

TIRES & AUTOMOTIVE PARTS MAGAZINE

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BRABUS B63S - 700 WIDESTAR

ADDS A TOUCH OF GLAMOR TO THE SAFETY
CAMPAIGN OF DUBAI POLICE



KARIM GADDAS

CEO MIDDLE EAST, EGYPT AND INDIA AT PIRELLI TIRE

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WearIT Smartwatch





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PUBLISHER'S NOTE



The month of November was an eventful one for all motoring enthusiasts in Dubai and indeed in the entire region. Dubai International Motor Show 2013 was a bigger, better, more dynamic event than in the years past. For the first time ever, the Dubai International Motor Show was the central event of the newly instituted Dubai Motor Festival with ancillary events like the Red Bull Car Park Drift Championship and the Dubai Grand Parade.

With 40% of the participants being first time exhibitors and a record number of launches, the energy and excitement of the event was truly infectious. All carmakers focused on showcasing their best models, right from the very niche and customized cars like the Rolls Royce Phantom and the Bentley Mulsanne to cars for mass production. In the current issue of the magazine, we bring you news of the major launches and exhibitors.

At first glance, Ford and Coca-Cola would seem to have very little in common. But the two companies have collaborated in a pathbreaking new initiative to use technological innovations to reduce the carbon footprint and minimize fuel consumption. The energy crisis shows no signs of fading. Any initiative that can help save even one drop of oil would have a significant impact on energy costs and damage to the environment.

Turn to page 20 to learn more about the innovative PlantBottle Technology that could transform the world of motoring.

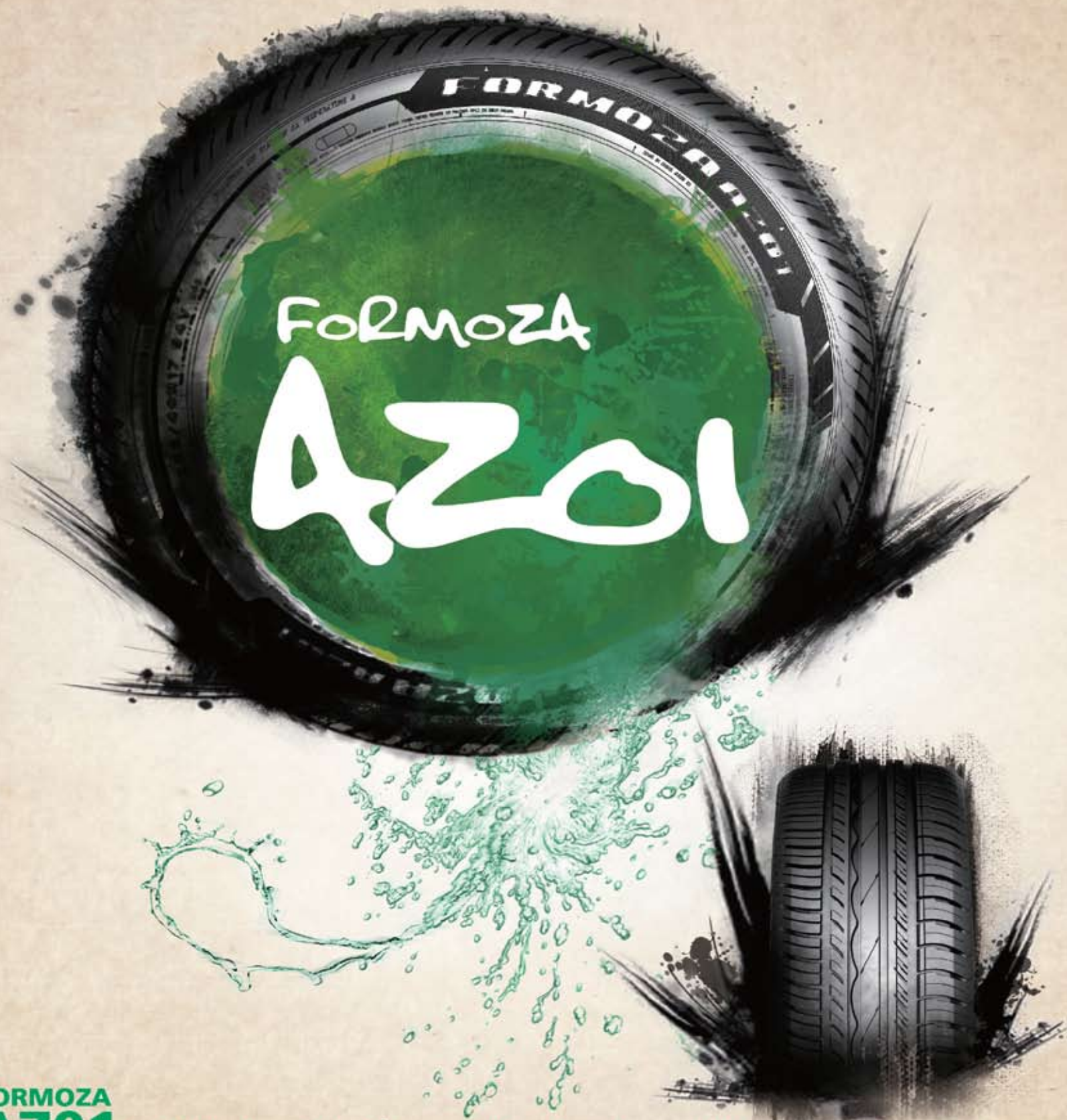
This month I also had the opportunity to visit the Nokian tires factory in St. Petersburg that has an annual production capacity of four million tires. It was truly a learning experience to see the time and effort spent in manufacturing tires that undergo rigorous testing for endurance and safety before they are certified as suitable for use on the vehicles we drive. I returned from the visit with greater respect for these companies that have our safety in their hands.

In December, we will be looking forward to participating in Automechanika Shanghai 2013. One of the best things about participating in these shows is the opportunity to meet and interact with industry professionals, some of our most knowledgeable and supportive readers. It is readers like these who inspire us to make each issue more informative and useful for our readers.

Hamid Moaref

Publisher

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INFINITI RED BULL RACING FORMULA ONE CAR CREATES HISTORY ON BURJ AL ARAB HELIPAD

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KARIM GADDAS

CEO MIDDLE EAST, EGYPT AND INDIA AT PIRELLI TIRE

Can you please tell us a little about yourself? How long you have been with Pirelli?

I am 44 years old and from Tunisia. I joined Pirelli 15 years ago where I worked mainly in Sales & Marketing positions both at the Headquarter and Affiliates level for the company's cables business at the beginning of my career. Then I moved to the Motor, Truck and Car tires businesses. I was CEO of Pirelli Egypt truck tires factory till 2012 and lately I have the responsibility of Egypt, Middle East & India.

What do you enjoy most about working with Pirelli? What kind of corporate culture does Pirelli have?

Pirelli is a company with a clear Premium strategy and a strong capacity to cope with global and local fast-changing scenarios. Our corporate culture reflects our strategic footprint: international mindset, "make it happen" spirit and excellence in execution.

What is your primary focus when it comes to improving sales and marketing in the Middle East?

Our first priority is to upgrade the consumer experience when it comes to changing his tires.

The Middle Eastern consumer is used to receiving Premium treatment when traveling, shopping or purchasing services. Unfortunately when it comes to changing tires the level of service may fluctuate from an outlet to another and sometimes this experience may become painful for the consumer. Our aim is to offer a Premium experience in terms of environment and comfort, professionalism, quality and safety standards whichever Pirelli affiliated outlet our consumer may choose.

We have heard that Pirelli has plans to launch retail outlets in Dubai. How many such outlets do you wish to open?

Yes, that is correct. We are in the process of launching a new generation of retail outlets with a level of service, quality, safety and professionalism in line with the Middle Eastern consumer's high expectations. We started the project a few months ago and our aim is to open approximately 180 outlets by the end of 2017.

Will these be limited to the UAE? Can you give us details about your retail concept?

This project is not just limited to UAE but we will be opening outlets all across GCC. This premium retail concept is a part of Pirelli's global retail strategy. We have already started working on flagship stores in many markets and we plan to open 10 new outlets before the end of the year.

How do you plan to differentiate these retail outlets/concepts from those that currently exist in the country such as Zdegre, Tireplus, etc.?

The premium Pirelli retail network would mean having a world class Italian store design conceived for a new customer experience and unique purchase journey. To make it simple we just want our Middle Eastern consumer to enjoy changing his tires at a Pirelli outlet just as he enjoys spending time at his favorite airport Lounge while he gets Pirelli tires fitted on his car by qualified professionals. It is all about comfort and peace of mind.

We have noticed that you have 2 new OE fitments on the Porsche Panamera and the Lamborghini Gallardo. How important are OE fitments for Pirelli and how does it affect sales in the long run?

OE Fitment is the most strategic pillar of our growth. Pirelli counts more than 1,300 original Equipment Homologations (650 only for the Flagship brand P Zero) with all the main car manufacturers in the world like Ferrari, Lamborghini, BMW, Mercedes, Porsche, Audi, Jaguar, Land Rover ecc. Just to give you an idea, at the Frankfurt Motorshow which took place in September, one third of the Premium and Prestige cars exhibited were fitted with Pirelli tires. That is the result of a long tradition of cooperation with the most prestigious car manufacturers in the world. That is the reason why our 2013 advertising campaign says 'Technology designed with the best Car manufacturers'.

What are the criteria that manufacturers take into account when a brand is chosen for OE fitment?

First of all it takes up to 3 years to find out the best compromise for a specific model and to become an OE provider. It is a mix between the work of car technicians and experience of our research team. The work goes through a perfect balance between safe driving on wet roads, handling characteristics, excellent comfort and noise performance over the entire life of the tire.

Pirelli has one of the highest levels of profitability among all tire manufacturers. In view of the fact that Pirelli focuses on the high-end segments and costs are rising every year, what measures have Pirelli taken to retain high profit levels?

We are constantly working on reducing costs in the various departments of our company without compromising on our standards of quality and performance. At organization level we are always looking at ways of doing things more efficiently, integrating local functions with the HQ ones, finding synergies, and improving communication flows. In the factories, the struggle for continuous improvement in term of efficiency is daily life, in R&D they are constantly looking for innovative, technological solutions that increase our tire performances keeping in mind that we have to be competitive also on costs.

Both consumers and investors are now increasingly concerned about the environmental impact. What steps have Pirelli taken to promote sustainable development?

Pirelli is focused on developing a sustainable mobility, which means safety and environmental respect. This is our aim and commitment in any phase of our supply chain. Pirelli R&D is focused on new "green" raw materials and systems able to ensure the highest levels of safety and fuel savings. Our production processes are oriented to save energy and water and to minimize environmental impact.

Pirelli is well known for its high profile partnerships, especially as the official supplier of tires for F1 racing. How badly has the F1 controversy affected this strategy?

We are used to working side by side with our clients and delivering what they ask for. F1 offers Pirelli a huge opportunity to enlarge its knowledge both in terms of production and process development.

Will you be sponsoring any such high profile campaigns in the GCC, and especially in the UAE?

Inter Milan and Formula 1 sponsorship gives our brand a good visibility in Middle East where we have two events Bahrain and Abu Dhabi. Consequently, we are not chasing any mega sponsoring opportunity in the region but we are open to evaluate participation in targeted premium events and co-marketing activities.

We read about Pirelli looking for industrial partnerships to speed up your growth in Asia. Will you be adopting a similar strategy in this region?

Pirelli is strongly committed to growth in Car and Truck business in the area. We never exclude any possible industrial partnership, if they can add value and speed up reaching the targets. This part of the world is very dynamic and opportunities can come up, even if we are planning to grow in the market through internal resources.

This summer you had the P Zero campaign in which you gave away an Ipad Mini with every purchase of 4 P Zero tires. What was the general reaction to this campaign?

Market reaction was just amazing. We received hundreds of telephone calls every day during and even after the end of the campaign from consumers wanting to take advantage. Our dealers and distributors were extremely excited about the traffic generated in their outlets and the additional sales they were able to achieve through this campaign. Our target was to create a buzz in the market to uplift our brand consideration but the results in terms of brand exposure and sales were far above our expectations. We have to be extremely creative for our next summer campaign as the expectations will be high.

What new special promotional campaigns have you planned for the GCC to drive sales?

In early October, we launched in all GCC countries a new campaign where we offered to our consumer a Visa Prepaid Card credited with 235 Aed for any purchase of 4 tires 17 inches and above. If they purchase only two tires that are 17 inches plus, the Card will have 96 Aed credit.

Pirelli is well known for its focus on R & D. What new technological innovations have you come up with to make Pirelli tires more suitable for climatic and road conditions in the Middle East?

Our R&D looks always forward to deliver the best solutions to our client by adapting the features of our tires to any specific environment and application. Taking into account the climatic conditions and in certain cases the discontinuity of the roads we are heavily investing in Truck testing activities in the region in order to introduce the most suitable solutions to the market.

Products for the industrial segment make up 30% of the Pirelli group's revenue and Pirelli has a long tradition in this sector. What makes Pirelli tires an attractive option for commercial fleet and industrial vehicles?

Pirelli has acquired a key role in the global Truck market thanks to its innovation process and cutting-edge technology. Today, the company is able to compete with one of the most performing product portfolios in the market. Another important competitive advantage we offer to our Middle Eastern customer is our long experience in developing products adapted to hot weather conditions and heavy duty applications thanks to the specific product know how developed by our Egyptian factory.

Can you please tell us a little more about the new "noise cancelling" tires Pirelli has developed for the Audi RS6 and RS7? Will these tires set a new trend when it comes to technology for noise reduction inside the car?

Through this innovative technology, Pirelli is answering a growing demand coming from the automotive sector for reduced noise levels both inside and outside the vehicle and supporting our OE partners in addressing the latest regulations to reduce noise pollution.

Pirelli tires are generally perceived to be more expensive than other tires in the market. How have you managed to convince consumers that they are still value for money?

It is true that Pirelli tires were generally perceived as expensive tires in the region. We are progressively changing this market perception bringing our consumer to ask about our prices in the market place, the PZero/Ipad Mini campaign is a good example of how we are promoting this change.

Today our prices are in line with the product performance and safety offered. As I mentioned before we are now upgrading our offer to the consumer through a Premium purchasing experience.

What are the main challenges you face in the Middle East market in the next 12 months?

I just hope that the social and political situation in the region stabilizes and progressively returns to normality. That would be represent a great opportunity for all of us.



Bugatti's Meo Costantini Makes Grand Debut at Dubai Motor Show

The Dubai International Motor Show was the venue for the world premiere of Bugatti's Meo Costantini Bugatti Veyron 16.4 Grand Sport Vitesse. The car is the third model in a special six-part series called "Les Légendes de Bugatti" and is named after Bartolomeo "Meo" Costantini, one of founder Ettore Bugatti's close friends and head of the company's factory race team for many years. He also won the Spanish Grand Prix, the Grand Prix of Milan and was a two time winner of the Targa Florio race in the Bugatti Type 35.

The Meo Costantini's design is inspired by the classic tear-shaped Type 35. It has a body that is fashioned from lightweight carbon fiber to reduce weight. A bespoke shade of paint named "Bugatti Dark Blue Sport" was developed specially for this car. The most striking feature of the exterior is that individual parts have two entirely different paint finishes; clear lacquer and blue paint. The aluminum tank and oil caps are engraved with Costantini's signature in silver. The car continues to pay homage to Constantine with laser engravings featuring the motorsports of the 1920s in the interior. The interior has a

luxurious feel with complete leather upholstery and accents in a combination of dark blue leather and "Gaucho", an elegant cognac shade. There will be only three LeoCostantini cars.

"Meo Costantini embodies the most successful era in Bugatti's racing history," said Dr Wolfgang Schreiber, President of Bugatti Automobiles S.A.S. "Ettore Bugatti's vehicles from the 1920s stand for light-weight construction and technical aesthetics. When Bugatti created the Type 35, he inspired one of the most successful racing cars of all time. The Vitesse 'Meo Costantini' is reminiscent of the Type 35."



The first car in the Bugatti Legend series was the Vitesse "Jean-Pierre Wimille" model which was launched at California's Pebble Beach Concours d'Elegance. The second car was the "Jean Bugatti" model that made its debut at the Frankfurt Motor Show. The "Meo Costantini" is definitely a worthy follower to these two cars with a top speed of 408.84 km and the ability to accelerate from 0-100 km in 2.6 seconds. The car is powered by an 8-liter W16 engine which provides a torque of 1,500 Nm from 1,200 hp at 3,000–5,000 rpm.



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BRABUS B63S - 700 WIDESTAR

ADDS A TOUCH OF GLAMOR TO THE SAFETY
CAMPAIGN OF DUBAI POLICE

Audi Wins
Golden Steering
Wheel Award for
A3 Sedan



The German based company BRABUS has been using TUNE IT! SAFE! as the tagline for its promotional campaign on a global basis since 2005. With the support of the German Ministry for Transport, Construction and Urban Development in addition to the Association of Automobile Tuners and other industry partners, the main aim of the campaign is to increase the awareness of the importance of tuning among technicians and the general public. A BRABUS B63S-700 Widestar in the colors of the Dubai police was an eye-catching exhibit that attracted the attention of all visitors to the Dubai International Motor Show 2013.

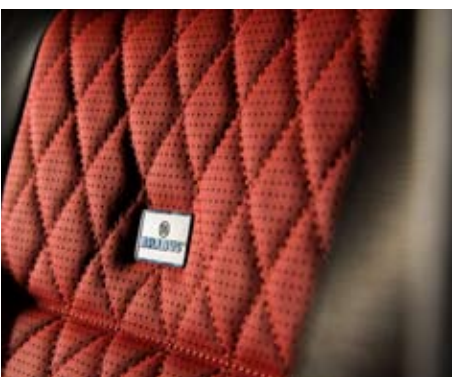
The Dubai Police has always used luxury vehicles as a tourist magnet. But this time around, the Dubai police booth used the modified luxury vehicle to promote a noble concept.

As a company that specializes in safe and responsible tuning, BRABUS is a genuine success story. The B63S - 700 WIDESTAR vehicle based on the Mercedes-Benz G 63 AMG that BRABUS provided to Dubai Police for the Dubai Motor Show successfully showcased the importance of legal and safe tuning and helped to educate the public.

With an engine providing 515kW/700 hp, the high-performance vehicle that is perfect for offroading drove home the point that safe tuning and modifications do not affect the driving pleasure or performance of a car in any manner.

The BRABUS B63S - 700 Widestar is a car that is powered by a 5.5 litre V8 biturbo engine and is an all-wheel drive police vehicle. With the ability to accelerate from 0-100 in just 4.9 seconds and a top speed of 240 km/hr, the car sports 23 inch BRABUS "Platinum Edition" monoblock forged wheels. The customized BRABUS Dynamic Ride Control suspension offers the twin benefits of a highly comfortable drive and superior handling.

The upgraded car provided by BRABUS will be shortly be seen on the streets of Dubai as part of an educational initiative to inform the public of the need to stay within the law and watch out for safety aspects while trying to modify their cars to enhance performance.



NEW DIRECTIVE PLANNED FOR COMPULSORY EDUCATION OF CUSTOMERS ON CRUISE CONTROL



Cruise controls have been in the news lately for all the wrong reasons. There have been five incidents in the recent past when Dubai police had to intervene to tackle runaway cars with malfunctioning cruise control systems. The latest was the case of an Emirati woman who lost control of her car on Shaikh Mohammad Bin Zayad Road before the police managed to stop the car.

This situation may change if a new directive proposed by the Ministry of Economy comes into effect. As per Dr. Hashim Al Nuaimi, director of Consumer Protection at the ministry, it may soon become mandatory for car dealers to educate their customers on automatic cruise control systems, their maintenance and steps to deal with any malfunctions. Once this directive is implemented, customers have to confirm that they are familiar with all the aspects of the cruise system before dealers can close a deal on the car and proceed with the car sale contract. Educating customers on how to repair and maintain cruise control devices would go a long way in reducing the scope for fatal accidents when such devices malfunction.

Dubai Police is also working on testing a new device they have developed to safely tackle vehicles with cruise control issues. This device essentially consists of a shock absorber system that will gradually bring such vehicles to a stop without much damage from the impact.

Let us keep our fingers crossed that we will not hear about any more "runaway" cars once these measures are in place.

Infiniti Makes A Splash with the Q50 at the Dubai International Motor Show 2013

Car lovers in the Middle East got their first chance to catch a glimpse of the Infiniti Q50 sedan at the Dubai International Motor Show. The Infiniti Q50 took center stage on the Infiniti stand alongside an Infiniti Red Bull Racing display and all the other models of the Infiniti brand.

Juergen Schmitz, General Manager, Infiniti in the Middle East commented: "The Dubai International Motor Show offers us a biennial opportunity to present the full breadth of our offering to Infiniti's Middle East audience. Our brand promise of passion, precision and performance are represented across all our exhibits, from our desirable product range to the Infiniti Red Bull Racing display, against the backdrop of our provocatively differentiating stand design. These core elements for our brand are embodied in Infiniti Q50 - the all-new benchmark for future Infiniti sedans."

The 2014 Infiniti Q50 sports sedan boasts of a few technological innovations that are available only in this model including Active Lane Control and Direct Response Hybrid System which were seen in the UAE for the first time. With its stylish design, excellent performance and futuristic communications system, the Infiniti Q 50 is a winner all the way. The car can zoom from 0 to 100kp/h in 5.6 seconds and with input from the world renowned racing driver Sebastian Vettel who is Infiniti's Director of Performance, the car will not disappoint any performance car enthusiasts.

Another Infiniti car that caught the eye of car enthusiasts was the EMERG-E, one of Infiniti's three famed concept cars that underpin its new design concept. The design concepts pioneered by these concept cars like the 'double arch' grille, dynamic arch silhouette and headlights shaped like the human eye, will soon be seen in Infiniti's future sports sedans.

"As a total offering, our stand at the Dubai International Motor Show clearly signals Infiniti's direction as we progress our ambitious global plan. We look forward to sharing the Infiniti experience with Dubai International Motor Show visitors," said Schmitz.

In the past 18 months, Infiniti has been on the growth track with forays into new markets, acquisition of new talent, expansion of its global manufacturing facilities and the introduction of a new global naming hierarchy for Infiniti models.

The Infiniti Q50 will be available for sale in the Middle East from Spring 2014.

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HALA TAXIS TO THE RESCUE FOR PASSENGERS IN A RUSH



Getting a taxi when you really need it is more a matter of luck than anything else in Dubai. Sometimes you wait for hours in the scorching sun and try flagging taxis but they either do not pass by or the ones that do are already occupied. It would be wiser to prebook a taxi if you are in a situation where time is a constraint like when you need to catch a flight or attend a job interview. The Roads and Transport Authority (RTA) does offer the service of prebooking taxis through its dispatch centre.

But now the RTA has gone one better and launched an entirely new fleet of taxis called the "Hala" taxis that will be available only through prebooking. This new service was launched at the Meydan Hotel in partnership with Cars Taxi, one of RTA's franchisees when it comes to taxi services.

The new fleet of 155 taxis will come into service from November 1, the day designated by the RTA as the Public Transport Day with as many as 25 taxis to be set aside for exclusive use by women and families. The ladies taxis will be in black and pink. "Hala" taxis can be hired only through prebooking and will not be available to passengers trying to hail a taxi on the street.

Instead of the normal cream and red livery, these taxis will be painted black and white and will get priority when a call to book a taxi comes through. It is estimated that with the introduction of the "Hala" taxis, the current average waiting time of 14 minutes will decrease and will come down to less than 12 minutes.

Since these taxis will not be adequate to meet the demand for prebooked taxis, normal taxis will also continue to participate in the booking scheme till more taxis are added to the fleet to cope with the increasing demand. The dispatch center gets as many 12,000 calls on a daily basis for prebooking taxis.

"The new service will complement the existing taxis who will continue to serve through the dispatch centre. Hala taxis will take some pressure off them and that will help reduce waiting time for passengers," said Yousuf Al Ali, CEO of RTA's Public Transport Agency.

Hala taxis offer a range of features that will make taxi rides a lot more convenient for passengers including tablet PC on the rear seats and WiFi. Payment has also been made a lot easier and passengers can choose from a range of options like credit cards, Nol cards and cash. The fare structure is comparable to that of the other prebooked taxis with Dh6 being added to the total fare during the day and Dh10 at night (after 10 p.m.).

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Hong Kong is the city
with the most Rolls
Royces per capita



ROLLS-ROYCE UNVEILS THE MOST EXPENSIVE MODEL EVER AT DUBAI INTERNATIONAL MOTOR SHOW

The Rolls-Royce Celestial Phantom, possibly the most expensive Rolls-Royce model ever, took center stage at the Dubai Motor Show. It had its global debut at the Frankfurt Motor Show, but the one unveiled in Dubai was a Phantom with a difference - it was inlaid with diamonds across the car; in the door cappings, on the lid of the center console and in the divider that separates the front and the rear seats. If diamonds are a girl's best friend, they are soon bound to be a man's best friend as well with this new customized Phantom. It has been 10 years since the first personalized Phantom was handed over to its owner and it has come a long way since culminating in this masterpiece.

"The Middle East is the largest market for Bespoke in the world, in celebration of this we sought to create something truly special for the Dubai Motor Show. The use of the very finest materials is central to the marque's unique brand promise, extending the Celestial Phantom's starry night theme with one of the rarest and most precious commodities in the world therefore felt most appropriate." said Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars

The exterior color scheme is midnight black with chips of glass embedded in the paint to give the car a touch of light. The wheel centers are engraved with the Rolls-Royce logo while the famed Spirit of Ecstasy hood ornament upholds the Rolls Royce heritage. The roof of the interior houses thousands of cleverly concealed fiber optic lights that are handwoven into the lining of the roof to replicate the appearance of the constellations in the night sky. The upholstery is fashioned from the finest leather in a dusky hue. Customized glassware and an elegant picnic set are the finishing touches to the classy interior.

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- Tread compound technology focused on mileage performance

Orjak 4



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- Tread compound technology focused on mileage performance and cut resistance

Orjak 24 Plus



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- Authentic construction and robust tread design
- Optimal on road and off road driving experience

FORD USES COKE TECHNOLOGY TO REDUCE CARBON FOOTPRINT

What does Coca-Cola have to do with car interiors? Well, a lot more than you think.

Coca-Cola had developed their very own PlantBottle Technology™ that combines plastic and plant material to fashion recyclable PET (polyethylene terephthalate) for manufacturing bottles. Ford has now collaborated with Coca-Cola to use this technology for the fabric surfaces of the interiors of the Ford Fusion Energi plug-in hybrid research vehicle like seat cushions and door panel inserts. This hybrid is one of Ford's most energy efficient vehicles that can cover a maximum of 21 miles with a single charge. It is the first time that this unique technology has been used for a purpose other than packaging.

The projected environmental benefits are huge if this technology is used for Ford's current range of vehicles. They include replacement of 4 million pounds of petroleum derived materials. This would save the equivalent of 295,000 gallons of gasoline and 6,000 barrels of oil.

This collaboration was the outcome of sustainability initiatives in both the companies. Scott Vitters, the general manager of the PlantBottle packaging platform at Coca-Cola stated that this could be just the beginning of a longstanding partnership between Ford and Coca-Cola to decrease the carbon footprint by replacing conventional PET with PlantBottle products.



JAC Range Makes Maiden Entry at Dubai International Motor Show



The JAC Range of automobiles from China made an impressive debut at the Dubai International Motor Show as part of the portfolio of brands showcased by the renowned Al Habtoor Group in the UAE. With a lineup of six cars that will be shortly available to customers in Dubai, the JAC range made a great impression on visitors to the most happening event in Dubai this month.

JAC, the acronym for Jianghuai Automobile Co Ltd is one of the leading automotive manufacturers in China and produces not only light, medium and heavy-duty vehicles but also automotive components such as gearboxes, engines, bus chassis and engineering machinery.

"This is the first time JAC Motors will be exhibiting at the International Motor Show in the GCC. All the cars are new in the UAE market and suit the needs of the UAE consumer base. JAC has been ranked as one of the top 10 brands in Chinese auto industry and also the largest bus chassis producer in China for 18 consecutive years. As a light commercial vehicle leading manufacturer in China, JAC has been No. 1 in export sales of for 11 consecutive years," said Mr. Joe Rogan, Director of Sales at Al Habtoor Motors.

The JAC stand at the Motor Show primarily focused on six models of cars that are likely to appeal to upwardly mobile and middle class consumers in the UAE; the J2, J5, J6, M2, A30 and S5 models.

Hatchbacks are not very popular here, but the J2 model may just change that. Though small in size, it is a stylish car with a long wheelbase and surprisingly spacious interior aptly fitting the term "small car, big space". It is also fitted with a luminous digital dashboard to make navigation easier.

Jac J5 was designed in partnership with the Pininfarina Design Company in Italy. With its eye-catching design, the sleek car has rightly earned the honor of being "the most beautiful car model of Pininfarina for Last 10 years". Jac J6 has a 1.8 L engine and a fuel efficient design to give the perfect mix of performance and fuel efficiency. Jac M2 is a

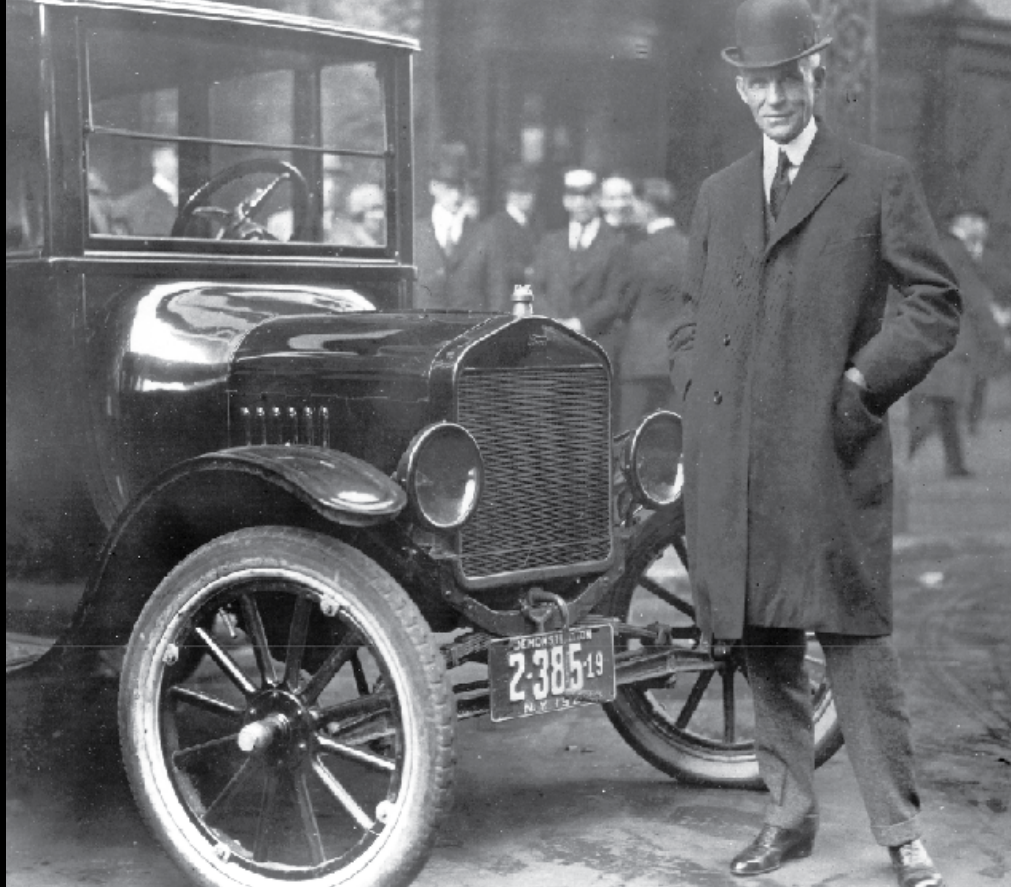
seven seater multi purpose vehicle (MPV) with leather upholstery for the seats and handles. Coming with a three screen DVD system, an electrical sun roof, parking sensors and auto adjustable seats, the M2 too is as good as any other MPV in its class. JAC A30 is a sedan that combines a long wheelbase and a spacious interior with the appearance of a sports car. In the highly popular SUV segment, JAC S5 is a fashionable, performance oriented yet energy-saving car with McPherson independent front suspension, a top class braking system and other excellent safety features.

JAC was officially launched in Dubai on 11th July 2013, when the official dealership agreement was signed by Sultan Al Habtoor, President of Al Habtoor Motors and Carl She, General Manager of JAC International, in the presence of all the Al Habtoor Motors Board of Directors.

With JAC's impressive debut at the Dubai International Motor Show, the company's partnership with Al Habtoor Motors has got off to a really promising start.



BRANDS AND THEIR STORIES



Did you know that many famous brand names have really interesting origins? For example, the famous coffee brand Starbucks borrows its name from the name of the captain's mate in the story "Moby Dick". The brand name "Skype" was initially "Sky Peer to Peer". This evolved into "Skyper" and finally became "Skype". The name "Yahoo" comes from the term Jonathan Swift coined for a fictional race of really rough and rude people in his book "Gulliver's Travels".

The automotive world is just as interesting when it comes to brands, their origins and their stories. The famous German car manufacturer BMW was established by two aircraft manufacturers named Karl Friedrich Rapp and Gustav Otto who merged their companies to form the Bavarian Motor Works or Bayerische Motoren Werke AG. When Germany was forbidden by the Treaty of Versailles from manufacturing airplanes after the First World War, they tried manufacturing railway brakes before finally deciding that they would focus on motorcycles and cars. The BMW logo is derived from the spinning propeller of a Luftwaffe aircraft.

Saab (Svenska Aeroplan Aktiebolaget) is another company that in spite of its sedate image was set up to manufacture fighter planes for the Swedish Air Force. When the Second World War ended, it diversified into cars. In 2000, the company was acquired by General Motors and now has nothing whatsoever to do with airplanes.

The name "Audi" is the Latin translation of the founder Horsch's name which means "listen". The four interlocked rings of the Audi logo symbolize the four carmakers Audi, Horch, DKW and Wanderer that merged in 1932 to form the company Auto Union which later went on to become the Audi we know today.

The Buick Motor Company was established by an American inventor named David Dunbar Buick, a school dropout who was bright enough to invent the overhead valve engine but did not know enough about business to keep the company going. He was forced out of the company by his partner, William Durant. The shares he sold for just \$100,000 soon came to have a value of millions of dollars but in his later years, Buick became so poor that he could not even afford a phone.

The Japanese motor company Mazda was initially established in 1920 to process a cork substitute as there was a shortage of corks after the First World War. But when corks became plentiful again, the company lost its sense of purpose and turned to the manufacture of tools, trucks and cars to survive.

The French car company Peugeot was established as a steel mill 1912 by two brothers, Jean-Pierre and Jean-Frederic Peugeot for producing rolled steel. They then moved on to make metal goods, machine tools, sewing machines and bicycles. It was a short step from bicycles to cars but it took Armand Peugeot 14 years to convince his family making cars would be profitable and to make the car division a part of the family business.

Let us conclude with the story of Henry Ford, who is known as the father of the modern motor car. We all know that Henry Ford was the founder of the Ford Motor Company but how many of us know that it was his third motor company? His first company, the Detroit Automobile Company went bust in a mere two years while he left his second company, the Henry Ford Company in a year when his financial backers lost their trust in him. The third time was the charm and the Ford Motor Company went on to become a huge success despite initial setbacks. If he had not been so persistent when it came to pursuing his dreams, we would all probably still be riding horses.



Fiat 500 e Declared **BEST ELECTRIC CAR OF 2013**



Fiat's 500e 100% electric car has been declared as the "Best Electric Car of 2013" and emerged as the topper in Road & Track's first ever "Best Cars" list. With an extraordinarily high 87 mile range for a single charge and EPA city/highway fuel-economy rating of 116 MPGe, the car is a superior choice when it comes to energy savings and enhanced mobility. It offers a highly comfortable ride with a proprietary "blended braking" system and excellent handling.

"It is deeply satisfying that Road & Track editors are so taken with the 500e," said Jason Stoicevich, Head of FIAT Brand for North America, Chrysler Group. "The combination of modern Italian style, sporty feel and a zero-emissions powertrain makes the 500e a truly unique proposition in the marketplace."

This award is just the latest in a series of accolades received by the stylish and sporty car. The Spanish automotive radio show, Ruedas ESPN, had named the 500 e the best electric vehicle and it was also the winner of the "top electric vehicle" award in the green car competition conducted by the Northwest Automotive Press Association's "Drive Revolution" green car competition.

Modeled on the highly popular Fiat 500 hatchback, the 500e was developed by the Chrysler Group. A single charging session usually takes less than four hours when an energy source of 220 volts is used and provides enough power to last for 87 miles. The output of the hybrid battery-electric powertrain is 111 horsepower and in city driving the car can provide a range exceeding 100 miles in an urban setting.

A 100% electric vehicle, the highlight of the car is its unique "blended" braking strategy that utilizes energy that is normally dissipated while driving the car to charge the battery. This will also add to the efficiency of the vehicle.

The battery's position in the car too has a significant impact. For example, in the petrol powered Cinquecento, the front to rear ratio is 64:36, but for the 500e it is 57:43 leading to more energy savings and more scope for control even at higher speeds. The highly streamlined exterior design of the car offers a highly beneficial 0.311 coefficient of drag (Cd), which is 13 percent better than the Fiat 500 Lounge's 0.359.

Another feature that will greatly appeal to today's "smart" customers is the Fiat Access smartphone app (compatible with iPhone and Android) that offers benefits like charging via remote, keeping track of energy use and aids to locate the car and charging stations in the neighborhood in addition to text and email alerts. They will also love the futuristic 7-inch thin-film transistor (TFT) instrument panel display that offers Technicolor graphics in relation to vehicle functions, charge levels and trip information.





INFINITI RED BULL RACING FORMULA ONE CAR CREATES HISTORY ON BURJ AL ARAB HELIPAD

The fourth consecutive victory in the Drivers' and Constructors' Formula One Championships was definitely a reason to celebrate but the Infiniti Red Bull racing team went one better and did so by celebrating this milestone victory with a series of exhilarating but terrifying donuts and burnouts in its Formula One car on top of the iconic Burj Al Arab 210 metres above the sea, on a helipad that was barely 24 meters wide.

This involved meticulous planning on the part of the team, both on the ground and on the helipad. The surface of the helipad on the roof of the Burj Al Arab was tested for weight tolerance, grip and movement with Tony Burrows, the Infiniti Red Bull Racing Support Team Manager finally giving the go ahead on the day before the stunt and saying: "Great view from up here. This is probably one of the scariest show runs we've done!"

Once it was ensured that the wind speed was well below the safe limit of 12 knots, the Formula One car was taken by helicopter in a customized frame to the Burj Al Arab helipad. The daring driver who was brave enough to take on the stunt was David Coulthard who said, "There was a lot of safety planning ahead of the event. We had to make sure that the structural integrity of the helipad was acceptable for doing donuts. We also knew that if the wind went above 12 knots we'd have to call it off. But, as you can see, conditions are perfect and I think we're going to create quite a wake-up call for Dubai."

Salah Yamout, Sales and Marketing Director of Arabian Automobiles, the authorized distributor of Infiniti in Dubai said: "Seeing the Infiniti Red Bull Racing car being driven by a Formula One star on top of the iconic Burj Al Arab was a unique experience. Arabian Automobiles was glad to have been a partner for this spectacular display of power and precision which has attracted global attention to Dubai."



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Volkswagen Presents Cross Blue Concept Car at Dubai International Motor Show

Volkswagen Middle East in partnership with the company's distributor in the UAE, Nabooda Automobiles unveiled for the first time in the Middle East a new concept car in the SUV class, the CrossBlue, on the opening day of the Dubai International Motor Show. The CrossBlue is a powerful seven seater SUV with a roomy interior, elegant design and a powerful engine.

With three rows of adjustable seats, the CrossBlue has the capacity for multiple passengers and plenty of cargo, while at the same time providing passengers with a smooth and powerful ride.

Speaking at the Dubai Motor Show, Thomas Milz, Managing Director, Volkswagen Middle East said: "The Dubai International Motor Show is always a highlight for us and this year we have a lot to be excited about, starting with today's Middle East reveal of the CrossBlue concept SUV. This model would be an exceptional vehicle fit to this market with a design and performance offering that caters exactly to the needs and wants of the Middle East driving enthusiast."

The CrossBlue's design stays true to the German Volkswagen "design DNA" with the masculine character of an American SUV and is a forerunner of Volkswagen's new SUV model series.

Milz went on to introduce Volkswagen's find Mr. Hamad Al Fardan, who had won the company's grassroots music competition, 'Your Music. Das Auto.' Hamad Al Fardan made his debut musical performance at the Dubai Motor Show with his winning entry 'We don't give up'. Volkswagen will support him with the production of his first music video.

"With new model launches, record deliveries and exclusive new initiatives, 2013 has been an exciting year for Volkswagen Middle East and I would like to thank our partners and in particular here in Dubai and the Northern Emirates, Al Nabooda Automobiles, for contributing to that success."

K Rajaram, CEO of Al Nabooda Automobiles, sole dealer of Volkswagen in Dubai and Northern Emirates, said: "The unveiling of the CrossBlue concept car marks the beginning of another exciting new chapter for Volkswagen Dubai in what is already a record-breaking year for the brand in this market. The new CrossBlue SUV powerfully reflects Volkswagen's cutting-edge technology and world class performance

which, when added to competitive prices and the consistently high customer service we deliver, offers an unbeatable package."

Though the CrossBlue concept SUV took centerstage, Volkswagen also showcased all their other models during the Motor Show, including the new seventh generation models of the Golf and Golf GTI which had been launched earlier this year.

The new Golf has been completely revamped when it comes to the external and internal design, the engine and the communications system with numerous technologies being added to aid the driver. The compact sports car is now powered by a turbocharged petrol, direct-injection engine (TSI) with 162 kW / 220 HP. It can go from 0 to 100 km/h in 6.5 seconds, with a top speed of 244 km/h. The Golf is also lighter by 100 kg making it more fuel efficient and reducing CO2 emissions.

Other models presented at the Volkswagen stall included bestsellers like the Jetta, Tiguan, and Touareg in addition to the Passat. The Passat has proved to be the best selling model ever for Volkswagen Middle East with deliveries increasing by 415% in July 2013 as compared to the same period last year.

Clever Illusion of A Road Barrier Stops Drivers From Breaking Rules

Most of us like to think of ourselves as law abiding citizens but there will always be a few thrill seekers who enjoy breaking rules. While driving, they think speed limits and traffic signs are meant to be ignored. In other cases people who are genuinely in a rush or are distracted are also prone to breaking traffic rules and ignoring stop signs.



A company named Laservision has come up with a device that creates an optical illusion to trick such people into obeying stop signs. Normally stop signs register only in the peripheral vision of drivers and are barely noticeable. The device known as the Softstop projects a laser image to create the image of an actual physical barrier at a stop sign. This tricks even the most errant drivers into obeying the stop signs.

It was first used at the Sydney Harbor Tunnel and proved to be a great success. The fake barrier created at the tunnel was the image of a sheet of water with a bright red stop sign across the wall of water at the mouth of the tunnel when it was unsafe to enter the tunnel. During the pilot phase of the project, the technology was used eight times over two months and it was 100% successful.

With more use of this innovative technology, we can hopefully reduce the rate of fatal accidents in the future

Audi Wins Golden Steering Wheel Award for A3 Sedan



The new A3 sedan has proved to be a lucky model for the Audi Company. The car was chosen from 49 entries for the prestigious Golden Steering Wheel 2013 award in the "Middle Class" category.

The Golden Steering Wheel award is one of the leading car awards in Europe. Initially established by publisher Axel Springer, they have been the benchmark for automotive excellence from 1976 in six categories; Small/Compact Cars, Middle Class, Cabriolets/Coupés, Vans, SUVs, and Upper/Luxury Class.

The winner was chosen taken into consideration the results of a poll of the readers of two German magazines "Auto Bild" and "Bild am Sonntag" in addition to the opinions of an expert panel. The Audi A3 Sedan emerged as the overall winner in the "Middle Class" category.

This award is the latest feather in the cap for the company that has already won 23 Golden Steering Wheel awards in the 38 years since the award has been instituted. In spite of Germany being the home of reputed auto brands like BMW, Mercedes-Benz and Volkswagen, no other company can match Audi's record.

The new Audi A3 Sedan is set to transform the very concept of a hatchback with its technological features, convenience and suitability for day to day use and this is what impressed both the readers and the judges belonging to the expert panel.

The award was handed over to Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development at AUDI AG at the award ceremony which was held at Axel Springer Haus.

BENTLEY CELEBRATES MIDDLE EAST LAUNCH OF MULSANNE SHAHEEN AT DUBAI MOTOR SHOW

Bentley celebrated the Middle East launch of the Bentley Mulsanne Sheheen that was designed especially for customers in the Middle East at the Dubai Motor Show. The design of the Bentley Mulsanne Shaheen is inspired by the Shaheen eagle, a bird known as the "king of eagles" which is an integral part of the Middle Eastern culture. The Middle East is one of the biggest markets for BMW across the globe for all models; the new Flying Spur, Continental GT and Mulsanne with overall increased sales of 25% per cent for 2013. The Mulsanne is the most popular BMW model in the Middle East and sales of the Mulsanne has increased by 53 per cent compared to the same period last year. With a 19% growth in overall sales in the third quarter of 2013 as compared to last year, there is reason enough for BMW to launch a car that is designed specifically for their customers in the Middle East.

With their penchant for luxury, customers are bound to love the Mulsanne with its two tone paintwork in tungsten and onyx shades, handcrafted leather interiors in magnolia and beluga and stained walnut veneers. The icing on the cake is a customized Mulsanne Shaheen logo on the rear iPad tables decorated with a gold overlay. Optional extras include iPad picnic tables, WiFi hotspot, tilt-opening tinted glass sunroof and an electrically powered bottle cooler.

The design features match the luxurious interior with unique 21-inch alloy wheels, Bentley Flying 'B' wing vents and Diamond Quilted leather trimmed cabin. Drivers can choose the mode of sports-tuned suspension and are equipped with a power packed 6.75 litre V8 engine for the ultra-luxurious saloon car. This engine is so powerful that the car can develop 512 PS (505 bhp / 377 KW) while torque of 1020 Nm / 752 lb ft is delivered from 1750 rev/min. With this immense torque, the driver can quickly tap on the accelerator to get the characteristic deep roar and high acceleration of the BMW.

Geoff Dowding, Regional Director Asia, Middle East & Africa, commented, "The Middle East is the biggest market for our flagship Mulsanne, so this year we really wanted to create a Mulsanne especially for our customers here. Our in-house Mulliner design team from the factory in Crewe, UK spoke directly with many Mulsanne customers to create this limited addition Mulsanne Shaheen".

Globally, Bentley Motors has built on its successful performance for the first half of 2013, after announcing that global customer deliveries to the end of September have grown by nine per cent, compared to 2012.

Bentley also showcased the recently launched Flying Spur, its fastest, most powerful four-door model which zooms from 0-100 km/h in a mere 4.6 seconds at its stand at the Dubai Motor Show. Other models on the BMW stand included Bentley Continental GT Speed and the Continental GT Speed Convertible. The GT Speed Convertible was in the news for winning the "Luxury Convertible of the year" award at the recent Middle East Motoring Awards.



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MASERATI PROVES TO BE A CROWDPULLER WITH THREE REGIONAL PREMIERS AT THE DUBAI INTERNATIONAL MOTOR SHOW



Maserati used the Dubai International Motor Show as the platform for the Middle East launch of three models in the Trident Marque; the Maserati Ghibli, the Maserati GranCabrio MC and GranTurismo MC Stradale. Including the sixth generation Quattroporte which was launched earlier this year, this brings the total number of models launched by Maserati in this region to four. Maserati's stand at the Dubai Motor Show was presented by the exclusive distributor for Maserati in the UAE, Al Tayer Motors.

Umberto Cini, Managing Director for Maserati General Overseas Markets commented at the launch, "On the eve of its centennial celebration, the Maserati has successfully laid the foundations for an unparalleled strategic and industrial. In 2013 alone we have launched four new models, three of them to the region here at Dubai Motor Show, undoubtedly highlighting the Middle East's importance to Maserati's future growth."

With the Maserati Ghibli, the well known sports car manufacturer enters the E-segment and the company has plans to produce at least 50,000 cars for in this category by 2015. The company will be targeting the Middle East market as a key consumer of this eightfold rise in production.



The Ghibli model not only sports stylish design but also has exceptional performance features and is easy to handle. Both the Ghibli and Ghibli S have a new-generation twin turbo-charged 3.0-litre V6 petrol engine which can power acceleration from 0 to 100 km/h in 5.0 seconds and a top speed of 285 km/h in the Ghibli S. The Ghibli delivers 330 hp, a top speed of 263 km/h and an acceleration of 0 to 100 km/h in 5.6 seconds.

The Ghibli essentially has the same engine, transmission, suspension, chassis and fundamental design of the Quattroporte but it is lighter by 50 kilos, has a wheelbase that is 173 mm shorter and is altogether 291 mm shorter. The improved design includes a pronounced grille and elegant headlights evocative of the Trident symbol.

The Ghibli is only the second car after the flagship model to be manufactured as per new quality norms in Maserati's new factory in Grugliasco near Turin. Drivers get an extremely smooth ride with the car's balanced 50:50 weight distribution system, Maserati Skyhook suspension system and limited slip differential. With a 5 star rating on the Euro NCAP crash test, the Maserati Ghibli has proved itself when it comes to safety features. The Ghibli will definitely catch the eye of sports car lovers in the Middle East with its sporty, edgy design including features like the Poltrona Frau leather finish, characteristic C-pillar, the three air vents behind the front wheels, cockpit like dashboard and the finishes in the rear lights. Optional features include a 15-speaker Bowers and Wilke audio system, WLAN based WiFi and a wide array of customizable options to choose from.

Maserati's Global Head of Design, Mr Lorenzo Ramaciotti unveiled Maserati's new lineup of cars to the press and commented, "It is my honour to be here at Dubai International Motor Show to unveil the new Maserati Ghibli. Inspired by the iconic concept of the legendary Tipo 60, also known as 'the Birdcage', the Ghibli design went back to the very core of Maserati's 100-year heritage. With harmony, dynamism and purity, all captured in the sleek lines and proportions, the Ghibli successfully creates the bridge between the spaciousness of a sedan and the sportiness of a coupe."

The racing car for Maserati which competed in the Maserati Trofeo Championship is the inspiration for the new four-seater GranTurismo MC Stradale. Four seater sports cars are a rarity. The exclusive features include a new carbon fiber bonnet to frame a central air intake and two rear extractors. The car is powered by Maserati's acclaimed 4.7 litre 460 hp V8 engine which along with the MC Race Shift 6-speed electro actuated gearbox, yield enough power to make any racing fan happy with its top speed of 303 km/h.

The GranCabrio MC four-seater car is the convertible version which again will thrill all Maserati fans with its performance and elegant design. It sports an engine with 460 hp which can power acceleration from 0-100 km/h in a quick 4.9 seconds.

With this lineup of three new cars of the Trident marquee, Maserati is set to capture the Middle East market for sports cars by storm.



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AL HABTOOR MOTORS BRINGS AVON TIRES TO THE UAE

In a deal that was signed in the summer, Al Habtoor Motors formalized their partnership with Avon Tires, the leading brand of tires in the UK to distribute their tires on an exclusive basis in all GCC countries except Kuwait. Mr. Graham Mitchell, International Sales Director for Avon Tires and Mitch Wycheslavzoff, Regional Manager signed the contract on behalf of Avon Tires while Mr. Sultan Al Habtoor, President of Al Habtoor Motors represented Al Habtoor Motors.

Avon Tires, owned by the Copper Tire and Rubber Company is a UK based manufacturer of high quality tires for a variety of cars, motorbikes, vans and trailers. The company has been in the tire business since 1904. Al Habtoor Motors is the exclusive distributor of Mitsubishi, Bentley, Fuso, TEMSA, Bugatti and McLaren in the UAE. The Al Habtoor Group with its wide range of products and services is the perfect partner for Avon Tires in the UAE. The tires will be distributed through SpeedFit Stores, a chain of retail stores owned by the Al Habtoor group.



Mr. Neil Coolledge, the General Manager of SpeedFit said "Over the years Avon has not only proved itself on the road but also on the racetracks of the world, on two wheels as well as four. Al Habtoor Motors is glad to be associated with Avon and are excited to bring it to GCC as the exclusive distributors of this region. We are on a look out for Agents across other GCC countries that would help us increase Avon's reach to a wider audience."

He added that Speedfit will first be launching the ZZ3 and Ranger tires from the Ultra High Performance range and the ZT5 tires from the Premium range. These tires were showcased at the SpeedFit booth during the Automechanika exhibition that was held in June and received an overwhelming response from both consumers and trade visitors.

Nokian Adds New Tire Tailored for Challenging Conditions to Skidder Tire Line



Nokian Tires is particularly well known for its range of winter tires and tires for the agricultural and forestry sectors. But the company's market leadership in this segment is confined mainly to the Scandinavian countries and Russia. The company is now focusing on strengthening its marketing initiatives in western Europe and North America.

The company has added another feather to its cap with the launch of a new tire to its skidder tire line. This tire that is particularly apt for use in challenging terrains in the U.S. and Canada is the 35.5L-32 26-ply Forest King TRS LS-2 skidder tire.

"As we expand our business in the United States and Canada, we are in the process of adding sizes that are important to that marketplace," says Vesa Sampakoski, director of marketing. "The 35.5L-32 skidder tire is an important size in the forestry industry and we are thrilled to add this size to our product mix"

The Forest King TRS LS-2 is manufactured with a special compound that increases the resistance to cuts and cracks in the tread surface and the sidewalls. Four wide breakers underpinning the tread area and tire shoulder reinforce the tire's protection against punctures caused by rubble and rough surfaces. The tread pattern increases the lateral grip and self-cleaning properties of the tire. The scope for chain tearing is minimized with tire protectors on the tread groove bottom and a wide lug edge. When it comes to use in forests, the design of the rim is such that chips of wood cannot penetrate between the tire bead and the rim flange.

The other sizes that are currently available in the skidder tire lineup are 23.1-26 16 ply, 28L-26 26 ply, 24.5-32 16 ply, 30.5L-32 20 and 26 ply, and 35.5L-32 26 ply.

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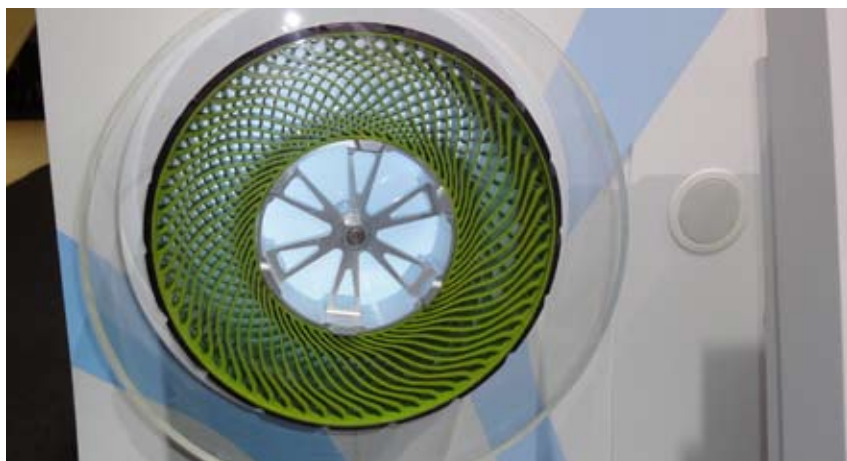
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BRIDGESTONE HIGHLIGHTS THREE INNOVATIVE CONCEPT TIRES AT DUBAI MOTOR SHOW



The pathbreaking air free concept tire



Bridgestone Corporation which was the official tire of the Dubai International Motor Show highlighted three innovative and environmentally friendly tire concepts at the show. These three concept tires have been unveiled for the first time in the region.

The most impressive of the three was the airless or non-pneumatic tire which could have a significant impact on carbon dioxide emissions and sustainability. It would also be highly convenient to customers as it is a truly long lasting run flat tire. Earlier such a tire was just a concept tire that was not practical for mass production. But the Bridgestone airless tire has a unique structure comprising spokes along the inner side of the tires. These spokes support the vehicle's weight and hence there is no need to inflate the tires with air to help support the vehicle's weight. This eliminates the possibility of punctures and calls for less maintenance. The tires are environment friendly for another reason. The spokes are made from reusable material and the entire tire can be recycled. The outer sheath as in all tire is made from rubber while the inner spokes are made from thermoplastic resin.

The second concept tire was the ologic or "Large and Narrow" concept tire. This tire is larger in diameter but narrower than normal tires. The internal air pressure in this kind of concept tire is usually double than in typical tires. These tires are fabricated with materials and processes that contribute to a lower rolling resistance (lowering the rolling resistance by approximately 30%), lower air resistance and better grip in wet conditions. This again reduces the level of carbon dioxide emissions and improves

Ologic Tire that has a large and narrow frame with internal air pressure that is double that in conventional tires

fuel efficiency of vehicles. Bridgestone has plans to incorporate a similar design in a new pattern of tires that will be launched as part of the company's ECOPIA range of fuel-efficient tires. It is a tire that is primarily meant for electric vehicles and hybrid vehicles that are still in the design stage.

Car manufacturers all over the world in a bid to attract consumers who are conscious about fuel prices and the damage to the environment are trying to reduce the overall weight of the vehicles they manufacture. The weight of the tires too figures prominently in their calculations and this is where the half weight concept tire is a winner. Bridgestone uses a proprietary process and secret materials to manufacture this tire that weighs only half as much as a normal tire.

With these three new concept tires that will hopefully soon go into production, Bridgestone is set to take the tire market in the Middle East by storm.



A Bridgestone employee demonstrates the difference in weight between the half weight tire and a conventional tire

Continental Expands Manufacturing Capacity With New Tire Plant in Russia



Continental Corporation, the Germany based automotive supplier and tire manufacturer has announced an expansion in its manufacturing capacity with the opening of a new tire plant in Kaluga, Russia. Work on the plant had started in November 2011 and was completed as scheduled in less than two years.

The new Greenfield in Kaluga - as of now the most modern and technically advanced manufacturing site in Continental's manufacturing footprint - is a key pillar of Continental's long-term growth strategy in Russia. This is a major step toward our replacement clients and the fulfillment of our commitment to the leading car manufacturers who have established plants in this region as well", said Executive Board member and Head of the Passenger and Light Truck Tires Division, Nikolai Setzer.

Mr. Setzer added that he was fortunate to have attended the groundbreaking ceremony in 2011 as well as the official inauguration of the factory. In the first phase of production, the plant will produce four million tires annually. The new facility will have an 800 strong workforce and a capital outlay of 240 million euros by 2015.

Many automotive manufacturers such as Volkswagen, PSMA, Volvo Trucks, and suppliers such as Magna, Faurecia, Benteler, Gestamp and others already have factories in the automotive hub in Kaluga. This makes supply of components and distribution of the finished products to auto manufacturers a lot easier.

"The plant output will be sold to tire dealer chains, the tire replacement business as well as to the Russian car manufacturers. The key competitive advantage of Continental is not only

the local production site but also the fact that we fulfill the highest European quality standards right from the beginning. Russian clients will get products certified by the ISO/TS 16949 standards", comments Jaron Wiedmaier, Head of Marketing & Sales and General Director of "Continental Tires RUS". The production portfolio will consist of a wide range of tires including summer and winter for passenger cars and light trucks of the brands Continental, Gislaved and Matador. Even special studded winter tires which were previously manufactured only through a highly complex technological process at the Continental plant in Korbach, Germany will be manufactured at the Kaluga factory.

Continental has aggressive expansion plans for the next decade particularly when it comes to the BRIC countries (Brazil, Russia, India and China). In addition to the 350 million euros that is being spent annually for the expansion of current manufacturing facilities, Continental is investing one billion euro for setting up additional factories in many different parts of the world till 2016 for more even distribution of the factories across all regions of the world.

As part of this drive, Continental had set up a factory in Hefei, China in 2011 which is already in the second phase of production with the ultimate target being the production of eight million tires on an annual basis. A bicycle plant has been also set up in Hefei, and another tire plant is being set up in Sumter, USA.

Kumho Tire Continues to Stay on the Growth Track with New High Performance Ecsta PA31 Range

Kumho Tire Co. Ltd. is certainly a growth story. The company has just launched a new high performance tire, the Ecsta PA 31, it has fast-tracked the set up of a new manufacturing facility in the US and opened yet another center, its fifth one, for research and development.



The fastest growing segment in the automotive sector today is mid-range sports sedans and coupes that appeal to those with the highest purchasing power and disposable income, the youth. The Ecsta PA31 is a new high performance all season tire that is the perfect fit for this segment. The tire is extremely advanced when it comes to the technological aspect and promises improved handling and comfort. It has a wide range of fitments, up to 35 in all ranging in size from 15-inch tires to 18-inch tires.

The Ecsta PA 31 range also comes with a 50,000 mile limited tread warranty from Kumho.

Kumho has also revived its plans to build a factory in the United States in Macon, Georgia. The plans for the factory for which the groundbreaking was carried out in May 2008 were put on hold due to the effects of the global recession. Now that the economy is showing signs of revival, Kumho is all set to resume construction of this plant which will employ more than 300 people.

The new R&D facility that the company has set up in Seoul took five years to build and covers a land area of more than 375,000 square feet. The center will house more than 600 highly expert technical staff from Korea and other countries who will use sophisticated techniques and technology to make further advances in tire technology. It will be the focal point of a global network of such research facilities like the Kumho Tire China Technical Centre in Tianjin (China) and the Kumho Tire Europe Technical Center in Frankfurt, Germany. The new center for research and development is definitely the crowning feather in the company's cap.

Mitas Launches Revolutionary PneuTrac Concept

Mitas used the Agritechnica 2013 fair in Hannover as the platform for the global launch of its revolutionary PneuTrac tire concept at the Mitas booth. The Mitas PneuTrac combines the advantages of traditional pneumatic tires with those of rubber tracks to provide greater benefits in the agricultural sector.



"Mitas PneuTrac is a real revolution in the design of tires," said Andrew Mabin, Mitas' sales and marketing director. "Mitas stands out as an innovator in the tire industry. This concept shows that we are thinking outside the box of current tire-producing practices with a strong focus on what will benefit farmers."

He added that the product is still in the development stage but the results of the initial tests have been very promising when compared to conventional tires.

With an innovative design, Mitas PneuTrac tires will have better grip and lower slippage. The tires will need lower inflation pressure than for conventional tires (as low as 0.6 bars). This will make the driving experience stable, safe, smoother and much more comfortable.

The tires will still need to be inflated but there will be no need to frequently check and adjust the inflation pressure. With a footprint that is 53% larger than most agricultural tires, farmers using these tires will benefit from lower operational costs and potentially higher yields. Tractors too need no further modifications for using PneuTrac tires as they can be fitted on standard rims.

"The test of PneuTrac made at our testing facilities proved that this concept is a great piece of work with clear benefits for enhanced performance of agricultural machinery," said Hans-Ulrich Klose, head of the automotive engineering unit at Mitas.

Bridgestone to Launch Agricultural Tires in Europe



Tire Fact

One sign of low tire pressure is if your tires squeal when cornering.

Bridgestone Europe has announced that the company will be shortly introducing tires for agricultural vehicles as part of its multi-brand strategy in Europe.

The prospects for the agricultural sector in the tire market in Europe have brightened with increasing use of larger, more powerful agricultural vehicles and equipment. The company used the Agritechnica international agricultural exhibition held in Hanover to showcase its full range of tires. Bridgestone will launch its first agricultural tire in Europe in April during the REIFEN show in Germany with the product becoming available in stores in the second half of 2014.

The Firestone range of agricultural tires is already available in the European market and has an established customer base for its wide range of products. The Bridgestone range will complement this range with products for the top end of the range. With both brands having tires catering to different types of customers, there will be minimal overlapping of sizes and standards between the two brands.



"Bridgestone and Firestone have different brand strengths and attributes. Together in our multi-brand approach they can provide farmers in all segments the optimal solution" says Lothar Schmitt, Director Agricultural and Off-the-Road tires of Bridgestone Europe.

Farming has come of age in Europe with a decrease in the total number of farms but increase in their average size. This trend calls for more sophisticated and powerful farm equipment developed with the latest technology. Tire manufacturers will have to come up with better, more specialized products to meet the challenges created by this scenario.

Bridgestone has chosen to cope with this situation by introducing multiple brands and products to meet the needs of all kinds of farmers in the agricultural sector.

As the world's largest manufacturer of rubber and tires with the company's tagline being "Serving Society with Superior Quality", sustainability has been a key factor in Bridgestone's drive to develop and provide world-class products and services. Producing high quality agricultural tires that will help increase fuel efficiency, have minimal environmental impact, protect the precious topsoil cover and increase agricultural productivity is the cornerstone of Bridgestone's commitment to agricultural sustainability.

Bridgestone is the world's largest tire and rubber manufacturer. Present in over 150 countries worldwide, Bridgestone produces tires for virtually every kind of vehicle from passenger cars to trucks, buses, construction and mining vehicles, aircraft, motorcycles and industrial and agricultural machinery.

Cooper Tires to Supply Tires as OEM for Elio vehicle



Michigan based Elio Motors has been in the news recently with its plans to manufacture a three wheeled two passenger car that promises an unprecedented 84 mpg on highways but will cost less than US\$7000. The company is a pioneer in the ultra high mileage category with its futuristic prototype that is fitted with a three-cylinder, 55-horsepower, fuel-injected engine. The vehicle is set to change the very face of motoring with increased fuel efficiency, pocket friendly price, lower environmental impact and a projected 5 star crash rating underpinned by an anti-lock braking system and a reinforced roll-cage frame.

Elio has now signed a letter of intent to collaborate with Cooper Tire & Rubber Co. Once the deal goes through, Cooper tires will be the OEM fitment for all Elio vehicles which are expected to start coming off the production line in late 2014.

"We are delighted to have Cooper as our tire supplier," said Paul Elio, CEO of Elio Motors.

"This letter of intent signifies a step forward in American manufacturing and assembly. We are proud that the Cooper tires supplied for the Elio will be manufactured in a U.S. plant and our vehicle will be manufactured in Shreveport, creating American jobs. Elio Motors is determined to use only quality suppliers while pioneering this affordable new road in the automotive industry. We cannot underestimate the importance of a quality tire in making a vehicle both enjoyable and safe to drive."

Chris Ostrander, the president of Cooper stated that the company will be manufacturing tires with an innovative design and low rolling resistance for Elio and reiterated that Cooper shares Elio's commitment to promote a sustainable environment to be manufactured in one of our U.S. plants," said Chris Ostrander, Cooper president.

The tires will play a crucial role in achieving the expected 84 mpg on highways and 49 mpg in an urban setting.

General Tires Makes Entry into the UAE through SpeedFit Chain

The reputed American brand of tires, General Tires belonging to the portfolio of brands owned by the Continental Group will now be available in the UAE through the Chain of Speedfit stores run by Al Habtoor Motors. Through this agreement that was signed with Al Habtoor Motors on November 11, passenger car tires and 4 x 4 tires from General Tires will be distributed through SpeedFit stores across the region. This continues Continental's drive to develop its sales network in the MENA region and with the expertise that General Tires has in developing and producing high-performance tires for 4x4s and passenger cars, the tires should do brisk business in a developed market like the UAE.



The Executive Vicepresident, Marketing & Sales Replacement EMEA from Continental, Dr. Hartmut Wöhler, commented that the partnership will help expand the sales focus for General Tires in the UAE and that with its chain of tire service centers across the region, SpeedFit is the ideal partner for the brand.

Ahmed Al Habtoor, CEO of Al Habtoor Motors, explained: "We are very pleased to be the official sales partner of General Tire in the United Arab Emirates. All over the world, the tire brand represents ambitious, reliable tires for four-wheel drives and sedans, which enjoy great popularity in our region."

Andreas Bertram, Managing Director of Continental Middle East too has high hopes that this partnership will be a stepping stone in Continental's long-term plan to increase the brand recognition for the General Tires brand

Neil Coolledge, General Manager of SpeedFit, also sees "a high potential" in the partnership "because the tire customers in the region are making quality-focused purchasing decisions with regard to 4x4s and passenger cars. This demand shall be optimally met by the General Tire brand with its broad product portfolio and its excellent value for money positioning."

Continental Reaps Sustainability Dividends with New 'Hurricane Machine'

One of the byproducts of the tire manufacturing process is the production of a large amount of rubberized steel cord scrap. The rubberized steel scrap cannot be used for any other purpose and is fit only for landfills. But if there is a cost-effective way to separate the steel and rubber, both of these materials are highly useful.

Dr. Martin Theusner, the former head of Environmental Protection in Continental's Commercial Vehicles Tires Business Unit developed a new recycling process for rubberized steel cord scrap using a machine with proprietary technology named the "Hurricane Machine". The machine was developed in partnership with a specialized manufacturer of recycling equipment.

"Every year, we have to deal with significant amounts of rubberized steel cord scrap in our plants around the world," he commented. "Instead of declaring them as waste for use outside the plants, we were looking for a sustainable solution that preserves the valuable raw materials."



This machine separates the uncured rubber and steel using mechanical force. Once the rubber is granulated, any remaining steel is removed from the granulated rubber using highly powerful magnets. The steel thus extracted is sold for recycling and the rubber can be used again as part of the production process in Continental's factories across the globe. The machine is currently being used at Continental's manufacturing facility in Puchov, Slovakia to process scrap from most of the Continental factories across Europe.

With this new process that is an industry first for Continental, the company will improve both its bottomline and make a significant contribution to environmental sustainability.



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Hunter's Fully Automatic "Revolution" Tire Changer Debuts at SEMA Show

Ideally, every driver should know how to change a tire but there are instances when even a person who knows how to change a tire needs assistance to do so. Hunter Engineering Co. has come up with a new machine called the "Revolution" tire changer that it claims fully automates the process of changing tires and will transform even a novice technician into an expert for changing all tire and wheel combinations.

This machine was launched by Hunter at the SEMA show and by helping users to change tires much faster will help them to save time and expenses. With three patented technological innovations that were developed inhouse, the "Revolution" takes 20 seconds less than a typical tire changer for the entire process. It saves even more time in complicated instances like run-flats and can be used for tire/wheel assemblies from 12- to 30-inch rim diameters with maximum tire diameter of 50 inches and maximum wheel width of 15 inches.



The innovations include features like a touchscreen interface loaded with 15 videos that talks the technician through the entire process step by step. All the operator has to do is enter the tire's rim diameter and rotate the tire/wheel assembly to match the TPMS (tire pressure monitoring system) sensor location to the bead demounting roller. From that point on, the machine handles the entire process under the supervision of the operator.

Safety features include increased distance of the worker from the working mechanism minimizing the pinch points and constant monitoring of the TPMS location so that tires will never be mounted or demounted in an unsafe manner.

Though the worker will still have to manually remove the demounted tire and position the new tire, the wheel hub acts as a hydraulic lift that transitions from vertical position to horizontal position to raise the assembly from the floor to the horizontal position. Thus the operator does not have to lift the assembly and this reduces the strain on the back.

Given the benefits when it comes to time, costs, safety and ergonomic features, it looks like the "Revolution" machine will revolutionize the tire industry.

Goodyear Opts For Brand Makeover and Launches New Marketing Campaign across 100 Markets

Goodyear has redefined its brand strategy and launched a new advertising campaign across 100 markets. This campaign will cover countries in Europe, the Middle East and Africa with the new tagline being "Made to feel good".

Previously, the company's marketing campaigns had mainly focused on the durability and safety aspects. Now, the spotlight will be on how Goodyear tires contribute to the overall quality of the journey. The key message would be that users of Goodyear tires can travel with the confidence that they can look forward to good things.

"The new campaign aims to deliver a more distinct and tangible promise to consumers" says Hugues Despres, Goodyear's Brand Director EMEA.

He added that though Goodyear is a brand that is recognized on a global basis, very few people give a thought to what tires are on their car, unless they need to buy new ones.

With the new brand positioning, Goodyear is trying to get create an emotional connection with their consumers by turning their attention to the journey, rather to the tires.

Using this new brand platform, Goodyear will be able to broaden the range and reach of marketing communications. Generally, tire manufacturers focus on the technical aspects whether it is the rolling resistance, traction or the breaking distance. Goodyear can now shift to a more value driven strategy that will be supported by the technical messages. Considering the fact that at least half the tire purchase decisions are made by women, this approach will also help the company enhance its appeal to women.

"Women are often instrumental in family decision making matters and tires are no different. Tires are often seen as an investment and we therefore want to ensure we reach them as much as we do the men", Despres states. "We will approach this from various angles, including building on our existing environmental and safety strengths."

Goodyear's new brand positioning will take into consideration the interaction between customers and tire dealers. Tire dealers have a great deal of influence of what people think of any particular brand of tires and as part of the campaign, Goodyear will make more efforts to understand the needs of dealers and fill the gaps.

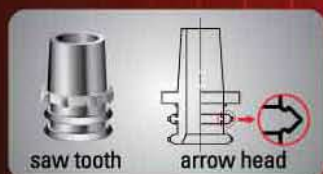
The new campaign developed in cooperation with the advertising agency Leo Burnett in Germany has first been launched across some European markets as posters and TV commercials for the winter season.

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BRIDGESTONE TAKES TO THE ROADS TO EDUCATE DRIVERS ON TIRE SAFETY AND MAINTENANCE

As part of its corporate social responsibility initiative, Bridgestone took its second Tyre Safety and Eco Station (TSES) road show to the Al Wahda Mall in Abu Dhabi. A multi-purpose station was set up and opened to the public from 21st November to 23rd November on the ground floor of the Grand Atrium area of the Mall to educate motorists on tire safety and maintenance.

This is the second such road show that is being held by Bridgestone Middle East & Africa FZE to publicize the importance of regularly checking the condition of tires. The road show was first conceptualized by the company as part of its CSR campaign in 2011 and the company has been carrying out similar initiatives on an ongoing basis ever since. The event in Abu Dhabi was conducted in collaboration with the exclusive distributor for Bridgestone tires in Abu Dhabi, Al Masaood.

Commenting on the campaign Shoichi Sakuma, President of Bridgestone Middle East & Africa, said: "There is still a lot to do in terms of tire safety awareness. Bridgestone develops tires with the highest quality and always takes safety into consideration. However, educating people about tire safety and helping them develop the habit of regularly checking their tires will have a great impact on decreasing road accidents, and making roads a safer place".

Bridgestone's TSES station consisted of a demonstration corner where the company's staff displayed techniques to check the tire pressure and tread wear. Visitors to the station were warned of the dangers of driving with overinflated, underinflated or damaged tires. The booth also had a dedicated play area for children where they had fun with face painting and drawing activities on the environment while their parents attended the sessions on tire safety.

The next stop for the roadshow is Egypt in December. With similar campaigns, Bridgestone aims to ultimately reduce the high rate of accidents in the region due to lack of awareness about tire care and maintenance.



Falken Tire Unveils New MEGA LINE of All Season Tires, ZIEX ZE950 A/S



At the SEMA Show, Falken Tire Corporation officially unveiled a mega line of all season tires, a worthy follower to the highly acclaimed ZIEX ZE912 range. This new range has Falken's proprietary Dynamic Range Technology (DRT) in which silica tread compound was used to aid the tires to perform to the maximum possible extent in all kinds of weather conditions. The rubber in the tires remains flexible at even very low temperatures and the chemical linkages remain strong even in very hot and dry conditions. They also have a unique tread design that will contribute to tread life that is 18% longer than the ZIEX ZE912 and will improve the road grip by 10% in the winter. The improvements in this range are the outcome of the feedback received through dealer and consumer surveys conducted by the company in previous years.

"Part of our job as a tire manufacturer is to address the needs of the market and listen to the feedback we receive, not only at the dealer level but from consumers as well," said Andrew Hoit, Vice President of Marketing at Falken Tire.

He added that the ZIEX ZE950 A/S is the most advanced all season tire they have ever launched and commented that it was a surefire winner.

Falken Tire is a company that by offering quality tires in a wide range of sizes helps dealers to simplify the process of inventory management and reduce stock. Falken tires that are marked "W" have a 45,000 mileage warranty while "H" & "V" rated tires have a 65,000 mileage warranty. The new ZE950 A/S is offered in as many as 95 sizes that are suitable for use in all kinds of vehicles like sedans, sports cars and cross-over vehicles.

Dubai resident wins a set of Continental Tires worth 15,000 Dirhams



Mr. Markus Abbas, Development Manager, Emirates for Universal Tires and Mr. Hamid Moaref, Publisher, Tires & Parts magazine hold the winning entry for the raffle draw.

One lucky visitor to this year's Dubai International Motor Show left with more than he expected after winning a set of Continental tires worth 15,000 Dirhams. Mr. Kamal Pasha Dardas, of Iranian descent and a resident of Dubai for 14 years, claimed his prize on the final day of the show.

After over 2,500 entries to the competition during the four day event, Mr. Dardas was randomly chosen as the winner of the premium manufacturers' tires and a one year subscription to Tires & Parts magazine.

Mr. Dardas commented: "I have been living in Dubai since 1999 and work in the spare parts industry so I know the effect Dubai's climate can have on tires. I jumped at the opportunity when I noticed the competition at the show as my Volvo XC90 was beginning to vibrate due to tire wear and the ride was becoming very uncomfortable. The Continental technician later informed me that two of my tires were indeed on their last legs and it's fortunate that I changed them in time. The vibration is now gone and the ride is significantly better than it ever was."

Jonathan Tait, General Manager of Emirates for Universal Tires, commented "Thousands of Motor Show visitors entered the competition for a chance to win a set of Continental premium tires. We congratulate Mr. Dardas and hope he enjoys his new set of tires. Our partnership with Tires & Parts on this competition was a great success."



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Goodyear's Road to Safety Campaign Concludes with Road Alertness Workshops for Commercial Drivers

Goodyear Middle East and Africa concluded the last phase of this year's 'Road To Safety' campaign with Road Alertness Workshops for commercial drivers in partnership with the international NGO, International Association for Human Values (IAHV). Drivers belonging to several local companies such as Emirates Group, JSS Private School Dubai and Union Paper Mills benefited immensely from these workshops.

The International Association of Human Values (IAHV) is internationally recognized for conducting "Road Alertness" workshops for commercial drivers of Dubai roads such as school bus and taxi drivers.

IAHV's Road Alertness Program is a power packed three day workshop that focuses on enhancing mental, physical and emotional well-being, and improving general alertness. Drivers who generally have high stress levels from long hours on the road learned how to distress by practicing breathing techniques, yoga and meditation techniques. The workshop also included a 20 minute presentation on tire maintenance and care.

"Studies have shown that almost all road accidents and fatalities are the result of lack of awareness and momentary lapses of attention at the time of the mishap. It has also been proven that when the community takes responsibility for its problems, progress occurs at a faster rate," commented Vanya Vora, Director of IAHV.

Bridgestone had launched the "The Road to Safety" campaign in August in partnership with IAHV. The campaign also received support from Islamic Affairs Charitable Activities Department, Trakhees Department of Planning and Development and Emirates Red Crescent.

The first phase of the campaign was directed at the residents of partner communities with free tire wear inspection, tire pressure checks and a discount voucher on any purchase of Goodyear tires for all drivers who stopped by the designated Goodyear "Road to Safety" pit stops set up at local community centers. During the duration of the campaign, over 1200 tires were checked in 12 hours in a

period of three days. The communities that participated in the campaign included Discovery Gardens and Garden View Villas of Nakheel Properties, Shorooq and Ghoroob communities of DPG Properties and the Springs and Arabian Ranches communities of Emaar Properties.

The "Road to Safety" is an annual campaign conducted by Bridgestone Middle East and Africa that aims to build awareness in the community about the need to minimize vehicle accidents by paying attention to tire maintenance.

"By small efforts taken to understand the basics of tire care, we all have much to contribute to road safety—just what we aimed to reinforce with our campaign" commented Mitchell Peeters, General Manager at Goodyear Middle East and Africa. In order to raise awareness of the importance of tire health safety, the company has pledged to donate funds and extend the "Road to Safety" campaign to IAHV and its beneficiaries.



COOPER WINS LAURELS AT SEMA SHOW

Cooper Tire added another feather to its cap by winning two awards at the Specialty Equipment Market Association (SEMA) show held in Los Angeles.

Cooper won the Global Media Award awarded by a panel of leading automotive journalists drawn from 15 countries across the world for its new product, the Mastercraft Courser MXT. The renowned tire manufacturer also won the runner-up prize from more than 2,000 entries in the Tire and Related Product category of the New Products Showcase for the Cooper Zeon RS3-S tire (size 325/30R19).

"To be recognized with product awards for the Courser MXT and the RS3-S is an incredible accolade," said Scott Jamieson, Cooper Tire's Director of Product Management. "These awards recognize the proven

and innovative technology that goes into every tire we make. The RS3-S provides a great choice for C6 Corvette owners with its wide design, while the Courser MXT is an extreme off-road mud terrain tire that is perfect for light truck owners and extreme off-roaders."

The Courser MXT has a unique "side biter" design that equips the tires to handle even the toughest terrain. It is a perfect fit for all off road vehicles with its strategic sipes and pinning for studs that offer better grip and maximum traction. The Courser MXT is ideal for use in tough conditions that prevail during winter in most parts of North America.

The Cooper Zeon RS3-S is an impressive high performance summer tire that is perfect for dry conditions during the summer and offers excellent performance along with superior traction, handling and cornering. It incorporates specially formulated tread compounds that provide the tire with the ability to handle both wet and dry roads with equal ease even at high speeds.

Trelleborg's ProgressiveTraction Tire named 'Machine of the Year' 2014

Trelleborg Wheel Systems had made news earlier this year with its patented new ProgressiveTraction™ technology that was used in its 650/65R 38 agricultural tire. The tire stole the show at the Agritechnica agricultural exhibition in Hanover when Trelleborg the esteemed 'Machine of the Year Award' 2014 for the very same technology.

Speaking at the award ceremony which was held on the sidelines of the show, Piero Mancinelli, R&D Director, Agricultural and Forestry Tires, within Trelleborg Wheel Systems says: "As awards go, to pick up the 'Machine of the Year Award' 2014 is a phenomenal feat. Like the unique concept behind the ProgressiveTraction™ tire, it is a testament to Trelleborg's commitment to continually develop solutions that improve the performance of radial agricultural tires, raising them to new standards."

The most remarkable feature of the recently launched ProgressiveTraction™ tire is its double lug that dramatically improves farming efficiency. With this double lug, it is possible to vary the traction as required to increase the performance of the radial agricultural tire. Mr. Macinelli added that the ProgressiveTraction technology was the outcome of two years of intense simulations and testing in indoor and outdoor settings.

Trelleborg Wheel Systems is justifiably proud of this latest feather in the company's cap.



TOYO TIRES TAKES LEGAL ACTION AGAINST TOYAMA Tire CORP. LTD

TOYO TIRE RUBBER CO., LTD., and its U.S. subsidiaries filed a trademark infringement action on Friday, November 8 against Toyama Tire Corp., Ltd., and its subsidiaries. Toyo Tires is seeking preliminary and permanent injunctive relief to prohibit Toyama from continuing to infringe on Toyo Tires' intellectual property rights, together with other corrective relief, including destruction of infringing products and materials, and recovery for damages arising from Toyama's actions.

Both Toyo and Toyama had booths at the SEMA (Specialty Equipment Manufacturers Association trade show) held in Los Angeles and based on this fact, Toyo Tires filed the action against Toyama in the United States District Court for the District of Nevada.

In the complaint, Toyo Tires alleged that Toyama is marketing and selling tires using the "TOYAMA" and "TOYOMA" marks, related domain names, and logos. Toyo Tires' "TOYO" trade name and trade mark has a longstanding reputation in the market which will be directly affected by Toyama's marketing activities.

The complaint stated: "Defendants have cloaked themselves in the name and trade identities of Toyo to gain entrance into and credibility in the United States and worldwide tire markets. As a result, consumers are likely to believe that Defendants are Toyo, or that Toyo sponsors, produces, licenses, or is somehow affiliated with Defendants or its products."

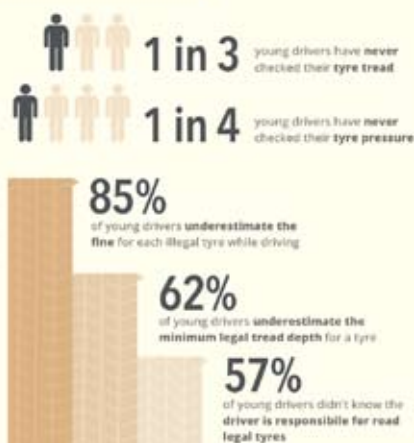
"Toyo Tires invests millions of dollars each year to promote its distinctive name and logo in connection with its products," said Iori Suzuki, senior vice president and general counsel for Toyo Tires. "We will vigorously defend our intellectual property rights against this type of misuse, and will not hesitate to take action to protect consumers, our associates, and business partners against such deception."

New Tire Safety Survey Reveals Youngsters Need to Pay More Attention to Tire Maintenance

YOUNG DRIVERS & THEIR TYRES

We asked 1,000 young drivers about their tyres, and found that many are at risk due to a lack of tyre maintenance. Read on to see how simple it is to keep your tyres safe

THE PROBLEM



A new survey of young drivers aged 18-25 conducted by Ingenie, a company handling insurance for young drivers in collaboration with Tiresafe revealed that young drivers have higher risk of being involved in accidents due to their lack of knowledge about tire safety and tire maintenance. The survey was carried

THE SOLUTION

ONCE A MONTH AND BEFORE LONG JOURNEYS, CHECK THE FOLLOWING...



TYRE PRESSURE

Head to your local petrol station to check your tyre pressure using the tyre pressure gauge. You'll find the recommended pressure, measured in PSI/BAR in your car manual or inside the fuel tank cover.



TYRE TREAD DEPTH

Always remember to check the tread depth on each tyre. The minimum depth is 1.6mm and you can test this using a 20p coin. If you can see the outer rim of the coin, then the tyre is approaching the legal minimum tread depth and you should consider replacing.



OVERALL CONDITION

Check the tyre for any exterior damage such as bulges, cracks or flat spots. Such damage could cause a rapid deflation or MOT failure.

out among 1000 drivers in this age group and over 30% of those surveyed had never checked the depth of the tire tread and about 25% had never checked the tire pressure. A third of drivers aged 18-25 had never checked their tread depth. Over half of the young drivers in the survey had never been shown how to check on the condition of their tires.

"Regular basic tire maintenance is a critical element of being a safe and responsible driver, yet these latest findings would suggest that this message is being lost on young drivers today," commented Stuart Jackson, chairman, Tiresafe. "We saw an increase last year in the number of tire related road casualties and if we fail to take immediate action in educating young drivers about the need to look after their tires properly, sadly we can only expect to see this figure rise further."

The survey results highlighted the dismal lack of safety awareness in this age group as both the tire pressure and the tire tread depth can significantly affect the stopping distance and the handling of the car. Periodic checks to keep tires in good condition take only a few minutes and should be carried out on a monthly basis. In emergency situations, the state of the tires can make a lot of difference in minimizing accidents.

The survey results highlight the need for tire manufacturers, and government agencies to conduct more awareness and education campaigns to educate drivers, both young and old on basic tire maintenance.

Michelin Brand of Choice for Porsche's New Macan SUV



Porsche has chosen three ranges of Michelin tires as the OEM fitment for their brand new model, the Macan SUV. The three ranges that have been chosen for the Macan are Michelin Latitude Alpin 2 Tire, the Michelin Latitude Tour HP Tire and the new Michelin Latitude Sport 3 which will be making its global debut with this OEM fitment. With these three ranges of Michelin tires to choose from, the SUV can be fitted with tires suitable for all seasons and terrains.

The Latitude on-road SUV tires in the Michelin range were first chosen by Porsche as the OEM fitment for the first Cayenne in 2002. The new Michelin Latitude Sport 3 tire represents the third generation of tires in the Latitude series and by delivering on its promise of lower rolling resistance and higher safety will definitely help make the ride smoother and more powerful for all Macan owners. The Michelin Latitude Alpin 2 tire is meant specifically for use in winters as it offers better mobility, control and handling for high end SUVs. The Michelin Latitude Tour HP tire for high-performance SUVs is an all weather tire that will be offered in selected markets. The tire is highly durable and offers good handling and a comfortable ride.

All the three ranges of tires reflect Michelin's commitment to offer products of superior quality that increase fuel efficiency and safety while providing a comfortable ride.

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EVENT	DATE	INFORMATION	LOCATION
International Auto Show-San Diego	01- 05 Jan, 2014	International Auto Show-San Diego, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers	San Diego, United States Of America
Small Square Transportation	07- 09 Jan, 2014	Small Square Transportation is a three day event that is scheduled to be held in Hardenberg in The Netherlands. This event will focus on the small transport industry. The sector of transport industry will exhibit in the show to present their products and services.	Hardenberg, The Netherlands
Autosport International	09-12 Jan, 2014	Autosport International brings together the industries of national and international motorsport & encompasses areas such as performance engineering, aftermarket, historic motorsport and the fast growing track day market.	Birmingham, United Kingdom
Silicon Valley International Auto Show	09- 12 Jan, 2014	It is an excellent platform for generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	San Jose, United States Of America
Tokyo Auto Salon	10 -12 Jan, 2014	Tokyo Auto Salon is one of the chief automobile sector trade shows in Japan. The show boasts of high participation rates at each of its editions and serves as a convenient channel for eminent professionals to deliberate upon the latest trends and innovations from the auto sector.	Chiba, Japan
South Carolina International Auto Show	10- 12 Jan, 2014	South Carolina International Auto Show, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Greeneville, United States Of America

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EVENT	DATE	INFORMATION	LOCATION
The Motorhome Show	10- 12 Jan, 2014	For all you motorcycle lovers, here is good news. The event namely The Motorhome Show welcomes you into the world of motorcycles. You will get latest models, trend, and motorcycle equipments from leading companies all under the same roof..	South Somerset, United Kin
North American International Auto Show	13- 26 Jan, 2014	North American International Auto Show (NAIAS), a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Detroit, United States Of America
New England International AutoShow	16- 20 Jan, 2014	While the cars are the stars of the New England International Auto Show, there's a full range of activities to make it a fun outing for the whole family. The New England International Auto Show is a place where auto enthusiasts, potential buyers, and people who are looking for a fun day out can come together	Boston, United States Of America
Vienna Auto Show	16- 19 Jan, 2014	Vienna Auto Show, a mega show of automobile first time of its own in Austria. 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.	Vienna, Austria
The Washington Auto Show	16- 19 Jan, 2014	The Washington Auto Show is a high profile event that will see the established and well known automobile companies coming together under the same roof in order to advance the business of the sector and increase the revenues.	Washington, United States Of America

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DENSO Launches Exhaust Gas Temperature Sensors with Aftermarket Part References for BMW Applications



DENSO B.V.'s After Market Business Unit has recently announced the release of Exhaust Gas Temperature Sensors (EGT), its latest product line for aftermarket customers. The sensors have been launched as part of the company's original equipment (OE) quality Engine Management Systems program.

11 new part numbers which correspond to 225 K-types, 4 million cars and 21 OE part numbers are currently being launched. The coverage of the latest product range is BMW applications limited to DENSO, including the following variants: X-Series, 7-Series, 6-Series, 5-Series, 3-Series and 1-Series.

The company's EGT Sensors accurately monitor the function of the engine, thus providing better engine performance with lower fuel consumption and emissions. Over the last 30 years, DENSO has been the leading developer of the product, launching the globe's first-ever EGT Sensor in 1975. After 23 years, the company introduced an EGT Sensor with the globe's highest sensitivity, and now the newest product includes the globe's smallest sensing part – attaining over 90% volume reduction as compared to standard technology.

"There is currently no equivalent product available to aftermarket customers for these BMW applications," claimed Fanis Kapetanakis, DENSO Product Manager, Engine Management Systems. "So we know that the introduction of EGT Sensors is much anticipated! We are working hard to add further applications in the near future to ensure we can satisfy the inevitable demand."

The growing Engine Management Systems programme of DENSO After Market now includes 5 OE ranges: Exhaust Gas Temperature Sensors, Exhaust Gas Recirculation Valves, Fuel Pumps, Ignition Coils and Mass Air Flow (MAF) Sensors. Every range sports DENSO's original technologies that ensure an accurate First-Time Fit® and consistent, superior road performance.

Schaeffler Becomes Finalist For 2014 Automotive News PACE Award



Schaeffler, an international manufacturer of high-precision auto systems and products for chassis, transmissions and engine applications, was recently named as one of the 2014 Automotive News Premier Automotive Suppliers' Contribution to Excellence (PACE) Award finalists in the product category for its high quality, fuel-saving integrated torque converter equipped with centrifugal pendulum absorber.

"It is an honor for Schaeffler to be recognized again as a finalist in the 2014 PACE Awards, as it reaffirms our continuing dedication to developing innovative technology and products," said Jeff Hemphill, Schaeffler's chief technology officer.

Created and developed at the company's Ohio LuK USA facility, the converter takes a revolutionary approach to clutch system/torque converter, securely placing the clutch function on the torque converter turbine. This smart design reduces inertia and weight, reduces installation space, and provides option for connecting damping devices such as the centrifugal pendulum absorber. In the past, the integration of the absorber into the converter was only possible in rear-wheel-drive cars, but now, with this new innovation this is possible in front-wheel-drive cars too. This minimizes CO2 emissions and fuel consumption. Vibrations too are reduced resulting in a more comfortable ride.

This is the fourth time Schaeffler has been named as a PACE Award finalist in the past five years. In 2012, the company won the award for its UniAir fully variable engine valve lift system and bagged the Innovation Partnership Award along with the Chrysler Group and Fiat Powertrain.

The 20th annual PACE Awards honors the innovation of suppliers in information technology, capital equipment and manufacturing process, and products. The judges, who are qualified experts from business, academia and industry, assess the innovations for market impact and originality. Winners will be proclaimed at the Max M. Fisher Music Center in Detroit on the 7th of April, 2014.

GM Probes Latest Powertrain Options for Huge SUVs



According to General Motors' top truck engineer, the company is currently researching the latest powertrain options for its soon-to-launch remodeled huge SUVs. These options include high-g geared transmissions, hybrid powertrains and diesel engines.

"We've got some interesting powertrain technologies coming on the SUVs over the next few years," Jeff Luke, GM trucks executive chief engineer, said at a recently held event to present the 2015 Cadillac Escalade.

"The extended ESV and the next-generation Escalade mode, which both share a platform with the Suburban and Chevrolet Tahoe and the Yukon XL and GMC Yukon, are scheduled for release in the first quarter. Since the last auto makeover in the past eight years, General Motors did little beyond cosmetic touchups to maintain the SUV's fresh look."

"In this segment, the competition is tough," Luke described the luxury SUV market in which the Escalade contends. "You've got to raise the bar."

Luke said that a higher-g geared transmission would substitute the carryover 6-speed of the Escalade that will be utilized when it is introduced. Currently, General Motors is working on rear-wheel-drive 10-speed and 8-speed transmissions.

He further stated that the company is considering a hybrid, though the hybrid model on the present-generation was discontinued for the 2014 model year due to low sales. Also, General Motors is considering a diesel engine. However, Luke did not disclose information on which of the SUVs would get one.

"Grand Cherokee is doing it," Luke stated of Jeep's newly-launched V-6 diesel SUV. "We're watching."

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Chrysler Collaborates with McMaster University to Explore Electrification and Lightweight Alloys



Chrysler Group has recently ventured into a 5-year, \$18.2 million research partnership with McMaster University in Ontario for development of electric components and powertrains.

According to Chrysler spokesman Eric Mayne, the company, which is funding \$9.2 million for the research project, is donating cash, the expertise of 20 researchers and access to its state-of-the-art facilities in the United States and Canada. The rest is coming from different governmental entities in Canada.

The automaker is also the member of an international consortium based in Canada that will examine broader use of magnesium and aluminum alloys in car production. This three year study costing \$3.9 million is being funded mainly by the Canadian government.

Researchers will look at the best ways to enhance the corrosion resistance and strength of lightweight metals and how to do so within present casting processes to cut down costs.

The study of lightweight alloys will be conducted at McMaster University, but will include researchers at the University of Trento in Italy and Ryerson University in Toronto. It is said that the R&D arm in Italy and the Centro Ricerche of Fiat Group will also participate.

Currently, the company sells the Fiat 500e, a fully electric car, only in California. It does not offer commercial hybrid powertrains although a few hybrid options are currently in the prototype and testing phase.

Ford Partners with University of Michigan for Hybrid Electric Car Development

Multinational automaker Ford and the University of Michigan will open a new battery research and manufacturing laboratory, that they expect will accelerate the development of hybrid and electric car batteries.

The center, on the Ann Arbor campus of the university, will bring together vehicle companies, battery makers and researchers who will examine new batteries for prototype cars.



Ted Miller, auto battery research manager at Ford, said the laboratory will be the first of its kind in the United States. He further explained that laboratories presently examining new battery chemistries cannot produce them in the formats or amounts required for automotive research. Also, battery companies are not always certain that what they are developing could be functional to the aftermarket.

Miller added that Ford, together with other auto manufacturers, have laboratories where they examine batteries for both quality and durability. However, that is happening very late in the process of battery development. The new laboratory could guarantee that the input of automakers is heard earlier.

As slow sellers, electric vehicles just made up less than 1% of auto sales in the U.S. last year. Plug-in hybrids and gas-electric hybrids – which can go further on electricity – have more buyers, but still make up only 3% sales. This is partly because the batteries in those vehicles can increase the price tag to thousands of dollars. It is anticipated that the cost of battery will fall over the next 10 years due to new material discovery and production increase, which the new laboratory could accelerate.

"There's a lot of hunger for this," Miller reportedly said recently at Ford's battery research facility. He further added that the laboratory must be able to begin the batteries' production in the first half of 2014.

The Michigan Economic Development Corp. granted \$5 million to the \$8 million-center while the university donated \$900,000. Ford donated \$2.1 million, but Miller said other auto manufacturers have already inquired regarding conducting research there.

"This is open innovation," said Mark Barteau, advanced energy research professor and Michigan's Energy Institute director. "I believe that cooperation between university researchers and industry is essential to create advances that have real-world impact."

MAHA USA Introduces World's First Wireless Mobile Column Lifts with Precision Ball-Screw Lifting Technology



Tougher, lighter MCL Series lifts house the widest variety of tire geometries both on mid-range and heavy-duty cars, while providing wireless mobile convenience and improved security on shop floors.

MAHA USA has recently launched its latest and redesigned MCL lineup of ball-screw-powered mobile column lifts, the first of their kind in the aftermarket industry. The all-new wireless lifts have rapidly expanded the spectrum of cars and tire profiles that can now be served by wireless mobile lifts.

The MCL 15 and MCL 12 are brand new products, while the MCL 18 and MCL 16 have undergone an extensive redesign. The design of the new mobile column lifts is carefully engineered to increase the maintenance activities' velocity by offering a flexible car lighting system that produces a more open, accessible and productive work space.

"Our new MCL wireless mobile column lift series boosts productivity through superiority ergonomics and by expanding application flexibility," states Juergen Werner, MAHA Sales and Marketing Vice President. "Not only can you lift a wider variety of vehicles with our new lifts, but once the vehicles are elevated, they enable service techs to operate virtually unencumbered."

The base frames for the MCL wireless ball-screw lifts have undergone a total redesign, and every base frame now has a longer leg structure and lower profile that boosts the column's stability, enabling them to engage low clearance cars, like city buses, more effectively. The primary support column of every lift is developed from a robust, one-piece I-beam, providing it with unrivalled stability and rigidity, while lessening stress and load on interior structural welds.

Wireless ball-screw column lifts from MAHA are 30% lighter than wireless hydraulic column lifts that need pumps, valves, hoses, cylinders and heavy hydraulic fluid. In contrast with hydraulic lifting equipment, precision-engineered ball-screw lifting mechanisms lift at a continuous speed and are 90% more efficient, more environment-friendly and more resistant to cold weather.

"Our lifts employ a unique and highly efficient re-circulating ball & screw lifting mechanism – the premiere technology for mobile lifting applications and superior to any hydraulically operated lift," Werner said. "MAHA lifts also have redundant automatic locking systems that virtually eliminate a variety of hazards associated with hydraulic lifts."

The addition of MCL 12 to MAHA USA's product lineup provides users with a lighter capacity mobile lift option. Capable of lifting 12,000 lbs. per column, it is an effective solution for light duty maintenance facilities that require a huge capacity lift to service medium-duty vans and trucks. The MCL 12 also provides a wide universal carriage designed exclusively for farming and agricultural vehicles with tires that measure up to 79" in diameter.

On the other hand, the all-new MCL 15 can hold 15,000 pounds per column, has an extended base and sports a 20-inch long fork. The longer fork enables devices to lift double tire assemblies while entirely engaging both tires' surface.

The MCL 16 is equipped with 16" long standard forks that can engage super-single tires better than other standard length carriage available in the market. One of the updates to the product is increased carriage width, providing users a chance to house wider tire diameters. The MCL 16 also features an extra-wide body carriage measuring 36.61" which fits in the same base frame size as the standard carriage of the unit. With this wider carriage design, the MCL 16 can house oversized tire diameters and flotation tires easily.

The mobile column lifts accessory line has also been upgraded, particularly a crossbeam with 36,000-lb. capacity. This bigger capacity unit works in harmony with the MCL 18 exclusively for frame engaging applications under buses and trucks for wheels-free access.

Latest INFICON Leak-detection Systems Presented at Assembly Show 2013

International leak detection equipment and systems supplier INFICON, has recently presented live demonstrations of its newest leak detection systems equipped with a turbocharged Saab engine at the Assembly Show 2013 that was recently held in the Donald E. Stephens Convention Center in Rosemont, Illinois.

Visitors to the show witnessed how leak detectors from the company are not only able to detect common leaks, but also to locate the source. During the three-day expo, demonstrations held

at the company's booth showcased how INFICON leak detectors entirely "cover the vehicle" when it comes to locating leaks in components, their subassemblies or on final assembly lines.

"The benefits of using INFICON's sniffer-probe technology over traditional methods of leak detection are two-fold, producing the ability to detect smaller leaks while also being able to do so more quickly and accurately," said Thomas Parker, INFICON's automotive market sales manager for North America.

With the revolutionary technology that INFICON's leak detectors have, they will surely make their mark in the industry.

B&W Trailer Hitches Launches New Aftermarket Trailer Hitch to Boost Load Capacity of RVs



B&W Trailer Hitches, a topnotch heavy-duty trailer hitches and aftermarket trailer/truck accessories manufacturer, has recently released its RVB3500 Companion 5th wheel aftermarket trailer hitch. The latest Companion hitch fully addresses customer needs for heavier RV payloads.

The product employs the exceptional Turnoverball mounting design of B&W that enables quick, single-point hitch installation. With the quiet riding hitch, heavy trailers and pickups with various bed configurations are handled well.

The RVB3500 Companion's predecessor had an 18,000-lb. towing capability and earned a good reputation within the recreational vehicle community for its robust design, ease of installation, smooth ride, and low noise characteristics. Since its launch in 1998, the first Companion hitch model has not been altered. The 20,000-lb. rated Companion 5th wheel trailer hitch comes with all the features and specifications that RV dealers and owners favored in its earlier model.

"The combination of product quality and reliability, along with B&W's reputation among customers, have made the B&W Companion fifth wheel hitch our most popular," Don Collins, DC's RV Centers President said. "With its 20,000-pound towing capacity, enhanced height adjustment and flexible installation design, we anticipate that the new Companion will be even more commercially successful than its forerunner."

The all-new Companion 5th wheel aftermarket trailer hitch is intended for present and future trailers and trucks. As years go by, RV trailers are becoming bigger and heavier, and the towing capabilities of the pickup trucks hauling them have constantly increased. To address this concern, the all-new Companion has been equipped with 2 adjustable pivot arms that can be horizontally oriented relative to the axle of the truck, and vertically to enable trailers to remove the taller truck bed walls on several late-model pickups today. It also comes with adjustable plastic feet that enable the hitch to adapt and mount tightly to the increasing range of truck bed corrugation patterns.

The system is entirely made of premium quality American steel and features a durable powder coating finish from top to bottom. The substructure leaves the truck bed unobstructed once installed and features a socket that houses any of the seven Turnoverball-style hitches, which include the RVB3500 Companion.

The single-post hitch base easily drops into the socket, and when joined with the substructure utilizes adaptable leveling feet and bolts to securely lock it into position. Pivot arms also feature

adjustability with a height ranging from 16 1/4" to 18 1/4". The arms have thick polyurethane bushings that enable the locked coupler head to pivot easily, and the coupler head itself comes fitted with a hydraulic dampening mechanism that tilts to 7° and fully absorbs road shock. The entire hitch system operates quietly and smoothly that passengers and drivers sometimes feel that no trailer is being towed.

"Our new 20,000-pound rated Companion hitch is a response to recent trends in the structure and shape of truck beds, along with the increasing lengths and weights of trailers," Cleat Stockebrand, product design engineer for B&W Trailer Hitches, said. "The new Companion hitch base takes advantage of the structural features of late model truck beds, optimizing the capacity of the hitch and giving customers the needed adjustments to accommodate their towing needs."

Also, the all-new Companion 5th wheel trailer hitch enables quick and simple unhitching of the trailer. Its massive 1-inch-thick cast locking jaws have established the latest industry standard by being twice as heavy as conventional mechanisms. The cam-locking design of the jaw enables any operator to disjoin a trailer even when parked on uneven terrain.

The trailer hitch also perfectly suits different pickup truck models and makes, which include 2013 RAM 3500 without an installed hitch prep package. For years, the product has undergone extensive tests and has been proven to meet or exceed the J2638 standard for a 20,000-lb. car tow rating (VTR). B&W highly recommends users not to surpass a VTR in any towing situation.

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Latest driver assist systems to be added to upcoming Mini models



With the popularity of automated car technology from leading automakers Toyota, Nissan and Ford, among others, Mini is incorporating some technological features into its products to keep the driver fully connected to the vehicle. It is said that these recent technologies will be integrated in upcoming models. There is no word from the company as to when customers could start seeing them, though the aftermarket's prediction is the 2015 Mini Cooper.

Two of the main technologies that Mini will launch include the head-up display system as well as the "city braking" system to work in combination with passenger detection and collision warning. The automated braking system is facilitated by the forward-mounted camera, which is utilized for street sign detection system, auto-dimming headlights and adaptive cruise control. The all-new parking assist feature helps drivers to search for an appropriately sized parking spot, and then motorists can take full advantage of the backup camera.

Obviously, Mini is not the first to launch these technologies. However, it might be among the first to provide such safety features in a vehicle costing less than \$30,000—although there is no update yet as to how much these options will cost.

Smart networking between the outside world, the motorist and the MINI and innovations in the communications and infotainment systems will provide enhanced driving pleasure and comfort. Since its release, MINI Connected has been leading the in-car technology area and developing access to services and apps to entertain and guide passengers and motorists at the same time.

In upcoming models, MINI will launch a number of revolutionary driver assist systems that also utilize smart networking for the information exchange between the car and the driver. The new functions are anticipated to help the MINI function as a driver's assistant and to provide groundbreaking safety technology and comfort.

In terms of configuration and development of the latest driver assist systems, MINI takes full advantage of BMW Group's global leadership in innovation in this aspect. Networking technology has been utilized for

the targeted information exchange between the car, the driver and the outside world for over 40 years. Advancements such as the radar-based distance warning device, the globe's first on-board computer with temperature display on the exterior and the first Emergency Call system, still distinctive to this day, are among the breakthroughs set by the company in this aspect.

Interface technology for incorporating the Apple iPhone in the MINI OS was launched in 2007, and since 2011, extra online-based functions can be incorporated in the MINI Connected package with the aid of apps.

The MINI head-up display helps drivers focus on what is taking place on the road by displaying pertinent information right in their line of vision. This can be quickly seen without the need to take their eyes off the road. The pedestrian warning and collision warning system including the city braking function make it simpler to prevent risky situations, especially in city traffic. MINI's parking assist feature provides superior comfort in looking for and utilizing parking spaces, while the reversing camera provides motorists with a good view when maneuvering.

Other advancements in the MINI driver assist systems include the distance control, which automatically keeps a secure distance from the car in front; and the speed limit information system, which senses and shows speed limits as they apply to the present road section. When driving at night, the digital headlight assist function ensures the best visual conditions by adjusting lighting settings to minimize annoyance to other drivers.

Quicksilver Exhausts Releases SuperSport Exhaust Systems for Range Rover 5.0 Supercharged V8 Sport



Quicksilver Exhausts has recently released its robust SuperSport exhaust systems for the Range Rover 5.0 Supercharged V8 Sport, hailed by Top Gear as the 'Luxury Car of the Year' 2013. Hand-built in the UK, the company's exhaust system range presently available in Sport and Supersport options, have 25-year corrosion guarantee and do not require fitting modifications.

Manufactured from T 304 austenitic stainless steel, both exhaust system options are equipped with rounded tips and dual rolled edge, but the Sport system has a pair of back boxes that will make the engine keep a civilized tone at idle despite an 8% to 18% decibel increase across rev range. To enhance performance, the Sport reduces the axle's weight by 15kg while the Supersport offers 20kg weight reduction.

Both exhaust systems are tig-welded and mandrel-bent, have laser-cut fittings and brackets for consistent accuracy, and have 6-10bhp and 8-12 ft-lbs torque gains.

With the revolutionary features of Quicksilver's Supersport exhaust system, the Range Rover 5.0 Supercharged V8 Sport is anticipated to display a more impressive road performance than ever.

Panasonic Plans to Increase its Lithium Ion Battery Capacity



Japanese multinational company Panasonic plans to increase the capacity of its lithium ion battery production in 2014 for both electric and hybrid cars, including the popular Tesla Model S sedan. Three Japanese sites will be involved in battery production: Kasai plant in Hyogo, which manufactures prismatic lithium ion batteries for Audi AG, Ford Motor Co. and Toyota Motor Corp; Sominoe plant in Osaka, which manufactures cylindrical lithium ion batteries exclusively for Tesla Motors Inc.; and Kaizuka plant where Panasonic will start the production of cylindrical batteries for vehicles.

The expansion in production capacity is the outcome of Tesla CEO Elon Musk's complaint that bottlenecks in car battery supply are restricting the sales of the Model S. For years, Panasonic has been the exclusive battery supplier for the Model S. However, Tesla has recently been in talks with South Korean manufacturer Samsung SDI.

According to Panasonic, its expansion is designed to meet customers' rising demand for lithium ion batteries in electric and hybrid cars. It will also offset the drop in demand for batteries for computers and cell phones due to the availability of cheaper Chinese alternatives.

Officials of the company refused to detail the exact capacity it will add. In 2010, its worldwide capacity for auto prismatic lithium ion batteries has risen from only 100,000 cells per month to 2 million month this year.

According to Panasonic, the cell number per car differs by manufacturer and from vehicle to vehicle, but 70 cells for every battery pack is a rough figure for hybrid cars. Approximately, that would put the worldwide capacity of Panasonic as high as 28,000 cars per month, though actual capacity differs because EVs and plug-in hybrids utilize diverse cell numbers.

The company refused to provide output figures, but Erika Egami of the company's planning center, stated that Panasonic should expand capacity in order to supply future orders. To date, the company manufactures the box-shaped prismatic batteries for C-Max hybrids, Ford Fusion, Toyota Prius V and Audi Q5, as well as for the plug-in variants of the C-Max, Ford Fusion and Prius hatchback. Also, it supplies Toyota's eQ electric minicar.

Egami further hinted that Panasonic has been approached by other car manufacturers for supply of hybrid car batteries that are still in the testing stage but did not reveal details.

The flagship Kasai plant of the company has three lines designed for prismatic lithium ion cells. One manufactures regular hybrid batteries while the other two manufacture bigger batteries that can be utilized in either electric or hybrid cars.

Ford's Latest Automated Parking System Allows Push-Button Parking from Inside or Outside the Car

Global automaker Ford is currently developing the latest automated parking technology that could help drivers park by just touching a button from outside or inside their vehicle.

Presently in the prototype stage, the technology referred to as Fully Assisted Parking Aid controls gear selection, steering as well as reverse and forward motion to enable push-button parking. To provide the aftermarket industry with an inside look, Ford has recently exhibited the technology to journalists for the first time in Lommel, Belgium.

"Parking in today's cities can be stressful and difficult," stated Barb Samardzich, Ford of Europe Vice President of Product Development. "We want to make it as easy, efficient and accurate as possible – and that means exploring new concepts and approaches."

Ford's Research and Advanced Engineering Organization experts are using advances made in the present Ford technologies, including Ford Powershift transmission and Active Park Assist to provide the Fully Assisted Parking Aid – the next-gen of parking technology.

Ford Powershift transmission can electronically control changes in reverse and forward gear without manual driver input, while Active Park Assist can scan for properly-sized parking spaces and steer a vehicle into that space.

Fully Assisted Parking Aid can detect an appropriate parallel parking space with the use of electronic sensors. The system can be activated by taking the vehicle out of gear and pushing a button from the vehicle interior or outside by a remote control. It would then control the steering, reverse and forward motion, guidance and braking to move the car into the available space.

Fully Assisted Parking Aid can find parking spaces at 30 km/h speeds and require the driver to maintain pressure on the button during the entire maneuver, with the option to override the system at any time.

Given that the parking systems of Ford can maneuver vehicles into spaces just 20% longer than the overall car length – Fully Assisted Parking Aid could free-up parking space that is lost due to ineffective parking.

Recently, the automaker revealed the Ford S-MAX Concept, which features a number of next-generation technologies comprising a more advanced Active Park Assist version that has perpendicular parking capabilities – a system that could be further used by Fully Assisted Parking Aid to aid drivers move easily into compact garages and parking spaces.

"The key is that we already have the technologies that put us in a position where we could one day make fully automated parking a reality for Ford customers," stated Paul Mascarenas, Ford Research and Innovation Vice President and Chief Technical Officer. "Fully Assisted Parking Aid could provide additional benefit to drivers with reduced mobility, including disabled and elderly drivers, as well as customers who face difficult reverse-parking maneuvers in busy and narrow streets every day."

Johnson Controls Increases Scope for Fuel Efficiency with Micro Hybrid Battery

As the automotive industry strives to provide cars with more miles to the gallon without a full-scale electric or hybrid vehicle's added cost, Johnson Controls has come up with a new kind of battery that will change the rules of the game: the micro hybrid.

The company's automotive engineers have worked for years to produce an improved 48V lithium-ion battery. The company claims this battery will enhance economy and reduces emissions tied to climate change while costing less than the premium price commanded by the hybrids of today.

At an industry trends briefing, company executives said that several automakers have expressed interest in the technology, which will help save up to 15% in fuel but not add a lot to the gas-powered car's price. Upon the announcement of the Obama administration that vehicles in 2025 should achieve an average mileage of over 54 miles per gallon, critics, which include the National Auto Dealers Association, stated that the new regulation would increase the price of a new car by \$5,000.

According to Johnson Controls, its latest innovations—the brand new batteries, as well as lightweight materials—will increase the fuel efficiency to the required 54 miles per gallon without much increase in price.

In this effort, the chief product is the micro hybrid battery that can be used in a conventional gas powered car to run not the engine but other energy consuming components like air conditioning.

Power Solutions business President Brian Kessler, said that the batteries would add hundreds of dollars to a traditional car's cost—a premium that is as high as the extra price that full-scale hybrid cars command.

Johnson Controls has unveiled a number of innovative products in the battery sector. The "stop-start" batteries of the company, presently available on Chevrolet Impalas and Ford Fusions, can enhance fuel economy by up to 8% by simply cutting the engine of the car while it is on idle mode.



Alex Molinaroli, Johnson Control's newly-appointed chief executive officer highlighted the key role batteries will play as the auto industry concentrates on enhancing fuel economy by around 80% in the next 10 years.

"The manufacturers are more open to ideas than they ever were in the past," said Bruce Belzowski, University of Michigan Transportation Research Institute Assistant Research Scientist.

"But they're not really interested in making major changes in their internal combustion engines unless they absolutely have to, because they still want to be able to get as much money out of those systems before they have to change them," he added. "This could fit into that."

Other features to save fuel will be required – such as use of light materials and constantly variable transmission.

Johnson Controls also perceives opportunities in these aspects. Just recently, it launched a door panel type that is 40% lighter than the panels of today. The rigid new material blends thermoplastic injection molding and renewable plant fibers. The company's seating business has also launched thinner, lighter-weight frames and seats.

Currently, the \$6 billion battery business of Johnson Controls, called power solutions, is the leading start-stop battery developer in the industry. The new micro hybrid battery's initial version swallowed a good chunk of the trunk in the initial test vehicle.

"If you opened up the trunk and looked inside, it was a pretty big battery pack," Kessler said.

After the batteries' refinement, the newest models are about the size of an EverStart or Diehard standard lead-acid battery manufactured by Johnson Controls.

Kessler further says that making its latest battery fit under the hood is crucial in bringing down the fuel-saving technology's cost. The power output of such batteries is another crucial consideration.

Hybrid car batteries, which should have sufficient juice to power the vehicle itself, need hundreds of volts. However, that creates a risk of electrocution and the need for extra and expensive safety features.

"Holding the power to 48 volts reduces the need for such safety items," said Craig Rigby, Vice President of product management and strategy in Johnson Controls.

Later in 2013, the company's micro hybrid batteries will go into initial mass production, utilizing conventional sizes and designs. Unlike full-scale hybrid electric cars which have standard 10-year life expectancy, they only have 4-year life. Also, they no longer require an electric car charging station.

Johnson Control forecasts that the combination of cost-effective technologies such as micro hybrid and start-stop will be standard in about two-thirds of trucks and cars sold globally by 2020.

It is anticipated that much of those will be start-stop cars, a huge business opportunity for Johnson Controls because the AGM batteries that facilitate the start-stop function usually cost twice as much – and produce thrice the profit – as a starter battery.

Recent research note by David Leiker, investment analyst at Robert W. Baird & Co., states that the battery business is a major future growth source in the business strategy of Johnson Controls. The start-stop "volume is expected to rise from 4 million in 2013 to 10 million over the next two years with the potential for all vehicles to eventually adopt this technology," he wrote.

According to Belzowski, the challenge faced by suppliers today is giving fuel savings without making things complicated for vehicle engineers and designers. The 48-volt micro hybrid system needs a small 12-volt starter battery, two batteries and a compact lithium-ion micro hybrid unit.

"It doesn't look too big, but it's still a packaging issue to try to get both of those things into the vehicle," Belzowski said.

Cummins's 5.0L V8 Diesel Engine for North American Market Takes Fuel Efficiency to the Next Level



Cummins has recently announced its production of ISV5.0, a 5-liter V8 diesel engine designed for powering motorhomes, school buses, light- and medium-duty trucks and pickup-and-delivery cars in North America.

The new diesel engine extends the range of the company's clean-diesel engines for cars, and features cutting-edge technology that offers low ownership cost and superior performance.

"The ISV5.0 represents the next dimension in fuel economy and performance as Cummins continues to broaden our on-highway product line," said Dave Crompton, General Manager and Vice President of Engine Business, Cummins.

The diesel engine has been carefully engineered to be compatible with cars that previously used a similar V10 or V8 gasoline engine. It offers robust aluminum alloy heads, a compacted graphite iron cylinder block, composite valve covers, and forged steel crankshaft to provide supreme durability in an extra lightweight package. Generally, these innovative features, with dual overhead camshafts, also lower harshness, vibration and noise.

Revolutionary diesel engine technology leads to reduced emissions and better fuel economy. With several injection events compelled by merged electronic controls, Cummins VGT™ Variable Geometry Turbocharger and ISV5.0's fuel system deliver an instant throttle response as well as a steady and impressive 560 lb-ft. peak torque. Ratings from 200-275 HP are available.

The ISV5.0's 2-stage fuel filter system also features the newest NanoNet™ media from Cummins Filtration to guarantee that the fuel system is protected against contamination of fuel. The exceptional construction of NanoNet offers lower fuel-flow restriction and effectively traps over 99% of mites that are as small as 4 microns.

ISV5.0's clean-engine credentials are further enhanced with a high quality coalescing filter to fully eliminate oil mist and crankcase hydrocarbon emissions.

The emissions control technology and air handling of the engine is the product of Cummins' unrivalled expertise and experience in emissions technology. The company's cooled Exhaust Gas Recirculation (EGR) and VGT Turbocharger as well as its Emission Solutions' Aftertreatment System, equipped with a Selective Catalytic Reduction (SCR) and Diesel Particulate Filter (DPF), reduce particulate matter to near-zero levels and lower nitrogen oxides emission while providing better fuel economy and performance.

"Every day, drivers will appreciate the smooth, quiet operation of the ISV5.0," said Jim Katzenmeyer, V8 Program Executive Engineer. "In addition, the fuel savings offered by the ISV5.0 result in fewer greenhouse gas emissions -- a great environmental benefit."

The ISV5.0 will be initially available for customers in Canada and the United States, and will be certified to the PM emissions levels and near-zero NOx required by the United States Environment Protection Agency. It will also meet 2015 Air Resources Board standards and 2016 greenhouse gas requirements, including on-board diagnostics.

The 5.0L V8 Turbo Diesel and ISV5.0 will be produced at the Columbus Engine Plant in the fourth quarter of 2014.

"Our customers want the ISV5.0 engine to come with the world-class service network and customer support that Cummins already provides to them," said Jeff Jones, Cummins Vice President - North American Engine Business. "The support of this engine will easily be integrated into Cummins distributors and authorized dealer shops, and into customer operations with fleets that are running the broad range of dependable Cummins power."

Toyota Creates Revolutionary Safety Technology

Toyota Motor Corporation has recently announced its development of a Pre-collision System that utilizes automatic steering in addition to improved automatic braking and pre-collision braking force to help avoid collisions with pedestrians. The Japanese automaker is devoted to creating safety technologies that will help eliminate traffic casualties and injuries involving road users.

The Pre-collision System with Pedestrian-avoidance Steer Assist can aid prevent collisions in circumstances where automatic braking is not enough, like when the car is running too fast or a pedestrian suddenly steps into the path of a car. An on-board sensor detects road users and automatically sends out a virtual alert on the dashboard in front of the driver in the event that the system identifies that a collision is possible. If there is increase in the probability of a collision, the system sends out a visual and audio alarm to warn the driver to take elusive action, and the automatic braking functions and enhanced pre-collision braking force are activated. However, if the system identifies that a collision is unavoidable by braking alone and there is enough room for evasion, steer assist is activated in order to steer the car away from the pedestrian.

In Japan, the rate of traffic accidents has been decreasing for 12 successive years, with only 4,411 accidents in the year 2012. However, of that total, pedestrian casualties are the most prevalent, accounting for 37%.

Last year, Toyota created a system that utilizes improved automatic braking and pre-collision braking force to help avoid collisions with road users, especially pedestrians. Approved on the Lexus "LS", the system alerts the driver when it senses an impending collision with an obstacle or pedestrian. In the event that the driver does not take immediate action to prevent the collision, the system activates automatically.

The automaker intends to make Pre-collision system cheaper and to roll it out by 2015 on a wider vehicle range, prior to launching PCS with Pedestrian-avoidance Steer Assist.

Ford Unveils Test Vehicles That Can Prevent Collisions with Pedestrians or Cars



Ford has recently unveiled a prototype system that utilizes automatic braking and steering to prevent collisions with pedestrians or vehicles.

Ford has unveiled Obstacle Avoidance technology created as part of a European-funded and Ford-led research project. The automaker's Obstacle Avoidance-equipped Focus test car sends out warnings first in the event that it senses motionless pedestrians or obstacles and slow-moving objects in the same lane ahead. In case the driver fails to brake or steer following those warnings, the system will brake and steer automatically to prevent a collision. For the first time, this technology was exhibited at Ford's test facility in Lommel, Belgium.

"The future for Ford means developing innovative products and technologies – including Fully Assisted Parking Aid and Obstacle Avoidance – that help deliver a safer, more convenient, more desirable, more personalised and greener driving and ownership experience," stated Barb Samardzich, Ford of Europe Vice President of Product Development. "Ford is focused on making sure the vehicles, technologies and features we develop better meet changing customer expectations and values."

Other recent innovations that have been announced by Ford include:

- Hotels.com, TomTom Navigation, Spotify and Ford SYNC with AppLink are among the voice-activated applications which will allow motorists to stay connected, and keep their hands on the steering wheel and their eyes on the road.

- Mondeo Hybrid, C-MAX Energi plug-in hybrid and Focus Electric vehicles that will, by the end of 2014, provide customers a full spectrum of electrified cars.

- Ford Mondeo Vignale Concept, which offers a preview of the vision of Ford for the exceptional upscale Vignale experience that is planned to be launched in early 2015. It features groundbreaking technologies, exclusive specification, first class craftsmanship, exceptional design touches and a special purchase and ownership experience.

- Ford S-MAX Concept which features premium craftsmanship, sleek design, flexible interior, smart technologies as well as wellness and connectivity technology.

Ford experts have recognized the increasing demand of consumers globally for "Sanity Savers" – features and technology that make life easier and 'are paying more attention to the customer focus on "Ethical Consumption" as automotive purchases are likely to mirror personal values.

"Car-buyers are placing a growing emphasis on the ownership experience, on purchases that keep them connected on the move and that also reflect their beliefs – trends that will have a profound effect on the vehicles, features and services they will choose in the future," stated Sheryl Connelly, Ford Global Trends and Futuring Manager. "Ford Futures sends a clear signal that Ford is moving in harmony with these global trends."

As part of Ford's celebration of the centenary of its moving assembly line 100th anniversary, it has exhibited other Ford technologies at Ford Futures, including:

- Latest strategies for the carbon fiber vehicle components' volume production

- Ford SYNC with Emergency Assistance, which alerts local emergency service operators to a road accident in approximately 26 languages, spoken in 40 regions in Europe

- MyKey technology, which allows parents to put limits on younger motorists to promote road safety

"Ford Motor Company has always been one of the world's leading pioneers and forward-thinkers," added Samardzich. "From the introduction of a whole new way of mass producing cars 100 years ago to the advanced safety and convenience features unveiled today, we continue to set the template and define the future for drivers and the automotive environment."

Honeywell Friction Materials Releases Latest Brake Pad Line Called Stop



Leading brake pad manufacturer Honeywell Friction Materials, popular for its JURID and Bendix brake products, has just released Stop, its latest brake pad line.

The company claims that the Stop brand provides a high-value brake pad with an affordable price for repair technicians and today's do-it-yourselfers who need a brake pad that is carefully engineered for safety and superior performance. The Stop line is perfectly designed to meet OE specifications for function, form and fit, and is backed by over 100,000 hours of car and product testing yearly.

To ensure that best practices are applied, Honeywell includes recommended brake hardware in the Stop box to reduce installation time, restore original equipment (OE) performance and enhance bay efficiency.

"We understand that today's motorists must have access to a wide variety of brake pad offerings – from economy to ultra-premium – that meet their varying needs," said Grif Jordan, Honeywell Friction Materials Product Marketing Manager. "Our new Stop brake pad line clearly addresses the performance and safety demands of today's motorists who may be maintaining late model cars but still want value and security in their brake pad choice."

Other benefits of the Stop brake pad line include:

- New spreader springs and abutment kits that restore original equipment (OE) performance .
- Application-specific chamfers, slots and shims to eliminate comebacks and minimize noise, and
- Original equipment (OE) positive mold-technology to ensure superior performance

With the innovative features of the Stop brake pad line, it is expected to gain the attention of motorists around the world who demand better safety and performance.



Honda Reveals Powertrain Mock-up for its Upcoming NSX

In its quest to create downsized, turbocharged engines, Japanese automaker Honda has revealed a powertrain mock-up for its upcoming twin turbo-equipped NSX. The mock-up was displayed at a media event at Honda's Utsunomiya global R&D center prior to the Tokyo Motor Show.

The remodeled all-wheel drive NSX, set for release in 2015, has – in accordance with the mock up – a V6 engine with twin turbos as part of what Honda refers to its Sport Hybrid-All Wheel Drive system. The system utilizes a 3-motor hybrid system to effectively redirect power when the vehicle turns from the inner to the outer wheel to enhance performance and handling. The front wheels are equipped with one electric motor each, while the third is engine-integrated as a motor-generator.

Honda officials refused to reveal the V-6's size, but said it would not be bigger than the 3.5-liter V-6 on the present Acura RLX. They confirmed that it will be combined with a dual-clutch transmission, but they said the company had not yet decided on the number of gears it would have. Currently, Honda offers a 7-speed dual-clutch transmission and intends to launch an 8-speed gearbox.

The engine is mounted longitudinally in contrast to the transverse layout in most front-wheel-drive cars and has a lithium ion battery pack in front.

With NSX's twin turbos that provide superior power boost, much is expected by the global auto industry from the vehicle—a better and faster yet safer driving experience.

Montegrappa Limited Edition Pen to mark UAE National Day



The Italian company Montegrappa is well known for its line of luxury accessories like cufflinks, pens, watches, jewellery, leather goods and perfumes. The company has just launched a limited edition series of fountain and ballpoint pens to mark the 42nd UAE National Day. Fashioned from sterling silver, these luxury pens would be an ideal gift for National Day celebrations and will be available in Paris Gallery stores.

The collection also includes an exclusive set of seven unique fountain pens crafted from 18 carat gold with each pen having the emblem of one of the seven emirates of the UAE. In the case of these seven pens, the trademark 1912 emblem of Montegrappa has been replaced by the number 1971 to signify the year the UAE was formed. Each of the seven pens has the UAE flag colours along its length and has been made using the best modern and traditional manufacturing methods with meticulous attention to detail.



Wilkinson Sword Hydro 5 Power Select

Wilkinson Swords claims their brand new razor, the Hydro 5 Power Select will give you a dream shave only a professional shave can match. The razor has multiple power settings, 5 UltraGlide blades with skin guard, a handy flip trimmer for hard to reach areas and a digital LED display to warn you if the battery is running out. Users can customize the built in vibration setting to limit skin irritation, but what they are really going to love is the gel reservoir containing a "skin defense complex" which lasts for a much longer time than the normal moisturizing strip. This hydrating gel reservoir results in a soft, smooth shave that can make a real difference to your day with a refreshing start. The solid, sleek design and the single button to control the settings are other pluses.

Make Your iPad a Movie Projector With the iPad Pocket Projector

If you are the kind of person who is always attending numerous meetings where you need to make presentations, the iPad Pocket Projector from Hammacher Schlemmer is a nifty gizmo that can make your life on the go a lot easier. Rather than lugging around



a laptop, cables and a bulky projector, this device that is smaller than a smartphone and weighs less than 5 ounces can be easily plugged into your iPad's 30-pin charging port to create a 35 lumen LED projector. This pocket-sized projector is capable of 640 x 480 resolution to produce sharp enlarged diagonal images. Users can magnify or rotate images and project practically any kind of photos, videos or presentations with a free app. A manual focus wheel can be used to adjust the clarity of the images that can range from six inches to 60 and the iPad's speakers will control the sound. The internal lithium-polymer battery provides two hours of projection and recharges via USB with the included cable. The iPad Pocket Projector can also function as a backup battery for an iPhone and is compatible with all iPads, iPhone 4S, 4, 3GS, and the third and fourth generation iPod touch.

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HOT PRODUCTS



WTF Titanium Keychain

Keychains are one of the necessary evils of modern society in spite of forming an unsightly bulge whenever you carry them in your pocket. But they are not all we need when we are on the go. We may need to open a can, use a ruler to make measurements or use a wrench without ruining our fingernails.

The new Mini Titanium WTF (WTF for Wrench That Fits) keychain is not only a simple, lightweight, compact keychain that fits easily into your pocket but is also a device with a few handy accessories such as wrenches of different sizes, a ruler and a built-in prybar.

Weighing in at just 8 grams, it has 5 wrenches, and a built-in prybar. It can even be used as a gear tie on the road. The dimples on the side double as a ruler and also act as a grip. Available in Titanium, Chromoly and Aluminum versions in eight different colors, Mini Titanium WTF offer both metric and standard measurements in the wrenches and the ruler. And of course, due to its small size and elegant design, it is a keychain that definitely does not make your pockets bulge. Due to its sheer versatility, you will soon wonder how you ever managed without the Mini Titanium WTF.



WearIT Smartwatch

One of the most promising fitness and lifestyle products on the market is the WearIT Smartwatch. There are a number of wristwatches that track your fitness, but WearIT Smartwatch is one of the first models that does not need a smart phone to function and offers more features than any other model. Everything can be done from the watch itself. Crafted as a stylish timepiece that is just as good as Adidas and Nike models with a 1.54 inch touchscreen, the WearIT Smartwatch has a built-in speedometer, digital compass, magnetometer, golf game tracker, heart rate monitor and even a music player that has Bluetooth connectivity for streaming music. So, you don't need to lug along your smart phone to get your music fix while you are jogging. The only GPS watch with a motherboard, the WearIT Smartwatch runs on an Android 4.1 Jellybean-

based OS and is powered by 256 MB of RAM with 4 GB of onboard storage and a 550 mAh lithium-ion battery that can be recharged via USB. Literally a wrist top computer with an Android platform, it is likely that many fitness apps currently in the Play Store can be easily imported into it.

The WearIT Sportswatch doesn't just have built-in sensors for fitness tracking; it comes with onboard GPS and WiFi that permits users to stream this data directly to the server. It also offers full support for the ANT+ standard for wireless connectivity to health monitoring devices like heart rate monitors and pulse oximeters. Users can access social media and games with the WiFi. With a waterproof case that makes it ideal for sports and multiple fitness activities, several color options and a wide array of sports friendly features, WearIT Sportswatch will be the wristwear of choice for all sports and fitness enthusiasts when it is officially launched in January 2014.



URSHUZ

Have you ever heard of modular, customizable footwear that you can mix and match to create many combinations just like you do for kids' watches? Urshuz has developed an interchangeable range of shoes that are convertible, comfortable, durable, waterproof, and even recyclable. Established by Grant Delgatty who worked as a shoe designer for a decade with established brands like K-Swiss and Puma, Urshuz plans to create shoes that users can customize based on their color preferences, style and mood. Urshuz creates separate uppers and soles which can be linked with a series of elastic "U" rings that are attached with a nifty tool into channels molded into the outsoles. Customers can tweak their look using the same or different colored soles in combination with canvas, sneaker style, open style or even flip flop type uppers. Initially available only in men's styles, Urshuz is working on a line for women and children. You get an infinite number of options with different types of soles and uppers. Seven different uppers were released this June, along with seven colors of soles.



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