

# TIRES & PARTS

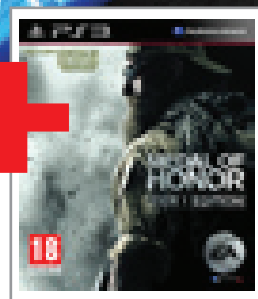
Magazine

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

## THIS YEAR'S SEMA SHOW BIGGER AND BETTER THAN EVER



**Medal of  
Honor Tier 1**  
Hot Products / Page 56



## Peter McConnell

Show Director, Abu Dhabi International Motorshow

# We can tell the difference, but can you?



## TOYOTA GENUINE PARTS

TOYOTA Genuine Parts are the only way to ensure your safety.

## FAKE PARTS

Fake brake pads can wear off faster and dangerously reduce braking power leading to grave accidents.

# FAKE = DANGER

**Ensure your safety by only buying Toyota Genuine Parts from  
Al-Futtaim Motors or an authorised Toyota Network**

The advantages of maintaining your Toyota vehicle with Al-Futtaim Motors, the only approved Toyota specialists in the UAE:

- Continued validity of Toyota Full Service History • Preferential service rates for Toyota vehicles with an expired warranty
- Only Toyota Genuine Parts are used • Excellent re-sale value of your vehicle assured

Always remember, with Toyota Genuine Parts and Toyota Quality Service from Al-Futtaim Motors, you can ensure Peace of Mind.



# TIRES & PARTS

**Publisher**  
Hamid Moaref

**Editor**  
Ali Reza

**Sub Editors**  
Sonja Baikogli  
Sherry Chen

**Sales & Marketing**  
Ahmad  
Aji

**Design**  
Shabeer Azeez

**Circulation Assistants**  
Ansar  
Ali akbar  
Sasi Pillai

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

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

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

**Distributor**  
Dar Al Hikmah

#### Publishers Note :

All images, designs, layout and advertisements are copyrighted. Any attempt to recreate, plagiarize or copy in part or in whole is violation of international copyright laws.

While compiling this issue of Tires & Parts, the utmost care and attention has been given to ensure that all information is accurate.

Morjan Media is not responsible for the accuracy of content provided by third party sources.

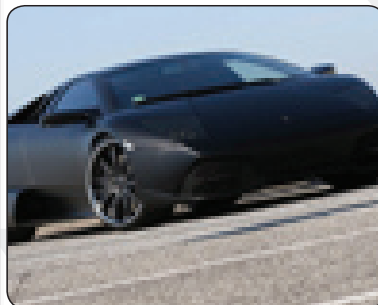
**To submit news and content please email to :** editor@tirespartsmag.com

Please note: by submitting news and content to Morjan Media for publication in Tires & Parts you automatically agree that Morjan Media is not obliged to publish this content. Furthermore, Morjan Media reserves the right to further edit and/or reduce the size of any content or news stories sent for publication.

# A VISION BECOMES REALITY

BMW announces serial production of sports car with plug-in hybrid technology.

Automotive / Page 08



**Yeniceri Edition- World Record  
Lamborghini Murcielago**

AUTOMOTIVE / PAGE 20



**Al Dobowi launches Trelleborg  
TR900 Industrial Tyre product**

TIRES / PAGE 28



**Audi introduces iPhone  
CarMonitor App**

PARTS / PAGE 44



AUTOMOTIVE



TIRES



PARTS

2011 Honda CR-Z Sport Hybrid 10  
Dominates SEMA Show

Audi brought its Audi TTS Pikes 16  
Peak technology at SEMA

Audi R8 V10 Racing Edition 22

Yokohama Supplies Tires for 32  
Macau Grand Prix

Nankang Launches New Line 36  
For MC Market

Hamilton Commends 38  
Bridgestone's F1 success

Recaro Sportster CS offers 46  
charm & carbon

2012 LaCrosse with eAssist 48  
Hot Products 56



Morjan Media L.L.C  
P.O.Box 7830, Dubai, U.A.E



TIA applauds **Tires & Parts'** efforts to bring the latest tire and automotive news to the Middle East.  
For more information on TIA, visit [www.tireindustry.org](http://www.tireindustry.org)



# Peter McConnell

Show Director, Abu Dhabi International Motorshow

## **What does your role entail?**

I co-ordinate the efforts of our dedicated team at Reed Exhibitions to run the entire event. We work closely with our exhibitors, media partners, visitors and the venue to create an exciting, fun-filled day out for the family. I have two major objectives: provide exhibitors with the best promotional platform possible and visitors with the best, most exciting for those who have an interest in cars and vehicles at the best possible value.

## **Is the show receiving any support from the government of Abu Dhabi?**

We are honored to have the patronage of HH General Sheikh Saif bin Zayed, Deputy Prime Minister and Minister of Interior UAE. The Ministry of Interior are likewise supporting us with a stand and our efforts to promote road safety and responsible driving. We also work very closely with our partners at Yas Marina Circuit who help with many promotional and operational elements of the show.

## **Has any interesting marketing been done in the run-up to the event?**

I hope so! We have a very comprehensive marketing campaign this year; aimed at inspiring our visitors through all the thrilling activities we have onsite. For example, we are selling tickets through selected filling stations in the UAE; and attempting to influence potential visitors when they are in their cars. This will make for more convenient purchases of tickets and also help visitors to beat the queues onsite.



**There are many car related shows and motorshows in this region. Would you say that the Abu Dhabi motorshow is the largest?**

ADIMS is certainly the largest motor show in the GCC in 2010, although Dubai International Motor Show (held during our "off years") is of course also a significant event. For 2010 we will occupy nearly 55,000 square metres including our world indoor land speed record attempt and outdoor activities.

**What is different about this years show and what are we to expect?**

Expect lots of exciting and engaging features! You can race friends and family on our karting track, test yourself and your team against other on the Red Bull Pit Stop Challenge, see inspiring new concept cars from around the world, experience the control of 4x4 vehicles on the special 4x4 test drive rig. This year is all about providing entertainment

**Have you had a decline in the number of exhibitors due to the economic slow down?**

The recent years have been difficult for the motor industry and events are no exception. However, we are committed to running an exciting motor show with many new activities for our visitors; building visitor engagement and loyalty are key factors in the long term success and growth of the event, which is why Reed Exhibitions continues to invest in these areas even during challenging economic times.

**In many other successful trade shows, country pavilions provide support to their companies wishing to participate making it cheaper for them, do you know of any auto manufacturing exhibitors that are receiving any subsidies or support from their governments in your show and do you have any country pavilions in your show?**

I am not directly aware of any government subsidies or other financial support to our exhibitors at ADIMS. Many of our stands are booked by the local dealer / importer and the dealer receives financial / logistical support from the manufacturers.



**How does your show combat counterfeiting?**

Counterfeit products are unacceptable, particularly in the motor industry where counterfeit products can have serious impacts on the safety and reliability of vehicles. We do not accept counterfeit products in our event and will remove any found to be on display.

**How many participants did you have at the previous show and how many do you expect this year?**

In 2008 we welcomed almost 50,000 visitors to ADIMS. Given the economic challenges in the market, exact predictions are always difficult, but we are quite confident that attendance will continue to grow to reflect the growth of Abu Dhabi and the UAE.

**What kind of participants does your show target?**

Our exhibitors are motor-related companies from across the sector. For example, we have manufacturers, importers, dealers, tuning companies, accessories, window tinting companies, motor experiences from Yas Marina Circuit and Ferrari World; commercial vehicles

**Why is the show not on every year instead of every two years?**

Most major automotive shows are biennial. This is at the request of our exhibitors who have said that a 2-year show cycle best suits their product launch calendars.

**What is one aspect of the show that changes each year, and how has it improved since you started?**

The entire ADIMS team is new for the 2010 event, so that is the major change! I have been working on ADIMS for only a few months so it is difficult to talk about improvements because I was not here. However, we have worked very hard to add in exciting, interactive elements into the event this year. Better? Possibly! Different? Sure!

**Where do you see the event going in the 5 years?**

We are working to make ADIMS the largest and most well respected motor show in the Middle East, and a top tiered event on the international circuit. But it will also be much more than simply a display of vehicles in exhibition halls. We are continuing to develop plans to add to the visitor experience and generate additional promotional opportunities for all our exhibitors. Watch this space!



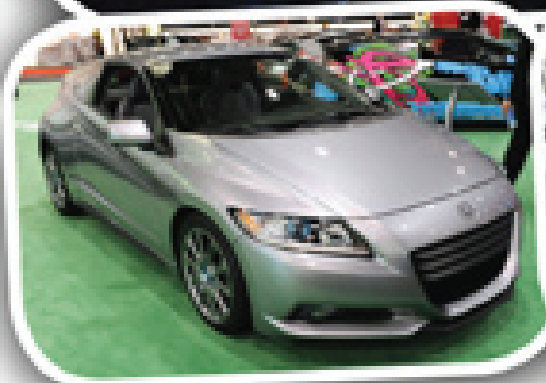
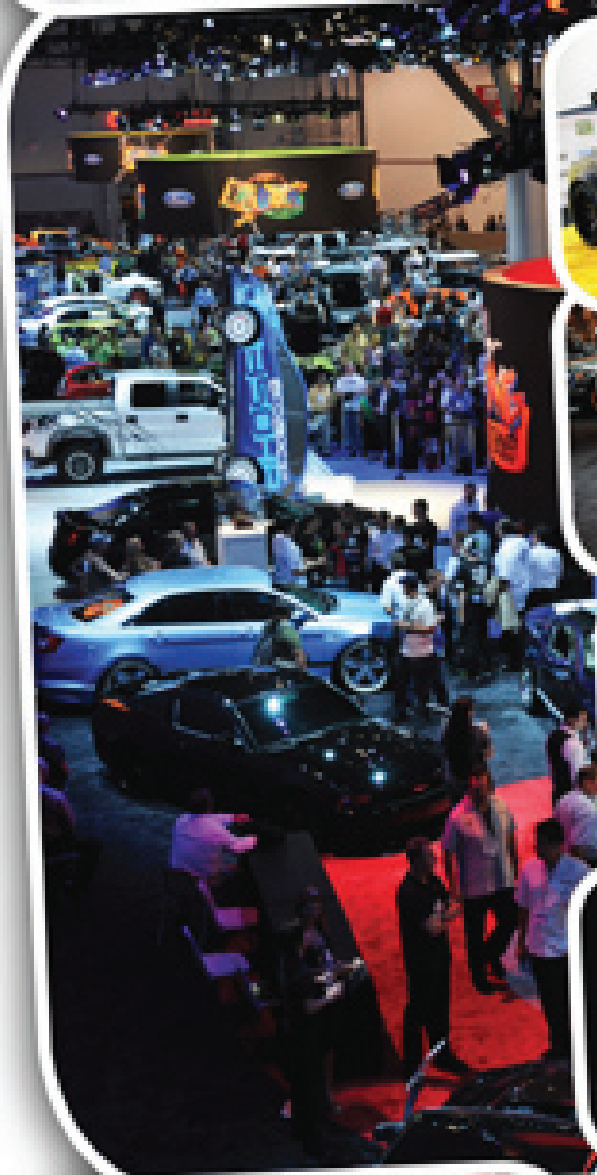
# THIS YEAR'S SEMA SHOW BIGGER AND BETTER THAN EVER

The SEMA Show 2010 concluded on a on a positive note this year, with international and local US buyers turning out in big numbers. This year tires and parts magazine witnessed several new launches which are talked about in more detail in the next few pages.

If you have never been to SEMA, the reason it lasts a whole week is that's how long it takes to see the whole show. The upside is that pretty much anything you could ever desire to accessorize your vehicle is on display (and a few things you've never thought about), the downside is that your feet hurt for a week after you leave.

The show is one of the world's largest gatherings of automakers, aftermarket part suppliers, customizers, tuners, and general car nuts all hanging around Las Vegas for a week, there were definitely more than a few truly unique rides in and around the 2010 SEMA Show. There were literally hundreds of cars on display, ranging from old-school muscle cars to modern sport compacts to big-wheeled cruisers to every sort of truck you can imagine. If it's on at least one wheel, you will definitely find it at SEMA.

Several crazy launches were made such as the Honda CR-Z, and the most modified vehicle used in the show was announced as the Chevrolet Camaro just to name a few, here are some pictures from the show to give you a glimpse of what you missed out on. This was a show that should definitely be marked on your calendar as a part of your list of things to do for next year!





# A VISION BECOMES REALITY

BMW announces serial production of sports car with plug-in hybrid technology.





It was the star of the Frankfurt international motor show IAA in 2009: a four-seater sports car with charismatic design, fascinating performance figures and unsurpassed efficiency, powered by BMW ActiveHybrid technology and presented under the title BMW Vision EfficientDynamics. With its wide range of completely or virtually production-ready components, this concept study met with an overwhelming response. There was a widespread desire to put the car on the road, and the realisation of this desire is moving considerably closer. At the Leipzig trade fair centre BMW is presenting a fully road-ready technology showcase vehicle based on the BMW Vision EfficientDynamics concept study. This presentation will give media representatives their first ever opportunity to find out what it is like to drive the 2+2-seater car powered by an innovative hybrid system.

The concept study BMW Vision EfficientDynamics represents the future of driving pleasure. Since its world premiere at the IAA 2009 it has received several awards both for its futuristic design and its ground-breaking engine technology. Just 1.24 metres high, the 2+2-seater takes up the characteristic BMW shaping style, geared consistently towards aesthetic appeal and dynamic performance. Wing doors facilitate entry to both rows of seats, while extensive aerodynamic measures reduce the drag coefficient to 0.22. The combination of a 3-cylinder turbo diesel with a hybrid synchronous motor at the front axle and a full-hybrid engine at the rear axle enables an overall system output of 241 kW/328 bhp. The innovative design of the BMW ActiveHybrid technology allows performance figures at the level of a sports car, with just 4.8 seconds required for the sprint from zero to 100 km/h - with an average fuel consumption in the EU test cycle (KV01) of 3.76 litres/100 kilometers, equal to 75.1 mpg imp, and a CO<sub>2</sub> emission rating of 99 grams per kilometer (1,3 l/100km and 33g CO<sub>2</sub>/km; EU-PHEV ECE-R101).



This unique relation between dynamic performance and efficiency derives from the high level of efficiency of all engine components as well as intelligent linking of the power output of the three engines, as well as precisely controlled energy management including brake energy regeneration. What is more, the study BMW Vision EfficientDynamics is conceived as a so-called plug-in hybrid. The lithium-polymer rechargeable battery housed centrally in a longitudinal chassis element and designed specially for this hybrid sports car can be fully charged at a conventional power socket within just two and half hours. The use of electrical energy alone permits zero-emissions motoring with a range of some 50 kilometres, while a 24-litre diesel tank extends the total action radius of the vehicle to up to 700 kilometres.

By developing a sports car based on the BMW Vision EfficientDynamics concept study for serial production, the Munich-based premium automobile manufacturer underscores its position as a global leader in the production of sporty vehicles with exemplary efficiency. All current models are fitted as standard with extensive measures for the reduction of fuel consumption and CO<sub>2</sub> emissions. The innovations used for this purpose are based on the development strategy BMW EfficientDynamics, which also includes BMW ActiveHybrid technology as well as purely electrical drive systems. With the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6, two serial production vehicles have already been launched in which a BMW-specific combination of combustion and electric drive results in an especially efficient increase in the driving dynamics so characteristic of the brand.

The BMW Group is also undertaking extensive field tests in regular traffic, which after the MINI E will soon include the BMW ActiveE, so as to prepare for serial production of a purely electrically powered model which is to be produced at the BMW plant in Leipzig from 2013 as the Megacity Vehicle.

At the same time, the current technology showcase vehicle being presented to mark the expansion of the BMW Leipzig plant not only demonstrates the consistent further development of BMW ActiveHybrid as a drive concept. It also highlights the expertise of the BMW Group in the integrated development of vehicle concepts which are geared towards the principles of BMW EfficientDynamics in every detail. Like the Megacity Vehicle, the sports car based on the BMW Vision EfficientDynamics study is an example of how future-oriented mobility opens up fascinating perspectives in combination with the driving pleasure characteristic of BMW.

# 2011 Honda CR-Z Sport Hybrid Dominates 2010 SEMA Show



## MUGEN accessory kit to be offered for CR-Z as Honda Performance Development debuts two CR-Z concept cars

Twelve modified 2011 Honda CR-Z sport hybrid coupes are featured prominently in the Honda booth at the 2010 SEMA Show. As the first available sport hybrid, the CR-Z demonstrates new opportunities for vehicle personalization among the import tuner community. Several significant vehicles are being unveiled at the show, including a 2011 CR-Z equipped with MUGEN\* accessories, the Honda Performance Development, Inc. (HPD) CR-Z Hybrid R Concept, the HPD CR-Z Racer and several vehicles equipped with Honda Genuine Accessories.

"With the CR-Z sport hybrid coupe, drivers can achieve the great efficiency of a hybrid car without giving up the fun that many demand from a sporty car," said Bruce Smith, vice president of Parts Operations for American Honda Motor Co., Inc. "The combination of greener practicality with style and fun makes this vehicle a perfect fit for young, environmentally conscious buyers looking to further personalize their cars."

A 2011 CR-Z equipped with MUGEN accessories is also being revealed, and Honda announced that in the spring of 2011, it will begin sales of a limited-edition MUGEN accessory kit for the vehicle. Limited to only 300 complete kits, the package includes: a full MUGEN body kit; a front grille; a rear wing spoiler; 17-inch "XJ" aluminum wheels; sport mats; a unique black aluminum shift knob and a billet aluminum oil-filler cap. Further, after purchase, each owner will receive a unique serial-number plaque designating each kit as one of 300 available. All of the painted parts will come color-matched to each of the five available CR-Z colors. Pricing details will be made available closer to the on-sale date.

Also unveiled at the show were two concept vehicles from HPD: the CR-Z Hybrid R Concept and the HPD CR-Z Racer. Though neither vehicle is intended for sale, HPD, Honda's North American racing company, was determined to demonstrate the potential of the CR-Z for both street and racing performance. Both vehicles share many performance enhancements, with the CR-Z Hybrid R Concept highlighting Honda-designed street styling and the HPD CR-Z Racer opting for serious racing capability. To demonstrate that capability, HPD will campaign two HPD CR-Z Racers at the 25 Hours of Thunderhill endurance race in December. HPD enhancements to both cars include: a turbocharger and upgraded IMA™ hybrid system, resulting in an estimated combined 200 horsepower and 175 lb.-ft. of torque; performance clutch; limited-slip differential; 'circuit-tuned' suspension; upgraded brakes and aerodynamic components.

Two vehicles were on display to demonstrate currently available Honda Genuine Accessories. For the CR-Z, Honda displayed a vehicle equipped with 17-inch alloy wheels; side, front lip and tailgate spoilers; a rear diffuser; an illuminated door-sill trim and an interior armrest. Additionally, a 2010 Accord Coupe equipped with dealer-installed Honda Factory Performance™ (HFP™) components melded a distinctive, custom appearance with an enhanced level of handling performance. All Honda Genuine Accessories offer the same 3-year/36,000 mile bumper-to-bumper warranty as the rest of the vehicle, when installed at the time of new vehicle purchase, and are engineered to be fully compatible with each Honda vehicle.

On display as a demonstration concept only, the Accord Crosstour HFP Concept features 19-inch HFP wheels; a full HFP body kit and front grille; a prototype lowered HFP sport suspension; color-matched door handles and special black-out door sash trim.

Reaching out to the import community, Honda invited six independent vehicle tuners to build and display their CR-Z hybrid concepts at the SEMA Show. Tuners were asked to push the limits to improve fuel economy and performance with their builds, and the vehicles on display show the variety of directions in which a personalized sport hybrid can go. Beyond this group, both the Los Angeles Auto Show and Honda Tuning Magazine displayed their CR-Z special project cars in the Honda booth.



## HANKOOK CARES ABOUT YOUR FAMILY'S SAFETY.

Come into any Hankook Performance Point for your tire checkup every 100 days. Along with peace of mind, enjoy First Class Privileges when you enroll for Performance Point Membership.



روّض الطريق

*Tame the Road*



**VENTUS**  
**V12 evo**



**ventus**  
**ME01**



**OPTIMO**  
**ME02**

هانكوك  
**Hankook**

### Official Distributors in the U.A.E.:

Dubai	Tel: 04-333 5165	Fax: 04-338 5044	Abu Dhabi	Tel: 02-654 6480	Fax: 02-654 4533
Jebel Ali	Tel: 04-852 8881	Fax: 04-852 7720	Sharjah	Tel: 06-532 7027	Fax: 06-532 7027
Hankook Performance Point - Dubai	Tel: 04-338 5296	Fax: 04-338 5297	Email:	ad@aldobowi.com	
Hankook Performance Point - Sharjah	Tel: 06-532 7027	Fax: 06-532 7027	Email:	ad@aldobowi.com	

**AL DOBOWI**  
the future of motion

[hankooktire.com](http://hankooktire.com)



AUTOMOTIVE

SEMA  
SHOW

## HOTTEST CAR, TRUCK AND 4x4-SUV ANNOUNCED AT THE 2010 SEMA SHOW

Chevrolet Camaro, Ford F-Series and Jeep  
Wrangler Named Winners of the First  
Annual SEMA Award

The inaugural SEMA Award was presented to the Chevrolet Camaro for the Hottest Car, the Ford F-Series for the Hottest Truck and the Jeep Wrangler for the Hottest 4x4-SUV, during the 2010 SEMA Show in Las Vegas.

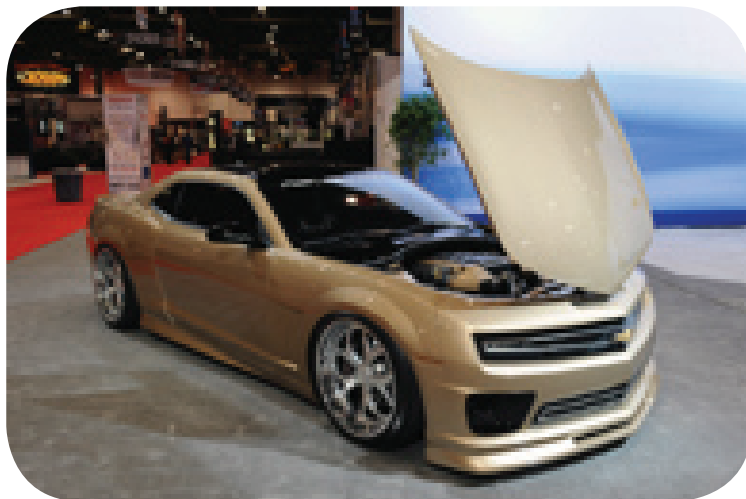
New car and truck buyers have a choice. The ability to accessorize a vehicle impacts the decision as to which vehicle to purchase. The SEMA Award identifies the most accessory-friendly new models.

Show organizers relied on the trend-setting influence of exhibitors to determine the winners.

"A booth space is a ballot, and the models these exhibitors have selected represent their vote," said Chris Kersting, SEMA president and CEO.

The 2010 SEMA Show features more than 1,900 exhibiting companies. With more exhibitors showcasing their new products and styling trends on the Chevrolet Camaro, Ford F-Series and Jeep Wrangler, the SEMA Award winners are vehicles that consumers can confidently turn to for unlimited possibilities in personalization.

SEMA Show exhibitors manufacture thousands of products that improve performance, safety and convenience, as well as those that enhance appearance and comfort. While products are available for every make and model vehicle, exhibitors are investing more into the Chevrolet Camaro, Ford F-Series, and Jeep Wrangler than any other vehicle. Consumers, therefore, can expect to find more options for accessorizing these vehicles.





Join our group on  
**facebook**

# KÖNIG

style is king



**König Zero**

Available in 16, 17 and 18 inches.

Please visit the showroom for a wide variety of designs, sizes and car fittings.

info@konigwheeluae.com [www.konigwheeluae.com](http://www.konigwheeluae.com)

• Beirut • London • Tehran • New York • Dubai • Miami • Toronto • Vancouver • Los Angeles • Tokyo • Montreal • Sydney

Available at:

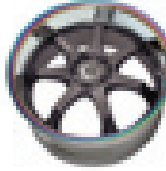
Sole Distributor  
**vargady**  
Tel: +971 50 4500682  
Mob: +971 50 4500682

**WHEEL LINE**  
Tel: +971 4 3419430  
+971 6 5837444

**CONCEPT**  
Tel: +971 4 2880066  
Tel: +971 4 3418062



Alloy (3 piece)



After Burner



Dubster



Hotwap



Loce

**performance**  
Tel: +971 4 3395030  
Mob: 0506745072

**rtx**  
Tel: +971 56 6124434



AUTOMOTIVE

**SEMA**  
SPECIALTY EQUIPMENT MARKET ASSOCIATION



# MEET THE THREE FACES OF FORD EXPLORER

LUXURIOUS, ADVENTUROUS AND URBAN, ALL DISPLAYED AT SEMA

The all-new Ford Explorer has been turning heads with its eye-catching, modern design, and things will be no different when it hits the floor of the SEMA (Specialty Equipment Market Association) show this year, which was held Nov. 2-5 in Las Vegas.

"It's so new and reinvented, and the styling is standout from the inside out," said Craig Patterson, Ford Explorer marketing manager. "Explorer is the perfect choice for people to accessorize. Those who want to customize it are starting from a great base that is extremely well received, and that's where the attraction lies."

For the 2010 SEMA show, Explorer took to the Ford stand along with customized versions of Ford Taurus SHO, Edge and Fusion Sport, as well as the all-new Lincoln MKX. The Explorers on the show floor will open up customers' minds as to the possibilities that can be created with the all-new SUV.

"We designed three different images for the Explorers at SEMA," said Melvin Betancourt, Ford specialty design manager. "The new Explorer resonates as a modern SUV, so the modifications play off all the great technology and features that the vehicle is equipped with."

An Explorer customized by Funkmaster Flex and Team Baurtwell shows off the urban appeal of the new SUV, and comes standard with street cred inside and out. The look is highlighted by three-piece forged billet wheels, which are complemented by 24-inch Cooper tires. Baer brakes provide the stopping power.

The design that sets this Explorer apart starts with the exterior, with custom touches from Team Baurtwell and Funkmaster Flex including custom logos. The interior offers Katzkin two-tone leather seats with custom interior accents and Funkmaster Flex logos. A Sony Xplod audio system ensures customers have the ultimate listening experience.

Another Explorer concept, designed by Galpin Auto Sports, takes a vehicle with luxury appointments and makes it into an ultra-luxurious ride that even James Bond would enjoy. Using the character as their inspiration, the Galpin team used 24-inch wheels, custom silver paint on the exterior and modified exterior light treatments to convey that image.

The custom interior shows off its luxury side with a leather-trimmed headliner that has suede running down the center, a look that's replicated on the seat inserts. An iPad pops up from the second-row console, and is viewable in either landscape or portrait mode.

"This is a luxury, high-end vehicle that serves multiple purposes," said Tedros Mengiste of Galpin Auto Sports. "The Galpin Auto Sports Explorer is at home going off-road or transporting you to exclusive events. It meets your discerning expectations, and does it with style and substance."

CGS Performance Products' take on Explorer shows off what a luxury vehicle for an active customer looks like. The look runs throughout the monochromatic silver Explorer, and is completed by two carbon fiber mountain bikes on the roof rack.

"This SUV is all about outdoor adventure and doing it in comfort," said Casey Scranton, president, CGS Performance Products. "This customer can use the vehicle every day and will have no problem taking it camping or kayaking on the weekends."

The luxury details are evident in the built-in video screens in the headrests, 22-inch silver wheels and the complete custom leather interior that's designed to resemble the links on a watch band. A CGS cat-back exhaust provides more power, a throatier sound, and even improved fuel economy.

**Other project vehicles showcased at this year's SEMA show include:**

#### **2011 Lincoln MKX by ID Agency**

Fashion meets function with this unique Lincoln MKX by ID Agency, where brands such as Falken Tire, HRE Wheels, Brembo and Alpine electronics come together. Designed with the modern man in mind, the Urban Assault Vehicle is built to fit his active lifestyle.

#### **2011 Ford Taurus SHO by Rick Bottom Designs**

The Taurus SHOx by Rick Bottom Designs gives striking looks a new meaning with a blue paint scheme with contrasting graphics, ground effects kit and custom hood, grille and spoiler. The interior offers a custom rear console with interchangeable inserts and a 10.4-inch flip-down monitor, along with an audio system with 16,000 watts of power.

#### **2011 Ford Taurus SHO by H&R Springs**

Tuned by H&R Springs, this Taurus SHO offers a Borla cat-back exhaust and K&N air filter to liven up engine performance. H&R Sport Springs have been installed, and three-piece 22-inch wheels painted in a white gold color complement the white platinum SHO. The exterior is set apart with color-matched lower body panels, custom European hood vents and subtle gray mist graphics.

#### **2011 Ford Edge by K-Daddyz Kustomz**

With a touch of urban luxury, this K-Daddyz Kustomz Edge boasts 22-inch wheels with radically lowered suspension. This Edge is ready to cruise the coast, with a custom paint scheme featuring airbrushing and pin striping, along with a custom surfboard rack and panoramic sunroof. The leather and suede interior comes with Dual Head restraint DVD by INVISION™, and puts the finishing details on the crossover.

#### **2011 Ford Fusion Sport by Steeda Autosports**

With increased power and more aggressive handling, this Fusion Sport by Steeda Autosports offers what performance enthusiasts are looking for. The car comes with specially tuned front and rear lowering sport springs, performance-tuned dampers and antiroll bars for increased roll stiffness. The look is rounded out with Steeda's clearcoat bar code graphics package with orange accents.





AUTOMOTIVE



## Audi bringing Autonomous Audi TTS Pikes Peak technology project to SEMA Show

Audi brought its Autonomous Audi TTS Pikes Peak technology research project to the SEMA Show this year. It is the first time that the vehicle was displayed in an auto show setting.

Fresh from a test run up Colorado's Pikes Peak, the Autonomous Audi TTS Pikes Peak is based on a street-ready Audi TTS sports car, chosen for the project because of its compatibility with a variety of in-vehicle technologies. Those characteristics include a drive-by-wire throttle and semi-automatic gearbox—both good fits for the electronics necessary to allow the car to drive without human input.

The vehicle also includes a pair of trunk-located computers that, while sophisticated, are no more elaborate than a standard lap top. One computer runs safety-critical algorithms using the Oracle Java Real-Time System (Java RTS), and the second computer runs vehicle dynamic algorithms. Together, the systems allow the Autonomous Audi TTS Pikes Peak to drive on the very edge of its speed and handling limits on a variety of surfaces, including mountainous conditions.

The Autonomous Audi TTS Pikes Peak was developed with the Stanford University Dynamic Design Lab and the Audi Electronic Research Laboratory.

The Stanford team, led by Professor Chris Gerdes, and involving four Ph.D. students, developed the robust control algorithms that enable the vehicle to perform at its physical limits. The Stanford team also studied a variety of techniques that have potential for improving existing driver assistance systems and vehicle safety systems.

The involvement of the Audi Electronic Research Laboratory was led by Marcial Hernandez, who coordinated the efforts of three engineers and four interns.

The Pikes Peak venue recalls Audi racing legends born a generation ago, including the Audi S1 Quattro that employed all-wheel drive technology to win the 12.42-mile "Race to the Clouds." The equally legendary driver, France's Michele Mouton, became the first female champion with wins in 1984 and 1985 (Researchers at the project team nicknamed the current version of the Autonomous TTS Pikes Peak "Shelley" to honor Moulton's racing exploits).



Bringing the Autonomous Audi TTS Pikes Peak to the SEMA Show was an easy decision, especially given the emphasis on future development Audi engineers have embraced, said David Tait, Audi of America's lead After Sales executive.

"The Autonomous Audi TTS Pikes Peak project is among the most exciting of our ongoing projects, especially since it explores technologies that Audi owners are very likely to benefit from in years to come," said Tait. "Not only does it embrace the entire spirit of the Audi motoring experience, it's a heck of a lot of fun!"

The Autonomous Audi TTS Pikes Peak joins a number of other Audi vehicles equipped specifically for SEMA, including:

--The Audi R8 Custom Spyder, a 710-horsepower super car from STa?SIS Engineering. --The Audi A4, A5, and the Q5 and Q7 Custom Concepts with customization by FMS Automotive.

Audi will also feature several other technologies, notably a Wireless Charger (that gives iPod and iPhone owners the ability to keep their devices fully juiced—minus the cords), an iPhone Car Monitor, an iPod Satellite Adapter and Illuminated Floor Mats.

The exhibit will also be equipped with special, Audi concept extreme sports gear, including snowboards and surfboards.

An Audi of America emphasis on After Sales is already generating significant success on top of a record vehicles sales year, with expansion of its portfolio of Genuine Audi Accessories having produced an all-time record sales year in the U.S. for its parts and accessory business.





**NT420S**

MADE IN JAPAN

**NITTO**

**ZAFCO**  
GROWING TOGETHER

P.O. Box: 262176, Jebel Ali, Dubai - U.A.E., Tel: 04 886 2700, Fax: 04 886 2701, Mob: 050 459 2376  
[www.nittotire-uae.com](http://www.nittotire-uae.com)



# 1963 Chevrolet Grand Sport Corvette with LSA EROD

Under the leadership of the legendary Zora Arkus-Duntov, the Corvette Grand Sports took the racing world by storm in 1963. They gave Cobra drivers fits, with powerful and exotic engines created inside Chevrolet, such as an all-aluminum 377-cubic-inch powerplant. The special engines delivered stunning speed in the lightweight, purpose-built chassis.

Only five Grand Sport race cars were built, but their legacy lives on in countless replicas created in the decades since the originals rolled into the paddock for the last time. The most authentic Grand Sport recreation models – including coupe and roadster versions – are the GM Official Licensed Products examples built by Superformance LLC ([www.superformance.com](http://www.superformance.com)), which offers a variety of GM Performance Parts (GMPP) crate engines in them.

At the 2010 SEMA Show, GM Performance Parts (GMPP) introduced the new E-ROD LSA crate engine package (part number 19257460) in a Superformance Corvette Grand Sport coupe. Packing 556 supercharged horsepower, the E-ROD LSA exemplifies the extreme performance that is available with the E-ROD portfolio.

The E-ROD LSA system will be available after the first quarter of 2011. GMPP is working with the California Air Resources Board (CARB) to secure an Executive Order to allow the E-ROD LSA to be used in pre-OBD-II vehicles (1995 and earlier). GMPP engineers are working with CARB to develop a process to have E-ROD systems, including the E-ROD LSA, approved for specially constructed vehicles – such as the Superformance Grand Sport – in California.



The E-ROD LSA brings a modern level of driving ease and comfort to the classic Grand Sport design. That's complemented with other amenities including air conditioning, leather upholstery and a smooth-shifting Tremec six-speed manual transmission.

On the outside, the Grand Sport re-creation wears historically inspired Admiral Blue paint and bright white stripes, along with wheels based on the design of the original Grand Sport race cars. Also authentic to the originals is the set of side exhausts, which emit a suitable rumble for this barely tamed street car.

Working with Superformance LLC and Duntov Motor Company, the replica parts have been painstakingly reproduced including the chassis, body parts and all accessories needed to replicate the original Grand Sports theme. With the support of GM Performance Parts and GM Official Licensed Products, the coupe and roadster editions are offered in street and racing versions. Each GS is available as a complete TKM (turn key minus) vehicle, awaiting the customer's choice of engine and transmission.



"The Grand Sport Corvette is such an iconic vehicle, that it's great to see Superformance bring back this classic as a kit car," said Dr. Jamie Meyer, product integration manager for GM Performance Parts. "It offers the same styling and raw performance feeling as the original, and when outfitted with an E-ROD engine, the end consumer gets a much more modern ride. The performance of this car is amazing."

Indeed, with a curb weight of about 2,500 pounds, the E-ROD LSA's 556 horsepower gives the car a power-to-weight ratio of only 4.5:1 – or, 1 horsepower for every 4.5 pounds of mass. That's better than Ferrari 599 GTO's 5.3:1 ratio.





# Yeniceri Edition

## World Record Lamborghini Murcielago from Unicate

Unicate are known for taking their exclusive automobile tuning to extremes and their latest creation is certainly no exception to that rule. It is a 2009 Lamborghini Murcielago LP640 and Unicate have named it the "Yeniceri Edition".

The Yeniceri is named after an elite fighting troop of soldiers from the Ottoman Empire - the best of the best. Their name alone would strike fear into the hearts of anyone that heard it and the thunderous sounds that they made as they approached would send people into panic.

The exhaust system of the "Yeniceri Edition" has the same effect as it gives out an amazing 120db whilst standing still. The exhaust system has been newly developed using the original tailpipes and increases the performance in the region of 20PS.

The ride itself has been lowered by about 1 inch (20mm) which is amazing considering the size of the wheels that it has. The Unicate Wheels "ConcavTen" have a Chrome outer lip whilst the center and Inner lip have a Matt Black finish to match the body work. The wheels on a ride like this are usually 8,5x20 with 2 inch outer lip and 235 tires on the front and 13x20 with a 6 inch outer lip and 335 tires on the rear. Unicate had other plans however and have managed to fit 10,5x20 with a full 4 inch outer lip and 285/25 ZR 20 tires on the front and a massive 13,5x21 with a 6 inch outer lip and 375/25 ZR 21 on the rear which surely makes this Lamborghini a world record car.





Cem Altun, CEO and founder of Unicate and the MEC Design Group, said "We wanted to take the wheels to the extremes and wanted to give it a wider wheel on the rear but there aren't any tires wide enough. It's great! It drives much better now than when it had the smaller original wheels on, it's much more sportier now and you have the real feeling of driving a safer sports cars."

Unicate have incorporated LED Daylight driving lights into the front grill under the bumper as well as adding 5 LED lights underneath each of the side skirts. The engine compartment hasn't missed out either and now features LED lighting which shows off the beautiful Lamborghini engine.

The interior gets an overhaul as well as Unicate have designed a completely new carbon fibre and leather sports steering wheel. Nothing is spared as the carbon fibre finish also features throughout the interior with the speedometer housing, gear paddles, heating-/ radio housing and the middle console also having the high class finish.

Unicate have finished it off with a music system that has 2 way-system-boxes, amplifier and bass case. Whichever way you look at it, the sound that it produces whether from the stereo or from the newly developed exhaust, it will be enough to send other tuning companies running for cover before they get chance to see just how unique the "Yeniceri Edition" Lamborghini Murcielago LP640 looks. Unicate take some of the finest automobiles available in the world, restyle and upgrade them to make them simply - Unique





Based on power to weight ratios, theoretically, which car should go the fastest?

2200lbs-210hp. Power to weight ratios are based on hp per lb. for example, a car with 108hp that weighs 2200lbs would have 20.1lbs per horsepower.



## Anderson Germany Audi R8 V10 Racing Edition

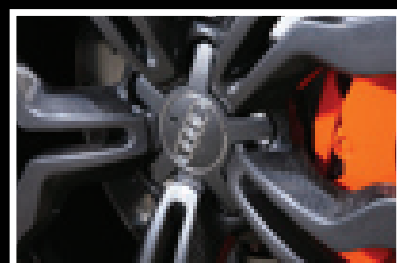
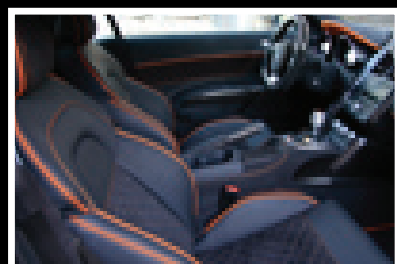
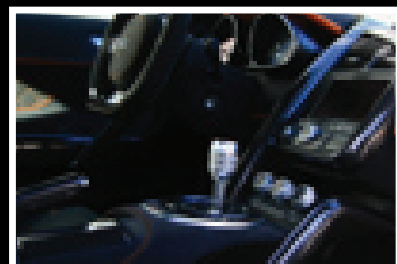
The brand of ANDERSON GERMANY is known worldwide, if it matters the tuning of sports cars or luxury sedans. With its new tuning program for Audi R8 the Dusseldorf enterprise offers some sportive accessories and an exciting car body design.

According to the powerful appearance of the R8, ANDERSON GERMANY use serial light alloy rims dimensioned 8.5x19 and 11x19 with tires 235-3519 / 295-30 R19. The special particularity of these one part wheels is the carbon coating of the lateral surfaces and the bordering in racing orange.

Nevertheless, the basic principle of ANDERSON GERMANY is its producer quality right down to the minutest detail. This is shown also in an impressionating way by the R8 performance kit. The upgrade contains also a valve commanded sports exhaust system, warranting for a weight lowering of 17 Kg (37 lb.), with racing cats and sports air filter, as well as a new engine power management. Thereof result 585 HP (525 HP serial), and the final velocity additionally increases by about 12 kmph/7.5 mph in comparison with the serial values.

The appearance of this impressionating car is dominated by its sportive-dynamic look – from outside, as well as in the interior. The ANDERSON GERMANY aerodynamic kit comprehends a brutal carbon front apron and rear spoiler for the downforce improvement, warranting for a persuading look and optimizing in the same time the aerodynamics of the vehicle by its agile design. Furthermore, the exterior racing packet is topped by a carbon diffuser, rear window bordering and carbon mirrors.

The interior shows the gathered since many years experience of the ANDERSON GERMANY manufacturers. So, among others, the high class matt carbon-leather equipment with orange rhombus-shaped seams and the carbon interior packet (door trims, radio frame, ashtray, gear stick frame, hand brake knob, steering wheel) give a unique fine feeling.



Next Century, Next Technology

OBCS

SAFARI



*Driving Tomorrow, Nexen*



N7000

N8000

CP641

CP661



NEXEN TIRE CORPORATION DUBAI BRANCH

Flat number 208, Business Point BLDG, Deira, Dubai, UAE P.O. box 22803

Tel: 971-4-294-6031

E-mail : [ceyun@nexentire.co.kr](mailto:ceyun@nexentire.co.kr)



**NEXEN TIRE**

[www.nexentire.com](http://www.nexentire.com)

# HYUNDAI PARTNERS WITH TOP AFTERMARKET COMPANIES TO CUSTOMIZE NEWEST MODELS FOR SEMA

Hyundai Booth Featured Six Modified Cars for Coupe-, Sedan- and Luxury-loving Tuners



The Equus also features a DUB Edition custom suspension riding on 24-inch TIS modular style 10 wheels with Pirelli Pzero Nero tires. To add to the already world-class Lexicon audio system that comes from the factory, DUB Design built a custom trunk enclosure that is fitted with Infinity Kappa components including nine Infinity Kappa Series speakers, KAPPA ONE mono and KAPPA FOUR four-channel amplifiers. Additionally, the interior of the Equus features DUB Design custom leather and suede, a DUB Design illuminated headliner and custom rear bucket seats.

## "Elegant Equus" from Mumbbles Marketing

The VIP themed "Elegant Equus" from Mumbbles Marketing features a 450 horsepower, high-performance engine and advanced technologies as it aims to be the envy of every high-power executive. To capture the VIP luxury look, Mumbbles Marketing has complemented Equus with some of the highest performance products on the market. The "Elegant Equus" will display engine, interior, exterior, brake, wheel and suspension modifications, as well as one-of-a-kind audio and video enhancements.

Along with a turbo kit and carbon fiber accessories to enhance Equus' V8 performance, Mumbbles installed an Apple iPad to control certain aspects of the vehicle such as ride height, luxury curtains, stereo and windows. Mumbbles Marketing teamed up with Legacy Innovations and S-Max to build and manufacture the turbo kit and also worked with Infinity, Mobile Spec and Pyle for the custom audio and video parts on the vehicle.

Hyundai will showcase the luxurious Equus sedan, fuel-efficient and fun-to-drive Sonata Turbo, and the rear-wheel drive, performance-oriented Genesis Coupe, at the Specialty Equipment Market Association (SEMA) Show Nov. 2-5, 2010. Hyundai has again united with some of the biggest names in the aftermarket industry to build six one-of-a-kind models for the Hyundai display at SEMA (booth #24387) at the Las Vegas Convention Center.

### The lineup of Hyundai vehicles includes:

- \* DUB Edition Hyundai Equus
- \* "Elegant Equus" from Mumbbles Marketing
- \* ARK Track Time Attack Genesis Coupe 3.8L
- \* Rhys Millen Racing Signature Edition Equus
- \* Gogogear Racing Genesis Coupe
- \* RIDES Magazine Sonata Turbo

"Each year we bring our newest, most exciting custom cars to SEMA through a partnership with aftermarket specialists to create even more options for Hyundai owners," said Michael Deitz, manager of Hyundai's SEMA program. "This year, we chose to bring back the tuner-friendly Genesis Coupe, and debut modifications to our new luxury flagship Equus and 274 horsepower Sonata Turbo, both debuting as 2011 models."

In addition to the six exciting custom cars, Rhys Millen will showcase his Pikes Peak unlimited-class Genesis PM580. This custom-made racer weighs just 1,930 pounds while delivering 775 horsepower and 750 lb-ft of torque.

### DUB Edition Hyundai Equus

Well known for prolific designs, the fabricators at DUB magazine have teamed up with Hyundai to customize an Equus, Hyundai's all-new luxury flagship sedan. Exterior modifications on the DUB Edition Hyundai Equus include Trex DUB Design mesh grille, DUB Design custom body kit, tinted windows and tail lights, and a custom two-tone, gloss black-and-matte charcoal paint job.



## ARK Track Time Attack Genesis Coupe 3.8L

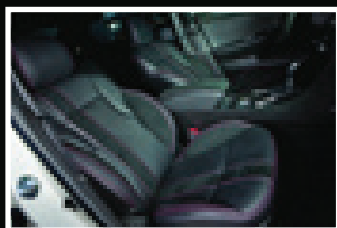
To enhance the tunability of its most dynamic performance car ever, Hyundai teamed with ARK Performance Inc. to develop custom parts for the Hyundai Genesis Coupe. These high-performance parts will debut on the ARK Track Time Attack Genesis Coupe 3.8L show car. The Genesis Coupe from ARK is designed for enthusiasts looking for quality performance products and inspiration for their own modifications. All of the ARK Performance parts designed for the Genesis Coupe are production-ready and will soon be available for enthusiasts everywhere.

ARK was able to reach 585 horsepower with engine modifications, including an APG KOREA 3.8 supercharger kit, to Genesis Coupe's already powerful 306 horsepower, DOHC 3.8-liter V6 engine. As an added feature the ARK Genesis Coupe's paint scheme was designed and completed in collaboration with artists from Hyundai's North American Design Center in Irvine, Calif.

### Rhys Millen Racing Signature Edition Equus

For the third consecutive year partnering with Hyundai at SEMA, Rhys Millen Racing will debut the RMR Signature Edition Equus with exterior, interior and performance upgrades that enhance the already luxurious sedan.

The Equus showcases exterior RMR Signature Edition components including carbon mirrors, and front chin and rear deck spoilers. A two-tone carbon fiber and Red Bull Racing blue satin clear paint by BASF and HRE 21-inch P40 wheels will appropriately round out the exterior. Tuners aiming to get even more power from the stock 385 horsepower, V8 engine get a glance at a bolt-on RMR Signature Edition air intake and stainless exhaust that together will add another 30 horsepower. The RMR Signature Equus also features a 14-inch brake kit designed to tame the added power. The interior of the Equus features RMR Signature Edition embroidered headrests and floor mats, and ostrich hide leather seats with suede accents.



### Gogogear Racing Genesis Coupe

The Gogogear Racing Genesis Coupe emphasizes racing reliability and high-end performance capabilities. The bright yellow paint scheme was designed in conjunction with Hyundai's California Design Center. Gogogear Racing plans to show off the performance capabilities of its modified Genesis Coupe car in the U.S. Touring Car Championships in 2011, which is sanctioned by the premier auto racing sanctioning body in the U.S., the National Auto Sport Association.

Modifications to the Genesis Coupe prepare the performance vehicle for the track. Mechanical adjustments to the engine produce 330 horsepower and 280 lb-ft of torque by adding an AEM air intake, Magnaflow exhaust system and ARK Performance headers. The Gogogear Racing Genesis Coupe also features Ground Control suspension tuning with ARK Performance shocks, springs, coilovers and QA1 bearings. A light weight Spec racing clutch increases reliability and helps with quick and direct shifts of the stock close ratio six-speed manual transmission. At each corner, StopTech brakes, Hawk racing pads, Konig lightweight wheels and BF Goodrich R1 street legal race tires with aluminum light weight Gorilla lugs and H&R spacers ensure proper grip with the road.

On the exterior, Gogogear Racing increases the aerodynamics of the vehicle by adding an APR rear wing and an ARK Performance body kit. To lighten the car and to lower the center of gravity, a carbon fiber roof replaces the original steel roof. Inside, the Genesis Coupe includes Sparco race seats and seat belts, a full custom Metric Motorsports roll cage, a SPA Techniques fire suppression system, and a two-way radio to further ready the car for its racing debut. A RacePak IQ3 data logger dash supplies critical information and lap times to the driver. And a Linear Logic Scan Gauge II further notifies the driver of secondary engine parameters.

### RIDES Magazine Sonata Turbo

To build excitement around the recently launched 2011 Hyundai Sonata Turbo, Hyundai Motor America teamed up with RIDES magazine to trick out one of the first turbos off the assembly line of its Alabama plant. Inspired by the Mercedes CLS, the modified Sonata 2.0T features an assortment of custom fabrication from RIDES' team of expert builders.

The vehicle's exterior modifications are clever and tasteful, starting with a one-off, fully custom RIDES-designed bodykit that's comprised of new front and rear bumpers, side skirts, rear spoiler and roof spoiler, which all work together to accentuate the factory body lines of the Sonata. Other key exterior elements include a matte pearl paint job from BASF, 20-inch Rennen Modular M9 concave wheels powder coated matte black wrapped in Falken FK452 tires, smoked taillights and painted headlights, a matte black debadged front grille, Audi LED fog lights integrated into the new front bumper and 3M vinyl carbon wrap on the roof.

To complete the design, the RIDES team reupholstered the entire interior in a combination of black leather and suede with red stitching, along with integrating carbon fiber trim throughout. In the trunk there are two JBL 12-inch subwoofers paired with two JBL amplifiers. To finish things off, a custom quad tip exhaust was installed out back, while an S-Max front mount intercooler replaces the factory unit up front, ensuring that this build incorporates both go and show.

# Porsche Cayenne wins Golden Steering Wheel 2010 and SUV of the Year

The world's largest international reader jury has awarded the new Porsche Cayenne the "Golden Steering Wheel 2010". 40 million readers of 28 European car magazines were invited to vote for their favourites in a reader poll carried out by Axel Springer AG, Europe's largest publishing house. The latest version of the successful sporty off-road vehicle impressed readers particularly by its attractive design, high practicality, maximum efficiency and driving pleasure so typical of a Porsche.

Porsche had previously won the highly desired "Golden Steering Wheel" in 2000 with the 911 Turbo, in 2005 with the Carrera GT and in 2009 with the Panamera.

This announcement virtually coincided with the coronation of the new Cayenne as "Sport Utility Vehicle of the Year" by the renowned US trade publication "Motor Trend". The editorial panel of experts assessed a total of 15 new models in this category according to the six objective criteria design, technology, fuel efficiency, safety, value stability and performance.

On top of these honours, the new Cayenne generation is proving a strong market success worldwide. The range with its six and eight cylinder engine variants also includes the first ever Hybrid model in series production by Porsche.



# For life in the fast lane.



**Trane** **SMF** ★★★★★  
The Real 5-Star Battery

High performance cars demand like-minded batteries with high cranking power and rechargeability. That's why Trane is the first choice and the most trusted among car drivers in the region. They are acknowledged for their low internal resistance and consistent output voltage, even with heavy loading of car accessories.

Replace your battery with Trane and get the experience of a high performing, high achievement lifestyle.





## Al Dobowi launches Trelleborg TR900 Industrial Tire product

Al Dobowi successfully hosted the Industrial Tyre Customers' Meet and Trelleborg TR900 Industrial Tyre product launch. The event was held on November 3, 2010 at Media Rotana Hotel, Al Barsha, and Dubai. Around 80 industrial tyre dealers and customers all over UAE attended the event and were accommodated by the board of directors of Al Dobowi.

There was a Press Meet, prior to the main event, which was graced by media from major broadsheets and automotive magazine in UAE.

Mr. RK Satapathy, General Manager for Sales and Marketing of Al Dobowi Tyre Company, officiated the opening. Mr. Satapathy discussed the agenda and acknowledged the presence of the guests. Present in the event were Mr. Alessio Bucci of Trelleborg, Italy. Along with him is Mr. Nayeem the General Manager for Sales and Marketing of Trelleborg Wheel Systems Middle East Limited.

Guests were welcomed by Mr. Surender Singh Kandhari, Chairman of Al Dobowi Group. During his speech, Mr. Kandhari said that he was certain that dealers would benefit as much as Trelleborg and Al Dobowi with the new Trelleborg TR900 Industrial Radial Tyre.

Mr. Alessio Bucci then presented the overview and technical details of the new product. TR900 is the new radial Trelleborg industrial pneumatic range. Designed to withstand industrial application stresses, the TR900 product line offers stability, traction and security with its unique tread pattern and reinforced sidewalls.

The solid construction permits maximum performance and reduces downtime caused by punctures and tire damage. The tire is suitable to run on aggressive and abrasive surfaces. The reinforced sidewall offers better stability and helps to protect equipment, payload and driver, and furthermore permits a higher speed. All these aspects can be translated into time and cost-savings for the end user, because the TR900 reduces the downtime of the forklift truck for tire replacement and maintenance. Available from 9" to 33"

Unveiling of the Trelleborg TR900 tyre immediately followed. Mr. Kandhari and Mr. Bucci shared the stage in launching the product and in the cake cutting ceremony.

Sumptuous Arabic and Indian dishes were served for dinner while Trelleborg corporate video was shown all throughout. Dealers and guests were pleased and thankful to Al Dobowi and Trelleborg for hosting the customer's meet and product launch, Trelleborg merchandise and brochure were given as gifts to all participants of the event.



# **KENDA**

Performance Minded. Value Conscious.

*We provide the automotive industry and millions of drivers world wide with a product that defines superior engineering.*

**KOMET**  
KR-23

When the extra mile counts

**varga** **ورقة**  
TRADING Co. L.L.C  
Since 1977

**Head Office**  
Varga Trading Company L.L.C  
Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,  
Deira, Dubai, U.A.E Email : info@vargaco.com, vargaco.com

**Branches**  
Varga Trading Company L.L.C ( Dubai )  
Tel : 04 - 2228080, Al Maktoum Hospital Road  
Deira, Dubai, U.A.E

Varga Trading Company L.L.C (Sharjah)  
Tel : 06 - 5395612, BMW Road,  
Sharjah, U.A.E

Shiraz Tire Trading Co L.L.C ( Dubai )  
Tel : 04 - 2274686, Al Maktoum Hospital Road  
Deira, Dubai, U.A.E



# ***DUNLOP*** **PRO SHOP**



**An Easa Saleh Al Gurg Venture:**

Dunlop Proshop also at the Enoc Petrol Station, Next to Ibn Battuta Mall, Near Jebel Ali Village. Call: 04



# YOUR ONE-STOP PROFESSIONAL TYRE SHOP!

- Widest range of Dunlop tyres
- Automated & Professional: Wheel Fitting, Balancing and Alignment
- Dedicated tyre changing bays
- Designated customer care area

Sun control filming using top brands  
in a dust free, air-conditioned environment

**Now open at  
Jebel Ali Industrial  
Area No.1, next to  
Lahbab Road.  
Call: 04-8804435**



TIRES



## Yokohama Rubber Supplies Official Tires for Macau Grand Prix for the 28th Consecutive Year

The Yokohama Rubber Co., Ltd., announced that it will be supplying the official tires for the 57th Macau Grand Prix. Yokohama Rubber has supplied official tires to the race for 28 consecutive years, beginning in 1983. Yokohama Rubber will also support the final race of the 2010 FIA World Touring Car Championship (WTCC) series and other associated races.

First held in 1954, the Macau Grand Prix is the oldest motor race in Asia. The overall event comprises the F3 Macau Grand Prix, the final WTCC race, the Motorcycle Grand Prix and more. Using the public roads of Macau, the Macau Grand Prix calls for tires unlike those used on ordinary circuits. ADVAN racing tires have been recognized as fully meeting the need and have been the designated official tires for many years. F3 is seen as a stepping-stone to F1, and winners of the F3 Macau Grand Prix have included Ayrton Senna and Michael Schumacher, as well as Japan's Takuma Sato (2001) and Keisuke Kunimoto (2008). This year, 32 top drivers, including four Japanese, will compete in the F3 race. In addition to the F3 Macau Grand Prix, Yokohama Rubber supplies tires to the F3 Championship in Germany, and will supply tires to the All-Japan F3 Championship for three years starting in 2011.

Yokohama Rubber has supplied one-make, specially designed control tires for the world's top WTCC race since 2006. Their excellent performance and consistent quality have been highly evaluated, and it has been decided that the company will supply eco-friendly ADVAN racing tires with improved environmental performance for the race at least through 2012.



# Cooper Tire Wins Global Media Award at the 2010 SEMA Show

COOPERTIRE has been awarded the prestigious Global Media Award from the 2010 Specialty Equipment Market Association (SEMA) Show in Las Vegas. More than 2,000 new products were registered at the 2010 SEMA Show, with a judging panel of 26 journalists from 16 countries choosing a select few products based on their potential impact and commercial success. The Discoverer S/TMAXX, launching in February 2011, was selected because of its all terrain performance capabilities.



Discoverer S/TMAXX

"We're very proud to be recognized for our innovation on a global scale," said Steve Sawyer, Cooper Tire's director of brand and product management. "We strive to meet the demands and needs of our customers worldwide, not just in the U.S., so we're incredibly thrilled with the reception we've received for the new Discoverer S/TMAXX."

The Discoverer S/TMAXX will replace the successful Discoverer S/T-C and selected sizes of the Discoverer S/T. The S/TMAXX will feature Cooper's proven and reliable 3-ply "Armor-Tek3" carcass construction, a new proprietary cut and chip resistant tread compound and a progressive tread design. With this combination, the S/T MAXX is destined to be a true commercial grade traction tire that will perform in the toughest terrains. This tire provides maxx toughness and traction with no compromises. It will be available in eight sizes ranging from 16 to 18 inch rim diameters.

Since 2004, the SEMA Global Media Awards Program has been a staple of the SEMA Show. Bringing together journalists from across the world, the purpose is to identify and discover what new products are likely to succeed in their home countries. Participating in the judging panel are the industry's top magazines with editors who have an extensive knowledge base and expertise of the automotive market.



## tire fact

Slow down or avoid curbs, potholes, and any debris in roads; also slow down on rough roads. Failure to do so may throw off your vehicles alignment and cause unneeded damage and wear to your vehicle's tires.

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

Join our

facebook

page



www.  
**tirespartsmag**  
.com

Log on to  
subscribe and view our  
online version now.

TO ADVERTISE CALL : 00971 4 2270096



# Different types of tires

| Article By  
Muhammed Rizwan

As a driver, you cannot neglect the fact that you need to learn about car tires and everything else about cars. You will need to learn the basics such as changing a flat tire and light bulbs. These are the small things you can do as a driver and the owner of your car. However, if you are unsure of the types of tires, read on, as you will learn more about different types of tires and its usage. You should always go in for a good quality tire as it will help you in long run even if the price is a little higher that should not be an issue.



## STANDARD TIRES

It comes in sizes to fit everything from small cars to full-sized SUVs and pickups. They are for drivers who want year-round traction, long tread wear, and a comfortable ride. All season or standard tire is the tire your car comes with when it comes out of the factory. This type of tire is suitable for all time usage and it works regardless of wet or dry condition. The material used to produce this tire is of high quality and the rubber is hard to prolong the life of the tire. The tread on the tire is designed to minimize the noise and provide more grips in a wet condition. If the conditions are wet then it is not very good for the driving part and can lots of problems your speed is too high.

## PERFORMANCE TIRES

They generally provide better handling and braking, and usually have a lower profile (shorter sidewall height) and a wider footprint for sportier applications. These are used for fast cars. This type of tire is durable in dry weather but not suitable for wet weather so use this only if you live in a dry area with little rain throughout the year. Due to the soft rubber, the lifespan is short but the performance is at the top. You'll need to replace high-performance tires more often than other types of tires. Experts don't recommend using high-performance tires in inclement weather.



## WINTER TIRES

These tires are extremely durable against extreme weather such as snow and ice. There are metal studs in the tread to help provide better grip and prevent the vehicle from sliding in extreme winter conditions. This tire is not to be used in dry condition, as it will get damaged on the road. Only use this if you live in an area with extreme weather. You can usually identify winter tires from a pictograph of mountains and snowflakes on the packaging and on tire sidewall. These are some basic information about tires that you need to know as a driver. You should be very careful about things when you select a tire as it will help you to drive the car with a better safety and will always be of great help for you.



## MUD TIRES

Designed to chop into muddy surfaces, mud tires have a large, chunky thread pattern. Because of the large, open design, mud falls away from the lugs quickly, and doesn't become impacted easily. Mud tires also tend to be wider than other tires, decreasing the likelihood that they'd sink in the mud. Angles and patterns embedded in the tread throw mud behind the vehicle as it rolls, using centrifugal force to propel matter away from the tires to prevent impact.

## RUN-FLAT TIRES

Tires designed to run even after punctures have been happened fairly recently. Run-flat tires have enforced sidewall which helps tire to maintain its shape and support vehicle and passenger load when it's suddenly deflated. Pressure monitoring systems in the vehicle alerts drivers about deflate. The tires continue to run, ensuring that the driver never loses control of the vehicle. It is recommended to replace deflate tire as soon as you reach to the nearest tire shop.



## SPARE TIRES

A compact spare (temporary) tire isn't designed for long-term use. Experts recommend it for emergency usage only. A spare tire costs less than regular tires and belongs in your roadside safety kit. However, prolonged use of a spare tire can put too much pressure on your other tires, leading to unnatural wear and tear. You also shouldn't drive at highway speeds using a spare tire. Use a spare tire to transport yourself to a tire shop and repair the flat tire or blowout that caused the problem.



# Nankang Launches New Line For MC Market

Nankang has rolled out first-ever motorcycle tire, the radial Roadiac, aimed at the growing sport touring segment, will begin shipping in December.

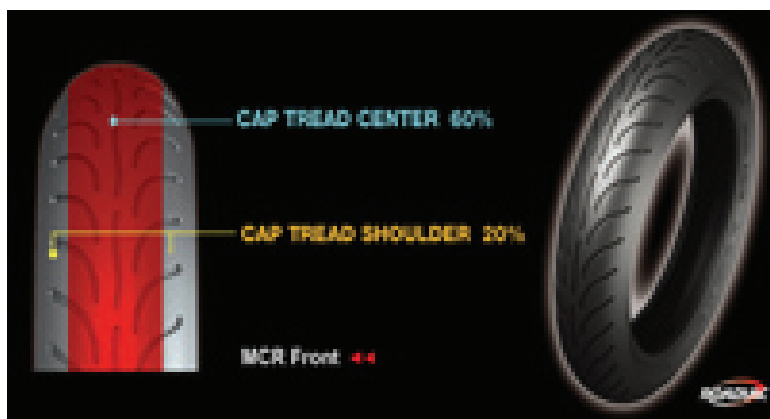
The tire, which is introduced at the Intermot exhibition, was driven over complex test tracks, specially designed to evaluate all aspects of steering, stability and handling performance no matter on dry or slippery surfaces.

"The Nankang Roadiac use JLSB (Jointless Space Belt) technology to provide stronger stability, handling, stiffness, and temperature generation control. Roadiac is also less possible to be pierced and much safer. We are proud of developing this excellent product for sport touring riders", the company management said.

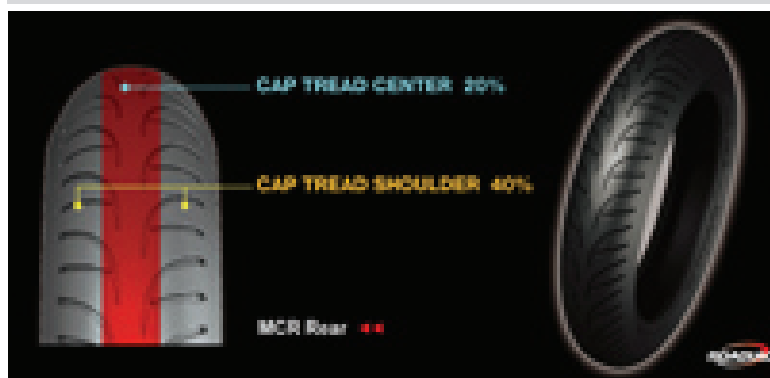
Additional features of Roadiac fit in with different requirements for front and rear tire by using different optimized pattern and multi-tread compounds: The pattern of front tires are to enhance cornering and handling. The central groove is for better draining and reducing the possibility of hydroplaning. The V-shaped lug guides water to the center and decreases water splash.

With regard to the main task of rear tires is stability, comfort and longer endurance. The center rib efficiently improves not only comfort but also stable handling. The wider TDW (tread width) effectively lengthens tire duration. The pattern on 2 wings also increases the performance of cornering and water draining.

The front tires are available now in 120/70ZR17 (58W). The rear tires are in 180/55ZR17 (73W), 170/60ZR17 (72W), 160/60ZR17 (69W), Additional dimensions 110/70ZR17 (54W), 120/60ZR17 (55W) for front tires, and 190/50ZR17 (73W), 160/60ZR18 (70W), 150/70ZR17 (69W) for rear tires will be added to the range in early 2011.



The camber angle of the front tire is large due to cornering. 40% of the cap tread at the shoulders, which is the contact patch on the ground while cornering, is made of the softer compound with better gripping. The central part of the tread is for straight riding. Harder rubber is used to enhance the endurance.



The contact patch is wide due to the flatter profile. Therefore, better gripping compound is applied evenly on the both sides of the tread, respectively taking 40% of the cap. As for the rest 20% in the central part, harder rubber is to generate more power against the surface of roads.





**Batteries that perform to perfection even under extreme weather and temperature fluctuations.**

The reassuring advantages of GS Batteries



LONGER BATTERY LIFE  
IN ANY WEATHER.



DEPENDABLE AND  
EFFORTLESS STARTING  
EVERY TIME.



RELIABILITY THAT ENSURES  
PEACE OF MIND.



SUPPLIED AS ORIGINAL  
EQUIPMENT BY LEADING  
CAR MANUFACTURERS.



TRUSTED IN THE UAE  
FOR OVER 30 YEARS.

Being the chosen favourite of car makers and automobile owners, GS Batteries are made tough to withstand the most difficult weather conditions, including extreme heat and cold. That means dependable starting power every time.



TIRES

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

BRIDGESTONE

بيئة سلامة



BRIDGESTONE  
PASSION for EXCELLENCE

One Team,  
One Planet.

# Bridgestone's passion never changes... Forever.

Hamilton Commends Bridgestone's Formula One success and commitment to tyre safety and the environment.

Bridgestone reaffirms its strategy in achieving 'Passion for Excellence' with its product advancement through innovative tyre technology, developed through years of experience in sports driving from the tracks of Formula One to the road in consumer tyres through a press conference held at Shangri La Hotel just four days before the exciting finale race of the season.

Bridgestone had invited Vodafone McLaren Mercedes Formula One Driver Lewis Hamilton to the event to join with Mr. Takumi Kakara of Bridgestone Middle East & Africa Marketing Director and Mr. Hirohide Hamashima of Bridgestone Motorsport Tyre Development in reaffirming Bridgestone's Formula One success and its further mission ahead towards safety and environment.

Bridgestone now celebrates 14 years of successful partnership with the FIA Formula One World Championship and to date, Bridgestone is proud to have achieved 174 Bridgestone equipped Formula One Grand Prix wins, with an additional 10 F1 Drivers Championships and 11 F1 Constructors' Championships taken on the company's tyres.

Lewis Hamilton reminisce his years of experience with Bridgestone tyres ever since he was 13 years old from kart racing and how it has helped him in his performance on the circuit. "Bridgestone has added a great deal of value to the drivers of Formula One with their commitment as the sole tyre supplier, and the advanced technology used in the design of both the wet and dry tyres has made drivers more confident in circuit grip and manageability and performance on the different tracks. We do not want to see Bridgestone leave Formula One, but we commend them for their consumer commitment and dedication in 'Tyres Safety' and the Environment", said Lewis Hamilton, Formula One driver for the Vodafone McLaren Mercedes Team.



Hamilton had also written in Arabic the words "Safety" and "Environment" as a personal message to the region for Bridgestone's global commitment to the community.

Although Bridgestone bids farewell to the FIA Formula One World Championship as the sole tyre supplier to Formula One, there is certainly no goodbye to the continuous contribution that Bridgestone will be making towards the technological advancements applied from its motor sport experience for consumers on the road. Lewis Hamilton said, "We are always pushing technology to another level and discovering new technology, which Bridgestone has translated from Formula One to road tyres".

Mr. Hamashima, Bridgestone Director of Motorsport Tyre Development also said, "After 14 years of tyre development and using Nano technology, we have produced a passenger road tyre to deal with both wet and dry conditions, for high grip and good wear, such as the Bridgestone ECOPIA tyre".

The Bridgestone POTENZA brand was developed by Bridgestone to meet the requirements for circuit handling and sports driving, and the advancement made with Bridgestone's innovative technology has led to further development of consumer tyre technology, specifically designed to maximize control, precision and overall driving pleasure for all sports driving enthusiasts. Lewis Hamilton added his comment on the Bridgestone brand, "Bridgestone always strives for excellence and we always feel safe with Bridgestone tyres".

Bridgestone has also put the principle of safety first through all stages of the tyre lifecycle, from development to production, sale and use. Mr. Kakara, Marketing Director for Bridgestone Middle East & Africa elaborated, "In tyre design and development, we have defined our three core elements as 'safety', 'comfort' and 'being environmentally friendly', and we will continue to invest resources to ensure that our tyres always deliver on all three fronts."

Bridgestone's tyre technology enhancement sets a new standard in quality for consumer driving and the brand's dedication to 'Tyre Safety and Ecology' sets a benchmark for Corporate Social Responsibility and consumer commitment.

# **ChinaGRTAE** 2011 中国(广饶)国际橡胶轮胎暨汽配展

2<sup>nd</sup> China (Guangrao) International Rubber Tire & Auto Accessory Exhibition

**15, 16 & 17 May 2011**  
 Guangrao International Expo Center,  
 Shandong, China

**Organizer:**  
 China Council for the Promotion of Int'l Trade  
 People's Government of Shandong Province

**Exhibition Organizing Committee**  
 Tel: +86(0)546-7797255, 7797455, 7797755, 7797855  
 Fax: +86(0)546-7799111, 7799333  
 Email: chinagrtyre@chinagr.gov.cn  
 Website: [www.chinagr.gov.cn](http://www.chinagr.gov.cn)

EVENT	DATE	INFORMATION	LOCATION
Silicon Valley International Auto Show	06-09 Jan 11	It is an excellent platform for generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers. Profile for exhibit include Passenger Cars & Commercial Vehicles, Coach & Auto Bodies Builders, Two & Three Wheelers, Tyre, Car Financevices Fuel Systems,Etc	San Jose McEnery Convention Center, San Jose, California, United States Of America
International Auto Show	06-09 Jan 11	The presence of overseas participants in this Exposition is an index of popularity and global appeal of this event and will emerge as a worthy forum that connects buyers from all over the country and abroad in the field of AUTO-MOBILES, besides contributing to the economy as its fifth largest foreign exchange earner.	Oman International Exhibition Centre, Muscat, Oman
IndiaMART - International AUTO SHOW	07-10 Jan 11	The show is a must participate for major OE companies. Attended by almost every Auto Dealer, Auto Distributor, Auto Manufacturer, Auto Importer, Auto Retailer & Auto Lover in the region, the exhibition attracts high profile participation from all over Asia including India, China, Taiwan, etc.	Ahmedabad, Gujarat, India
India Tyre Expo	10-2 Jan 11	Event Profile:India Tyre Expo is the world's most important tyre manufacturing technology exhibition. The event will showcase the complete spectrum of tyre materials, tyre equipment and tire manufacturing process.	Chennai Trade & Convention Centre
North American International Auto Show	10-23 Jan 11	North American International Auto Show (NAIAS), a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	COBO Convention Center, Detroit, Michigan, United States Of America

EVENT	DATE	INFORMATION	LOCATION
Autosport International-The Racing Car Show	13-016Jan 11	Autosport International-The Racing Show brings together the industries of national and international motorsport & encompasses areas such as performance engineering, aftermarket, historic motorsport and the fast growing trackday market.	National Exhibition Centre, Birmingham, England, United Kingdom
InterClassics & Top-Mobiel	14-16 Jan 11	InterClassics & TopMobiel is one of the longest continuously-running major classic car show in The Netherlands. It is one of the country's leading classic car show and is always a firm favourite with the public, trade and clubs.	Maastricht MECC, Maastricht, Limburg, The Netherlands
South Carolina International Auto Show	14-16 Jan 11	South Carolina International Auto Show, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Carolina First Center, Greenville, South Carolina, United States Of America
World of Wheels-Atlanta	21-23 Jan 11	World of Wheels-Atlanta is a leading exhibition with concurrently O'Reilly Auto Parts-Atlanta to related Valves, Fuel & Emissions, Hardware & Fasteners, Ignition & Tune-Up, Lighting etc.	Georgia World Congress Center, Atlanta, Georgia, United States Of America
New Jersey Auto Show	28-31 Jan 11	New Jersey Auto Show- Secaucus is a leading trade fair for Automotive industry in New Jersey. This is the only platform where all the professional Automotive industries can meet under one roof. This is the four day event which will be held at Meadowlands Exposition Center.	Meadowlands Exposition Center, Secaucus, New Jersey, United States Of America





PARTS



## New ARB Fridge Freezer Range

Following the successful launch of ARB's acclaimed 47L Fridge Freezer in 2009, ARB is pleased to announce the release of a further three portable fridge models to round out the award winning range. Available in 35L, 60L and 78L capacities, these new Fridge Freezers are sure to suit a myriad of 4WDers, from day trippers and weekend campers, to serious off road tourers.

Incorporating all of the features that have made the 47L so popular, the new models are the result of careful research into what 4WDers most want in a portable fridge.

All ARB Fridge Freezers incorporate the world renowned Danfoss compressor, whose quality is second to none. Proven reliable throughout the world, the Danfoss compressor is coupled with a smart electronic control system which ensures maximum cooling efficiency down to minus 18°C and a controlled amp draw.

The use of the Danfoss compressor has the added benefit of requiring only a small amount of space for mechanical components, which allows greater storage capacity in the fridge interior. Together with an evaporator integrated directly into the cabinet walls, this extra space translates to a usable capacity that outshines many competitors – the 35L fridge can fit 50 375ml cans, the 60L will carry 90, while the 78L model will comfortably keep a huge 120 cans of drink nice and cool no matter where you travel.

Incorporating a separate compartment for fruit and dairy, the interior cabinet also features a reversible basket which offers the option of separating the fridge contents or alternatively allowing longer items to be positioned along the entire length. An internal LED light makes finding food and drinks at night an easy task, and features a concealed magnetic switch that automatically turns the light off when the lid is closed, eliminating power wastage. And a drain plug has been integrated into the base of the fridge for effortless cleaning.

Externally, all ARB Fridge Freezers feature powder coated, robust zinc steel cabinet sides proven to withstand extreme Outback conditions. The tough injection moulded lid and base were chosen specifically to address the issue of scratches, dents and corrosion commonly found in these areas as a result of off road use.

The complete fridge range utilises a unique stainless steel detent hinge that allows the lid to be easily and securely slid into position. The hinge also enables it to be opened past 90°, ensuring owners don't need to hold the lid up while removing contents from the fridge.

The simple to use, large cam lock latch is located on a dedicated front together with the front carry handle and control panel, and provides a positive seal between the lid and cabinet for optimum cooling efficiency. The use of a dedicated front is also an important element of the overall off road design, as it ensures that the lid, temperature control panel and handle are all together within easy reach when the fridge is stored in the rear of a 4WD.

Incorporating a weather resistant touch pad and easy to read digital display, the control panel features both current and target temperature readings, and is recessed to protect it from damage and accidental bumps. The panel is also run directly from the fridge power supply rather than its own independent battery, eliminating the need to replace the panel battery at a later date.

Able to be operated on 12/24DC and 100~240V AC power, each ARB Fridge Freezer includes an integrated battery protection system that allows users to select the minimum operating voltage for the fridge to prevent excessive discharge of the vehicle battery. Right angle power plugs and recessed power lead clips protect the power cord and prevent accidental disconnection.

The team at ARB is very excited about the expanded ARB Fridge Freezer range. Marketing Manager Matt Frost states, "The Fridge Freezer range epitomises ARB's philosophy when designing accessories that 4wheelers both want and can rely on. Years of research, backed up by expert engineering and quality materials, has produced a product that will deliver outstanding performance in the toughest off road situations."

All ARB Fridge Freezers come with a comprehensive three year Australia-wide warranty. A range of accessories currently available for the 47L model, such as transit bags, tie down systems and fridge slides, are under development to complement the complete range. For further information, contact your local ARB store.

**Panasonic**  
ideas for life

**CAR BATTERY**

**Batteries that resist  
weather and wear.**

**MF STANDARD**



**MF HIGH SPEC**



**The superior technologies that Panasonic Car Batteries use.**



Uses basic technology trusted by the original manufacturer.



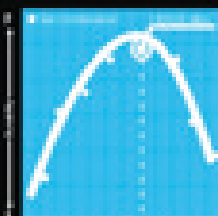
Has Special Filter and Special Sticker to control fluid loss.



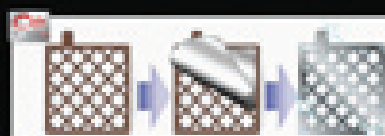
Uses 'Burst Prevention Vent Plug' to protect the battery from bursting due to external sparks.



Proprietary Silver Alloy technology that protects the battery at high temperatures.



Panasonic Car Batteries have new HEADS Alloy that improves its plate's durability even at high temperatures.



PURE Silver Alloy Coating (for MF HIGH SPEC). Enhances battery life through better heat resistance and controlled electrolyte vaporization from the gas generated.



**Al-Futtaim motors**  
Tyres & Batteries Division

**Tyre Express – your one stop tyre and battery shop at select Emirat petrol stations:**  
DUBAI: Al Madinat, Al Paimou, Tel 04-282 3009, Al Nahrawan, Tel 04-281 3002, Al Raha, Opp. Dubai Immigration, Tel 04-368 8001, Al-Sarhous, Opp. WAP Centre, Tel 04-324 0429, Al-Safa, Al Wasl Road, Tel 04-343 2092, Karamatji Tuna Road, Motor-1, Tel 04-354 3141, SHARJAH: Green Belt, Shuja Road, Tel 06-539 7735 Sharjah Club, Near Cricket Stadium, Tel 06-543 1425, EMIRATES: Opp. Home Centre, Tel 06-539 8285, Al Deira, Dubai-Sharjah Road, Tel 06-531 6222, Al Nakheel (next to Al Qasbi Hospital), Tel 06-538 6787, AJMAN: Al Majam, Opp. City Centre/Carrefour, Tel 06-740 0285, Al Ajjaj, Umm Al Quwain Rd, Tel 06-768 2713.  
**Al-Futtaim Motors tyre sales and service centers now also available in Abu Dhabi and Al Ain in the following ADNOC service stations:**  
Al Damar Muror Road, Abu Dhabi, Tel 02-448 8087 Al Shamsa: Abu Dhabi-Dubai Road, Near Shamsa, Abu Dhabi, Tel 02-583 3377, Madinat Zayed: Beda Zayed, Abu Dhabi, Tel 02-884 4245 Al Bateen: Al Sulayman Road, Al Ain, Tel 03-767 8535 Jami Al Khazir Al Jami Area, Near Al Khazir Roundabout, Al Ain, Tel 03-762 3104 [www.alfuttaimmotors.ae](http://www.alfuttaimmotors.ae) [www.al-futtaim.ae](http://www.al-futtaim.ae)





# Audi introduces iPhone CarMonitor App

Audi owners with an Apple iPhone will soon be able to download an application that will monitor, analyze and store key performance characteristics for their vehicle, whether it be for pure performance, eco-friendly driving or simply providing a log of any particular trip.

The technology, developed by Audi's Electronics Research Laboratory, was shown at the SEMA Show.

The Audi-designed iPhone CarMonitor App uses the vehicle OBD-II port to access real-time performance data, which the App then analyzes, also in real time. Characteristics include engine RPM (especially useful with older Audi vehicles that do not have an RPM gauge) along with emissions information, including the amount of CO<sub>2</sub> a driver is saving by adjusting driving performance.

Drivers using the iPhone CarMonitor App also have the option of uploading the data collected to [www.MyAudiLabs.com](http://www.MyAudiLabs.com), use the CO<sub>2</sub> data for other analyses, and even share driving performance with the VW Labs Community.

The technology will appeal to Audi vehicle owners looking for an even more satisfying experience with their vehicle as well as the opportunity to use the capabilities of the Apple iPhone, said David Tait, Audi of America's lead After Sales executive.

"This is a great addition to the already impressive interior features that Audi owners have come to appreciate," said Tait. "And it's another example of Audi listening to what our owners would like to see to make their motoring experience even more satisfying."

"Apple iPhone users are used to the kind of 'wow' applications that the smart phone offers. We're very pleased to give me them another highly useful tool, especially designed to enhance the Audi driving experience."

The iPhone CarMonitor App is one of several new technologies being showcased at the SEMA Show and available as part of the Audi After Sales business segment.

Other technologies featured at the SEMA Show include a Wireless Charger (that gives iPod and iPhone owners the ability to keep their devices fully juiced-minus the cords), Illuminated Floor Mats and an iPod Satellite Adapter.

Audi is also using its display area to feature two extraordinary vehicles that are on the leading edge of both technology and power performance-the Autonomous Audi TTS Pikes Peak (fresh from a dramatic run up the famous Colorado landmark) and a head-turning, power-packed Audi R8 Custom Spyder by STa?SIS Engineering.

In addition, four vehicles will serve as platforms for the After Sales technologies and featuring body modifications that make them SEMA-worthy in their own right: the A4, A5, plus the Q5 and Q7 Custom Concepts.

Coupling the luxury of Audi with the technological amenities that are on display at SEMA is a strategic move that the company expects will generate dividends for years to come.



# *Infinity*®

## Ready for work...

# RELENTLESS

Welcome to Infinity World...

...Discover a range of tyres built for the punishing demands of today's commercial traffic.

Choose Infinity - reliable, retreadable and ready to get to work.

Click or call for a World of possibilities...



**APPROVED  
RETREADABILITY**



[www.infinity-tyres.com](http://www.infinity-tyres.com)



# Recaro Sportster CS offers charm & carbon

The latest couture offering for the Recaro Sportster CS is a chic carbon-look back shell, which has mesmerised more than a few car enthusiasts.

Once again, the south German seat manufacturer Recaro has proven that it is always good for a surprise on the market: the Recaro Sportster CS will soon feature a carbon look back shell and so bring a sparkle to the eyes of many.

As a successor to the Union Jack design shell, this new carbon look back shell is to be included in the Recaro range as the limited edition model for 2011. With the Recaro Sportster CS – Edition 2011, car customisers of any age can add a touch of pure prestige to their vehicles. Spellbinding and covetable, combining sportiness and exclusivity, these are the attributes that characterise this seat from Recaro. Furthermore, as of this edition, both the Recaro Sportster CS and the Cross Sportster CS will also boast an optional 2-level seat heating system – just in time for the chilly season.

Environmental protection and reduced CO2 emissions have top priority for this seat, too. With the Sportster CS – Edition 2011, Recaro has once again held fast to its innovative hybrid construction and slim design. Thanks to side airbags as standard, it also scores highly on safety. For those who do not want to go too sporty, Recaro is also offering this extraordinary back shell for its Cross Sportster CS. The 2-level seat heating is available for both models for an additional charge.



■ Recaro Sportster CS – Edition 2011

## Iconic Mazda Vehicles Commemorated with Limited Edition Postage Stamps

Japan-Mazda Motor Corporation was presented with a limited edition sheet of postage stamps that feature iconic Mazda vehicles. The stamps are entitled, "History of Mazda Motor Corporation Hiroshima (with model car)" and were created and issued by the Chugoku Regional Office, Japan Post Network Co., Ltd. (Japan Post Network Chugoku Regional Office). The stamps are available online and at all post offices (excluding contract post offices) in the regions of west Japan where Mazda has production facilities: Hiroshima prefecture and Hofu city in Yamaguchi prefecture.

The limited edition stamps feature images of iconic Mazda cars from the company's 90-year history, ranging from the 1950 Mazda-Go three-wheeled truck to the all-new Mazda Premacy (known overseas as the Mazda5) that went on sale in Japan in summer 2010. The stamp sheet also shows the Mazda Shinari, a new concept car that indicates the future direction of Mazda design.



Masami Uemura, managing director of the Japan Post Network Chugoku Regional Office, presented a sheet of the limited edition postage stamps together with a miniature model of the 1967 Mazda Cosmo Sport 110S – the world's first mass production rotary-engined sports car – to Yuji Harada, a director and senior managing executive officer at Mazda Motor Corporation.

"Mazda is grateful and proud that the Japan Post Chugoku Regional Office has decided to issue these special stamps to celebrate Mazda's history," said Yuji Harada. "The stamps are a welcome reminder of the strong support and affection that Mazda enjoys in its local communities, especially as most of the planning and design of the stamps was carried out by staff at post offices near Mazda facilities. Going forward, Mazda is determined to continue building vehicles that look inviting to drive, are fun to drive, and provide customers with pleasure. We hope to inspire more people to commemorate our great cars."





**RID**  
*Design®*

TECHNOLOGY AND DESIGN INTEGRATED

Iran Distributor : Top sport Wheels

Tel : +982133115859, Fax : +982133113867  
Baharestan, Kokab Street No.17 Tehran, Iran



# 2012 LaCrosse with eAssist

2012 LaCrosse comes standard with new eassist™ fuel-saving technology, for 37 mpg highway fuel economy in a full-size sedan



- Regenerative braking, which provides up to 15 kW of electricity to charge the battery
- Providing up to 11 kW (15 hp) of electric power assistance during acceleration
- Automatic engine shut-off when the vehicle is stopped
- Aggressive fuel cut-off during deceleration down to zero vehicle speed, enabled by the torque smoothing provided by the motor-generator unit
- Intelligent charge/discharge of the high-voltage battery.

Buick LaCrosse with eAssist technology also features improved underbody aerodynamics and tires optimized for performance and fuel economy, as well as active control of front-end airflow that improves aerodynamics and engine warm-up. Electronically controlled shutters in the lower grille close at higher speeds to push more air over the vehicle, which increases aerodynamic efficiency to enhance fuel economy. All of these technologies increase the eAssist system's regenerative braking capability, while also improving the vehicle's efficiency while driving.

Buick unveils the 2012 LaCrosse with eAssist,™ a new fuel-saving technology that increases fuel economy by 25 percent compared to the four-cylinder/six-speed powertrain in the 2011 LaCrosse. The eAssist technology provides class-leading highway fuel economy of 37 mpg, while maintaining the luxury, performance and value expected from Buick's flagship sedan.

The eAssist system becomes the standard powertrain on LaCrosse starting next summer. The system uses a state-of-the-art lithium-ion battery system and electric motor-generator to enable regenerative braking capability to improve LaCrosse fuel economy by an estimated 25 percent.

"The LaCrosse with eAssist technology is the latest example of how this successful car – with sales up more than 200 percent for the year – is shaking up the segment and reinventing Buick," said John Schwegman, vice president of Buick marketing. "It is the smart choice for those who want great fuel economy and performance in a luxury vehicle, with excellent value – the LaCrosse with eAssist will cost thousands less than competitors with similar technologies."

Mated to a 2.4L Ecotec direct injection four-cylinder engine and next-generation six-speed automatic transmission, the eAssist system uses power stored in the battery to provide needed electrical boost in various driving scenarios, optimizing engine and transmission operation. An advanced 115V lithium-ion battery and latest-generation 15-kW motor-generator unit help increase fuel economy through:



"LaCrosse was the first in its segment with a four-cylinder/six-speed powertrain, the first with HiPer Strut and is now leading the way with the new standard eAssist technology," said Schwegman. "Importantly, LaCrosse with eAssist is the standard powertrain for four-cylinder-equipped models and there isn't a cost premium."

LaCrosse with eAssist includes an ECO gauge on the instrument panel that continuously responds to driving behavior, enabling the driver to drive with maximum efficiency. It also features a hill-assist system that captures brake pressure to help the driver more comfortably accelerate from a stop on a moderate or steep grade. It does this by greatly reducing the tendency of the vehicle to roll backward with the engine in shut-down mode.

#### eAssist details

While the eAssist system shares the same basic belt-alternator-starter configuration of previous BAS designs, it delivers more than three times the power and is much more capable than the previous-generation BAS system.

"The eAssist system is more than just the next-generation BAS system. The ability to integrate regenerative braking with the latest lithium-ion battery technology creates a system that delivers significant fuel-efficiency gains that customers will enjoy," said Steve Poulos, global chief engineer of the eAssist system. "Being able to provide electric boost to the powertrain system during heavy acceleration and grade driving enables the LaCrosse transmission to operate more efficiently, while the added functionality of engine start-stop and fuel shut-off during deceleration provides added fuel savings."

The eAssist system's 115V air-cooled lithium-ion battery bolsters the 2.4L Ecotec four-cylinder engine with approximately 11 kW (15 horsepower) of electric power assist during heavy acceleration and 15 kW of regenerative braking power. That compares with only 2 kW of power assist and 5 kW of regenerative power on the previous BAS system. The greater power capability enables greater energy capture during regenerative braking for improved fuel economy.

The system also enables the Ecotec engine to shut down fuel delivery in certain deceleration conditions, which saves additional fuel. While in fuel shut-off mode, the motor-generator unit continues spinning along with the engine to provide immediate and smooth take-off power when the driver presses on the accelerator. Then, as the vehicle comes to a stop, the motor-generator unit spins the engine, bringing it to a smooth stop – properly positioned for a smooth restart.

"The battery system is designed to provide power assistance to the internal combustion engine, rather than storing energy for all-electric propulsion," said Poulos. "It's really an extension of the conventional internal combustion engine, not a replacement for it."



The eAssist power pack contains the lithium-ion battery pack, the integrated power inverter and 12V power supply. It is located in a compartment between the rear seat and trunk; and it is surprisingly compact and lightweight, weighing only about 65 pounds (29 kg). It still allows rear access to the trunk via the split-folding rear seat – an attribute not shared with other hybrid competitors. Trunk space is slightly reduced when compared with 2011 models with the four-cylinder/six-speed powertrain, but still offers 10.9 cubic feet (307 liters) of storage. An electric fan cools the power pack, drawing air from a vent located in the package tray, behind the rear seat. The fans are designed to be quiet from the cabin.

The eAssist system's electric motor-generator is mounted to the engine in place of the alternator to provide both motor assist and electric-generating functions through a new engine belt-drive system. The motor-generator is a high-performance, compact induction motor that is liquid-cooled for increased performance and efficiency.

#### Next-generation six-speed

The eAssist system works with LaCrosse's direct injected 2.4L Ecotec four-cylinder and next-generation six-speed automatic powertrain combination. In the LaCrosse with eAssist, the engine is rated at approximately 180 horsepower (134 kW) and the next-generation Hydra-Matic 6T40 takes transmission technology to the next level with features designed to enhance powertrain efficiency.

Significant internal transmission changes to clutch controls and hardware provide reduced spin losses while improving shift response and time. The added electric power provided by the eAssist system allows for higher gearing to improve

steady state efficiency without impacting acceleration performance or driveability. The system's capability of providing some electric assistance at cruising speeds allows the driver to accelerate lightly or ascend mild grades without the transmission downshifting.

An auxiliary, electric-driven transmission oil pump is added to the 6T40, which keeps the transmission primed and the fluid flowing when the engine shuts down at a stop. That keeps the transmission ready to perform when the driver accelerates, for a seamless, uncompromised driving experience.

"It's a very integrated powertrain system, with no compromises in driving performance, shift quality or ride and handling," said Daryl Wilson, LaCrosse lead development engineer. "We believe this combination points to the future of vehicles powered primarily by an internal combustion engine."





PARTS



# Harmonious partnership born out of a passion for perfection.

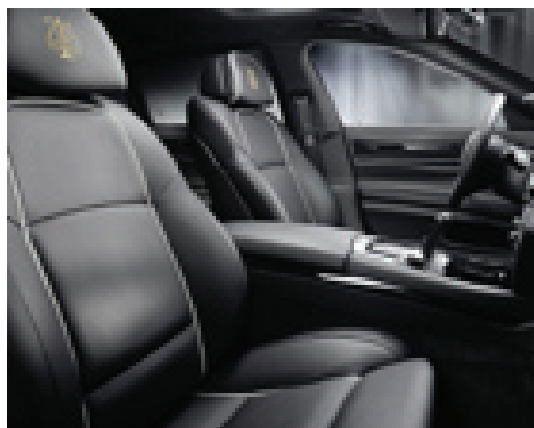
As part of an exclusive partnership and with effect as of next year, the Munich-based premium carmaker BMW will be supporting the international talent programme of piano manufacturer Steinway & Sons. The aim of the joint initiative between BMW and Steinway & Sons is to promote and nurture young musicians at national and international level.

With production facilities in Hamburg and New York, the world-renowned manufacturer of upright and grand pianos has partnered authorised Steinway dealers for several decades in promoting piano competitions for children and young people up to the age of 17. The competitions enjoy considerable prestige and have already brought international recognition to a number of great artists. Another key component of the company's efforts to promote young musical talent is the International Steinway Festival, which takes place in Hamburg every two years. This festival brings together piano competition winners from the nine countries in which the competitions are currently held. The highlight of the event is the festival concert, which gives all the pianists an opportunity to showcase their skills and experience the concert environment in front of a large audience without the pressure of competition.

To kick off this exclusive cooperation, BMW is presenting its special limited-edition BMW Individual 7 Series Composition inspired by Steinway & Sons on 11 November 2010 at the Hamburg factory of Steinway & Sons. Dr Uwe Ellinghaus, Director BMW Brand Steering and BMW Brand Management, commented: "We very much look forward to our partnership with Steinway & Sons, like BMW a premium brand with the highest quality standards and a passion for detail. The special-edition BMW Individual 7 Series Composition embodies the desire of both brands to combine aesthetics, comfort and technical perfection. With its aim to provide support for future talent, the BMW Group considers that promoting the Young Steinway Artists in this way is a perfect adjunct to its commitment to culture."

The luxury saloons of the BMW 7 Series express the aesthetics, quality and exclusivity which both brands epitomise. A design style with a commitment to perfection is the hallmark both of vehicle production at BMW Individual and of upright and grand piano manufacturing at Steinway & Sons.

For its world premiere in Hamburg, the BMW Individual 7 Series Composition inspired by Steinway & Sons will be presented in two perfectly coordinated colour variants. Deliberately reminiscent of the piano keyboard, the colour schemes reflect the contrast between black and white. The exclusive appearance of these luxury saloons is characterised by top-quality craftsmanship and the use of exquisite materials. At the same time, the paint finish – in a choice of black or white – and upholstery and surface materials are the result of a design and build quality that is unique worldwide and has been developed specifically for this special edition. The body's paintwork, for example, in which each coat of paint is individually smoothed and polished by hand, boasts a high-end finish comparable to that of piano lacquer. Precise highlight details, together with an audio system specially adapted to the luxury saloon's interior, complement the sophisticated ambience and add an even more exclusive touch to this special edition. The vehicles, produced as a special limited edition by BMW Individual, are built to customer specifications and based on the normal or long-wheelbase versions of the luxury saloon.



# Use your card to put a smile on his face, every month.

It doesn't take much to change the life of a child with special needs. In fact, by debiting your credit card just a few dirhams every month, you won't believe what can be achieved. Your contribution will help the Al Noor Training Centre provide these kids with better facilities, better care and ultimately, a better chance in life.

You probably won't even notice the amount you pay each month. But, believe us, the kids certainly will.

Join our recurring Credit Card Donation Program online at [www.alnoorsneeds.ae](http://www.alnoorsneeds.ae) or call +971 4 340 4844

Thank you for your ongoing generosity.



Sponsored by

**TIRES &  
PARTS**

AL NOOR  **ال نور**

Al Noor Training Centre for Children with Special Needs, PO Box 8397, Dubai, UAE





PARTS



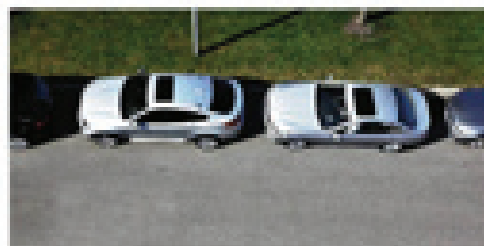
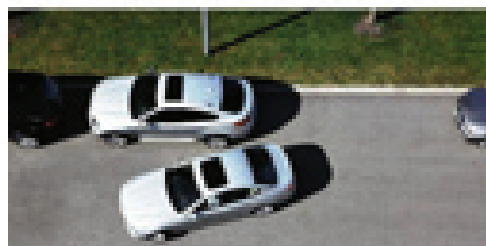
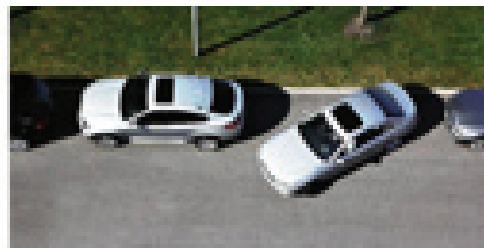
## Parking becomes a Joy in the new BMW 5 Series

New Park Assistant system automatically identifies a parking space and even parks the car for you

Imagine a world where parking your car was as simple as touching a button. What if this button was able to scan for a suitable parking space, measure it to see if your car fitted the space and then parked the car for you, all without even having to strain your neck or touch the steering wheel? Fortunately for BMW 5 Series owners, this dream is a reality.

Among the many innovations that BMW is renowned for, BMW Park Assistant is perhaps one of the most useful and is now for the first time, available on the new BMW 5 Series. Thanks to this new self-steering system, the new BMW 5 Series is the only car in its segment that can parallel-park itself, with the driver only needing to operate the accelerator and brake.

Once activated, the system works by accurately measuring where neighboring cars are located through ultrasonic sensors. Once a suitable parking spot is found, the driver is prompted via the Control Display to stop the vehicle in order to start the parking manoeuvre. Park Assistant then turns the wheels automatically, with the driver controlling the accelerator and brake. Using the Park Distance Control to assess the distance to other parked cars, the driver is in control at all times and can abort the manoeuvre by turning the wheel. The Control Display indicates once parking is complete.



For example, while traveling at a speed of up to 35kms, in a lane next to a parking space, a sensor in the indicator will automatically scan parked cars for an available space. The system looks for a space exceeding the length of the car by approximately 1.2 metres longer than the BMW 5 Series. When the driver comes to a standstill and shifts the gear into reverse, the system uses its memory to scan and confirm whether the space is large enough. The electric power steering unit system then steers the 5-Series into the spot hands free.

BMW Parking Assist is just one system from BMW ConnectedDrive that offers a range of driver assistance systems in areas such as emergency call functions, vehicle, enquiry and office services, travel and leisure time planning, internet services, and driver assistance systems. All of these functions focus consistently on three targets: to enhance personal comfort, to optimise the safety of all the car's occupants, and to offer the most modern infotainment standards in the vehicle. By providing information and warnings, BMW ConnectedDrive technology helps the driver to take the right decision.

Even with all these assistance and supporting systems, the most powerful element within the car remains the human being. As the old saying goes, practice makes perfect and BMW importers across the Middle East offer a host of Driver Training courses to help customers learn more about BMW technology and how best to handle the car in a variety of different drive situations.

# JL AUDIO Introduces New JX Amplifiers



JL Audio has unveiled a new series of mobile audio amplifiers, dubbed "JX", aimed at entry-level customers seeking high quality audio. JL Audio began shipping to authorized dealers last month.

JL Audio VP-Electronics Jeff Scoon said: "The circuit design of the JX amplifiers is based on tried-and-true designs that have been carefully refined and made ultra-reliable by specifying beefier parts where it counts. Items like power supply toroidal transformers and transistors, in particular, have been upgraded significantly relative to what is common at these price points."

Two full-range models (JX360/2 and JX360/4) offer well-proven Class A/B designs with rugged unregulated MOSFET power supplies and high-mass heat sinks to effectively dissipate heat. On-board active filters can be used in high-pass or low-pass mode and pass-through pre-amp outputs provide additional system wiring flexibility. High-level wired and low-level RCA-type inputs are provided for easy connection to a wide range of source units and systems.

Two monoblock models (JX250/1 and JX500/1) feature linear amplifier designs, while the 1000/1D monoblock offers an ultra-efficient Class D circuit to reduce physical size and current draw. All three monoblocks feature variable low-pass filters, pass-through preamp outputs, variable Bass EQ boost and remote level control via an optional wired controller. As with the full-range models, high-level wired and low-level RCA-type inputs are provided for easy connection to a wide range of source units and systems.

The industrial design was done in-house and led by company CEO and Chief Engineer Lucio Proni, who set out to create a clean, uncluttered high-end look without extraneous ornamentation. The sleek extrusion is simply adorned by a gloss black ID panel with the model number and the JL Audio brand logo.

JL Audio President Andy Oxenhorn said: "The JX amplifiers represent a tremendous performance bargain for enthusiasts on a budget. They offer strong, clean power, great looks and smart feature sets that our customers will really appreciate."

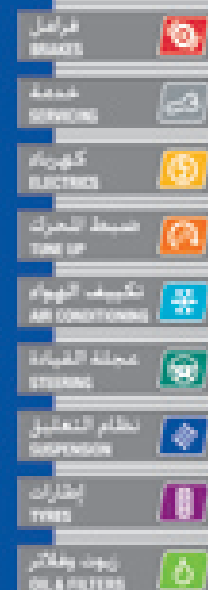


## For fast, reliable, quality vehicle services, look no further than *fasttrack*

-  Speedy service
-  Genuine parts
-  Qualified technicians
-  All makes & models
-  No appointments
-  Extended working hours
-  Customer friendly environment
-  Competitive pricing
-  Convenient locations
-  Quality service



فاست تراك  
**fasttrack**



fasttrack Locations: Al Waseel Rd. 341 9191 • Jumeirah Beach Rd. 348 0032  
• Sheikh Zayed Rd. (overpass) 324 3423 • Sheikh Zayed Rd. (overpass) 340 5074 • Qasbi 364 6963  
service@fasttrack.emarat.ae www.emarat.ae/fasttrack



# New infotainment system from Bosch

Multimedia in the Smart fortwo Voice control for navigation



Bosch worked in close cooperation with Smart to develop the attractive “navigation/multimedia audio system” for more driving fun for the new fortwo vehicle generation. Listen to music, watch videos, use the phone safely, find your way to your destination stress-free — this innovative new system includes all these functions in just one unit. And what’s more, it’s also permanently integrated into the fresh new look of the redesigned dashboard.

## Easy operation with touch screen

The selection of radio stations within reception range is displayed on the screen as clearly as route guidance with a 2D or 3D map view. The main operating element is the touch screen of the 6.5-inch color display with a flip panel. And then there are only two keys and an encoder to make the Bosch infotainment system quick and easy to operate.

## Digital twin tuner

The receiver with the powerful ADR2 chip set (Advanced Digital Receiver) from Bosch is equipped with a digital twin tuner. It can eliminate virtually all multipath interference and picks up even those radio stations that are more remote. The second tuner also evaluates the Traffic Message Channel (TMC) messages broadcast by the radio stations to calculate routes for dynamic navigation. In addition, Dynamic Noise Covering (DNC) uses a microphone to constantly analyze all the driving noises produced and then adjusts the volume and the tone of the car radio accordingly.

## Automotive connectivity for easy plug and play

Nowadays, music other than radio comes from different portable data storage media or from portable audio devices. The new Smart fortwo audio system has been designed to offer optimum flexibility and makes it possible to play CDs or MP3 music files on the CD/DVD drive hidden behind the flip panel or to use an SD card slot, a USB slot or an AUX connection. And what’s more: the internal iPod® interface provides direct access to the menu of this very popular device. In addition to playing different audio formats, the device is also able to present a slide show of photos recorded digitally in JPEG format and, as a special highlight, it even plays videos. However, for safety’s sake, these two functions cannot be accessed while the vehicle is in motion.

## Bluetooth connection for safe telephone use

To ensure the safe use of the telephone in the vehicle, Smart has equipped the system for the connection of a Bluetooth cell phone, which can be very conveniently operated using the operating menu. Hands-free operation and such main functions as call lists or the phonebook are automatically available as soon as the phone is connected via Bluetooth.

Bluetooth audio streaming (Advanced Audio Distribution Profile - A2DP) also allows the wireless transmission of audio files from the cell phone to the audio systems, where they can then be played back as music.

## Voice control for navigation

The device’s navigation system guides the Smart fortwo to its destination using precise acoustic and visual driving recommendations. Following destination entry and quick route calculation, the street views and driving recommendations are clearly laid out on the 6.5-inch touch screen color display - in the either 2D or 3D map view. The uncomplicated destination input using voice control is a real highlight. Just say the postal code or city and the street and house number and the route calculation function will leap into action. This system offers three different route options (fast, short and economical). In addition to the recommended route, the navigation system can also quickly calculate two alternative routes, if desired. An automatic intersection zoom and a lane assistant guide the driver reliably through even the heaviest road traffic.

The system also indicates the speed limits stored in the map database and, if configured accordingly, warns the driver when the speed limit has been exceeded with the following message: “Please observe the speed limit.”

With its rich range of features, the “navigation/multimedia audio system” developed by Bosch and Smart in a joint project more than satisfies all the demands made on a modern head unit today. Smart drivers will certainly take to all these extras quickly, particularly when they realize that it is no longer necessary to purchase and install a separate hands-free system or a portable navigation device. The trouble-free, easy operation of the device provides for convenient navigation, the safe use of the telephone and includes a wide variety of different playback options for audio and video files — it’s all as easy as plug and play.

Under the patronage of  
H.H. Lt. Gen. Sheikh Saif Bin Zayed Al Nahyan,  
Deputy Prime Minister and Minister of Interior UAE

Beating All Expectations

**BOOK YOUR  
SPACE NOW!**

**ABU DHABI**  
international  
**MOTOR SHOW**

[www.admotorshow.com](http://www.admotorshow.com)

**7-11 December 2010**  
Abu Dhabi National Exhibition Centre

Contact us:  
P.O. Box 60799 Abu Dhabi - UAE  
Tel: +971 2 4446113  
Direct: +971 2 4090344  
Fax: +971 2 4443768

Organized by:



In association:



Platinum Sponsors:



## Citizen's Eco-Drive Dome



CITIZEN, the world's largest watchmaker, has launched a limited edition Concept watch, the Eco-Drive DOME to mark its 80th founding anniversary. CITIZEN started the development of Concept watches in 2008. The challenge was to incorporate the Eco-Drive technology - a technology that utilizes any source of light as a power source, into design that epitomizes beauty with the product policy of "The fusion of Technology and Beauty". The result was a few spectacularly designed watches, Eco-Drive RING, Eco-Drive DOME, Eco-Drive VITRO, Eco-Drive EYES and Eco-Drive LOOP.

Eco-Drive DOME is available in 2 cases black and white, both made of titanium in a limited series of 250pcs each.

The white titanium case (BYE0030-04E) is finished with CITIZEN's unique pearl coating, made of sustainable ingredients in a five-layer multi-coat for resistance to wear. This watch glows with pearl's deep lustre and subtle luxury.

## Montblanc Honours John Lennon The Legendary Musician



This year, Montblanc celebrates the 70th Anniversary of one of the most talented artists ever to write music history. With the launch of the John Lennon Edition Montblanc is ensuring that Lennon's legend not only lives on in his verse, his music, and his artistic legacy, but in the beauty of a timeless writing instrument. In this masterpiece, Montblanc has captured Lennon's incredible soul and philosophy.

Reflecting his genius as a musician, the John Lennon Special Edition incorporates several design elements evoking the music of the 1950s and 1960s. The gentle grooves chiseled into the black precious resin of the barrel mimic those of an old-style vinyl record, and the clip is shaped like a period guitar head completed with tuning pegs and etched strings on the neck.

Hand engraved on the 18 K gold nib is the symbol of peace. At the focal point of the instrument, where the cap meets the barrel, is a silver plaque engraved with John Lennon's self-portrait - the sketch he scribbled so often in place of a signature - which pays tribute to the memory of the edition's namesake.

Limited to 1940 pieces, marking the year of Lennon's birth, the John Lennon Commemoration Edition 1940 boasts a blue tansanit that crowns the guitar-inspired clip in allusion to Lennon's famous blue glasses. The instrument features a number of symbolic engravings including the release date of the song "Imagine": 02.10.1971, as well as his self-portrait signature. In addition, the rhodium-plated, 18K gold nib bears the sign so often traced in flowers: the peace symbol. The Montblanc John Lennon Edition is available in Montblanc Boutiques worldwide and in the Middle East.

## High Recharge Eye Anti-Fatigue Cold Eye Serum



The eye contour is one of the areas most marked by fatigue, such as dark circles and drawn features. Help relieve the signs of fatigue and give your eyes a boost of energy when you need it most! Instantly the eye area is refreshed, hydrated and smoothed.



Fadi Merza

K1 Superstar Prestige Bout



Mojtaba Azadian  
K1 Pro World Title

Saeid Ali Mohammadi  
M.E Boxing Champion

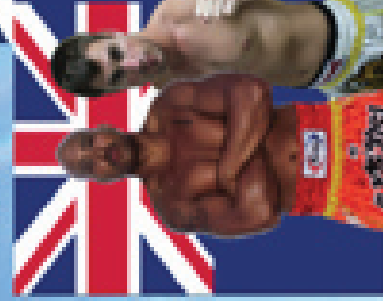


Nasser Al Harbi

WBC Inter.  
Asia Title



Eric Nosa  
K1 Pro World Title



Asghar Todd  
K1 Middle East Title



Mohammad Ali Bayat

K1 World Title



Ogun Sesli

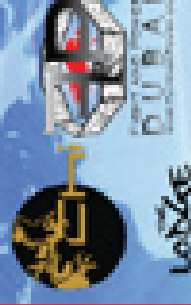
K1 Superstar Prestige Bout



Abdulmanem Kabbani  
M.E Boxing Title



Octavian Lehadus  
U.A.E Boxing Title



Chi Garden, The Lodge

Doors open 6:30pm

Fights start 7:00pm

10<sup>TH</sup> DECEMBER 2010

Ticket Sales: Call KO Promotions on +97150 286 1673,  
timeouttickets.com or Chi Box Office +9714 337 9470



Ticket includes Free entry to Chi Club

\*KO Promotions assume no liability and attain no right to change any content without any prior notice.



## Medal of Honor Tier 1



Operating directly under the National Command Authority, a relatively unknown entity of handpicked warriors are called on when the mission must not fail. They are the Tier 1 Operators. Over 2 million Soldiers, Sailors, Airmen and Marines wear the uniform. Of those, approximately 50 thousand fall under the direct control of the Special Operations Command. The Tier 1 Operator functions on a plane of existence above and beyond even the most highly trained Special Operations Forces. Their exact numbers, while classified, hover in the low hundreds. They are living, breathing, precision instruments of war. They are experts in the application of violence. The new Medal of Honor is inspired by and has been developed with Tier 1 Operators from this elite community. Players will step into the boots of these warriors and apply their unique skill sets to a new enemy in the most unforgiving and hostile battlefield conditions of present day Afghanistan.

## Blackberry Torch



Adept for socially connected consumers and packed with the tools business customers love, the new handset is the world's first smartphone to combine a BlackBerry® keyboard with a full touch screen experience. Whether users choose to type out messages on the capacitive touch screen or easy-to-use BlackBerry keyboard, browse the Internet using pinch to zoom or fluidly navigate with the optical trackpad, the BlackBerry Torch

allows them to communicate any way they want.

A key feature is the blackberry 6 software which integrates a new and rich WebKit-based browser on BlackBerry Torch that renders HTML web pages (as well as HTML email) quickly and beautifully for a great browsing experience. It features tabs for accessing multiple sites simultaneously, pinch to zoom for easy navigation and an auto-wrap text zoom feature that can intelligently wrap text in a column while maintaining the placement of a page's key elements (simply double-tap on the BlackBerry Torch).

## Chanel bleu



Innovative splash formula briskly refreshes and helps tighten pores as it lightly scents skin with the fresh, clean, profoundly sensual fragrance of BLEU DE CHANEL, a provocative blend of citrus and woods. Imparts a comfortable, soft-to-the-touch feel to skin.



# MARSHAL

Precision minded,  
Performance driven.

When the extra mile counts

**varga** **ورقة**  
TRADING Co. L.L.C  
Since 1977

**Head Office**

**Varga Trading Company L.L.C**

Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,  
Deira, Dubai, U.A.E Email : [info@vargaco.com](mailto:info@vargaco.com), [vargaco.com](http://vargaco.com)

**Branches**

Varga Trading Company L.L.C (Dubai)  
Tel : 04 - 2228080, Al Maktoum Hospital Road  
Deira, Dubai, U.A.E

Varga Trading Company L.L.C (Sharjah)  
Tel : 06 - 5395612, BMW Road,  
Sharjah, U.A.E

Shiraz Tire Trading Co L.L.C (Dubai)  
Tel : 04 - 2274686, Al Maktoum Hospital Road  
Deira, Dubai, U.A.E

# GT RADIAL



Bagader Trading Est.



مؤسسة باقادر التجارية

- Largest stockiest of Chinese and Indonesian tires.
- GT Radial agents for Iran and CIS.
- Complete range of Batteries & Korean tubes for all sizes.
- We offer special prices for export.



DOUBLESTAR



DOUBLE HAPPINESS TYRES



LINGLONG TYRES

Starfire

TYRES



HUAQING

TRIANGLE

Chengshan

ROCKET

TOKYO

Other Brands : STARFIRE, TAISHAN & MORE