



Publisher Hamid Moaref

Fditor Ali Reza

Sub Editors Sonja Baikogli Sherry Chen

Sales & Marketing Ahmad Aii

Design Shabeer Azeez

Circulation Assistants

Ansar Ali akbar Sasi Pillai

Contributors

Peter Baikogli Arezou Marzara Farsh Shafikhani Kristen Koulic

Media Representative for Taiwan. Hong Kong and China

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

Distributor Dar Al Hikma

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PO Box 7830 Dubai UAF

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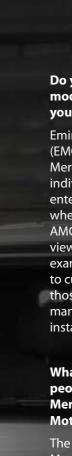
Thomas May

General After Sales Manager, Emirates Motor Company

Could you please tell us a bit about your background and how you got into this business?

I started my automotive career in the age of three. As my family was running one automotive workshop and petrol station back home in Germany, I entered the workshop one day, after my father had just re-painted one VW Beatle. The paint was still fresh and as he went to clean his tools, I started to crawl all over the vehicle. Looking back, it might have been the first "Art-Car" but at that time my father wasn't really amazed about it.

So, I grew-up in this automotive environment and was very excited to start my own professional career in that field. In 1986 I started my mechanic apprenticeship; in 1994 I completed my Master Craftsman Exam and in 1996 the Business Economist studies in Cologne. In 2004 I completed 18 months of automotive management education with one of the famous German car manufacturers and in the same year I moved to the UAE. I look back at my 25 years of experience in the automotive industry and have always been attached to German automotive premium brands.



Do you provide any custom modifications to the vehicles that you sell?

Emirates Motor Company (EMC) offers a wide range of Mercedes Benz genuine items to individualize customer cars. Rear entertainment systems, AMG wheel sets, aerodynamic-kits, AMG Performance kits and rearview camera systems are only few examples of genuine modifications to customer vehicles. Of course, those modifications won't affect the manufacturer warranty if they are installed at EMC.

What would you like to come in peoples mind, thinking about **Mercedes-Benz and Emirates Motor Company?**

The best or nothing. This is what Mercedes-Benz stands for, and what we at EMC abide by too. Our strategy is to maintain our position as product leaders by focusing on brand loyalty and customer satisfaction, as well on innovation. We are also proud that the Mercedes-Benz character of luxury and elegance is portrayed in our showrooms and service centers. EMC Mussafah is the worldwide largest Mercedes-Benz facility with advanced technology and highest customer satisfaction levels.

Which Mercedes-Benz model is the best selling in Abu Dhabi?

Each class has its own market, but of course the AMG model range is very popular. In general, this year we've seen a 38% increase as a whole, compared to the same period in 2010. Also the entire AMG model range is very popular and of course the G55 which is so closely attached to Emiratis. Our SUV range was also performing well witnessing a 28% increase compared to last year especially if we look at the GL and G Classes which alone rose 42%.

What color is the best selling?

Diamond White.

Which Mercedes-Benz model is for you the most fascinating?

I like fast cars. Naturally the most fascinating vehicle for me is the SLS; and I like the SLR as well, especially the SLR Sterling Moss.

Which Mercedes-Benz model is the "flagship"?

Naturally, the Maybach is our flagship vehicle and most luxurious car. In the Mercedes-Benz model range, the S65 AMG is also considered a flagship vehicle.

Which are the latest trends in the industry?

At EMC, we continuously collect valuable feedback from our customers and analyze how we can provide them with solutions to their desires. For example, we've launched the Integrated Service Package Plus (ISP+) for our all new S-Classes and GL-Classes in April this year to offer our customers' peace of mind. This covers all services and general maintenance items for 5 years or 110,000km (whichever comes first) and is exclusively available at EMC.

Another value we noticed is important to the customer was the extended warranty option. As a result, the ISP+ launch was followed by EMC's 5-year Extended Warranty Package (2-year manufacturer warranty + 3-year EMC extended warranty) which covers the entire Mercedes-Benz model range and now comes as standard. For vehicles with older models we have developed attractively priced service contracts to make premium servicing at EMC affordable for everybody.

Bentley Continental GTC makes Middle East debut at the Dubai International Motor Show



Bentley Motors unveiled the new Continental GTC for the first time in the Middle East at the Dubai International Motor Show.

The convertible launches at the perfect time for luxury open top motoring in the Middle East and the car is already proving even more popular than the original groundbreaking GTC with a firm order book across the region.

Taking cues from its GT coupe sibling launched last year, the new Continental GTC builds on the highly successful foundation of the previous cabriolet, which premiered in 2006. Bentley's design and engineering teams have improved virtually every aspect of the iconic convertible with an uncompromising focus on quality.

The four-seater luxury convertible features a new, even more spacious and sumptuous hand-crafted cabin, with soft-touch leather hides, an extensive range of wood veneers, cool-touch metals and deep-pile carpets, all produced by Bentley's talented craftsmen and women.

Now with a more powerful 6.0 litre, twinturbocharged W12 engine as well as a new QuickShift transmission, enabling faster gear changes than ever before.

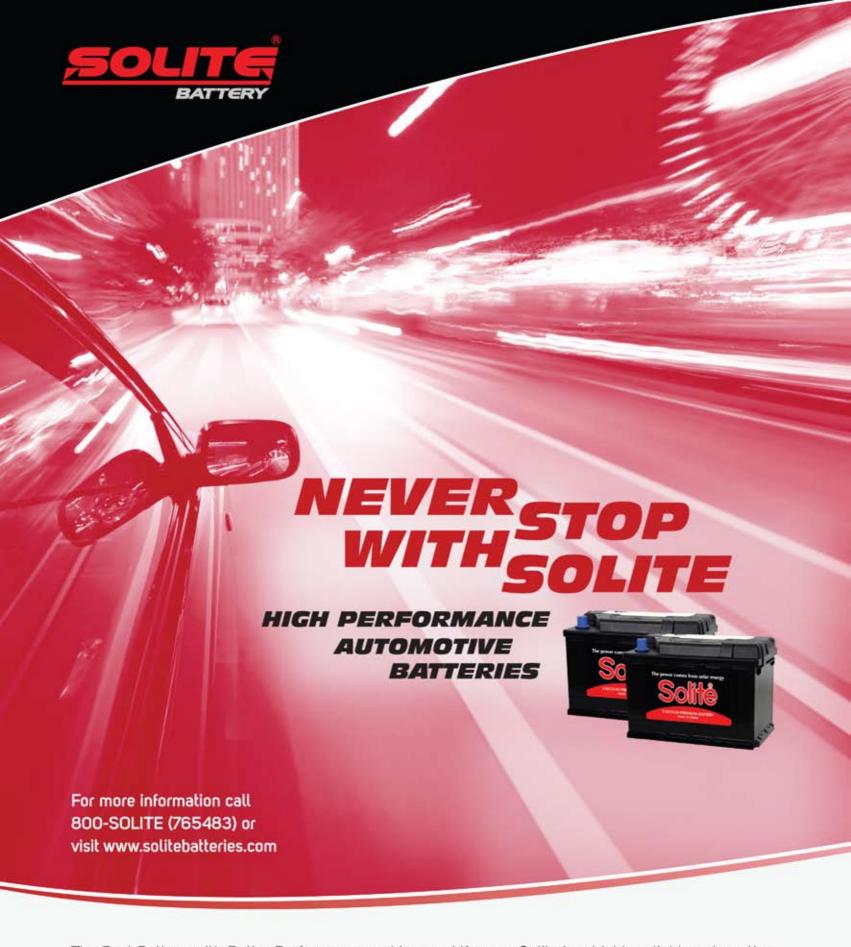
Wolfgang Dürheimer, Chairman and Chief Executive, Bentley Motors, said "The GTC has always been the most emotional model in the Continental range and a showcase for Bentley design. With its tailored soft top, the GTC is a pure British convertible true to those classic Bentleys of the past. However, the technology, performance and overall design excellence invested in this model means that we are now writing a new chapter for the Bentley convertible driver."

Also making its Middle East debut is the new Continental GT fitted with a new Mulliner Styling Specification. The new styling specification provides customers with the opportunity to personalise their GT with a range of stylish features, whilst ensuring Bentley's standards of quality and design integrity are maintained. This is the first time the Bentley design team has offered an exterior bodykit created by the in-house team. Normally an aftermarket addition, Bentley's talented design teams have created the Mulliner Styling Specification enabling customers to give their GT an even sportier look

Unlike many after-market styling packages, Bentley has subjected the components of the Mulliner Styling Specification to a rigorous development programme which included a comprehensive quality and engineering test. To ensure that Bentley standards of build quality are maintained, the Mulliner Styling Specification package is only available for fitment by factory-trained technicians at authorised Bentley dealers and is backed by a full Bentley warranty.

The imminent arrival in showrooms around the world of the new Continental GTC, together with the success of the Continental GT and the all-new Mulsanne is helping Bentley achieve significant sales growth. Bentley expects to sell 7000 cars in 2011, a year-on-year increase of around 40%.

The Bentley Mulsanne continues to do exceptionally well in the Middle East and accounts for 15% of the worldwide sales.



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McLaren Automotive launches Middle East retail network with milestone events in Dubai



McLaren Automotive marked the official launch of its Middle East network with the opening of its flagship Middle East showroom and the regional show debut of the first in its range of models, the MP4-12C at the Dubai International Motor Show.

On November 9th, a select number of VIP guests attended the exclusive opening of McLaren Dubai, the highlight of which saw 2008 Formula 1 World Champion, Lewis Hamilton, arrive in a 12C. The event, which was hosted by McLaren Automotive and Al Habtoor Motors Group, the company's retail partner in Dubai marked the opening of the first showroom in what will be a region-wide network covering Bahrain, Kuwait, Qatar, Saudi Arabia and the UAE.

The new McLaren Dubai showroom is located in The Lofts on Emaar Boulevard overlooked by the stunning Burj Khalifa. The state-of-the-art store is one of the company's largest showrooms worldwide covering 2500 sq. ft., offering cutting-edge car configuration facilities, and with a design that reflects the technical prowess and ethos of McLaren.

Speaking at the launch, Lewis Hamilton commented: "It is great to be here in this amazing city at the launch of McLaren Dubai. Al Habtoor Motors have delivered an exceptional showroom and tonight, looking back at the achievements of McLaren over the past 30 years, has not only filled everyone with a sense of pride in being associated with such an innovative brand, but also with excitement at what is to come in the future.

The UAE has one of the greatest car cultures in the world and you can really see the appreciation for new, innovative and high tech sports cars. The 12C is perfectly suited to this market and I'm sure customers in this part of the world will get the same thrill from driving the car as I have," he continued.

Less than 24 hours later, the MP4-12C was one of the stars of the Dubai International Motor Show, where it made its regional show debut. Alongside the standard model on display, the stand also featured a specially customised 12C, prepared by McLaren Special Operations, incorporating bespoke treatments including a stunning satin matte Volcano Orange finish, diamond cut finish wheels and a range of carbon fittings.

Additionally, visitors to stand were rewarded by having the unique opportunity to see the F1 car driven by Lewis Hamilton in the 2007 F1 season, the MP4-22. This car was renowned as the most competitive of the season and was pivotal in Hamilton recording five wins and six pole positions, on the way to becoming the most successful rookie in Formula 1 history.



"The launch of our flagship showroom and debut at the regional show are the pinnacle in what has been a great year for McLaren Automotive. The GCC is one of McLaren Automotive's most significant markets and the launch of our luxurious showrooms and bespoke services reflect our commitment to the highest standards of customer care. Consequently, we have experienced great interest in the 12C since its launch and currently have an order bank of six to eight months for customer handover of a performance leading 12C," said Greg Levine, McLaren Automotive's Sales and Marketing Global Director, speaking at the show.





Formula 1 Drivers' World Champion Lewis Hamilton, seen arriving at the launch of McLaren Dubai

Audi's next step into the future



At the 2011 Dubai International Motor Show visitors had the chance to get up close and personal with the latest vehicles on the market including Audi's newly launched Audi A1, A6, A7, A8 L W12 and R8 GT. As a surprise, the brand with the four rings also revealed the new Audi Q3 – Audi's first SUV in the premium compact segment. The small, sporty SUV will join the other members of the Q family, the Audi Q5 and the Audi Q7 in the second guarter of 2012.

The five-door Q3 with its dynamic, coupe-like styling offers genuine SUV traits in terms of seating position, wheel size and ground clearance, and stands out on account of the extremely sporty driving experience it provides. The Q3 combines the design and dynamics of a compact car with the roominess and versatility of an SUV. Every aspect of the Q3 showcases Audi technology – the body, where Audi once again demonstrates its competence in "ultra" lightweight construction, the drivetrain, the chassis and the assistance and multimedia systems. The Audi Q3 will be launched with two four-cylinder TFSI powerplants. Developing between 170 hp and 211 hp, they are as powerful as they are efficient.









Matt coloured vehicles reflect less light, thus tend to become warmer than vehicles with shiny/ non matt paint.

Speaking during the press conference Jeff Mannering, Managing Director of Audi Middle East, focused on the car of the future "At the 125th anniversary of the car, we are reinventing the car. The objective for Audi is not just to keep up with the pack; we want to set the pace. For our path forward we have defined five priority topics: Audi design, lightweight construction under the name "Audi ultra", "Audi connect" for the future of networked mobility, "Audi e-tron" for electric mobility, and "Audibalanced mobility", which stands for our objective of CO2 neutral mobility. There are major challenges ahead such as standards, costs and infrastructure, but Audi is ready to write the next chapter of mobility. The new Audi Q3 is our next step into the future here in the Middle East." He continued "We are aiming for 25 percent growth in the Middle East in 2011 and a new record year overall. The Arab Spring has affected parts of the region, but we are growing through new models - many of which you can see here at the Dubai Motor Show - and our continuous efforts to delight our customers through sales and after sales service."

One of the most anticipated highlights of the 2011 Dubai Motor Show was the regional premiere of the Audi quattro concept car. Thirty years after the original Audi quattro rewrote the rulebook of motorsports and everyday practicality Audi moves it's most iconic model into the fast lane with this futuristic interpretation in both design and technology. The Audi quattro concept is a thoroughbred driving machine with 408 hp, a fivecylinder turbocharged engine and - of course - the latest generation of quattro permanent all-wheel drive. Constructed following the principles of Audi "ultra" lightweight construction, the two-seater concept car weighs just 1,300 kilograms, almost exactly the same as the Sport quattro from 1984. Entertainment is offered not just under the hood, but also in the form of digital media and mobile connectivity. Whether or not the successor to the legendary Audi quattro will go into series production has yet to be announced.







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Champions unite to celebrate MINI's 10th anniversary at Dubai motor show



Al Ahli Football Club's Technical Director and Ambassador and former captain of Italy's 2006 FIFA World Cup-winning team Fabio Cannavaro commemorates the tenth anniversary of the brand's arrival in the Middle East

MINI once again defied convention by making the 'stars' come out in the daytime on the first day of the Dubai International Motor Show. The small premium car with the undeniably big attitude and even bigger fan-following celebrated the 10th anniversary of its arrival in the Middle East with a ceremony at the MINI stand, attended by Italy's 2006 FIFA World Cup winning captain, Fabio Cannavaro and members of the MINI family.

Fabio Cannavaro, a MINI Cabrio driver himself with a self-confessed love for the daring and cheeky brand, joined MINI team members and select media to cut a special MINI anniversary cake to commemorate the occasion. While visitors and attendees vied for the celebrity footballer's attention, it was two other 'special' guests that stole the limelight.

The all-new MINI Coupé, the brand's first ever two-seater and the sportiest model to join the MINI family, was on display for the first time since its Middle East debut at the DRIVE OUT LOUD MINI Festival, held recently in Dubai and Abu Dhabi in October.

Unmistakably MINI in its characteristics but bringing a new and exciting extension in design and performance, the MINI Coupé is the fifth MINI model in the brand's portfolio and boasts a unique body and interior concept as well as the brand's customary commitment to premium levels of quality, technology and go-kart driving experience. It can be ordered with the most powerful petrol engines with outputs ranging from the 122 hp of the MINI Cooper Coupé, to MINI Cooper S Coupé (184 hp) and all the way up to the MINI John Cooper Works Coupé, a thoroughbred athlete producing 211 hp.

The other special guest, that made its debut in the Middle East following its global reveal at the Detroit Motor Show earlier this year, was the MINI Paceman Concept car, the first Sports Activity Coupé in the premium small car segment. The MINI Paceman Concept takes the fundamental strengths of MINI and gives them a fresh twist with the help of cutting-edge technology and an innovative body concept. It brings together the classical MINI concept, the defining features of the MINI Countryman and the style of a coupe - the result is a MINI "muscle car".

Speaking at the Dubai International Motor Show, Sarah Klippert, MINI Manager for BMW Group Middle East said: "The MINI family is out in full strength to demonstrate the great tradition and the progression of the MINI brand. Each car boasts unique design details and of course incorporates the very best in performance; handling and safety. From the racing heritage encapsulated by the MINI Coupe to the visionary design in the form of the MINI Paceman, the MINI product range has grown over the last 10 years from just one model to five now, and more exciting models are still yet to come!"

Visitors also had the opportunity to see the MINI Countryman, a genuine crossover that bridges the gap between the classic concept of the MINI and a modern Sports Activity Vehicle. As the first model in the MINI range with four doors and a wide-opening rear lid, the MINI Countryman provides even greater freedom of space for truly versatile use, a slightly elevated seating position, and optimised driving comfort.





BMW Group Middle East unveiled a number of new models on the first day of the 11th Dubai International Motor Show, including the pioneering BMW Vision ConnectedDrive concept car.

On display for the first time in the Middle East, the BMW Vision Connected Drive is a demonstration of BMW's intelligent networking between driver, vehicle and the outside world. Dynamic design and innovative technology reflect the vision of

BMW Connected Drive and the potential that can be unleashed through can exchange of information that optimise comfort, safety and Infotainment inside a car. This sensational two-seat roadster concept study was joined by the all-new fifth generation BMW M5 that goes on sale this month, as well as the exclusive BMW 7 Series "Steinway & Sons Edition" and a BMW 7 Series "UAE Edition" which celebrates 40 years of the UAE.

In addition, a number of vehicles showcasing the BMW Individual programme including the exclusive BMW 7 Series "Steinway & Sons Edition", a BMW 7 Series "UAE Edition" which celebrates 40 years of the UAE and a BMW 5 Series Individual were unveiled during an official press conference with Managing Director, Dr Joerg Breuer.

Fans of the BMW M Division also welcomed the premiere of the X6M fitted with the Special M-Performance Kit as well as the BMW 1 Series M Coupe and X5 M.

In addition to the new BMW 6 Series Coupe, the Convertible body style is also on display. Both models are fitted with the BMW M Sport Package and feature BMW Individual interior highlights and exterior colours. Also on show is the BMW 5 Series Gran Turismo and the all-new BMW X3 Sports Activity Vehicle.

BMW Group has seen strong sales performance in the Middle East between January and October 2011, with 15,567 BMW and MINI models sold representing a 11% increase compared to the same period in 2010.

Speaking at day one of the show, Dr. Joerg Breuer, Managing Director of BMW Group Middle East said; "BMW Group is looking forward to celebrating and building upon the successes achieved so far this year, throughout the show. With the Middle East debut of the innovative Vision ConnectedDrive model and the highly anticipated BMW M5, as well as a few limited edition models, we have a lot to be excited about. 2011 has been a great year so far for The Group and we are looking forward to ending the year and moving in to 2012, on a high."

Bugatti crowns the Dubai Motor Show with three spectacular Middle East versions of the Grand Sport



At the Dubai International Motor Show the legendary French brand presented three very special models of the Bugatti Veyron 16.4 Grand Sport, which is the fastest, most powerful and exclusive open top car in the world. It is Bugatti's intention to honour the very important Middle East market with this threefold variety and to provide its highly exclusive clientele in the Middle East an insight into how creativity and inspiration can be successfully driven to individualised luxury.





The first Grand Sport on display at Dubai Motor Show has a horizontal colour split with a bright yellow body and a underside in visible black carbon, including black-tinted wheels. The striking contrast of black and yellow, Ettore Bugatti's favorite colours, is continued by seats finished in yellowcolored leather with black stitching. The middle console is in black carbon, while the dashboard, steering wheel and gearshift are encased in black leather with yellow stitching. This Grand Sport model comes at a price of 1.58 million euros.

The second individualized Grand Sport model is also presented in a two-tone horizontal colour split consisting of visible blue carbon, framed in polished, anodised aluminium. The rims are highlighted in an aluminium polished and Diamond Cut twotone finish. The grills at the front and the air intakes are in aluminium with a mirror shine finish. The interior of this car is finished with tangerine leather throughout. Only the door panels, dashboard, steering wheel and console are covered in dark blue Indigo leather or exposed blue carbon fibre, with tangerine stitching on the steering wheel and gearshift knob. This special edition model has a price of 1.74 million euros.

The third Grand Sport comes in the newly developed green carbon fibre tone with polished aluminium. This special model takes up the traditional Bugatti two-tone-specification. The rims, the exterior rearview mirrors and even the EB-logo at the rear are of polished aluminium to create an elegant and harmonious overall appearance. The interior, especially and tastefully selected, is also dominated in green and silver which matches perfectly with the flamboyant exterior. The third "Dubai Motor Show 2011" special edition model will be delivered at a price of 1.74 million euros.

All these models fully stand in the tradition of Ettore Bugatti's constant strive to use new colour schemes and materials to provide his clientele with unique cars for its exclusive taste. Today Bugatti is still expanding the possibilities of options to offer more and more sophisticated individualisation.

In cooperation with the Bugatti design and engineering teams, Bugatti customers can tailor their vehicles to their personal preferences by choosing from a broad array of exquisite materials and colours. The three models in Dubai display an ever growing number of options available to existing and new Grand Sport owners.

Bugatti Automobiles S.A.S. has limited the Grand Sport to 150 units of which 45 have been sold and 105 slots are still open. The cars will be manufactured at the Bugatti factory in Molsheim, France.







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Porsche wows Motor Show crowd with regional premiere of new 911 Carrera

Dubai. Porsche revealed its new 911 Carrera S The 911 Carrera features a 3.4to an expectant crowd at International Motor

The show, which ran from November 10-14, provided the brand with its first opportunity to showcase the iconic vehicle in the Middle East region.

Premiered to ultra-enthusiastic response at the Frankfurt Motor Show just a few weeks ago, the new 911 has a flat, stretched silhouette, exciting contours and precisely designed details. Re-designed after 48 years, Porsche's wheelbase is 100 millimetres longer and it sits lower to the ground, resulting in even better handling dynamics.

George Wills, the newly appointed Managing Director of Porsche Middle East and Africa FZE, says: "The first response from regional media and visitors has been overwhelming. The regional premiere couldn't have been better for us.

"To build a new 911 meant we had to redefine the epitome of a sports car. The research and development team practically started with a clean sheet of paper with a very simple aim: the new 911 must be – as always – the best new 911 of all time. I am glad that visitors see this, too."

litre boxer engine producing 350 horsepower and the 911 Carrera S with its 3.8-litre boxer engine producing 400 horsepower.

It is the first passenger vehicle in the world to feature a seven-speed manual transmission. It is also the first sports car equipped with an auto start/stop function; electromechanical power steering and features a new 'coasting function'.

Porsche Dynamic Chassis Control (PDCC) is now available in the Carrera S and Porsche Torque Vectoring (PTV) makes its debut in the S version as a standard feature.

The athletic 350 hp 3.4-litre boxer engine on the 911 Carrera consumes a mere 8.2 litres of fuel per 100 kilometres - 1.6 litres per 100 km less than its predecessor. And with an emission level of 194 g/km CO2, it is the first Porsche sports car to make it below the 200 g/km mark.

The all-new, lightweight body is an intelligent aluminium-steel construction, providing an overall weight reduction of up to 45 kilogrammes, and significantly greater rigidity. Aerodynamic optimisation measures, including a wider, variably extending rear spoiler, means the lift of the new 911 Carrera is further reduced.

"The new 911 Carrera is our approach to the preservation of tradition. It is precisely how we respond to the passion for the sports car and do justice to the 911 legend", concluded Wills.

Along with the completely re-designed icon, the automaker is also giving UAE visitors the first opportunity to see its breathtaking 918 RSR concept car.



The all-new Lexus GS unveiled at the Dubai Motor Show

Evocative new design showcases new direction for future Lexus line-up



Al-Futtaim Motors, exclusive distributor of Lexus in the UAE, unveiled the muchawaited all-new Lexus GS coinciding with the opening of the Dubai Motor Show.

The GS previewing in the UAE is a major event for Lexus as the vehicle embodies the new face of Lexus and reflects the new direction for all future Lexus models to be launched in coming years.

The first car to be built with the new design, GS combines world-class luxury, evocative design, outstanding driving dynamics and innovative technology to create the ultimate luxury performance sedan in its class.

Speaking to the media during the unveil, Fatima Tomoum, Deputy General Manager of Al-Futtaim Motors – Lexus, said, "The all-new Lexus GS is the first car to showcase the new direction for the brand. The car has been designed, engineered, and manufactured without compromise."

Tomoum continued: "In order to create a completely new GS from the ground up, the starting point for development did not begin in a meeting room or on a computer, but behind the wheel and on the road. The chief engineer and his team drove more than a million km and talked to customers all over the world, to understand what was needed to take the new generation GS to a whole new level".

While the inspiration for its styling and performance comes directly from the supercar LFA, Lexus comfort and luxury have been taken to the new level which will set the benchmark in this segment.

The new Lexus GS conveys a tangible sense of driver confidence, with a redesigned chassis and a wide, strong stance that inspires and rewards driver participation with crisp, precise handling and comfort.

The new GS now sees an all-new exterior that reflect further development of Lexus' unique, L-finesse design philosophy. The new signature spindle grille with its trapezoidal contours which evolved from current Lexus styling, gives the car a bolder, more dynamic style, resulting in a commanding road presence. The spindle grille fully integrates into the aggressive front bumper allowing for efficient airflow. This distinctive Lexus design feature combined with the deep-set, high-tech headlamps and L-shaped LED daytime running lamps further express the vehicle's confident and dynamic character.

The new GS has been designed to offer customers an even more engaging driving experience. It combines sharp, accurate steering and excellent body control with outstanding high speed stability and all the ride comfort appropriate to a Lexus performance sedan.

This inspiring performance in the new GS is powered by 3.5-liter V6, four cams, and four valves per cylinder with dual Variable Valve Timing with intelligence (VVT-i). At 306 horsepower, it is one of the most powerful base engines in the segment, as well as the only one with both port and direct injection. The car also comes with an Atkinson cycle 3.5-liter V6 engine mated to a compact, high-output, water-cooled permanent magnet electric motor. The two powerplants drive the rear wheels both independently and in tandem, as needed.

Acceleration from 30 to 50 mph can take just 3.0 seconds, while improved engine sound characteristics complement the bolder, more energetic personality of the new GS.

Designing the new GS to be both strong and agile was a key focus of the engineering team. They looked to the Lexus LFA supercar for inspiration and carried over some key elements to provide a more engaging driving experience, including a new aerodynamic body, a completely new platform with a wider stance and stiffer structure, a transmission with quicker shifts, distinctive engine sound and exhaust notes and better seat support.

The new GS expresses a new generation of Lexus' driver focused interior design.

Painstaking attention to detail was applied to the GS cabin to create a balance of luxurious and technological amenities and emotional design. A redesigned seat frame and changes to steering column architecture enable an improved driver seating position for increased comfort, better forward visibility and overall command of the road. Equal attention has been paid to maximizing space for rear passengers, adding headroom, legroom, knee room and improved foot space compared to the current generation GS. An ergonomically designed, cockpit with advanced Human Machine Interface technologies enables drivers to remain alert and comfortable over long periods of time.

All white LED interior lighting, 18 way powered seats, advanced drive modes, intuitive remote touch and new interior color options enhances the luxury features.

The luxurious interior also comes with several highly innovative technologies that make a first appearance in the new GS model range! A new, energy saving air-conditioning system with S-Flow and 'nanoe' technologies; a second generation Remote Touch Interface (RTI) linked to the world's largest on-board multi-information display screen; and a choice of audio systems offering unparalleled power and clarity.

When all elements including exterior design, interior features and a powerful engine come together, the fourth generation luxury performance sedan delivers an absolute emotional experience and the admiration of an even larger fan base.

Tomoum concluded: "This is just the beginning. Lexus will launch five new or updated vehicles next year that will embody the new Lexus design direction. The spindle grille seen on the GS is a significant characteristic of the new design direction and will be incorporated on all future vehicles from Lexus. We encourage everybody to visit our stand at Motorshow to have a close look at the new GS and with Lexus through this year's offerings."

DIMS regional launch for SLS AMG Roadster SLK 55 AMG, and M-Class unveil



Visitors to the Mercedes-Benz stand at the Dubai International Motor Show 2011 (DIMS) were left with three-pointed stars in their eyes as the luxury German automotive manufacturer revealed a trio of magnificent new machines for the Middle East from its stand.

Celebrating 125 years since company founder Carl Benz built the very first automobile, Mercedes-Benz was first to fire-up the DIMS 2011 engine as the show's inaugural press conference, unveiling the all new M-Class SUV in the region for the first time, and launching the hotly anticipated new SLK 55 AMG and SLS AMG Roadster in the Middle East.

The M-Class unveil precedes an expected launch in early 2012, and follows the continued regional success of Mercedes-Benz SUV sales performances in 2011 driven by the compact GLK, popular ML, full size GL - which has doubled in sales between 2010 and 2011 - and the evergreen G-Class, which endures as the benchmark for SUVs in the region. Built with the mod-ern SUV owner in mind, the new M-Class is characterised by core traits of power and sophistication, and stands apart from competitors as a true pio-neer on every terrain.

Unveiling the luxury off-roader, Frank Bernthaler, Director, Sales and Mar-keting, Mercedes-Benz Cars, Middle East & Levant said: "The current ML SUV has been experiencing year on year growth since 2008, and 2011 has proved to be the pinnacle in terms of sales and popularity to date. With that, the ML has more than proven itself in the region and has paved the way perfectly for the arrival of the M-Class, which is now available to order."

The latest creations from Mercedes-Benz' AMG performance division to embody the "Driving Performance" brand claim were also on show, with Mercedes AMG CEO Ola Källenius flying in specially from AMG HQ in Affal-terbach to launch the eye-catching and unmistakable new SLK 55 AMG, and sensational new dream car – the SLS AMG Roadster.

With an AMG 5.5-litre V8 engine developing a peak output of 422 hp, 540 Nm of torque, and accelerating from zero to 100 km/h in 4.6 seconds with a (electronically limited) top speed of 250 km/h, the SLK 55 AMG outperforms all of its direct competitors and takes its place as the most powerful SLK of all time.



Forming part of the third-generation of the SLK Middle East launch in June, the new top-of-the range AMG's eye-catching and unmistakable expressive design demonstrates its individuality even at first glance. With GCC pricing starting from USD 79,250, the first customers will receive the car in January 2012. Distinctive AMG lightalloy wheels, specific AMG bodystyling with AMG spoiler lip and two chrome-plated twin tailpipes at the rear comple-ment the classic roadster proportions, while adding a markedly athletic touch. High levels of driving dynamics are ensured thanks to the AMG sports suspension with Direct-Steer system, Torque Vectoring Brakes and 3-stage ESP®, as well as the AMG high-performance braking system.

But the star show was undoubtedly the launch of the SLS AMG Roadster. This super sports car thrills with a perfect synthesis of open-top driving pleasure, outstanding driving dynamics and systematic lightweight construc-tion, with the overall visual appearance of the new two-seater marked by its purist design.

Technological highlights of the SLS AMG Roadster read like an A-B-C of modern sports car engineering: the combination of an aluminium spaceframe body, an AMG 6.3-litre V8 front-mid engine with dry sump lubrication developing a peak output of 571 hp and 650 Newton metres of torque, a sevenspeed dual clutch transmission in a transaxle arrangement and a sports suspension with aluminium double wishbones is guaranteed to make the hearts of sports car enthusiasts beat faster - while ensuring outstanding driving dynamics and roadster motoring pleasure.







Jettisoning the iconic gullwing doors of its older brother, the compact fabric soft top of the SLS AMG Roadster marks an evolution for the ground breaking super sports car, opening and closing in just eleven seconds, and able to be operated on the move at speeds up to 50 km/h. With a price tag starting from USD 214,400 in the GCC, the dream will become reality for the lucky few who will be first to receive the Roadster later this month.

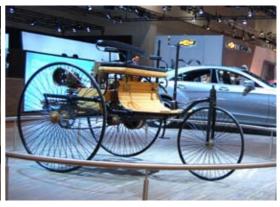
 $Ola~K\"{a}llenius, CEO~of~Mercedes-AMG~GmbH~said: "Systematic lightweight construction, outstanding" and the said of the construction of the cons$ performance and a breathtaking design combined with sensuous open-air driving pleasure - the new SLS AMG Roadster perfectly embodies the AMG philosophy of German engineering and

The gull-wing model has already thrilled sports car fans all over the world, and now the open-top version is set to cause a further sensation."

Also on display at the Mercedes-Benz stand was a replica of the world's first automobile, the Number 1 Patentwagen built by Carl Benz in 1886, as well as Mercedes-Benz Guard armoured vehicles including the S 600 Guard and S 600 Pullman Guard.













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The Dubai Motorshow 2011

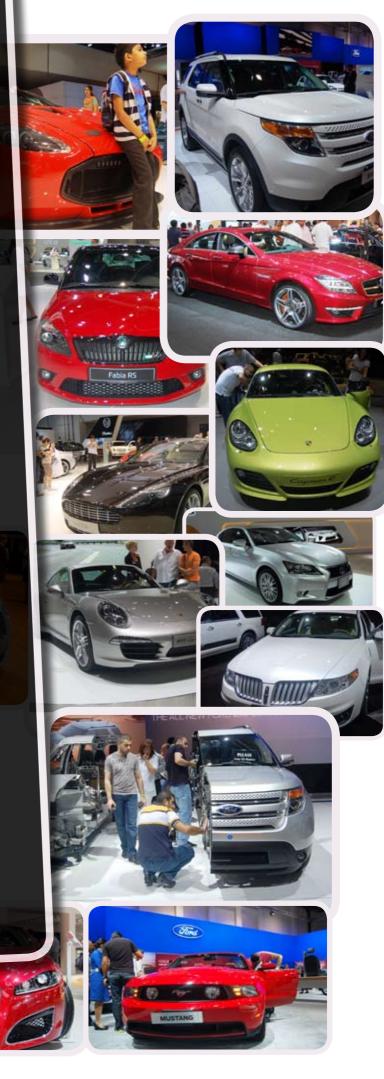
The Dubai International Motor Show proved its success once again this year since its start eleven years ago. It is one of the best motoring shows in the region attracting crowds to the debuts and launches happening in the Middle East.

This Year's Motorshow was one of the largest in its history with more than 150 exhibitors covering more than 60,000 square meters of hall space and included first time participation by some of the world's most exciting car brands such as McLaren, Lotus, MG and De Macros.

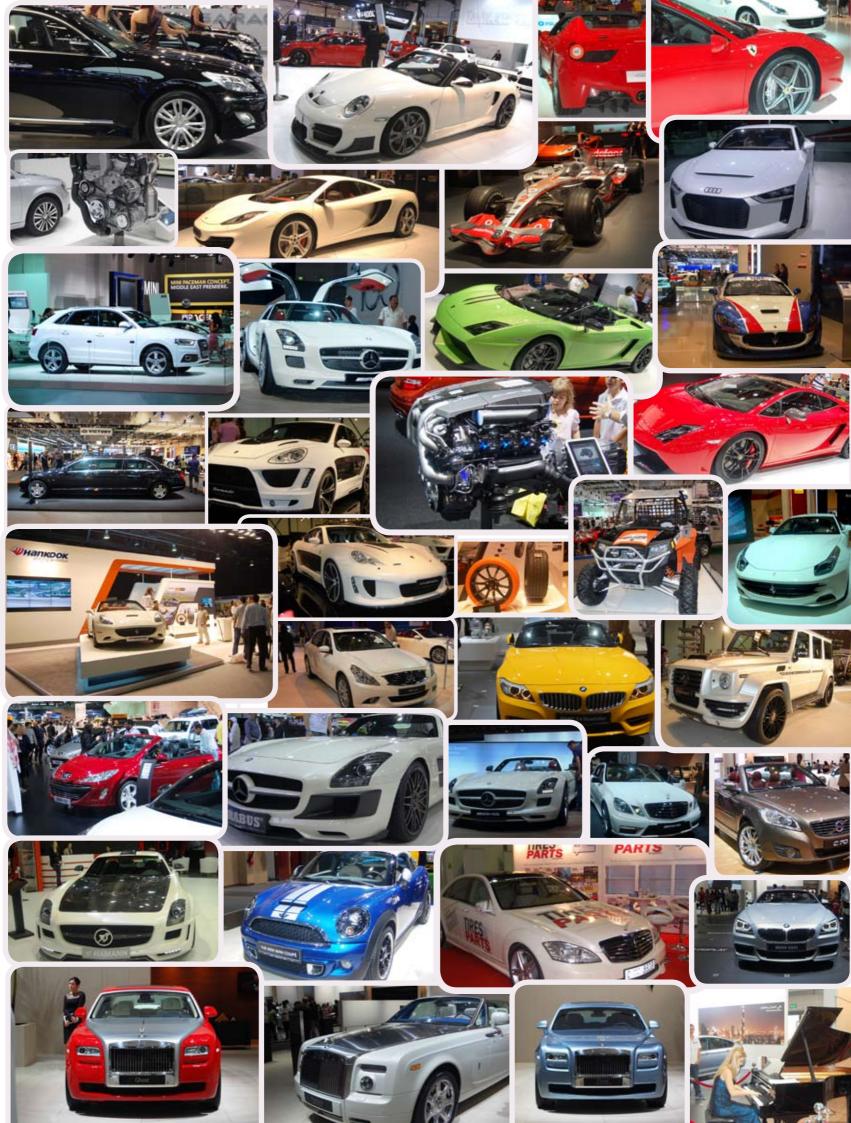
The event brought a variety of automotive brands, trademarks and manufactures under one roof such as Audi, Aston Martin, Bentley, Bugatti, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Koenigsegg, Lamborghini, Land Rover, Lexus, Maserati, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Peugeot, Renault, Toyota, Volkswagen and Volvo.

The show was glorified because of an exciting tuning section with the world's players that included brands such as Brabus, Depp-At, Hamann, Fab Design, Gemballa and TechArt.

The Middle East is one of the highest growth markets for the world's premium automotive manufacturers, and the show attracted the largest regional audience of enthusiasts. we have complied a few pictures to give you a summary and feel of what was experienced at the show.







Pirelli to presented its UHP P Zero range for Middle East

New P Zero Silver consolidates Pirelli's leadership in the premium segment



Among the world's largest five tyre manufacturers and exclusive supplier of the FIA Formula 1 World Cup Championship, Pirelli presented its premium segment product range for Middle East, including the brand new P Zero Silver, in which Pirelli is the recognised world leader for its high-performing, reliable products. On the occasion of 2011 F1 Abu Dhabi Grand Prix, at the YAS Marina circuit, Pirelli was the main sponsor of the annual Pilots Football Charity event in Abu Dhabi for the first time this year.

Pirelli's commitment in the Middle East is steadily improving thanks to the significant growth potential of the market. Leveraging on its excellent infrastructures and growing vehicle parks with a very high-end mix, Gulf area represents one the greatest UHP tires' demand in the world. The High Performance and Ultra High Performance Car tires' need is estimated around 20% of the total car tire demand, while 4x4/SUV tires demand can reach 30%. The very positive development of local economy and social scenario goes together with a more and more sophisticated consumers' profile evolution: modern endusers looking for high performance, quality and service.

Pirelli strategy, focused on both technological leadership and innovative business solution development, perfectly matches Middle East expectations as sophisticated market, contributing to a consistent growth of Pirelli tire sales and market share in the Area.

Pirelli Gulf coordinates Pirelli's operations in the Middle East through its central offices in Dubai. Pirelli P Zero is the Ultra High Performance tire range designed for supercars and originating directly from Pirelli's great experience in motorsport competitions. P Zero is one of the most technologically advanced products from Pirelli research, a revolutionary tire which is able to provide unprecedented performance to the most demanding drivers in every area: speed, comfort and safety. P Zero has allowed Pirelli to successfully consolidate its leadership position in the high-end segment, being chosen by the most prestigious motor manufacturers to meet and enhance the extreme performance demand of supercars whilst delivering ever higher driving safety and satisfaction

P Zero Silver, from the track to the road

The return of Pirelli to Formula One, for which the Italian group is the official supplier for the 3-year period 2011-2013 has placed the tire at the centre of attention for motorsports' lovers and drivers around the world. Setting new standards in premium tire, Pirelli steadily continues innovation in technology and product quality. In this sense, the recent technological experiences gained in the Gran Prix represented a further opportunity, supplying indications and leads for Pirelli researchers in the development of a new high performance tire which broadens the Group's premium range: the P Zero Silver, the first road tire derived directly from Formula One tires, which is the latest offspring of the P Zero family.

As a tradition for the Italian Group, which has always developed products for the road also thanks to sporting experiences, P Zero Silver transfers to all drivers the main innovations introduced by Pirelli into the process of development and production for Formula One, a process that during the season has guaranteed a constant and speedy evolution of the product offered to Teams.

The latest offspring of the P Zero family, which guarantees performance, greater durability and lower environmental impact, will be on sale in a limited edition from Spring 2012 and was developed to respond to the ever more differentiated needs of the highest market segment, increasing the Italian Group's premium range and consolidating its strategy of further growth in that segment in all geographic areas.

Pirelli's premium strategy

The greater focus on the premium market resulted in first half 2011 sales, also boosted by the participation in Formula One, rising in the segment by over 30% compared with the same period a year earlier. In the decade 2000-2010, the world auto market grew at an average annual rate of 2%, passing from 56 million cars sold to 69 million, while the tire market grew at an average rate of +2.8%, passing from 925 million euros to 1.22 billion euros. The high-end auto segment grew over the same period by 2.8%, bringing its quota of total sales from 11% to 12%, while premium tires grew by an average of 4.7% per year.

The combination of these factors which see the tire industry differentiate itself from the auto segment and the premium segment grow at a faster rate than the total tire market, is destined not only to be confirmed in the coming years, but to become more intense.

The traditional positioning of Pirelli in the highest market segment makes the Italian Group one of the leaders at the world level in the high performance tire sector and number one in the prestige segment, that is the one destined for brands like Aston Martin, Bentley, Ferrari, Lamborghini, Lotus, Maserati, McLaren and Porsche.

On the occasion of F1 Abu Dhabi Grand Prix, , Pirelli was the main sponsor of the annual Pilots Football Charity event in Abu Dhabi for the first time this year. The match, which took place yesterday evening at Al Jazeera Mohammed Bin Zayed Stadium in Abu Dhabi, has seen Formula One drivers including 2011 F1 World Champion Sebastian Vettel (Red Bull) and the twice world champion Fernando Alonso (Ferrari), playing against International Sports Stars, together with several world-renowned footballers such as David Trezeguet (Baniyas Club) 1998 Football World Champion, 2000 European Champion and finalist at football world championship in 2006 and Walter Zenga (Al Nasr Club) ex goalkeeper for Inter, Sampdoria and Italian National Football Team. International Sports Stars team was composed by Talal Al Hashemi, Abdul Hamid Al Mistaky, Fahad Ali, Majid Al Auwais, Mohammed Obaid Hamodoon, Mohammed El Enzi, Ebrahima Diaky, Fareed Ali, Khaldoon Al Mubarak e Mustafa Agha. All proceeds coming from Pirelli's commitment will go to charity for oncologic and biomedical research.



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Packed Agenda Confirms UAE as Middle East Motorsport Hub



It proved to be an exciting year-end for car enthusiasts in the UAE, with both the Dubai International Motor Show and the Abu Dhabi Grand Prix which took place in November, plus a busy December calendar at the Dubai Autodrome featuring the Bridgestone Potenza Performance Challenge, a 150-competitor amateur event, set to take place on the 9th and 10th of December.

"Over the last few years we've seen how a passion for auto sports has grown in the Middle East, particularly with the increase of motoring events in the region and the attention they have attracted" stated Takumi Kakara, Director-Marketing, at Bridgestone Middle East & Africa. "We recently visited the Dubai International Motor Show and are excited to foster the developing interest in the world of motor sports by participating in the Potenza Performance Challenge and other similar events in the UAE."

The Emirates saw 50,000 Formula One fans from all over the world flock to the Abu Dhabi Grand Prix, with an estimated 500 million television viewers watching the race globally. Thousands more trade and public visitors attended the Dubai International Motor Show. which ended earlier this week. These high profile events have undoubtedly raised the profile of the UAE in the motor world, helping to foster a number of national and regional events. Dubai's Autodrome has nearly 30 motoring and racing events taking place before the end of 2011, including what is expected to be the Middle East's biggest amateur driving competition of the year: the Potenza Performance Challenge 2011, presented by Bridgestone.

"We at Dubai Autodrome are looking forward to the Potenza Performance Challenge, it's in line with our ongoing development of high performance motoring and motorsport events at grassroots level, which we proudly promote as part of our contribution to the burgeoning motorsport scene in the Middle East. In keeping with our traditions, the Potenza Performance Challenge caters for, not only the petrolheads, but also families and groups who want to enjoy an entertaining outing with a buzz," commented Ali Fardan Al Fardan, Dubai Autodrome Chariman

The Potenza Performance Challenge will host a number of exciting activities for the whole family, including a competition in which 150 invited sports driving enthusiasts will compete in a series of challenges to win a brand new Volkswagen Scirocco. Drivers will have the chance to demonstrate speed, precision, and skill by competing in three time based driving challenges in performance vehicles running on Bridgestone Potenza high performance tires.

"There are an increasing number of world-class motorsports events now taking place in the UAE, confirming the country as the Middle East's centre of motoring excellence," said Sherif El Gamrawy, organizer of the two-day Potenza Performance Challenge.

On day one, competitors will drive against the clock in an 'Autocross Course Challenge'. Only 50 will advance to compete in the 'Target Braking Challenge' on Saturday morning by stopping a high performance car in a limited braking zone from speed. Only 10 will make it through to the final 'Time Attack Challenge' round on Saturday afternoon where they will need to master speed and control in a single timed lap around the Autodrome's 2.64 Km Club Circuit while driving an F3-style single seat car.

The Potenza Performance Challenge is expected to attract thousands of visitors including auto enthusiasts, the general public and renowned names in the motor industry. In addition to the Driving Challenges, attendees of the Potenza Performance Challenge 2011 will also be able to compete in gaming challenges on the new Forza Motorsport 4 from XBOX, a tuner car and custom bike show, an expo with the hottest accessories and cars from the UAE tuner scene, a variety of games and attractions for children, as well as food and entertainment. More information can be found at www.potenzaperformance.com.

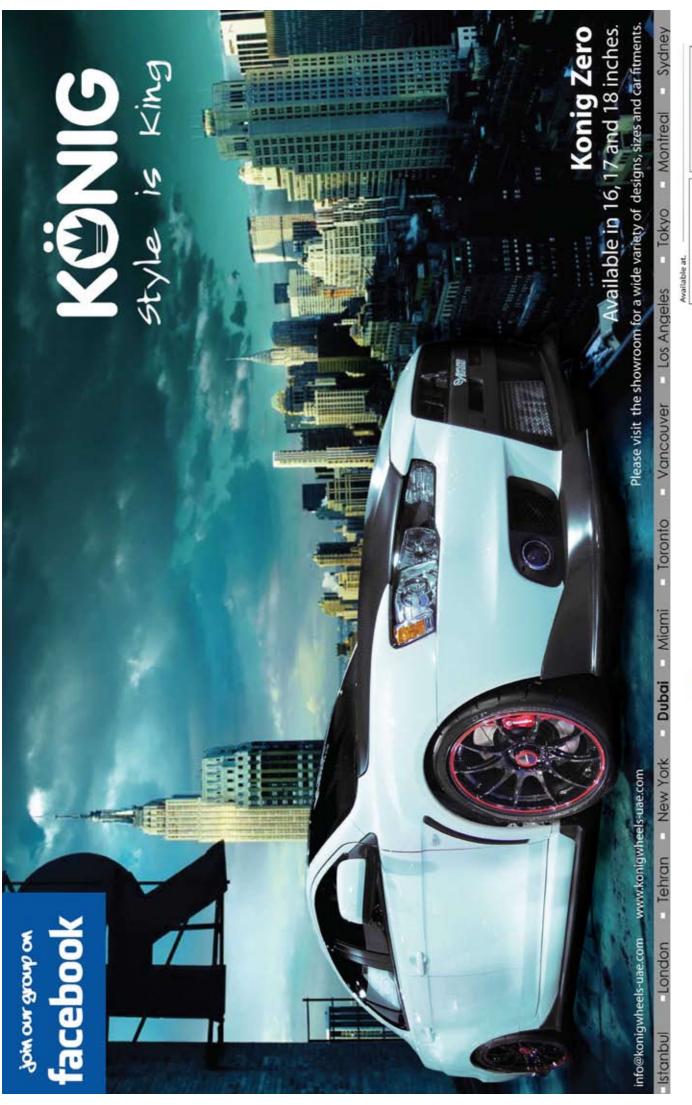
Demand for Tires and Tubes is Set to Grow by 12% Annually in Saudi Arabia

According to reserach and markets the demand for tires and tubes is set to grow by 12% annually in Saudi Arabia. Being the largest market for automotive tires in the Middle East, Saudi Arabia still imports them to satiate its needs. It runs up almost \$800 million in imported tire bills alone on a yearly basis. The country imports 13 million tires every year and volumes are expected to keep on rising as consumer demand increases over the next few years. The major products include Tires (passenger, truck, bus, trailers), Tires (OTR, Agricultural, Industrial/ TBR), Rims, Tubes and Casings, Tire Repair Material, Patches, Retreading Material and Equipment.

A largely import-driven market, as there is little to no local manufacturing, the Saudi market is a magnet for leading international brands, with Japanese and American tire majors leading the way, followed by a strong representation from European and Asian brands. All tires imported into Saudi Arabia have to pass the stringent safety specifications laid down by the Saudi Arabian Standards Organization, before they can be marketed in the country.

Major companies reigning the market currently are Yokohama, Bridgestone, Hankook, and Michelin. In 2010, Japanese manufacturers topped the list of suppliers with a 41% share of the Saudi import market, while US companies came in fourth place after South Korea and China. Saudi tire industry practitioners believe that prices increases over the last two years has led to some traders buying low-quality low-priced tires instead. On the other hand, although the tire prices are rising, domestic demand in the country has not gone down.

There are approximately 60 tire brands sold in Saudi Arabia, half of which are well-known brands sourced from companies in the U.S., Japan, South Korea, China, Indonesia, Turkey, India and Europe. Demand is expected to remain high for temperature and traction passenger car tires since they can withstand Saudi Arabia's hot and harsh climate.













Allee (3 piece)













Tel: +971 56 6124434

Tel:+97143395030 Mob:0506745072

ZAFCO Acquires Global Brand Rights for ZEETEX from S&H Tires

Global rights for ZEETEX brand to boost ZAFCO's geographical reach while providing 'Superior Value, Innovation and Service for Customers and Partners'

ZAFCO a leading global distributor of automotive tires, batteries and lubricants, announced the acquisition of the ZEETEX brand from S&H Tires, a Netherlands based company, making ZAFCO the sole distributor of the premium brand. Prior to this development, the rights to ZEETEX, which encompasses over 600 product units including tires, batteries and lubricants, were jointly held between the two companies.

The international brand is designed and developed to cater to customer requirements in every tire category. ZEETEX offers products that are suitable for on and off-road driving, high-speed driving as well as for industrial operations. Since its launch in 2005, the brand has developed a strong reputation for quality assurance, safety and compliance with environmental requirements, and holds an impressive range of certifications.

The takeover was announced following ZAFCO's participation at the SEMA (Specialty Equipment Market Association) Show in November 2011, where the company showcased ZEETEX, their own exclusive brand

Simon Klapwijk, CEO of S&H Tyres, expressed happiness at the brand's development that has progressed over a period of years working closely with ZAFCO, thereby bringing in new products and innovations to the market place. He commented: "S&H is looking forward to seeing this brand go a long way even further with the length and breadth of ZAFCO's reach and distribution, combined with their hunger for introducing new products to the market."

Gopiraj KV, CEO of ZAFCO, commented, "Our focus will be on France, Germany and the UK, as they represent the largest tire markets, among the 21 European countries where we will now sell ZEETEX. We plan to quadruple our current revenue in the next four years and are confident that we will be able to achieve this target."

ZAFCO will continue to undertake research and development to introduce a wider range of products suitable to European driving conditions. The ZEETEX premium tire range category is endorsed by Ukraine's premium drifting champion, Alex Golovnya, who has made 5 podium finishes out of 9 appearances in drift competitions in 2011 using ZEETEX tires in Russia, Ukraine and Belarus, of which 3 were 1st positions. Additionally, drift driving enthusiast from Scotland,



Gopiraj KV, CEO of ZAFCO

Stuart Leishman personally advocates the importance of an excellent tyre in challenging conditions. Reflecting his confidence in the high quality of ZEETEX tires and. driving a Mitsubishi Evo IX he finished second in the Red Bull Drift Abu Dhabi 2011 event. He zoomed past the competition on ZEETEX 215/35 R18 HP 102.

"We see immense potential in the European market, despite recent qualms about the instability of the economy. This takeover is in line with our goal to become a US\$1 billion company in the next few years and we have ambitious plans for ZEETEX, as we turn it into a truly global brand," concluded Gopiraj.

ZAFCO aims to build on the momentum generated in 2011, and will continue to identify and capitalise on opportunities that are in line with the company's global expansion plans. ZAFCO has recently confirmed its plans to launch its new product, ZT 1000, early in 2012, a revolutionary addition to the brand's premium tire range.

Bridgestone to build a new passenger car tire plant in Vietnam

Responding to growth in global demand by reinforcing production and supply system

Bridgestone Corporation announced its plans to build a new plant in Vietnam that will produce radial tires for passenger cars (PSRs). The decision was made as a result of the strong growth in global demand for PSRs, and the total investment in the plant will be approximately ¥35.5 billion. Production at the new plant will begin in the first half of 2014. Plans call for a production capacity of approximately 24,700 tires per day after the production ramp-up is completed in the first half of 2016.

The new plant will serve as an export base for replacement tires sold in the European, North American, and Japanese markets, primarily supplying PSRs for general use. Currently, Bridgestone has increased its production capacities at the Nong Khae Plant in Thailand and the Karawang Plant in Indonesia to supply PSRs to those markets. However, Bridgestone has determined that a new plant in Vietnam was necessary in order to respond to continuing growth in demand. In selecting the site, Bridgestone made a comprehensive evaluation from a variety of perspectives, including infrastructure, location, workforce, and cost. As a result of this evaluation, the Dinh Vu Industrial Zone in Hai Phong City, Vietnam was chosen as the site of the new plant.

The Bridgestone Group currently produces new tires at 47 plants in 20 countries. After the start-up of a new plant in India1, a plant for large and ultra large off-the-road radial tires for construction and mining vehicles in the United States, and this new plant in Vietnam, Bridgestone will have a production system of 50 plants in 21 countries.



The size selection of this versatile agricultural tire, tailored to the requirements of professional contracting and environmental care, is extended with a low-profile special product. The Nokian Country King 710/35R22.5, developed in co-operation with the world's leading manufacturer of agricultural technology, is especially aimed at forage wagons and trailers.

The load-bearing capacity of this modern steel belted tire is among the best in the world in its diameter class. It has a load index (LI) of 158 D, which in practice means an additional load of 2,000 kilogrammes (500 kg per tyre) compared to competitors on the market (LI= 154 D).

This round-shoulder flotation tire manages increased loads steadily and lightly. The larger contact area of the technologically advanced Nokian Country King means lower surface pressure on the ground. A lower centre of gravity maximises the stability of a trailer up to 16 tonnes in weight, but also requires less pulling power from the machine, stresses Product Manager Tero Saari from Nokian Heavy Tires

Gentle on the environment

The fuel-efficient Nokian Country King is an excellent choice for agricultural machinery and trailers when moving more on the road than in the field. The large equipment and heavy loads used in this work demand load-bearing capacity and reliability from the tyre.

With growing load, the contact area of the sturdy Nokian Country King increases, in turn increasing the load-bearing capacity. Work is especially effective on soft soil or grass, as the tractor and trailer combination will not sink; instead, it is gentle on the surface and turns easily. The opening pattern of the tread ensures that the tire cleans easily and quickly, and will not carry soil onto the road.

The steel belt structure of the lightly rolling tire is durable and bears loads on different surfaces, both in the field and on the road. Its rubber compound, matched for demanding professional use and road driving, improves wear resistance. The Driving Safety Indicator (DSI) shows the remaining groove depth.

Economical and pleasant to drive

The Nokian Country King has a low noise level, and it rolls effortlessly on the road. The stable, speedy special tyre has speed class D (65 km/h). You are sure to appreciate the top-class driving comfort during long working days. Low rolling resistance reduces fuel consumption, in turn making the tire an economical, eco-friendly work partner.

Nokian Heavy Tires is a pioneering tire manufacturer in environmental matters. It was the first tyre company in the world to abandon harmful oils in its production processes and to use only purified oils.

Environmental friendliness is a key principle in our R&D philosophy. The rubber compounds, treads and structures of special tyres withstand wear and tear, which, from the users' point of view, translates into many operating hours and functionality. The lightly rolling tyres also reduce fuel consumption and carbon dioxide emissions.

The Nokian Country King is also manufactured using only purified, low aromatic oils. Next spring, a new size of 710/45R22.5 will be introduced, bringing even more load-bearing capacity to forage wagons and trailers.

Nokian Heavy Tires – forerunner in special tires

Nokian Heavy Tires Ltd, a manufacturer of high-quality special tires, is a part of the Nokian Tires Group. The company's product range includes forestry tires, special tires for agricultural machinery, and a variety of industrial machinery tires used in, for example, harbours and terminals, underground mines, earthmoving, and road maintenance.



Yokohama Rubber is sole tire supplier for Macau Grand Prix for 29th consecutive year

The Yokohama Rubber Co., Ltd., announced that it will supply ADVAN racing tires to all of the competitors in the 58th Macau Grand Prix. That event, a Formula 3, took place in Macau from last month. It was Yokohama's 29th consecutive year as the exclusive tire supplier to the Macau Grand Prix. Yokohama was also the exclusive tire supplier in the culminating event of 2011 FIA World Touring Car Championship. The race took place in Macau in conjunction with the Macau Grand Prix.

Macau's Grand Prix took place on public roadways and thus requires tires of different specifications from those used on racetracks. The ADVAN racing tires supplied by Yokohama incorporate know-how accumulated through nearly three decades as the exclusive tire supplier. Formula 3 has been a stepping stone to Formula 1 for several prominent drivers, including Sebastian Vettel, Michael Schumacher, and the late Ayrton Senna.

The World Touring Car Championship, meanwhile, is the summit of touring car racing. Yokohama has been the sole supplier of tires for the World Touring Car Championship since 2006. That reflects the teams' high regard for the superior handling performance and consistent quality of Yokohama tires. The company has contracted to supply ADVAN racing tires, which incorporate advances in reducing environmental impact, for the race through 2012.

Rubber growers reduce supply by 25%

According to the Bangkok post rubber growers in Thailand have agreed to cut down supply by at least 25% in an attempt to control the prices of rubber that have been declining in the past several months...

Prices of natural rubber have fallen to about 81-85 baht last month for a kilogram of unsmoked rubber sheet, from 128-133 baht in September.

The decline reflects falling prices in major commodity markets such as the Tokyo Commodity Exchange, where the December contract was bid at US\$3.23 for a kilogramme of ribbed smoked sheet grade 3 (RSS3), compared with \$4 to \$4.40 earlier for the October contract and \$4.60 to \$470 for September delivery.

The Thai Rubber Association attributed the decline to the economic crisis in Europe, as well as the flooding in Thailand which has severely hurt automobile and auto-parts plants, major users of natural rubber.



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Hamilton wins in Abu Dhabi



Lewis Hamilton has taken his third win of the season in Abu Dhabi using Pirelli's P Zero tires, running a two-stop strategy with two stints on the P Zero Yellow soft tire followed by a single stint on the P Zero White medium. Hamilton claimed the 17th win of his career, having previously won in China and Germany this year.

A similar strategy was adopted by all of the top three finishers, while Red Bull Racing's Mark Webber tried a three-stop strategy, only switching to the harder tire with one lap to go. Force India driver Paul di Resta was the only finisher to go for a one-stop strategy, changing from medium to soft tires on lap 27 and then running 28 laps on the P Zero Yellow to the finish. The majority of competitors used a two-stop strategy over the 55 laps.

Hamilton took the lead on the first lap after newly-crowned world champion Sebastian Vettel retyred with damage to the rear of his car after his tyre deflated on the opening lap. The cause of the sudden deflation is still being investigated by Pirelli's engineers. This brings to an end Red Bull Racing's run of 19 consecutive podium finishes, and it is also the first time in 19 races that Vettel has retyred.

Dunlop 24H DUBAI again one of the most international endurance races of the year

With less than one month to go before the seventh running of the Dunlop 24H DUBAI gets underway at the Dubai Autodrome (January 12th till 14th, 2012), the field is shaping up. More than 80 entries have already been received for the first international endurance race of the new year for GTs, touring cars and 24H Specials. "Many of our regular competitors are joining us again for the 2012 Dunlop 24H DUBAI, but we are very pleased that several new teams have submitted their entry forms as well", says Gerrie Willems on behalf of Dutch agency CREVENTIC, organisers and promoters of the Dunlop 24H DUBAI, together with DNRT. "We still have a few places on the grid left, so teams interested in racing in Dubai should get in touch quickly."



With sports cars like Porsche 997 R, RSR, Cup and Cup S, Mercedes-Benz SLS AMG, Audi R8 LMS, Ferrari F458 Italia, Lamborghini Gallardo, BMW Z4, Nissan 370Z, Dodge Viper, Corvette, Aston Martin and Ginetta all represented in the field, there will be plenty of competition in the top categories of the Dunlop 24H DUBAI. But teams don't necessarily need a powerful sports car to enjoy the fascination of the original endurance race in the Gulf region. Diesel-powered cars, predominantly BMW, SEAT Leon Supercopa cars and 'hot hatchbacks' like MINI or Renault Clio are also very well suited to race in the Dunlop 24H DUBAI and numerous examples of each of these cars have already been entered. Once again, the field will be truly international, with teams and drivers from no less than 31 countries on the list already. This again makes the Dunlop 24H DUBAI one of the most international endurance races of the year.





Maxxis is a hit at SEMA



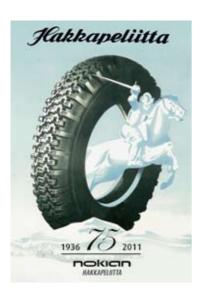
When 130,000 attendees converged on the SEMA Show – the largest automotive speciality-equipment show in the world held in Las Vegas from November 1-4 – tire manufacturer Maxxis was there in force with cutting edge new products and race-winning vehicles on display.

Maxxis was a standout among SEMA's 2,100 plus exhibitors, offering hot new tires for road racing, crossover vehicles, SUVs and light trucks. Maxxis' presence wasn't limited to its 2,500 sq ft indoor booth either: visitors to the Maxxis support rig enjoyed a close up view of some of the hottest racing vehicles around, including Johnny Greaves' Class 1 desert car. Some of Maxxis' most popular sponsored drivers dropped by as well, including Greaves, Brian Deegan, Steve Barlow, Dan Vanden Heuvel, Randy Eller and Ken Blume.

Maxxis sponsorship of a good cause, the Eye Win Fund Racer, also culminated during SEMA. Raced during the past season by a Maxxis-sponsored rider, Lucky Dog Racing's Levi Shirley, the Eye Win Fund Racer is a buggy custombuilt to raise money for the Leukaemia and Lymphoma Society. Five dollar tickets were sold throughout the year and the draw to raffle off the buggy was held on November 4 at the Maxxis booth.

For over 43 years Maxxis International has delivered high quality tires to both original equipment and aftermarket customers. Maxxis offers products for automotive, light truck, motorcycle, ATV, bicycle, lawn and garden and industrial use. The company has operations in Asia, Europe and North America and its products are distributed in approximately 170 countries.

The story of the world's most famous winter tire



Since the beginning, the home of the Nokian Hakkapeliitta has been in the north. On the Nordic snow and ice, we have been testing tires under extreme conditions and at extreme speeds for years, all the while accumulating extensive experience and widening our know-how. Nokian Tires manufactured the world's first winter tire for the winter frost in 1934. Two years later, the Hakkapeliitta was born in the northern winter. Nowadays, the best-known winter tire in the world is a legend in all the places that experience snow and ice in winter.

So stop for a moment, enjoy winter, and read the story of the snow and ice champion on our online history website, published to celebrate the 75th anniversary, at www.nokiantyres.com/hakkapeliitta75 The website is also accessible with Internet tablets.

Speedy safety pioneer

The Hakkapeliitta winter tires are pioneers in safety: champions of the world's most demanding winter conditions. The history of the Hakkapeliittas is also colourful and rich in acclaim. They were introduced internationally by the legendary Monte Carlo rallies in the 1950s and 1960s.

Since 1936, Nokian Tires has introduced a total of 33 Hakkapeliitta products, both studded and studless winter tires for passenger cars and heavy equipment. The excellent winter properties of the Hakkapeliitta tires have been enjoyed by millions of safety-conscious drivers in over 50 countries.

The world's northernmost tire manufacturer tests and develops new members of the Hakkapeliitta family at its own test centre in Ivalo, 300 kilometres north of the Arctic Circle. Nokian Tires is the only tire manufacturer in the world focusing on the needs of customers in the northern conditions and creating products especially for them.

Falken launches Google+ Business Page

Proving that technology extends beyond the research and development lab or the racetrack, Falken Tire, a leader in high performance tires for driving enthusiasts, continues to revolutionize the online marketplace with the introduction of its Official Google+ Business Page.

This launch comes on the heels of Falken's extremely successful sweepstakes campaign which offered a Porsche Cayman as the Grand Prize and was primarily promoted through a number of popular social networks, garnering over 317,000 "Likes" from its Facebook fan page. Falken continues to leverage the strength of its enthusiast community via its online activations and the Google+ page is an extension of its allegiance strategy.

"It is absolutely critical intoday's marketplace to connect with Falken's core fans who are living and breathing everything via the Internet," declared Andrew Hoit, Falken Vice President of Marketing. "We are focused on reaching a wide range of customers through as many media avenues as possible, and based on the rapid success of the Google+concept, we believe it is important for Falken to have an important presence there. Like other services, these users are speaking to us about our brand and what they like. We definitely want to hear from them."

Google+ (sometimes abbreviated as G+) is a social networking and sharing service operated by Google Inc. The service launched on June 28, 2011, and on September 20, was made available to the general public. Google+ integrates social services such as Google Profiles and Google Buzz, and introduces new services identified as Circles, Hangouts and Sparks. One of the latest concepts is the "What's hot" stream, which was introduced on October 27, 2011, which shows what Google+ users are currently excited about.

Falken has previously introduced QR Codes and a corresponding mobile website and developed a dedicated fan website – wegetyougoing.com – and Facebook page to serve the needs of both customers and enthusiasts. The company is a strong proponent of Search Engine Optimization and a user of Google Analytics to track its advertising and messaging effectiveness across all media.



Sales Executive



Emirates for Universal Tyres LLC-

Exclusive Distributor of continental Tyres in UAE requires Sales Executive with at least 5 years experience in tyres sales. Good knowledge of local market with excellent communication & negotiation skills. UAE driving licence is a must.

Interested applicants may send their CV with full details to Email: (info@amsconti.ae).

Tire Salesman

Experienced tire salesman needed with knowledge of local or export market.

UAE driving licence is compulsory.

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Regional Manager



Sun Global FZCO – Manufacturer of full range of Tyres requires Regional Managers with at least 10 years of International Sales experience in the Tyres business. Good knowledge of internationals markets like Indian Subcontinent, APAC, MENA, Africa and South America along with excellent communication & negotiation skills is a must. Interested applicants may send their CV with

Interested applicants may send their CV with full details to: Email: hr@sungroup.ae

An action packed and educational day with Continental / AMG on the Yas Marina Circuit



Article by **Hamid Moaref**

There is a cool breeze blowing as I arrive at the Abu Dhabi's Yas Marina Circuit, and the weather is absolutely perfect for the start of an exhilarating day.

I'm here with a large group of AMG and Continental tires sales associates, along with both existing and potential customers and a number of media, to experience an impressive array of Conti-fitted AMG vehicles on the capital's fantastic Formula 1 circuit. And our hosts at this fabulous venue are Mr Andreas Bertram (Managing Director of Continental Tires Middle East), Frank Bernthaler (Director of Sales and Marketing, Mercedes-Benz Cars, Daimler Middle East and Levant) and the rest of the Continental tires and Mercedes AMG teams.

To add the icing to the cake, Mercedes-Benz has laid on a lipsmacking spread of current AMG models for us to experience, including the C63 coupe and sedan, the CLS63 and the all-new SLS AMG.

Let's drive!

It's nearly time to hit the track, but before letting us loose, we're taken inside the upscale clubhouse to meet the Mercedes-Benz Driving Academy instructors, all eager to help us improve our driving skills, starting with the basics. There are about 30 of us in total, of different shapes and sizes, and since we'll be getting in and out of the cars all day long, starting off by finding the correct seating position will be critical to our enjoyment.

The first exercise we take part in is a 'drag race', where the difference between the two cars comes down to pure driver skill. The aim of the exercise is to know how hard to accelerate and to coordinate the braking before hitting the red line at the end of the track. While it sounds very simple, once you're behind the wheel of the monstrous AMG vehicles the throaty roar of the V8 engine makes you want to keep on going! Tires play a key role in determining braking distance and this exercise clearly demonstrates the capabilities of the Continental tires.

FAST FACTS

- 1. With a heritage spanning 140 years, Continental tires are designed for optimum driving pleasure, high speed stability and short braking distances under varied driving conditions.
- 2.The SLS is the only car from Mercedes to be exclusively fitted with Continental tires
- 3. The SLS AMG is the first ever vehicle to be built from the ground up by AMG.
- 4. AMG is named after its founders Hans Werner Aufrecht (A) and Erhard Melcher (M), with the G coming from Aufrecht's birthplace, Großaspach.
- 5. After decades as an independent entity, AMG joined forces with Mercedes in 1999.

Next it's over to the slalom course for the 'vision exercise'. Driving in small groups behind a pace car, we all get the chance to experience a few laps behind the wheel of each AMG model available at the event. Any race car or professional driver can tell you that, regardless of the vehicle they are in, impeccable vision is the most important requirement for any driver.

The goal is always to look as high and as far ahead as possible. Visual scanning and peripheral vision are most critical when it comes to avoiding potential danger on the road or race track. If nothing else, it is important to always remember to look where you want to go, not at what you're trying to avoid – there is a natural tendency to steer in the direction in which we're looking. So once we become familiar with the track, the pace really picks up and I find myself pounding the car to its limits.

For the next exercise, we head to another slalom track but this time it comes with a twist - half of the track is covered in water! The purpose of this is to test our ability to drive in wet conditions, to see how we handle the wet conditions and to demonstrate what should be done if the vehicle starts hydroplaning. Having benefited from several test drives around the track, we take part in a competition to test our skills against the clock, with the driver recording the best time receiving an award at the end of the event.





After a light dinner we head back to the pits for the final experience, involving an SLS GT3 and an SLS. An angry, guttural roar pierces the air and shakes the ground as the SLS GT3 warms up in the pits, but before we head out for a passenger ride we are required to sign a waiver that specifies that we have no heart or back conditions. As we are kitted up in full AMG racing gear, we know this is the real deal.

Travelling at high speed in a race car next to a true professional is a unique experience. You get a real sense of what the car is actually capable of. It's a magnificent feeling, but it is also incredibly tense and taxing as you battle the massive G forces that push against your body. It is only here, on the track, that a tire's performance can be truly tested and pushed to the limits.

After just three laps, I feel exhilarated and exhausted, and I'm not even driving. At times I am simply praying that I make it back to the pits alive! As I step out, I am left wondering how these drivers do this at such high speeds for hours at a time.





But then again they can take to the track safe in the knowledge that they have the very best equipment at their disposal. Not only in terms of the perfectly tuned and faultlessly designed cars they are driving, but also when it comes to the components that provide the vital contact between them and the road – the tires themselves.

And this is where Continental excels, as it has done now for 140 years. Choosing the right tires for your car is absolutely critical and, as my visit to the Yas Marina Circuit demonstrated, Continental tires provide a blend of performance, safety and comfort that is as perfect as the weather that accompanied us throughout the highly exciting and educational day of on-track action.







Yokohama OE on the Audi A7

Yokohama Tire Corporation's ADVAN Sport® tires are original equipment on the new 2012 Audi A7, which was named "Vehicle of the Year" at the 2011 Los Angeles Auto Show by the Motor Press Guild (MPG).

According to the MPG, the A7 – part of Yokohama's growing OE fitment program – won due to its "compelling combination of handsome styling, dynamic handling and advanced in-car technology."

"The 310 horsepower Audi A7 is a sleek, stylish sporty five-door coupe," said Jeremy Kahrs, Yokohama director, OE Sales. "We couldn't agree more with the award and are proud the A7 runs on our ultra high-performance ADVAN Sport tires. They are a perfect fit"



Falken Tire introduces new super quiet Azenis ST115 Tire

Falken Tire introduced the new silent running Azenis ST-115 tire. The company considers it the ultimate in silent running/noise reducing/ultra high performance because of the engineering breakthroughs that its staff created including incorporating micro-vacuum capsules into the compound that literally suck out road noise.

In addition to reducing road noise, the capsules also contribute to a higher stiffness on the base tread for improved handling ability. The new Azenis ST-115 tire from Falken virtually eliminates road noise, and is preferred by sound-off aficionados who enjoy megawatt super highend audio systems. By eliminating road noise the ST-115 allows the system's crisp highs and deep bass to be heard true...letting you hear what you want to hear.

The tire is attacked performance features including wide twin wide circumferential grooves, which excellent wet-weather performance. The ST115 also sports an aggressive appearance with its low profile, unique tread pattern. It also features sidewall and shoulder block for longer life.



Continental - the official Tire Sponsor of the Dubai Motor Show 2011



Founded in Hanover in 1871, Continental today is one among the Top 5 automotive suppliers in the world with sales of approximately 26 billion Euros (Dh135 billion) in 2010.

As a supplier of tires, brake systems, systems components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics and technical elastomers, Continental currently has approximately 160,000 employees in 45 countries.

With 140 years of German Engineering, Continental is the European market leader for passenger and light truck tires and No. 1 supplier to tuning vehicles in Europe. More than 30 per cent of all new European cars leave the factory fitted with Continental tires. Continental's tire divisions are an official sponsor of the 2014 FIFA World Cup BrazilTM.





Continental passenger Car, 4x4 & SUV tyre range such as ContiSportContact ContiSportContact ContiForceContact ContiCrossContact UHP are designed for driving pleasure, performance and safety in varied road conditions.

Continental was the official tire sponsor of Dubai International Motor Show 2011, which took place from November 10th to 14th at Dubai World Trade Center International Exhibition Center. Continental presented its divisions and its German engineered premium tires for luxury & sporty cars, 4x4 and SUVs.

During Dubai Motor Show 2011 Continental showcased for the first time in GCC the brand new ContiSportContact 5.

In the UAE, Continental is proud to be associated with Emirates for Universal Tires L.L.C. (a division of Abdulla Al Masaood & Sons Group) as its exclusive partner for Continental Tires.

Goodyear launches new **EfficientGrip SUV** tires

Goodyear has launched its new EfficientGrip SUV tires, which is aimed specifically at the SUV and 4x4 vehicle markets.

The new tire combines the road grip qualities of the range, with an active ability to deliver lower fuel consumption, lower CO2 emissions and a guieter ride. The tire is available for a solid range of SUV/4x4 vehicles, from luxury/full size vehicles through standard, compact and sub-compact ranges.

"As SUV and 4x4 vehicles become more economical and car manufacturers work hard to meet, and exceed, ever stricter environmental standards, Goodyear has worked as hard to ensure that its tires support this ongoing drive," states Hugues Despres, Brand Director EMEA at Goodyear. "Today, the arrival of Goodyear's EfficientGrip SUV is delivering on this need, introducing a tire that supports fuel economy, delivers advanced features designed to improve wet and dry handling and braking, while ensuring a smoother, quieter ride."

Built utilizing the company's innovative FuelSaving Technology, Goodyear's EfficientGrip SUV delivers a tyre that is constructed using a special polymer, designed to improve rolling resistance, save fuel and reduce CO2 emissions.

New advanced features include 3D blades in the tread, designed to improve the tire's overall contact with the road and reducing the vehicle's braking distance by several metres2. Meeting the demand for improved grip on wet surfaces is an advanced tread compound, tightly woven into the tire's structure, which uses traction resins further improving the tire's braking on wet roads. The optimized block design and sequence reduces the tire's noise harmonics.

Using some of the latest developments in IT, the EfficientGrip SUV's uniform stiffness and pressure distribution in its footprint are built on computer optimized models, delivering a tyre which offers better mileage. A lower overall tyre weight compared to previous models provides drivers with improved steering precision and handling.

With a growing SUV/4x4 market in Europe expected to reach several million vehicles by 2014, the demand for specialized SUV/4x4 tires is on the increase 3. "Drivers enjoy the highly comfortable ride of SUV/4x4 vehicles. Goodyear's EfficentGrip SUV tires aim to deliver the specific tire needs for this growing vehicle segment," states Despres. "Helping to reduce the impact on the environment without compromising on performance makes the EfficientGrip SUV the perfect choice for every SUV/4x4 driver".

EVENT	DATE	INFORMATION	LOCATION
Auto Expo	07- 11-Jan 2012	The Auto Expo 2012 show is organized on a biennial basis, and draws in as many as 150000 business visitors attending the show at each of its editions. Attendees have the scope of participating in the several conferences and seminar sessions that are arranged during the show.	Pragati Maidan,New Delhi, Delhi, India
North American International Auto Show	09-22-Jan 2012	North American International Auto Show 2012 is recognized as the leading automotive exposition in North America that demonstrate the most recent automotive products and services manufactured by the distinguished experts of the relevant sector	COBO Convention Center, Detroit, Michigan, United States Of America
New England International AutoShow	11- 15-Jan 2012	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 consumer	Boston Convention & Exhibition Center (BCEC), Boston, Massachusetts, United States Of America
Cairo International Motor Show	11- 15-Jan 2012	Cairo International Motor Show, Formula Al-Ahram is the only motor show approved by the (OICA) in the Egypt, Mid- dle East and Africa. The show is marked by UFI, an an op- erative member of the Global Association of the Exhibition Industry, and it started in 1990 (17 rounds).	Cairo International Convention & Exhibition centre (CICC), Cairo, Al Qahirah, Egypt
Vienna Auto Show	12- 15-Jan 2012	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.	Messe Wien Exhibition & Congress Center, Vienna, Austria
Autosport International- The Racing Car Show	12- 15-Jan 2012	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(NEC), Birmingham, England, United Kingdom







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EVENT	DATE	INFORMATION	LOCATION
The Performance Car Show	12- 15-Jan 2012	The Performance Car Show is a high profile show focusing on the best performed car in the market. It has proven to be a huge success through consecutive years. It is going to be one of the most successful events hosted at UK. Enthusiasts throughout the country join this show to get integrated ideas on car and automobile junctures.	National Exhibition Centre(NEC), Birmingham, England, United Kingdom
European Motor Show Brussels	12- 22-Jan 2012	Brussels International Motor Show is a prestigious trade fair for Motorcar-Motorcycle - Bi- cycle & Commercial Vehicles. It will be held at Brussels Exhibi- tion Centre from 12 to 22 Jan 2012. Besides personal cars, the outdoor exhibit area will also display commercial, heavy utilities, construction and earthmoving vehicles.	Brussels Exhibition Centre, Brussels, Belgium
E-Bike Days	13- 15-Jan 2012	This is categorized as a kind of mobility fair. Wheel is considered as the common denominator of mobility and owns a basic objective to represent cars, motorcycles and bicycles fair to represent at the show. In this event the fair related to the show of cars, motorcycles and bicycles will take place and thus represented by E-Bike Days.	Messe Dresden, Dresden, Sachsen, Germany
Vancouver Motorcycle Show	19- 22-Jan 2012	This exhibition will be helpful for all the visitors who want to gather much important information about the some famous brand and best model of motorcycle. This will be perfect place for all those visitors who are passionate about latest model of motorcycle.	Tradex - Trade & Exhibition Centre, Abbotsford, Canada
MOTOR BIKE EXPO Show	20- 22-Jan 2012	MOTOR BIKE EXPO Show is recognized within the motorcycle industry and expo visitors as a major feature within the national motorcycle industry. The shows are popular as a launch pad for the motorcycle industry to showcase the latest in Motorcycles, accessories, motorcycle related products and services.	Verona Exhibition Centre, Verona, Veneto, Italy

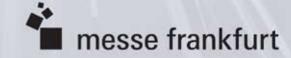
automechanika

SHANGHAI

Asia's largest trade fair for automotive parts, accessories,



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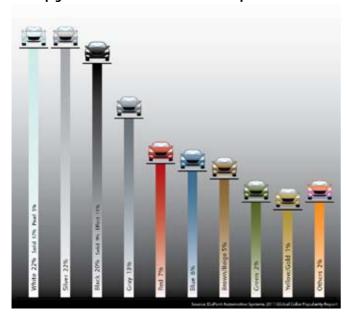
White, Silver Most Popular Car Colors in the World

2011 DuPont Global Automotive Color Popularity Report Uncovers Insights from 11 Key Automotive Regions

White/white pearl has emerged as the fastest growing color to tie with silver as the world's leading automotive color choices, according to the 2011 DuPont Automotive Color Popularity Report, released lately. A substantial increase in the popularity of white/white pearl globally in 2011 has enabled it to surpass longstanding rivals black and gray, to join silver at the top of the world color ranks in this year's report. The DuPont report, in its 59th year, is the longest running and largest of its kind in the industry, includes automotive color popularity rankings and regional trends from 11 leading automotive regions of the world.

In 2010, white/white pearl was tied for third with gray in the world color ranks with just 16 percent share, but its ongoing popularity in North America, combined with a surge in popularity in Europe, China, Korea, South America and South Africa, has helped to increase its position in 2011 to 22 percent globally. Black and gray dropped to third and fourth, respectively, in this year's report with red and blue strengthening and holding positions in fifth and sixth place.

The top global vehicle colors in DuPont's report are as follows:



"While white/white pearl has historically been a popular color for vehicles, we've seen a bigger shift in its popularity this year than DuPont expected," said Nancy Lockhart, DuPont color marketing manager.

Silver and black have long been recognized in the top three for color popularity. However, in the past few years, white/white pearl has been steadily growing in popularity outside of North America. In 2011, it jumped by more than four percentage points, according to Lockhart. "There has been increased consumer acceptance for white, and our OEM customers are meeting consumer demand for the clean look it brings to vehicle design," she said. "Silver and black were once the top colors of luxury, but white has increased in this area. The overall trend for casual luxury has spread to numerous vehicle types. The expectation to have a luxurious feel to the vehicle is globally sought. Classic white and pearlescent white effects are inspiring luxury design.

North America: White/White Pearl Continues its Lead, Followed by Black and Silver

White/white pearl, with 23 percent market share, dominated North American vehicle color for the fifth consecutive year, led by the truck/ SUV segment, with 29 percent. The intermediate/CUV segment found white to rise from 16 percent in 2010 to 18 percent in 2011. Black/ black effect captured 18 percent in the region, and led popularity in the luxury vehicle segment, while black effect continues to increase over solid black on luxury segments. Silver decreased with 16 percent share overall in the region, but continued to lead the compact segment in North America with 20 percent. Gray had 13 percent of the market and was in fourth position across all segments, and red maintained its fifth place rank with 10 percent of North American market share overall. High impact colors of bright blues and yellows with tempting hues of brown/beiges and greens continue to fill the region with colorful choices.

Europe: Luxury Segment Continues to be Dominated by Black

In Europe, black/black effect continued its popularity, with 25 percent share, led by the luxury/luxury SUV segment, with nearly 40 percent segment share. Black/black effect has maintained its leadership in the region since 2007. DuPont expects this trend to continue in the near future, especially regarding black effect. White/white pearl made a surprising surge of about five percentage points over 2010, to reach 20 percent share, which is primarily because of the popularity of solid white across all model segments.



"White also is seen as inspiration for the ecological megatrend in Europe, because it represents modern minimalism and future technology," said Elke Dirks, DuPont color designer for Europe. "This trend also resulted in a considerable increase in white/white pearl in the luxury segment," she explained.

Gray (18 percent) and silver (15 percent) decreased in popularity this year, and blue rounded out Europe's top five colors with 7 percent of the vehicle market.

Silver Tops in China, South Korea; Japan led by White/White Pearl

Silver topped the Asia Pacific region overall with more than 25 percent share in the region and repeated its No. 1 position again this year in China and South Korea. White/white pearl was second overall in the Asia Pacific region, with slightly less than 25 percent of the market, led by Japan and India, where it ranked as the No. 1 color in those countries.

In China, silver topped the market with 26 percent share, though it fell seven percentage points from 2010. Black/black effect was No. 2 in China again this year, but dropped more than nine percentage points, as blue has increased in the small car segment and other colors are more widely used for vehicles in China. The decrease in black is evident as blue shows increased usage in the small car segment and other colors are more widely used.

Japan's color popularity was led in this year's report by white/white pearl, with 26 percent share, down from 28 percent in 2010. Black/ black effect also saw a decrease, to 20 percent share, but it overtook the No. 2 spot from silver, which ranked No. 3 in this year's report with 19 percent. Blue (9 percent) and gray (9 percent) completed the top five in Japan, with gray increasing 4 percent over last year.

"In the Asia Pacific region, we are seeing color trends shift to nature and the environment with the color blue," according to Kumiko Ohmura, DuPont color marketing manager, Asia Pacific. "We've seen a decrease in black, as blue increased in the small car segment and other colors are more widely used in all segments," she continued.

In South Korea, silver represented nearly 30 percent of the market in 2011, followed by white/white pearl at 25 percent. Black/black effect slipped to third position in South Korea with 15 percent, down nine percentage points from 2010.

In India, light shades continue to top the charts with white representing 28 percent of the market, silver following closely with 27 percent, and gray in third position in the country with just 9 percent share.

South America, Brazil: Silver Tops Vehicle Color Choice

Silver led the South American market with 30 percent share and also was the color of choice in Brazil. The second most popular color in South America, black/ black effect, represented 19 percent of the region and white/white pearl was third in the region, with just 17 percent of the overall South America market, and similar share in Brazil.

White/White Pearl Tops South Africa; Russia Prefers

South Africa had the world's highest market share of white/white pearl of any region or country analyzed by DuPont in this year's report, with those vehicles representing 40 percent share. Silver followed, with nearly 22 percent market share, and black/black effect rounded out the top three with nearly 12 percent share.

In Russia, black/black effect is the most popular car color, with more than 23 percent market share. Silver ranked second, with just over 22 percent and white/white pearl represented nearly 15 percent of the market. Of note, green captured 7 percent of the market in Russia, and though its share decreased from 2010, it is still more than any other region included in the DuPont report.

DuPont 2011 Trend Show "Sense of Color" **Showcases Emotions and Dynamics of Color**

In addition to its 59th Global Automotive Color Popularity Report, DuPont develops an annual color trend show to share with the world's leading automotive manufacturers as they seek to develop color palettes for future vehicles. This year's trend show, Sense of Color, showcases the emotions and dynamics of color. The senses play an important role in understanding if a color is loud or quiet, powerful or somber, exotic or sophisticated. DuPont Performance Coatings demonstrates the influences of colors by how tasteful, touching reminiscent or calming a color will react with consumer preferences and moods. The 2011 DuPont trend show is segmented into four groups, as follows:

"Déjà vu" – The colors in this group are intense and meaningful as DuPont remembers similar versions of these colors from the past. Rich greens and reds, like "Green Velvet" and "Flashback" are historic colors that symbolize thoughtfulness, heritage, comfort and stability. New sparkling effects and intense colors bring a modern fit to white and dark red. Modern shades of gray and beige bring relevance and quality to the hues, favorites for a mature market and exclusive vehicles.

"Sound of Silence" - Although the colors in this group are slightly muted and quiet, the calming colors featured in this group are determined to make their mark. The eco-friendly hybrids and energy-efficient technologies are thought provoking inspirations for the future. In this group, color is influenced by nature's palette and the fast-growing world of technology. Sophisticated metallic, soft hues "Crescendo" and "Silent Auction" and earthy tones "Minor Gamut" and "Speechless" coexist in this group, and its dynamic make-up is a natural trend for global consideration.

"Touch of Blue" - This group focuses on the intense emotional attributes of color, inspired by the environment. Home accessories and interior design inspire some of the bright and rich blues in this group. Fashion inspires this group, as well, particularly in the pale blue and grayish undertones. The sense of familiarity and dramatic impulses of the light metallic and chromatic hues make this group popular among all vehicle segments, which includes contrasting sober shades like "Tactile Teal" and "Tickled Blue." DuPont has tracked blue trends in all markets, including automotive to best new style spaces for the automotive segment. This demand is expected to grow as the global focus on blue increases.

"Matter of Taste" - The exaggerated and unusual colors featured in this group offer a creative menu of colors that spotlight international flavors. Powerful shades of yellow, green, pink and purple bring excitement to a fearless group of colors. Caramel, tangerine and other savory colors are eye-catching and perfect for new vehicle launches, brand colors, concept vehicles, limited editions and the aftermarket. They put the individual taste of the driver at the forefront and include colors "Sweet Caramel" and "Berry Fusion."

Bosch's electronic engine control units reaches 250 million

Bosch plays a critical role in increasing efficiency of engines and falls in line with UAE initiative of carbon emissions reduction

Bosch celebrated its milestone last month for manufacturing the 250 millionth electronic engine control unit in its location in Salzgitter, Germany. This unit ensures that the right amount of fuel is injected into the cylinders of modern diesel and gasoline engines at the right time. Bosch launched the first generation of this engine management system in 1979, in the six-cylinder (BMW 732i).

Known as Motronic, this system is still the technological basis for all present and future generations of Bosch's engine control units. For the first time, Motronicallowedfuelinjection to be controlled precisely. spark-ignition engines, injection was combined with ignition in a digital system. Tried and tested millions of times over, the ME(D)17 engine management system in the spark ignition engine and the EDC17 (electronic diesel control) in the diesel play a decisive part in making these engines not only reliable, but also economical and clean. In 2011, Bosch plans to produce some 25 million engine control units worldwide.



Dr. Rolf Bulander, the president of the Gasoline Systems Division

Since 2005, the ME(D)17 and EDC17 have shared a common hardware platform. Their software can be modified to meet individual customer requirements and the demands of various market segments. In the common-rail diesel, the EDC17 precisely adjusts start of injection, injection amount, injection pressure, injection times, and air-fuel mix to requirements. When used in stratified charge operation, the ME(D)17 works together with gasoline direct injection to improve the air-fuel mix, reducing fuel consumption and CO2 emissions by as much as 15 percent. In combination with turbo charging, it allows engines to be downsized, thus reducing fuel consumption and emissions further - and this without any loss in engine performance.

Thanks to a powerful chipset with a 32-bit processor, many functions can be integrated into the engine management system. They include charge pressure control for turbochargers, variable camshaft timing control, exhaust -gas treatment systems, speed control via a vehicle speed controller, electronic immobilization, and on-board-diagnosis. At the same time, safety systems such as traction control and the ESP® electronic stability program can intervene in engine management in order to enhance active driving safety. Motronic can also be adapted to alternative fuels. As a bi-fuel control unit, it supports the alternate use of CNG and gasoline in the spark-ignition engine.



"Today and in the future, Bosch engine control units are designed to further reduce emissions from gasoline and diesel engines," says Dr. Markus Heyn, the member of the Diesel Systems Division Executive Management responsible for the passenger-car segment.

Dr. Rolf Bulander, the president of the Gasoline Systems Division adds, "We are also using this future-safe engine control unit platform to integrate new functions in present and future hybrid vehicles."

Today, Bosch produces engine control units at ten locations worldwide, including the lead plant in Salzgitter (Germany), Hatvan (Brazil), Juarez (Mexico), and Souzhou (China).

It is clear that the new products provided by Bosch are perfectly integrated with the approach of most Arab countries like the United Arab Emirates and the Kingdom of Saudi Arabia etc, which aims at reducing carbon emissions. One recent project is the Dubai Carbon Centre of Excellence, which is the first centre of this kind in the region that aims at increasing the use of carbon in the emirate through a mechanism for clean development, in addition to using best practices in the field of carbon emission reduction.

It is worth mentioning that the EU accepts carbon emission credits from anywhere in the world at the moment. Although there is no specific deal between the GCC and the EU, Gulf countries are considered to fall under the right category for generating carbon credits.



Al Noor Indoor Sports Auditorium (ANISA) is now open!

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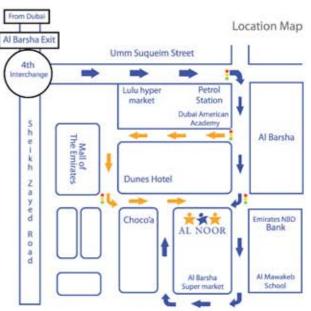
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Magical information management The Magic User Interface from Continental

Only just available on smartphones and laptops and already appearing in cars - and all at the flick of a finger: The Magic User Interface concept from Continental, the international automotive supplier, networks information for drivers in the simplest, most intelligent and elegant of ways, providing innovative applications that open up completely new travel possibilities. As we spend an increasing amount of time in our cars, expectations in this respect are particularly great. At the same time, however, the complex technology used in vehicles and the naturally limited information management capabilities of the driver restrict the technological possibilities. Continental is now resolving this contradiction. In the Magic User Interface, the supplier of electronics to automotive manufacturers is bringing together the informative and entertainment potential of homes and offices, mobile devices and cars in such an intelligent way that drivers can control it literally as if by magic and use it intuitively, comfortably and safely at all times. With innovative displays and operating systems, intelligent sensors and assistants as well as a multitude of groundbreaking functions, drivers gain an enormous information advantage and convenience is notably enhanced. Even long spells waiting at traffic lights are no longer a source of frustration.

The core element of the Magic User Interface is an internet-based platform on which a personal profile is available. Thanks to an AutoLinQ connection, all settings are made available in the vehicle, where they can be called up via a freely configurable instrument cluster and a large touch screen above the center console. Not only does this fantastic screen enable you to turn, enlarge, reduce or move the individual elements with the swipe of a finger, but a single, contact-free gesture alone is enough to transfer the individual elements from the touch screen to the instrument cluster or a cell phone as if by magic. From a map on the screen, the navigation arrow suddenly appears behind the steering wheel and the photo of the destination is displayed on the smartphone. Naturally, all functions can be combined freely and can also be controlled using many other operating systems. Continental has integrated the latest version of voice-operated control, uses buttons on the steering wheel as well as the touch screen itself in an prototype simulator and could extend the system to include a touchpad with handwriting recognition at any time.



Continental's operating concept converts operating philosophies of modern entertainment electronics into automobile-compatible man-machine interface

When using the Magic User Interface, drivers are supported by a safety concept as subtle as it is sensitive: All information is processed according to the actual driving situation at hand and presented in batches small enough to ensure that the driver is never distracted from the road. Continental uses sensors and cameras to measure the degree of deviation and, in case of doubt, focuses the driver on the road again through a multi-stage warning concept. Light and sound-based warnings are backed up by haptic signals such as jerking the seatbelt slightly to draw attention.

The wide range of possibilities afforded by Continental's Magic User Interface are demonstrated by three tailor-made sample applications that system users can download like apps for their cell phone. The personalized travel guide focuses on navigation and leisure activities in particular. Simply specify a time window and it compiles an appropriate travel program based on your personalized settings. All you need to do is click on the screen at home and let your vehicle guide you there. The Continental concept includes the computation of routes and stops to ensure the driver arrives relaxed and on schedule every time. A wealth of up-to-date information is prepared at the end of each stage. Short sound or video clips, maps of the surrounding area, hiking trails, menus and cinema listings are just a fingertip away. Touching the screen again transfers this information to your cell phone, providing you with a route description to accompany your walk.

One application is predominantly suited to electric vehicles. Via the Magic User Interface, stops are automatically arranged at Points of Interest so that the car's battery can be charged. In this way, Continental directs culture enthusiasts to charging stations close to theaters or museums, nature-lovers are taken to nature reserves and the fashion-conscious use the time to shop in outlet centers. In Continental's concept, pit stops are announced in advance electronically and charging stations are blocked in order to minimize waiting times. A glance at the screen of your cell phone whilst shopping or dining will tell you how much longer the battery needs.

During tedious pauses a further function serves to entertain drivers. As soon as the car stops for a red light or at a railroad crossing, for example, the screen on the freely programmable instrument cluster becomes a window to a virtual world. Depending on the criteria defined at the start, Continental imports the latest television news bulletins, video clips, e-mails, a vocabulary trainer or cartoons. Based on the distance sensors and the car-to-car signals, the infotainment program fades out again before the light turns green or the barriers lift. The system records when the program closed and continues from the same point when the car next stops. To ensure you haven't missed anything at the end of the journey, simply point at the screen to transfer the program currently playing to your cell or home computer. Conversely, all it takes is a good shake of your phone and music and video data "jumps" to the Continental system.

All the innovations in the Magic User Interface are designed in such a way that Continental, vehicle manufacturers and third parties can also provide special apps that are integrated in the vehicle safely and reliably by Continental. To create the Interface, Continental has employed numerous innovative technologies from its various fields of expertise. In addition to the actual operating and display system and the AutoLinQ communication concept for connecting to other devices, the system primarily uses the sensors for navigation and regulating distance to record its immediate surroundings. The data links for car-to-car and car-to-X communication allow the vehicle to exchange information with other cars and infrastructure such as traffic lights and charging stations. And it is the microcameras, barely larger than a pinhead, that work together with a vision system to read the driver's movements and determine his or her line of sight.

Many of these technologies have been in series production for some time, will be launched on the market shortly or have already proven themselves in real prototypes. So even if it seems like witchcraft at first, Continental's Magic User Interface is no futuristic notion, but can begin production within the next few years.

Toyota Touch Life

world-first smartphone mirroring infotainment product



Toyota introduces the latest addition to the Toyota Touch infotainment product family with the all-new Toyota Touch Life. Offering consumers with unprecedented smartphone-vehicle connectivity. Toyota Touch Life will be available for the Toyota iQ city car towards the end of 2011 in selected markets. Toyota Touch Life uses the latest industry connectivity protocols to mirror the smartphone's display on the infotainment system's 7-inch touchscreen. Smartphone functionalities can now be easily accessed using steering wheel-based controls or the large touchscreen surface.

Nokia smartphone owners can seamlessly connect their devices with Toyota Touch Life using the new industry standard connectivity protocol, MirrorLink[™], developed by the Car Connectivity Consortium. This represents an automotive industry world-first deployment of the protocol.

In addition, Nokia smartphone users can also make use of the specially developed Nokia Car Mode app which simplifies the user interface to give direct access to the device's telephony, voice guided, turn-by-turn navigation, and music player functions. This easy-to-use GUI (graphical user interface) ensures that drivers can access only the most essential and non-distracting functions on the smartphone while the car is on the move. The Nokia "Car Mode" app, with MirrorLink™ support, can be downloaded from the Nokia Store for devices equipped with the Symbian Belle (1) operating system. When the car is stationery, Toyota Touch Life allows drivers and passengers to access the complete functionalities of their Nokia smartphones through the in-car touchscreen display. The display supports not only point-andtouch standard touchscreen capabilities but also on-screen scrolling or swiping gestures.

Apple i Phone users (running i OS4 or later) can download the free "Application" in the contraction of theLauncher" app from the App Store to connect their devices with Toyota Touch Life. The "Application Launcher" app offers drivers and passengers access to various apps on the in-car display including the Garmin StreetPilot® (2) app (available for purchase from the App Store), internet radio and news apps such as AUPEO! (3) and Stitcher (3), and social networking services such as Facebook and Twitter (4) using the built-in application interface.

Complete audiovisual connectivity to the Apple iPod also comes as standard on Toyota Touch Life, giving users complete access to their music and video collection using either steering wheel-based controls or buttons located on the infotainment system.

Smartphone-vehicle connectivity with the Toyota Touch Life will continue to expand as more mobile communications and consumer electronics companies continue to implement the MirrorLink™ industry standard.

Toyota Touch Life is the latest addition to the Toyota Touch family of infotainment products aiming to offer a new level of in-car connectivity and multimedia experience to a wider range of consumers. The Toyota Touch & Go was recently introduced for the Toyota Verso-S, Yaris and Hilux models. The Toyota Touch infotainment experience will be soon expanded with the Toyota Touch & Go Plus, making its debut for the Toyota Avensis, Prius and Verso, as well as the Toyota Touch Pro for the Toyota Prius.

- (1) Nokia Car Mode app with MirrorLink™ support will be available for download on Nokia 701, Nokia 700, Nokia 603, Nokia 600, expanding to include Nokia N8, Nokia E7, Nokia C7, Nokia X7 and Nokia C6-01 models at a later date. Support for Nokia N9 is also planned.
- (2) Two versions of the Garmin StreePilot® navigationapparecurrently supported, including maps for Western Europe and the United Kingdom and Ireland.
- (3) AUPEO! and Stitcher apps are subject to regional availability in the Apple App Store.
- (4) Application Launcher uses the Twitter API (application programming interface) to access Twitter.

Engineered Luxury Meets Powered Performance

Introducing the Porsche Design P'9981 Smartphone from BlackBerry





Porsche Design and Research In Motion (NASDAQ: RIMM; TSX: RIM) announced the elite new Porsche Design P'9981 smartphone from BlackBerry®. Designed by Porsche Design, in collaboration with RIM, the luxury brand's first smartphone delivers engineered luxury and performance.

The Porsche Design smartphone from BlackBerry is instantly identifiable as a Porsche Design product. The exclusive material choices for this unique smartphone include a forged stainless steel frame, handwrapped leather back cover, sculpted QWERTY keyboard, and crystal clear touch display. Customized inside and out, the new Porsche Design P'9981 comes with an exclusive Porsche Design UI and a bespoke Wikitude World Browser augmented reality app experience. It also includes premium, exclusive PINs that help easily identify another P'9981 smartphone user.

"Since 1972 Porsche Design has presented milestone products with iconic style, and the P'9981 smartphone from BlackBerry will be our next landmark," said Dr. Juergen Gessler, CEO Porsche Design Group. "The pure and distinctive design, coupled with authentic materials and an emphasis on the manufacturing process, perfectly match our philosophy and complement the Porsche Design product assortment."

"This collaboration stems from the shared belief that form equals function," said Todd Wood, SVP for Industrial Design, Research In Motion. "The Porsche Design P'9981 is a truly modern luxury smartphone, where the timeless style of Porsche Design meets the unmatched mobile experience provided by BlackBerry."

Powerful hardware and software

The Porsche Design P'9981 is built on a performance driven platform that features a 1.2 GHz processor, HD video recording, 24-bit high resolution graphics, and advanced sensors enabling new augmented reality applications. It comes with 8GB of on-board memory, expandable up to 40GB with a micro SD card.

BlackBerry® 7, the operating system for the new Porsche Design P'9981, includes a next generation BlackBerry® browser with a fast, fluid web browsing experience that is among the best in the industry. It also features Liquid Graphics™ technology, which delivers a highly responsive touch experience with incredibly fast and smooth graphics.

The Porsche Design P'9981 includes built-in support for NFC (Near Field Communications), which will enable many new and exciting capabilities.

The Porsche Design P'9981 smartphone from BlackBerry will be available from Porsche Design stores later this year.

Top designers select Chris Bangle for Lifetime Design Achievement Award



A prestigious group of top automotive designers has chosen Chris Bangle as the winner of the 2012 Lifetime Design Achievement Award for his career in vehicle design.

The award, given annually by EyesOn Design, is unique in that only vehicle designers who have previously won the award are allowed to vote. Previous winners include such designers as Walter de'Silva, Tom Gale, Giorgetto Giugiaro, Chuck Jordan, Robert Lutz, Shiro Nakamura, Sergio Pininfarina and Jack Telnack.

Bangle, who currently directs his own design studio in Turin, Italy, has had a distinguished career at Opel, Fiat and at BMW from 1992 to 2009. Born in Ohio and raised in Wisconsin, Bangle earned a bachelor's and a master's degree from Art Center College of Design in Pasadena, California. His first notable work was the modular interior of the Opel Juniorshow car and the 1993 Fiat Coupe.

He became the first American Chief of Design for BMW Group in October, 1992. There, he designed the Z9 Gran Turismo concept car, the redesigns of the BMW 3 Series and 7 Series as well as both generations of Z4s and X5s, the X6, the Mille Migna concept car and the striking, fabric-bodied GINA concept car among others.

As BMW's design leader, his team was also responsible for the designs of the MINI, the MINI Clubman and Countryman as well as the Rolls Royce Phantom, the Rolls Royce Ghost and others.

In his time at BMW, his styling themes, in particular the "bustle-back" look of the 7 Series, generated much controversy. Nonetheless, the car became the best-selling 7 Series of all time and during Bangle's tenure, BMW overtook Mercedes as the global leader in premium car sales. The visual cues of his designs have also influenced the look of several automobiles later developed by other manufacturers.

The 2012 Lifetime Design Achievement Award will be presented to Bangle next June at a black tie event during the DIO's EyesOn Design week of activities, which culminate in the annual automobile design show, held every Father's Day on the grounds of the lakefront Eleanor & Edsel Ford House, in Grosse Pointe Shores, Michigan.

Other auto-related DIO events include the EyesOn Design awards each year at the North American

International Auto Show and The Eye & The Auto International Conference, held at the General Motors Global Learning Center in Detroit, Michigan.

Shell's technical partnership with Ferrari accelerates development of Shell's premium lubricants for everyday motorists



longstanding technical partnership with Ferrari - which stretches over 60 years - has been crucial in accelerating the development of its premium range of fuels and lubricants for everyday motorists. Shell revealed that each year over 50 scientists working in Shell laboratories and facilities around the world are involved in the technical partnership with Scuderia Ferrari, which uses fluids exclusively produced by Shell. Approximately 21,000 hours of R&D per year are invested to develop innovative formulas that help the Ferrari 150° Italia - this season's Ferrari Formula One car - perform optimally under intense conditions during Grands

With only eight engines allowed to be used by each driver for the entire Grand Prix season, which stretches across 19 grueling races this year - including the Abu Dhabi Grand Prix last month - the Shell Helix Ultra engine lubrication is critical in providing the right level of protection both on the track and while the engines are in storage between races. The multitasking Shell Helix motor oil has five main tasks: to lubricate, to clean, to absorb heat, to minimize power loss through friction and to combat engine wear. The Shell Helix Active Cleansing Technology, in particular, is specially formulated to help clean as it protects the engine, preventing dirt built up and producing more smooth and reactive drives.

Scuderia Ferrari drivers Fernando

Alonso and Felipe Massa will attend a Shell event at Ferrari World Abu Dhabi, which will see them involved in the preparation of a fruit drink to illustrate the superior formula of Shell Helix Ultra engine oil.

Richard Jory, General Manager of Shell Markets Middle East Limited, said: "Shell has always been a key partner of Ferrari, having developed premium fuel, lubricants and fluids that help ensure optimum car performance during the Grands Prix. We have nurtured over 60 years of shared passion for performance with Scuderia Ferrari, a partnership that has helped to accelerate the pace of development for Shell's range of premium lubricants for the road. Moreover, the technology developed in Formula One is transferred to Shell's consumer product line such as Shell Helix Ultra, whose Active Cleansing Technology results in a smoother, more responsive drive for everyday motorists."

Shell has a database of approximately 13,000 lubricant samples taken at Formula One races that are used on a daily basis to aid product development and transfer knowledge from the racetrack to the road. Moreover, Shell has made tests with more than one thousand motorists globally in order to show the obvious difference after replacing engine oil with Shell Helix Ultra.

When compared to normal mineral lubricants, Shell Helix Ultra is five times more effective at removing sludge, three times more effective at protecting the engine and two times more effective at decreasing abrasion of the engine than mineral oil.

Shell has also developed the Shell V-Power race fuel to operate under increasingly hot temperatures in the engine of the Ferrari 150° Italia. The Shell V-Power race fuel, which contains up to 200 different components, has four main tasks: to provide optimum efficiency and protection while maintaining maximum power and drivability.

U.A.E car battery replacement market will soon be on-demand and on-premise

Towing cars to garages for battery replacement is time consuming, inconvenient, and expensive, says auto parts experts



Asad Badami Managing Director A MAP

The UAE's car battery replacement market will soon be putting customers first, says a local auto parts expert who believes that suppliers will soon be servicing buyers at their homes, offices, and roadside rather than demanding that buyers get their cars towed to local garages for emergency battery replacement.

Most car batteries 'die' overnight and fail to start when their drivers attempt to turn-over the ignition in the morning. The result is usually a time consuming, inconvenient, and expensive tow to a local garage for battery replacement.

"Dubai residents don't have time or interest in being subjected to 'battery replacement trauma' with all its related hassle and headache," said Asad Badami, the managing director of Al Muqarram Auto Parts (A MAP).

"The market will soon demand that battery suppliers become more than shifters of a largely-commoditized product. Our market research points toward strong demand for on-demand, on-premise, immediate battery replacement," added Badami.

According to Badami, the battery remains the number one reason for vehicle breakdowns, with more than half attributed to failing or dead batteries.

"Batteries require significant running times on a regular basis to remain fully charged. When drivers leave batteries for extend breaks, or they only drive their car short distances with the air conditioning on full power, then they are actually doing more harm than good to the battery's life," Badami added.

Automotive battery life is significantly reduced in the region as, according to experts, excessive heat is one of the main reasons for reduced battery life - heat increases the discharge rate of the battery causing it to die out quicker.

Badami said his company has recently opened a new technical centre for its Solite brand of batteries, dedicated to studying the deterioration of batteries in the MENA region in particular.

Ford Improves Parts Availability, Demonstrates Commitment to Middle East with New Parts Distribution Centre



Ford Motor Company is demonstrating its strong commitment to Middle East customers with a \$53 million investment in an all-new Middle East Parts Distribution Centre (PDC).

Located in the Jebel Ali Free Zone of Dubai, the new distribution centre will improve parts availability and significantly reduce the time dealers and customers will need to wait for parts to complete vehicle service repairs.

The new PDC is Ford's largest single investment in the region to date, notes Frederick Toney, vice president, Global Ford Customer Service Division, Ford Motor Company.

"The Middle East Parts Distribution Centre represents our most expansive customer service initiative ever in this region, and demonstrates Ford's commitment to providing Middle East customers with exceptional customer service and an improved ownership experience."

Ibrahim Mohamed Al Janahi, Jafza Deputy CEO and Chief Commercial Officer, Economic Zones World, the parent company of Jafza, on the occasion said: "Ford's continued use of Jafza as its regional headquarters and distribution hub reflects a committed partnership and confidence in the free zone and in Dubai. We commend the company on its ambitious endeavour and we are confident that the company's stellar customer service will be further enhanced by the newly developed facility."

Improving parts availability

The 29,500 square-meter facility has the capacity to stock up to 50,000 individual parts, or 6 million total pieces, with an estimated \$43 million total inventory value

Ford's new PDC will significantly reduce the time customers will have to wait for parts to arrive at their service locations, as approximately 92 percent of the parts needed will be immediately available in the region for vehicle service or repairs. With the new PDC, parts will now be delivered to dealers in as few as 2 days. With parts more readily available, the PDC will improve the lead time for special-order parts as well, reducing vehicle

Parts from the new facility will be shipped to 11 countries throughout the Middle East with service expanding to countries throughout Sub-Saharan Africa in 2012.

The new Middle East PDC is one of Ford's nearly 60 global distribution centres and its first in the Middle East region.

Ford's distribution centre in Dubai, currently employing 50 people will be operated by Rudolph & Hellmann Automotive and the distribution to the dealers will be done by Hellmann Worldwide Logistics, one of the world's leading logistics providers. Hellman has more than ten years of experience working in the Middle East and offers extensive expertise in automotive parts distribution.

"We're pleased to see this project come to fruition," said Jost Hellmann, managing owner of Hellmann Worldwide Logistics. "Like Ford, Hellmann is focused on quality and dedicated to supporting dealers and their customers, and we anticipate an enduring partnership."



3M Gulf showcases debut participation at **Dubai International Motor Show 2011**



Under the overarching '3M Protected' platform, the company exhibited its complete range of after-market automotive products at the show. These products included Sun control film, Paint protection film, Professional detailing, Headlight lens restoration and DIY auto retail. The unique 3M Auto Sticky Pads and 1080 car wrappers was launched at the show by 3M.

Commenting on 3M Gulf's inaugural participation at Dubai International Motor Show 2011, Fadi Medlej, Country Business Leader 3M Industrial and Transportation said, "Our key objective of participating at the motor show is to present the complete landscape of 3M's automotive after-market product line whilst also directly engaging with our consumers and gauging their requirements effectively".

Besides after-market showcasing its automotive products, the 3M exhibit at the event also displayed certain unique products which included 3MTM Crystalline Films, the multilayer optical film borne out of nanotechnology, 3M 'Ventureshield Paint Protection Film' that is made up of special urethane which maintains the factory finish look of the car and 'Headlight lens restoration' to bring back the foggy and misty head lamps back to its shiny finish look.

Recommended by The Global Skin Cancer Foundation, 3MTM Sun Control Films have been providing protection and comfort to occupants in vehicles for over 40 years. These superior films block out almost 100 percent of UV rays from sunlight streaming in through windows. The advanced technology used in 3MTM sun control films also reduce the heat and glare inside the vehicle thereby increasing the comfort of occupants in the vehicle without compromising visibility. 3M is the inventor of the Sun Control technology.

3M Gulf has also recently partnered with School Transport Services LLC (STS), the trusted school transport provider in the UAE, in a campaign to increase the comfort and protection of school children during their travel. A 1,200-strong fleet of STS school busses are now protected with 3M's superior sun control window films, which block up to 99.9% of harmful UV rays to provide a total Sun Protection Factor (SPF) that exceeds 1700.

Through the alliance with STS, more than 50,000 students will now ride to school and back in 3M-Protected school busses, which will significantly reduce their undue daily exposure to harmful UV rays that penetrate through glass and cause long-term skin damage and other associated risks such as skin cancer.



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It walked in 2005 and now ASIMO runs. Perhaps more importantly it continues to inspire us to believe in the power of dreams!

ASIMO, which stands for 'Advanced Step in Innovative Mobility,' made its presence once again at the Dubai International Motor show at the Honda stand to encourage and inspire young students to study the sciences.

Although ASIMO is no stranger to UAE, having visited in 2005, this time new ASIMO visited and showcased some of its advanced capabilities including running, walking, climbing and descending stairs, interacting with people and more. Each ASIMO show offered visitors an opportunity to see Honda's latest advancement in the field of robotics research.

ASIMO was created with the sole purpose of duplicating complexities of human motion and genuinely helping people. ASIMO took more than two decades of persistent study, research, and trial and error before Honda engineers achieved their dream of creating an advanced humanoid robot.

Now, ASIMO has ability to move around with humanlike agility and we dream that in future ASIMO will serve as another set of eyes, ears, hands and legs for all kinds of people in need. Someday ASIMO might help with important tasks like assisting the elderly or a person confined to a bed or wheelchair. ASIMO might also perform certain tasks that are dangerous to humans, such as fighting fires or cleaning up toxic spills. Honda has also introduced a new task-performing robot arm. This experimental model was developed while applying multi-joint and posture control technologies to ASIMO. This robot arm can be controlled remotely to perform tasks in places which are difficult for people to access.

To represent all of Honda's robotic technologies and products such as ASIMO, Honda has established the new collective name 'Honda Robotics'. Under this name Honda will continue the development and research of humanoid robots and will also focus on applying the robotic technologies to mass-produced products and putting them into practical use.



















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Apple TV



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Apple TV features a powerful A4 chip, so it plays everything effortlessly, without frozen screens or stutters. Videos look crisp and clear. And just like watching a DVD, you can fast-forward through opening credits, pause for a popcorn break, or replay a hilarious scene until you memorize every line.

Apple TV is quiet, energy efficient, and so small it fits in the palm of your hand. Which makes it perfect for sitting neatly on a TV stand or squeezing into a crowded media cabinet. And when it's not filling your living room with drama, romance, and comedy, it uses less power than a night-light.

Assassin's Creed Revelations

Assassin's Creed Revelations marks the end of two eras as it explores the final adventures of Ezio Auditore and Altair Ibn-La'Ahad. Ubisoft's ambitious conclusion to a four game narrative manages to be the best chapter in the Assassin's Creed franchise despite suffering from some familiar problems. Witnessing Ezio and Altair come to grips with the lives they've lived is a remarkable sight, easily worth one more trip to a world we've experienced for several years.

Ubisoft's ambitious undertaking with Revelations, which spanned a half dozen studios across the globe, follows no less than three lead characters, which would be downright catastrophic in the hands of lesser developers. The game's story not only involves Ezio's quest to uncover the secrets of his order, but his budding romance and entanglement in a complex political situation as well. Add in flashbacks to key moments in Altair's life and brief, optional excursions to Desmond's mind in the Animus and this plot is packed





Weekend Cologne for Men by Burberry

Indulge yourself with the comfortable, casual and relaxing character of Burberry Weekend for Men cologne. The composition starts with a zesty, citrusy explosion of bergamot, mandarin orange, lemon, grapefruit, followed by juicy pineapple and melon. Ivy leaves, sandalwood and oak moss are in the heart. The base is surprisingly sweet, made of amber and honey.



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This unique formula has all the resources skin needs to stay balanced and moisturized. The soothing benefits of Biotherm's patented, mineral-rich concentrate from Thermal Spring Water have been formulated into this moisturizing treatment to quench skin for hours. Plus, Vitamins C, D and E provide added nourishment and moisture as they tone. The creamy, lightweight gel texture melts onto skin for long-lasting comfort. Use daily after shaving to relieve skin of tightness. Skin feels hydrated all day.



HD HERO2 Camera



The HD HERO2 enables consumers and professionals to capture and broadcast their lives most exciting moments in professional quality 1080p HD video and 11 megapixel photos. Arguably the most versatile camera in the world thanks to its innovative mounting system, renowned durability and small form factor, the HD HERO2 surpasses its predecessor with several technology upgrades. The HD HERO2's new processor delivers twice the processing power, taking full advantage of a new high performance 11 megapixel sensor that delivers more than twice the image detail along with professional low light performance. A totally redesigned wide-angle lens was required to take full advantage of the HD HERO2's increased image processing, resulting in a lens that a twice as sharp as the previous model. And with the arrival of GoPro's new Wi-Fi BacPac™ and Wi-Fi Remote products slated for release this winter, the HD HERO2 will enable video remote control via the Wi-Fi Remote, smartphones and devices, tablets and computers as well as enabling live GoPro video broadcast from anywhere there is Wi-Fi or a mobile hotspot.

Ray-Ban 3026 large aviators

They Ray-Ban 3026 is a 62mm aviator sunglass. The largest size aviator that Ray-Ban offers is great for larger faces. Designed in the 1930s for pilots it has since become a global phenomenon and is worn by people of all ages and all face shapes. The Ray-Ban aviator cannot be faulted.

The brand synonymous with sunglasses. Far reaching and with some of the most iconic frames in its collection the Ray-Ban heritage continues to keep it at the top in eyewear on a global scale. Thanks to Ray-Ban today we have the aviator and the wayfarer, two frames that transformed the way we see eyewear. Ray-Ban is the ultimate rock accessory.







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