresh air to motorists in the country, and will soon add to existing coverage in the UAE and Saudi Arabia.

Offering the newest precise traffic information for major roads, secondary roads and highways in 47 countries, TomTom Traffic includes congestion forecasting. This specifies whether a jam is dispersing or growing and estimates the length of delay.

Ralf-Peter Schäfer, Head of Traffic at TomTom, notes that traffic congestion is an issue for several countries worldwide, including Kuwait. He says that the debut of TomTom Traffic provides drivers, the automotive industry and governments a concrete way to address traffic congestion in their market, adding that their target is to help motorists get to their destinations faster and support governments to better manage the flow of traffic.

In accordance with TomTom Traffic data, there are double morning peak travel times on the routes from Ring Road No. 5 into the center of Kuwait City, due to traffic congestion. The worst hour for traffic in the morning is from 7am to 8 am on workdays (Sunday to Thursday).

FORD LUMINESCENT BODY PANELS TO BRIGHTEN DRIVING EXPERIENCE



Ford always thinks outside the box. To brighten 21st century drivers' motoring experience, the American automaker is reportedly planning to create car body panels that can be lit up.

The way the cutting-edge technology would appear to work is that panels would be stratified either via injection molding or as separate pieces, with inner and outer sandwiching a layer that, as stated in the patent application, would be configured to luminesce in response to light excitation. Ford explains that the excitement would come in the form of single or more lighting elements located at or around the luminescent layer's perimeter. This layer could integrate individual excitable particles either alone or as a whole, or is made up of an entire substrate.

In the patent, Ford explains that it visualizes such technology to be used for functional and/or decorative lighting. With the edge of a panel containing lighting elements, the bumper could light up bright red during a panic stop. Plus, the turn signal elements could be eliminated in favor of combined LED lights. What's more, it is also possible to change the overall look of the car through using lighting features located all over its body.

However, no matter what the technology is designed to do, Ford has to meet multiple regulatory requirements before such a thing reaches production. Vehicle regulations in the United States are fairly antagonistic towards new types of lighting, given that automakers are not allowed to obtain the laser and matrix LED headlights spreading across the lineup of European automakers. This is why fans of light are advised not to be overly excited for luminescent body panels.

MIRRORLINK FINALLY ARRIVES IN DAIMLER'S SMART CAR



Drivers and occupants will always have the time of their life each time they get behind the wheel of Daimler's iconic Smart car because it is now MirrorLink®-enabled.

Already standard on the renowned vehicles and smartphones across the world, MirrorLink is one of the most innovative ways to bring smartphone content to the dashboard. Thanks to huge icons that make apps easy to use, and intuitive technology that knows if the car is in Drive or Park.

Alan Ewing, President and Executive Director of the Car Connectivity Consortium (CCC), said that Daimler's Smart is a stellar addition to the consortium's list of MirrorLink-enabled vehicles. He added that they are thrilled to see the MirrorLink standard in the globe's leading cars and smartphones as it shows not only that their footprint is expanding, but that MirrorLink is making the connected car a reality.

Designed for maximum interoperability between wide-ranging cars and smartphones, MirrorLink is the top industry standard for car-smartphone connectivity. It is also the sole OS- and OEM-agnostic car-smartphone connectivity standard which enables consumers to feel connected to their devices and responsible at the same time. As the sole vendor-neutral standard where no entity has a controlling stake, this device interoperability standard provides the quickest global route to more enjoyable and responsible connected driving.

CADILLAC ESCALADE PLATINUM 2015-2016 TO GET VOXXHIRSCHMANN TECHS

VOXX International Corporation has recently gotten its biggest break yet with the announcement of its first, multi-subsiary OEM contract.

Under the terms of the contract, VOXXHirschmann will supply Klipsch Image ONE headphones and dual DVD head restraints in the 2015 and 2016 Cadillac Escalade Platinum Edition vehicles. While the company has been a household name in the field of automotive rear-seat entertainment for decades, this marks the first time Klipsch audio products will be used in the OEM arena.

This program kicked off in January this year, following the roll out of the Escalade Platinum, the next generation luxury SUV offered by Cadillac. The rear-seat entertainment system boasts VOXXHirschmann's custom front head restraints containing dual 7" Screen/DVD product with two Klipsch Premium wired headphones, which are a perfect complement to the vehicles' dual overhead screens. Especially customized for the Cadillac Escalade Platinum, the Klipsch Image ONE headphones complement the high-performance features and luxury of the vehicles' by providing customers with premium audio experience.

Commenting on the OEM contract, Pat Lavelle, President and CEO of VOXX International Corporation, said that it marks the first time they are using a branded Klipsch audio product as part of an OEM program and they couldn't be happier to debut with one of the most prestigious brands in the automotive market. "It had always been our intention to be able to include the Klipsch premium audio products as part of our automotive offerings and we believe this is just the beginning."

Catering to on-ear audio aficionados, the Image ONE headphones feature the same award-winning, high-quality sound signature and comfort for which Klipsch headphones are popular, while unveiling enhancements in performance, design, functionality and build. VOXX customized this model for Cadillac Escalade Platinum DVD systems, which now boast an improved audio cable design. In order to use it with the headrest DVD system, Klipsch developed a 3.5mm audio connector, a shorter cable, and an audio harness that is attached while maintaining the volume control in-line for easy use and access. Moreover, the Klipsch Image ONE headphones come with new, flat ear pads and an adjustable leather headband for supreme comfort and fit. The user can watch movies and use the headphones with their mobile device or the rear-seat entertainment system.

In a statement, Michael Schroeder, Senior Vice President, Sales and Business Development with VOXXHirschmann Corporation, said that they continue to drive innovation for their automotive customers and have a number of fresh solutions in the market and in development, which fully integrate the finest in audio, video, security and connectivity. "We look forward to continuing our work with GM and the Cadillac team for years to come, to deliver an unparalleled multimedia experience that will resonate well with their consumers."



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The Everyman PorterKey KnifeMultitool

The Everyman PorterKey Knife Multitool takes the utility of a pocket knife and blends it with the functionality of a keychain. The knife features a corrosion resistant drop point blade crafted from surgical steel used in outdoor hunting tools and a safety sheath with a secure locking mechanism. This key knife also adds the versatility of a bottle opener, creating a complete urban multi-tool that is ideal for a variety of uses such as opening envelopes or simple do-it-yourself craft projects. At a length of 1.5 inches, the knife has been crafted to blend in with the average key bunch and work as a convenient utility tool.



iHome iSP5 SmartPlug

At one time or another, everyone forgets to turn off an appliance or needs to switch on a device remotely. It becomes really simple to turn off the burglar alarm or turn on the lights in your home from your office with the iHome iSP5 SmartPlug. The device places power optimization and home automation at your fingertips, allowing you to control any device plugged into this compact iHome accessory. Designed to be discreet and powerfully functional, the iSP5 SmartPlug fits into any standard flat pin socket, requiring only a Wi-Fi connection to power its control capabilities. Control and schedule power supply to lights, humidifiers and other electronic appliances through the iHome Control app that is compatible with any device running iOS 8.1 and Android OS 4.2 or higher. The iSP5 SmartPlug is future-proofed to meet the needs of Apple's flagship HomeKit home automation system.



Lego Ferrari F40 for the Playroom Racer

From the playpen of Danish toymaker Lego comes an expert creator kit that features one of the greatest automobiles from Italian auto giant Ferrari: the F40. The legendary supercar that has ferried superstars and moguls, emperors and magnates is now an affordable expert-level model that replicates the timeless styling of the 1987 automotive classic. Lego's 1,158-piece kit is an auto enthusiast's delight. While the product is targeted to modelers aged 14 and up, the intricacy of detailing that reproduces the powerhouse turbocharged V8 engine, the flip-up headlights and Ferrari's triple outlet exhaust, makes this a treasure for Ferrari fans and geeks across age groups. Although licensed by the Italian automaker, this Lego kit also enjoys the blessings of the creator of the prancing horse, Enzo Ferrari.

Designed to impress auto enthusiast and modeler alike, the Ferrari F40 Expert Creator set brings back memories of a genuine Ferrari classic.

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HOTPRODUCTS



DXO One Plug-In iPhone Camera

The DXO One is essential to the professional's kit and a valuable addition to the enthusiast's arsenal of photographic tools. Designed for indoor and outdoor use, the DXO One Plug-In iPhone Camera is an exciting new innovation in creative iPhone photographic accessories. The device plugs into an iPhone6 and complements the phone's image storage system with a SD storage device of its own. The sleek aluminum casing contains a 20.2-megapixel, f/1.8 aperture camera, a hexa-elemental aspheric lens and a battery unit that powers the device's image recording and processing unit.

Finding oneself in a situation that calls for more than just a phone camera is common. The power-independent DXO One extends the capabilities of the iPhone 6 without intruding on either its battery or storage space. The device's 1-inch thickness conceals a powerhouse of photographic and image processing power, recording RAW files and 1080p video at 60 fps.



The Tumi 1975 International Carry-On

Travel in style this summer with the Tumi 1975 International Carry-on. The Tumi 1975 International Carry-On emphasizes luxury and sophistication while leaning on rugged construction and cutting-edge safety features. Crafted from natural grain leather imported from South America, the carry-on is packed with intuitive features that help you pack and travel efficiently. Its styling compliments both the summer and autumn months when travelers from around the world make the UAE their transit or travel destination. Released as a commemorative 40th anniversary edition, the Tumi 1975 International Carry-On has been designed to make a bold statement in the world of designer travel luggage.



Quip Toothbrush

The Quip electric toothbrush represents a refreshing return to the fundamentals of good dental hygiene packaged in a stunning, yet functional design. Designed in collaboration with dental professionals, this toothbrush reinforces the basics of good brushing with a 2-minute brush cycle with 30-second vibrating pulses and reminders to brush in the morning and in the night.

Growing awareness about personal dental hygiene has spawned a wide range of dental products that compete to be seen as the most effective cleaning product. Quip toothbrushes focus on the development of proper brushing technique and a complete dental cleansing experience.

The Quip toothbrush features minimalist styling with smart design elements such as the integration of a power switch into the logo and a suction mounting system. The body of the brush houses its electric motor and a replaceable AAA battery.

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