

TIRES & AUTOMOTIVE PARTS MAGAZINE

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BEAT TRAFFIC WITH AEROMOBIL FLYING CAR



UMESH AGRAWAL

CEO, AL-MUQARRAM AUTO SPARE PARTS TRADING LLC (A-MAP)

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PUBLISHER'S NOTE



November has been an eventful month for those in the automotive field. There has been considerable speculation that the four month downtrend in oil prices may lead to a decrease in the demand for electric and hybrid vehicles. You may be highly tempted to go out and buy the gas guzzler SUV you have always wanted. The last time oil prices were this low was back in 2010.

However, lower oil prices need not necessarily guarantee lower fuel bills for the long term. There is no question that petroleum reserves are dwindling at an alarming rate. As long as we accept this fact, temporary shifts in the oil price do not give consumers any real benefit. It may lead to a short-term decrease in fuel prices, but one fine day, when the long-term outlook is factored in, new, sustainable technologies that increase fuel economy will look more attractive than ever. Unless cheaper sources of energy like solar energy can be commercially harnessed, it still makes sense for the automotive industry and the tire industry to invest in sustainable technologies.

Coming to the tire industry, one of the major topics of conversation has been the move by the US Commerce Department to impose anti dumping and countervailing duties against the import of passenger vehicle and light truck tires from China. The final decision will not be made until mid-January but the Chinese have been accused of dumping tires at prices much below the market rate in the US market. They have been able to do this as an outcome of the heavy subsidies given to Chinese tire manufacturers from the government. In an analysis that led to the investigation, it was found that selected Chinese tires had dumping margins of 45.8 to 87.99 percent and subsidy rates well above the agreed rates of 2 percent for developing countries.

In the event that this is proved after further investigation by the Department of Commerce, the International Trade Commission (ITC) can issue a countervailing duty order and antidumping duty orders against Chinese tire manufacturers if it is felt that the US tire industry is suffering heavily as a result of the tire imports. In view of the fact that Chinese imports accounted for \$2.3 billion, or nearly 22 percent, of the import total, this is quite likely. It remains to be seen how Chinese tire manufacturers will react to this development and how this will affect the tire industry as a whole.

I recently had the chance to witness the opening of Deestone's factory for truck and bus radial tires. The plant is a state of the art facility equipped with the most modern manufacturing equipment. As I watched tires come off the assembly line, I thought about how the world would come to a standstill if it were not for tires - on passenger cars, buses, trucks and construction equipment.

No one who is serious about the tire industry can afford to miss the SEMA Show which is held every year in Las Vegas. This year, too, the SEMA show proved to be a venue where the best minds and the hottest products in the market came together in one place. I was fortunate enough to have a chance to personally attend this show and to meet the movers and shakers in the industry. Many companies used the event as the perfect opportunity to launch or highlight their new products ranging from the Ford Mustang King Cobra to the smallest TPMS ever.

The Global Tire Expo organized jointly by the Tire Industry Association (TIA) and SEMA catered to all segments of the tire industry including light-duty, medium-duty, heavy-duty, retreading and recycling. It was exciting to have a chance to experience the latest technologies and products in the industry and to mingle with the leaders of the industry. It is shows like these and informed readers like you who inspire us to keep going month after month and year after year.

Hamid Moaref
Publisher

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UMESH AGRAWAL

CEO, AL-MUQARRAM AUTO SPARE PARTS TRADING LLC (A-MAP)

Please tell us about A-MAP's core purpose, its reason for existing, before we discuss exactly what it does or how it does it.

Sure – I will answer all three at the same time. A-MAP is already a global player in the automotive aftermarket industry and we have achieved this position by delivering great products and superior customer service.

But you asked me to talk about A-MAP's 'core purpose' and that, I believe, is quite simple: "Keeping people safe and hassle-free when on the move". This is what guides and inspires all of us to come to office and do our work every day. We try to fulfill it by providing innovative quality products and aftersales services to our customers across the globe.

What is the long term vision of A-MAP? And what are you as CEO doing to ensure its achievement?

Well, our long term goal is to become "a global leader and partner of choice for all stakeholders in the automotive aftermarket industry, best known for delivering innovative quality products and solutions, superior customer service and above average financial results"

And in order for us to realize this vision, our first priority has been to have the right people in the right places. As you know, an organization's human beings are its most reliable resource for generating excellent results year after year. Their judgments, experiences, and capabilities make the difference between success and failure.

We have also been working on further enhancing the organizational capabilities in terms of structure, processes and technology to meet future industry and market challenges and support our ongoing growth and international expansion plans.

We have created a new matrix based organizational structure and hired people from outside for a few key positions.

A-MAP is already doing business either directly or indirectly through partners in more than 40 countries. What does it take to be a truly global leader?

Yes, A-MAP is global already and plans to enter many new markets with self-distribution capability. But to become a global leader in any industry requires achieving operational excellence in what a company does best; its competitive essence – the one area or process in which they must perform better than anyone else in their industry to deliver a distinctive value proposition to their customers. They must define their operational excellence strategy – determining the right blend of structural and executional changes they must make to deploy and sustain their competitive essence. For A-MAP, it has always been the quality of its products and customer service.

Please talk more about A-MAP becoming the partner of choice for all stakeholders?

Well, A-MAP wants to be the 'partner of choice' for all stakeholders. That means we want our end-customers to prefer our branded products, our retailers to prefer to stock and to sell our products over other suppliers, and, ultimately, our owners and bankers to continue to invest in our growing company.

By the way, we also want our colleagues at A-MAP to continue to invest in us – they are our most valuable assets. We want our employees to think and act like partners, demonstrating a strong sense of ownership and commitment.

What is A-MAP's corporate social responsibility (CSR) strategy, if any?

A-MAP is currently evaluating a number of proposals to move its CSR strategy forward, so that we can feel like we are giving back more fully to the communities in which we operate, and from which we profit. Don't forget, we are already doing quite a bit in the way of sponsorships and the like. Where we want to take our CSR program is more in the direction of campaigns that positively impact and improve society – and particularly in the area of our core business objective, that is, keeping people safe and hassle-free when on the move.

Where is A-MAP's competitive advantage?

I believe it is the customer service. We have always tried to differentiate A-MAP from the typical trading mentality, and focus on the service element that is so readily neglected by other companies. We provide a complete distribution solution to our customers. Our supply chain management is impeccable, and we ensure our customers receive their orders in time as per their requirements. There is also increased follow-up post-delivery.

A-map is known for its Solite battery business. Do you have plans to enter into new product categories?

A-MAP is focused on the industry we are in and how it progresses. We have been involved in automotive spare parts and batteries for a long time, and since 2010 have been able to distribute the high quality FENIX brand of tires to our customers, as well as Asimco brake pads in addition to Solite batteries. In 2014, we have also entered into Lubricant business and just launched Hyundai Xteer branded premium lubricant from Korea in the UAE market. We also plan to launch a second brand of automotive batteries by early next year.

We plan to further evolve within these products categories, not only in terms of trading but eventually into retailing as we believe we have not only superior products, but also a specialized approach to customer service.

In fact, to give the right focus and attention to each of these product categories, we have restructured our business into four strategic business units headed by an experienced category business leader.

Among all your products, it appears that you are widely promoting Solite batteries. What sets this battery brand apart from the other brands offered in the industry today? How can Solite meet the demanding needs of drivers in the MEA region in terms of life, performance and weather conditions?

Solite is a highly reliable automotive battery that satisfies car lovers all over the world, and is the exclusive battery to be installed in all factory assembled Hyundai and KIA vehicles. Besides being an OEM product what further distinguishes the Solite brand is its robust warranty management system that is being appreciated by all retailers and car owners of the UAE.

Fenix is the only brand you offer in your tire line. What sets this brand apart from the other tire brands offered in the market today?

A-MAP's European-engineered FENIX branded tires are produced to the strictest safety standards and are certified for the UAE. With the UAE's climate being one of the detrimental factors affecting tire performance, FENIX tires are engineered using cutting edge technology to withstand the heat.

According to a report, in 2013, over 2,000 fake auto parts and accessories worth AED 600, 000 were seized in Al Ain while over AED 35 million fake products were confiscated in Abu Dhabi. Was there ever a year when your auto parts sales dropped because of this problem?

A-MAP's number one concern with regards to counterfeit parts is the safety and welfare of road users and pedestrians. Fake parts are the scourge of UAE roads, and while they may be cheaper, their safety profile is questionable. Not only are genuine parts tested rigorously and adhere to strict safety standards, they are more likely to last longer, making them more cost-effective over time.

A-MAP's sales figures suggest that UAE customers are increasingly opting for quality over corner-cutting.

A-MAP welcomed the Federal National Council's proposed amendments to an anti-fraud bill which is said to come into effect in 2015. Can you please share with us the measures you are taking to support the FNC in its goal to abolish the entry of fake spare parts in the UAE?

A-MAP has constantly reiterated the fact that genuine parts saves lives. This remains a key message from the company, who clearly understand that given the driving conditions (which is improving) across the continent, wear-and-tear on vehicles is very high. Genuine parts are extremely cost effective and safe over the long term. We bring world class products at very competitive prices and urge our customers to be more aware of these benefits.

Dr. Michiel van Ratingen, the secretary general of the European New Car Assessment Programme in Belgium, said that poor driving is rampant in the UAE while Britta Lange, the principal road safety scientist at the Transport Research Laboratory in the UAE, revealed that road crashes greatly affect the younger generation in the country. From the viewpoint of an experienced automotive product distributor, what do you think is the leading cause of road safety problems and what measures are you taking to contribute to their prevention?

As an experienced aftermarket specialist, we continuously try to educate our customers about the dangers of not maintaining their vehicles and using counterfeit parts that are cheaper but have no reliability. We also offer the highest quality of automotive products that are in line with the strictest safety standards.

Finally, what do you think are the most important characteristics of a leader, and can you give us an example from your past which has contributed to the leader you have become?

Well, it is said that all leaders need to have 'Three Cs' – courage, curiosity, and care. But I think resilience is the real mark of a leader, the ability to come back after a setback, because setbacks can be life-changing for employees, career-ending for senior executives, and even fatal for organizations.

Resilience – the willingness to never surrender, to always see the positive even at the worst of times, and to truly believe that leaders can make a difference in the companies for which they serve.

Which companies and leaders – anywhere in the world – do you admire and why?

Well, I admire many global and regional companies and their leaders, from GE to Nestle. Closer home, here in the UAE, I have had the privilege of working with many excellent companies having very fine leaders.

But I really like what I see at Emirates Airlines. I choose them because of their vision to even exist, then for their phenomenal growth trajectory, and the way they have so expertly managed their expansion while not once deviating from the customer service excellence with which the brand is associated. To think that Emirates is globally based in Dubai, that it came from here not so many years ago, is quite remarkable, really.

For this reason, and so many others, I would have to say that my most admired leader is H.H. Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister, and Ruler of Dubai.

BESPOKE BMW CARS RETURN TO THE MIDDLE EAST WITH BMW 6 AND 7 PEARL SERIES

Each pearl is different from the next and some of the most perfect pearls in the world have been found in the waters of the Arabian Gulf. The concept of the BMW Individual Pearl models which are sold exclusively in the Middle East is inspired by the significance of pearls in the region's history and culture.

The Pearl collection consists of 45 BMW 7 Series and 6 Series Gran Coupé models which are evocative of the perfect elegance and beauty of pearls. BMW fans in the Middle East will once again have the chance to buy bespoke cars with the return of the BMW 6 and BMW 7 Pearl series. The BMW 6 and BMW 7 Pearl series allows customers to customize their cars with an assortment of premium materials, interior trims and paints they can choose from based on their individual preferences.

Speaking about the return of the Pearl editions, Alexander Eftimov, the Director Sales & Marketing, BMW Group Middle East, said that the Pearl editions received an overwhelming response from customers when they were launched last year. This is the reason why they have been re-introduced in the Middle East.

According to Eftimov, when customers buy a car belonging to the BMW Individual programme, they get a top-of-the range bespoke BMW with a number of options when it comes to choosing the materials, interior trims and the exterior paint finishes.

For both the BMW 6 Series Gran Coupé and 7 Series models, the Individual Pearl edition is available in three exclusive exterior paint finishes similar to the colors and luster of the finest Arabian pearls; Metropolitan Blue, Pure Metal Silver, and Frozen Black Matt.

The most outstanding features of the BMW Pearl Silver edition are a choice of 21" and 20" wheels, either Amaro Brown or Leather Merino Caramel interiors, an eye-catching double shaded leather steering wheel and interior burled walnut trims with inlays in sycamore red brown. Contrast piping floor mats in Caramel and Amaro Brown providing a lovely finishing touch.

Customers who buy the BMW Pearl Blue edition get the Metropolitan Blue paint finish on the exterior with Leather Merino Opal White in the interior in addition to Satin Walnut, Honey Brown and Sycamore trim and contrast piping floor mats in Opal White.

The classic Pearl Black comes with Leather Merino Sakhir Orange interiors with Piano Black trim. The M Sport versions of both models have Chrome Dark finishes. The Sakhir Orange floor mats match the interiors.

The BMW Individual program which was first set up in 1991 was the first program of its kind for premium cars and set the benchmark for discerning customers who need a bespoke, high-performance car with a stylish design.





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BEAT TRAFFIC WITH AEROMOBIL FLYING CAR

I will bet that every one of us who has been stuck in traffic has wished that our car could simply sprout wings and take to the skies to reach home faster. Well, there is one person who not only made the wish but worked on this concept to make a flying car a reality. Stefan Klein, the co-founder and chief designer of Aeromobil, a Slovakian startup, worked on the concept of a flying car for almost 20 years to make it a reality.



The company used the Pioneers Festival in Vienna as the venue to launch the latest version of the flying car. Tests and demos of previous versions of the vehicle could not be termed a success as the vehicle climbed only a few feet into the sky.

The latest version, the 3.0 showcased at the Pioneers Festival however truly appears to work and the vehicle was seen in full flight. The Aeromobil changes from a plane to a car in just a few seconds when the wings are folded behind the two-seater cockpit. The wings which span 27 feet, the rear-mounted propeller and the tail which is mounted on the propeller's shaft are additional elements that add to the flying ability of the Aeromobil. In spite of these extra components, the company claims that the Aeromobil can be easily parked in a standard parking spot.

The 3.0 is powered by a Rotax 912 aircraft engine similar to the one used in another noteworthy attempt at a flying car, the Terrafugia Transition. It is estimated that the Aeromobil will have a top speed 100 mph on the ground and 124 mph when flying. The vehicle can take off at 90 mph when the tank is full. It has a range of 430 miles on a full tank.

According to Aeromobil, the demo car was a prototype but it is very close to the production version as its parts like the body shell, wheels and wings are built from the same sophisticated composite materials. The production version, like the 3.0 prototype, will have an autopilot, avionics equipment, and a special parachute deployment system for emergencies. Take-off and landing even on tough terrain becomes easier with an upgraded suspension. The final specifications of the production version of the flying car will be confirmed after stringent flight tests.






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AL NABOODA AUTOMOBILES INSPIRES ASPIRING ARTISTS WITH AUDI ART NIGHT



The DIFC may be the heart of Dubai's financial district, but it is also a thriving cultural hub with a lively art and music scene. The Art Night at the Gate Village is one of the most important events in the DIFC Cultural calendar and with its movie screenings, art exhibitions, workshops and music concerts transforms this venue into a truly creative space.

Al Nabooda Automobiles, the exclusive dealer for Audi in Dubai and the Northern Emirates recently organized one of these Arts Nights on October 27th to give 10 emerging UAE artists a chance to showcase their work.

Named "The Heart of Innovation", the art night was the culmination of a competition to identify the top ten emerging artists in the UAE. Entry was open to all artists below 30 years of age. Candidates had to submit three examples of their previous work, a personal statement and an outline of their concept to merit consideration.

The ten artists for the Art Night were finalized by an expert panel of judges including Audi Ambassador Hala Kazim and the curator of the competition, renowned Emirati abstract artist, Humaid Mansoor. Mansoor had also conducted a two-day workshop at the Audi Dubai showroom for the aspiring artists prior to the exhibition.

Speaking about the Art Night, Mansoor said that the arts scene has really come of age not only in the UAE, but in the GCC region as a whole. He added that the support of local businesses like Al Nabooda Automobiles for emerging artists through projects like the Arts Night attests to the growing impact of art on the cultural landscape.

Ali Al Nabooda, General Manager, Audi, Al Nabooda Automobiles, said, "The Audi Art Experience is a great opportunity for young, local talent to have their work seen by their peers, contemporaries and leading figures in our burgeoning arts scene and to be recognized in a public sphere".

He added that this was the fourth local art event that the company has supported in the recent past. He concluded by expressing his hope that such events would inspire local artists to create memorable pieces to capture the imagination of the public.

FORD CONQUERS SEMA WITH 2015 FORD MUSTANG KING COBRA



The Ford Mustang is one of the most remarkable success stories in automotive history. There was a time when it was synonymous with freedom and performance. This image of the pony car was promoted by movies like "Goldfinger" and "Diamonds are Forever". One of the main advantages of the Mustang was that there was a model for every need and it is fully customizable with thousands of aftermarket parts to choose from.

Ford took the crowd at the SEMA show in Las Vegas by storm when it unveiled the 2015 Ford Mustang King Cobra model.

The company claims that the model which draws inspiration from the 1978 Mustang II has been customized to provide an output of more than 600 hp and will take less than 11 seconds to cover a quarter mile.

According to the Ford Racing Director, all the parts of the 2015 Ford King Cobra are from the company's range of aftermarket parts.

The exterior of the car is certainly eye-catching with its depiction of an enormous king cobra on the hood and a black, gold, and red paint job to give the exterior a scaly effect. With such an impressive appearance, this new snake is set to steal the show.



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FORD RIDES INTO MEA REGION WITH MUSTANG DEBUT ON BURJ KHALIFA



The Ford Motor Company is best known for the iconic Mustang, a car that was first launched on April 17, 1964 and symbolized the freedom and passion of the sixties. It crossed a record 22,000 sales and orders on the very first day and in less than two years, sales exceeded one million units in less than two years. More than nine million Mustangs have been sold in the past five decades

The company highlighted its drive to grow in the Middle East and Africa region by recently marking the debut of the all-new Mustang on top of the Burj Khalifa, the world's tallest building. This event was evocative of the occasion almost 50 years ago when a 1965 Mustang convertible was placed on top of the Empire State Building, which was then the tallest building in the world.

The all-new Mustang that will reach the market in 2015 is the best Mustang ever, with better driver-assist features than any other model in its class. In addition to its revamped, sleek design it comes with a new turbocharged EcoBoost® 2.3-liter and upgraded 5.0-liter V8 engines having an output greater than 420 horsepower. The top-notch connectivity systems, launch control, and track apps are other features that will add to the attractiveness of the new pony on the scene.

The unveiling was held as part of a live action event in which Bill Ford, the Ford Executive Chairman and great grandson of the renowned Henry Ford had a leading role. In a scene witnessed live around the world on YouTube and by about 10, 000 people in Downtown Dubai, an unknown hero races around the world from a cliff in Arizona to Dubai using a horse, a plane, a car, a helicopter and jet ski to deliver the iconic pony badge to the 2015 yellow Mustang. The grand finale had Bill Ford being revealed as the unknown adventurer on the 112th floor of the Burj Khalifa 399 meters above the ground.

It was no mean feat to get the 2015 yellow Mustang to the top of the Burj Khalifa. There were no cranes that could reach that high and transportation using a helicopter was also not likely to be successful. The team of six engineers who accompanied the special Mustang from the company's global headquarters in Dearborn, Michigan carefully separated the car into six sections at the base of the building. These were then taken in the Burj Khalifa's elevators to the 112th level and then reassembled within twelve hours. This proved to be another example of the ingenuity of the engineers on the Ford team.

"Today we planted the Ford flag in the Middle East & Africa, an exciting, vibrant region that represents the final frontier for growth in the auto industry," Bill Ford said. "We also sent a message to the world that Mustang is going global after 50 years as America's greatest motoring icon."

At the event, Jim Benintende, president, Ford Middle East and Africa said that the company had moved one step closer to achieving Henry Ford's vision to open the highways to all mankind by placing its regional headquarters in Dubai.

It was in this year that Ford established its Middle East & Africa business unit to handle the company's automotive business in 67 Ford markets in North Africa, Sub-Saharan Africa, South Africa and the Middle East regions. This is expected to give fresh impetus to Ford's efforts to make headway in this region and increase sales by 40 percent to 5.5 million vehicles by 2020. To meet the anticipated demand, Ford has announced plans to introduce 25 vehicles in the region by 2016, including the all-new Mustang which will be available next year.

The new Mustang is not the only weapon in Ford's arsenal to capture a greater market share. The company had earlier announced plans to introduce the new Ford Focus, Ford Fusion and Lincoln MKC in the region. Ford had also announced that it would expedite the arrival of many new technologies like SYNC in-car connectivity, MYKEY, inflatable rear seat belts and EcoBoost engines.



BUGATTI VENTURES INTO LIFESTYLE RETAIL WITH NEW STORE IN LONDON



Bugatti, the renowned French luxury brand is well known for its range of super sports cars. Now, the brand is venturing into lifestyle retail with the opening of the first Bugatti lifestyle store in London. The store is located on Brompton Road in the elite Knightsbridge district of London. The brand's decision to set up a lifestyle store as part of its brand extension strategy was sparked by the tremendous success of the Bugatti lifestyle collection in Milan in 2013.

Bugatti has announced plans to set up 30 such trendy boutiques over the next five years in the major fashion and luxury capitals of the world.

Commenting on the opening, Wolfgang Dürheimer, President of Bugatti Automobiles S.A.S., said that Bugatti stands out not only for its outstanding technology and performance but also its flair for luxury in keeping with the artistic heritage of the Bugatti family.

He added that the company's core focus will continue to be its exclusive sports cars but they intend to utilize and expand the brand's appeal by expanding into other segments.

He concluded that the company chose to locate its first boutique in London as it is a key market for the Veyron and is also one of the international hubs for art, design and fashion.

With Bugatti's motto being "Art, Forme, Technique", the new store showcases the exceptional luxury and cutting-edge modernity of the brand, just like the Bugatti cars. The combination of materials, colors and furniture used in the store stay true to Bugatti's brand DNA. For instance, the aluminum arch at the entrance is evocative of the most eye-catching feature of all Bugatti cars, their horseshoe-shaped radiator grille. The goods in the shop too, like the Bugatti signature bag which is horseshoe shaped display typical Bugatti features.

Giving more details of the goods showcased at the boutique, Massimiliano Ferrari, CEO of Bugatti International, who heads Bugatti's Brand Lifestyle division said that the lifestyle collection will be the centerpiece as it is closely related to the company's artistic heritage.

Currently, the lifestyle collection consists mainly of clothing and accessories. Other designer items will be subsequently added to the collection. The current autumn/winter collection from Bugatti has two main lines of men's fashionwear named the EB – Ettore Bugatti Collection (the luxury collection) focusing on elegance and Bugatti - Performance Luxury Collection with clothes fashioned from high-tech materials.

The boutique will also offer a range of Tailor Made / Bespoke clothes exclusively for Bugatti customers, and limited-edition capsule collections inspired by Bugatti cars such as the Bugatti Legends collection.

With the Bugatti name and goods to match, Bugatti lifestyle stores are bound to become synonymous with luxury, design and fashion wherever they are opened. The UAE too will shortly get its very own Bugatti store as the company says stores will be opened in Dubai, Doha and Tokyo in 2015.



CHEVROLET BIDS BYE TO THE CAMARO WITH COMMEMORATIVE SPECIAL EDITION



The Chevy Camaro, which was first unveiled to the public in 1969 has been one of the iconic muscle cars of this era. General Motors bid adieu to fifth generation of this superstar in the history of motoring with the launch of a special Commemorative Edition at the SEMA show. This particular version of the Chevy Camaro is a convertible but will also come with the option of a fixed hardtop.

With sales crossing 400,000 units after the launch of its fifth generation in April 2009, the car has been the top selling performance car in the US for four straight years. In the first ten months of 2014, sales of the Camaro have been 8 per cent more than in 2013, indicating that the car will continue its success story for the fifth consecutive year.

The Special Edition will come in two varieties- the V6 and SS V8 varieties. Fuel economy is good with a highway rating of 30 miles per gallon.

The exterior of the car has special features like 20 inch wheels, an ZL1 rear spoiler, a customized stripe, a body-color front splitter, an ZL1 rear spoiler and special fender emblems for the Commemorative Edition. Available in color combinations like Black with Cyber Gray stripe, and Summit White with silver stripe, the SS variants also have a hood insert in the body-color.

The interiors are equally striking with leather upholstery in red and black and even a steering wheel encased in leather.

Explaining why the company was celebrating the success of the Camaro with a special edition, Todd Christensen, the Marketing Manager for the Camaro said that the fifth generation of the Camaro attracted not only longstanding Chevy fans, but also new buyers who had never owned a Chevrolet.

BEAT THE HEAT

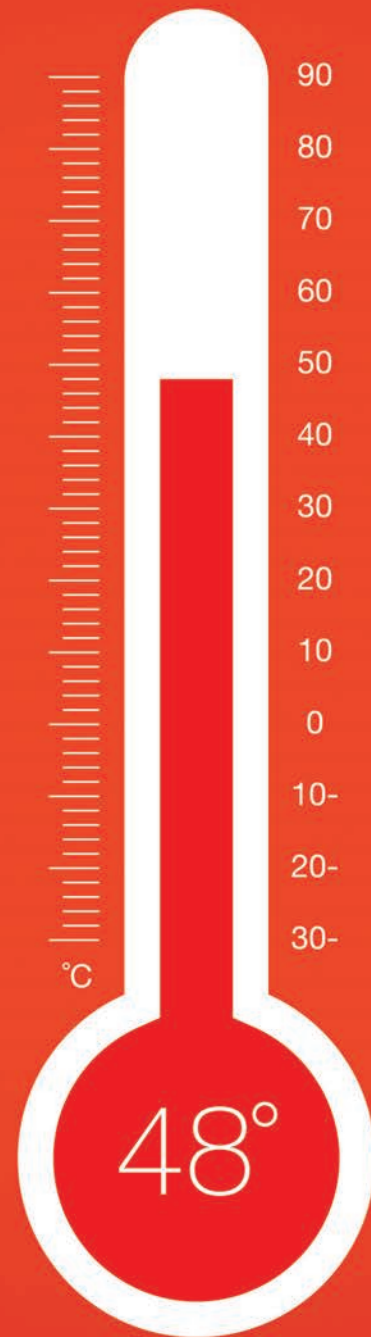
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SUPERCAR TAXI ATTRACTS TOURISTS TO DUBAI MOTOR FESTIVAL



Most of us belong to the 99.99 per cent of the world's population that can only dream of riding in a supercar like a Ferrari or a Lamborghini. However, in an initiative organized by the Dubai Festival and Retail Establishment as part of the Dubai Motor Festival which began on November 19 and will run until December 6, some Dubai residents got a chance to get their dream ride in a supercar.

The rollcall of supercar rides include some of the most admired supercars like Lamborghini Aventador, Ferrari California, Rolls Royce Ghost, a Mercedes SLS and so on. The best part is all free.

If you are really lucky, you can grab one of these free one way rides from some of the best known spots in Dubai including the Dubai Mall, Dubai Airport Terminal 3 and the Atlantis Hotel on the Palm Jumeirah. The idea is for the chauffeur-driven rides to promote Dubai as a tourist destination among both residents and tourists alike.

Every one of the supercars that has been made available for the campaign costs at least one million dirhams each.

The taxi rides have been scheduled from these top tourist destinations on the dates November 21-22, 28-29 and December 5-6.

FORD MARKS PINK MONTH WITH 'MODELS OF COURAGE' CAMPAIGN IN THE MIDDLE EAST



Breast cancer has been an increasing cause of concern for today's women. The Ford Motor Company has been a longstanding supporter of the fight against breast cancer. To this end, the company was one of the first supporters of Susan G. Komen Race for the Cure, and from 2006, marketed a line of clothing and accessories from which all the profits go to support four breast cancer charities. Over the past two decades, Ford has contributed more than \$125 million to fight the dreaded disease. In addition to financial support, the company's Warriors in Pink® initiative inspires women to share their stories about handling the disease to motivate other sufferers and help detect the disease in its early stages.

In the Middle East, there are cultural taboos when it comes to discussing the disease. In a worryingly large number of cases, it is diagnosed too late. In a bid to change this trend, Ford Middle East marked October, the pink month, with the "Models of Courage" initiative to inspire breast cancer survivors to share their experiences openly.

From 2011, this program highlights cancer survivors from different nationalities and backgrounds who share their stories about their fight against the dreaded disease in order to increase awareness about breast cancer and the importance of early detection. It will thus inspire women to get checkups and do breast self-exams on a more regular basis for early detection.

Speaking about the campaign, Sue Nigoghossian, Ford Middle East's Brand Communications and Public Affairs manager said that the Warriors in Pink campaign is meant to be a unifying force in driving awareness for breast cancer. She added that this year, the campaign is particularly meaningful as it marked two decades of the company's support for the cause on a global basis and the 4th edition of the campaign in the Middle East.

The five "Models of Courage" highlighted this year are Elaine Dawson, Jayne Battams, Ghadeer Kunna, Mandy Daswani, and Regina Florence. They shared their personal stories and participated in a one day photoshoot to model the latest clothing and accessories from the 2014 collection of Ford Warriors in Pink® line at Anantara Dubai, The Palm Resort & SPA in the UAE. Mandy Daswani claimed her experience fighting cancer transformed her into a positive person. Ghadeer Kunna chatted about the importance of talking about breast cancer and having such campaigns throughout the year, not just in October.

If even one woman manages to save her life and detect cancer early as a result of such stories and initiatives, the world will definitely be a happier place.



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LINCOLN SIGNS DEAL TO SUPPORT DUBAI JAZZ FESTIVAL

In its bid to increase brand awareness in Dubai, Ford Motor Company's Lincoln brand has signed on as a presenting sponsor for the main sessions of one of the most popular events in the city's art and music scene, the "Emirates Airline Dubai Jazz Festival®". With this deal, Lincoln joins other prestigious sponsors like the Bank of Sharjah, MasterCard, and Al Bustan Rotana.



The "Emirates Airline Dubai Jazz Festival®" is the country's oldest live music event, being held on an annual basis from 2003. It has proved to be a crowdpuller right from its inception, attracting over 230,000 people drawn from different countries across the world. The Festival has been in the news for bagging the "What's On" award for "The Best Festival" in 2006, 2007, 2009 and 2010. It also won the awards for the "Best Public Entertainment Event in The Middle East" in 2008, the Time Out Award for the Best Music Festival in 2010 and the Best Music event award from "Ahlan!" Magazine in 2010. The Jazz Festival has showcased a growing list of legendary jazz musicians, contemporary groups, and pop idols covering more than 40 years of music history.

The popularity of the event and the growing importance of live art and music events in drawing tourists to the city has garnered the support of a growing list of local and international brands like the Emirates Group, Visa, Philips, and Cadillac in addition to the backing of governmental organizations like the Dubai Shopping Festival, Dubai Tourism, Dubai Media City and Dubai Calendar.

Speaking about the deal with Lincoln, Anthony Younes, Co-Founder and CEO of Chillout Productions, the organizer of the Emirates Airline Dubai Jazz Festival® said that he was honored to add Lincoln to the event's group of corporate sponsors. Funding is crucial for such events in order to help the producers attract the best artists to the events and to help keep ticket rates low so that more members of the public can attend the gigs.

Paul Anderson, the Marketing director for Ford and Lincoln in the Middle East & North Africa said that the Dubai Jazz Festival is aimed at people with a keen ear for music and is a perfect fit for the Lincoln brand. Lincoln too is aimed at consumers who have a fine sense of taste and luxury when it comes to purchasing vehicles. He added that Lincoln chose to confirm this deal as the event complemented Lincoln's taste for art, design and a luxury lifestyle and would increase the brand's exposure to its target audience.

In 2015, the theme of the Dubai International Jazz Festival will be 'A Unique Take On Music, Art and Lifestyle'. The Festival will feature popular artists like Christina Perri and James Blunt who will open the festival with their performances on February 25th. It will continue right through to Friday, February 27th with gigs by renowned artists like Esperanza Spalding and John Legend and will definitely leave spellbound listeners looking forward to the next edition in 2016.

MCLAREN SPORT SERIES OFF TO A FLYING START WITH INNOVATIVE MARKETING CAMPAIGN

Swans are some of the loveliest creatures on this planet. We commonly think of swans as being white in color. The first black swan that was discovered in Western Australia in 1697 turned this perception on its head. Hence, the black swan has always stood for concepts and products that defy current trends and beliefs.



McLaren is launching its new Sport Series with the black swan as the motif to symbolize the fact that the company comes up with products and technology that were once thought to be impossible. Where McLaren leads, others follow and the company believes this is going to be true for the new Sports series.

The series will make its global debut in the second quarter of 2015, and the company confirmed that the latest model it has been working on, hitherto known only as 'P13', will be the first one in the new McLaren Sports Series.

This will be the third model range to join the McLaren Automotive range after the pathbreaking 650 S and the limited edition McLaren P1. The McLaren Sports Series will have landmark sports cars with the technological innovations and high performance that the other models have for world-class driver engagement levels.

The "Black Swan" theme will run through the entire promotional campaign for the Sports series as McLaren believes that the new series will be a gamechanger in the industry, setting new benchmarks and deviating from the norm.

To make the series popular among the public right from the beginning, the company will be conducting a social media campaign with the hashtag #BlackSwanMoments. The campaign will discover moments and discoveries in history that have challenged popular beliefs, just as the McLaren Sports Series will change automotive history in due course.



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PREPARE YOUR TOYOTA CARS FOR RACING WITH TRD PACKS FROM AL-FUTTAIM



Owners of Toyota vehicles across the UAE can now choose to give their cars a whole new look with the new Toyota Racing Development (TRD) kits from Al-Futtaim Motors. Al Futtaim Motors is the exclusive distributor for the Toyota brand in the country and has as many 14 showrooms across the UAE. The TRD packs were launched with great fanfare in a gala event held at the Yas Marina Circuit.

The TRD kits come with stylish designs that enhance the performance of the cars with better aerodynamics and downforce. The ultimate outcome is higher cornering stability and a more stylish look.

Available in two variants, the aerodynamic and sport packs, TRD kits are offered for four models; the all-new Yaris Hatchback, the Toyota Aurion, the Toyota 86, and for the Toyota Corolla which is one of the most popular models in the UAE.

The aerodynamic pack essentially offers elements to make the car look more stylish like side skirts and front and rear bumper spoilers. On the other hand, with the sport pack, the emphasis is on performance aspects like lowered springs, a sports oil filter and performance wheels with low profile tires.

Speaking about the launch of the kits, Alan Carpenter, General Manager of Sales and Marketing at Al-Futtaim Motors, said that they were in line with Toyota's Waku-Doki promise, the Japanese term for "adrenaline rush". He added that with the introduction of these kits, Toyota fans in the UAE will now be able to benefit from the brand's history of racing performance and customize their cars. With their unique blend of design and performance, TRD packs can help owners truly personalize their cars.

Toyota Racing Development started life as a small firm for distributing aftermarket parts in 1976 and has now grown into one of the most renowned engineering companies manufacturing tuning and performance products for the world of motorsports and for Toyota vehicles in general. TDI products are the outcome of the company's longstanding experience in the world of motorsports, right from participating in the company's first racing event in 1957.

Recently, Al Futtaim Motors had announced a deal with the Yas Marina Circuit to launch the TRD 86 Cup, a single make race series that will give participants a chance to participate in circuit racing with a relatively low entry barrier of AED 150,00 for everything including the race kit, livery and even a maintenance package.

Both variants of the TRD packs will be available at showrooms of Al-Futtaim Motors in special TRD displays. When they opt for the TRD packs, customers also get the additional benefits of a 5 year warranty, and parts that have been adapted for the GCC to prolong their durability and reliability. It is also possible to purchase separate elements of the TRD kits.

PORSCHE FIRST AUTOMAKER TO USE VATICAN VENUE



The 600-year-old Sistine Chapel in Vatican is famous for its beautiful frescoes painted by the renowned artist, Michelangelo. It also plays host to the papal conclaves for selecting a new Pope. The chapel is a historical landmark that receives over 25, 000 visitors from all over the world on a daily basis. However, now the chapel is in the news for being turned into a venue for a Porsche event.

This made Porsche the first automaker to rent out the chapel for a corporate event. Porsche did not use the chapel to showcase its performance in motorsports. Instead, the Porsche Travel Club hosted a classical music concert at the chapel. The concert was performed by a choir from the Accademia di Santa Cecilia in Rome. This was followed by a meal at the Vatican Museum in the midst of masterpieces by Raphael and Michelangelo.

The Porsche Travel Club organizes tours and events across Europe for Porsche fans. The event in the Vatican was the highlight of a tour of Rome for 40 very lucky individuals who paid 5,000 euros each for the privilege of attending the occasion. All the funds raised from this function went to charities supporting the poor and the homeless.

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AGMC TAKES CENTERSTAGE AT SHARJAH INTERNATIONAL MOTOR SHOW WITH DISPLAY OF ULTRA LUXURY CARS



The Sharjah International Motor Show is a biennial consumer exhibition where consumers get to learn more about the latest models of cars, commercial vehicles, automotive accessories and more. The show took place this year from November 26 to November 29 at the Sharjah Expo Center and received thousands of visitors over four days.

At the show, the New Rolls-Royce Ghost Series II and one-of-a-kind Rolls-Royce Maharaja Phantom Drophead Coupé were used to great effect by AGMC to showcase its range of ultra luxury cars.



AGMC is the authorized dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates, and used show as the platform to display the level of customization and luxury Rolls Royce customers get with the new Rolls-Royce Ghost Series II and Bespoke Maharaja Phantom Drophead Coupé.

These two cars are the latest additions to the Rolls Royce range and have cemented that Rolls Royce is definitely the brand of choice for those who are looking for cars that are the last word in luxury.

The Rolls-Royce Maharaja Phantom Drophead Coupé is a Bespoke vehicle that was created exclusively for potential AGMC clients based on a concept by Mohammed El Arishy, the Rolls-Royce Brand Manager at AGMC. Painstakingly hand-crafted by automotive specialists at the Home of Rolls-Royce in Goodwood, England, this supremely beautiful vehicle is evocative of the days when maharajahs ruled the roost in India and had a penchant for their very own Rolls-Royce.

The Rolls-Royce Maharaja Phantom Drophead Coupé had been unveiled earlier in November at an exclusive event with an Indian theme. It has already attracted significant interest from customers in the UAE looking for an exclusive bespoke car that would provide them with ultimate ride when it comes to luxury and customization. Its presence at the 12th annual Sharjah International Automobile Show has been hailed as one of the highlights.

Another car that drew all eyes at the AGMC display was Rolls-Royce Ghost Series II – one of the latest vehicles to be launched by Rolls Royce. The handcrafted car retains the essentials of the prior version but it comes with a smoother suspension and the latest telematics and infotainment systems from the BMW family to provide a ride that provides the last word in luxury and refinement. The exterior of the car has been subtly redesigned with resculpted headlights, a tapered wake channel on the bonnet and reshaping of the bumpers to create a sense of extra width and height. It also comes with new optional 21" forged wheels..

Commenting on Rolls-Royce's participation at this year's event, Osman Abdelmoneim, General Manager of AGMC, said: "The Ghost Series II is the perfect blend of timeless yet contemporary luxury that pays homage to the brand's rich history, but also recognizes the modern needs of discerning Rolls-Royce owners. Meanwhile the Rolls-Royce Maharaja Phantom Drophead Coupé showcases the scale of what every Rolls-Royce customer can create in terms of personalization. Together, they are the ideal model combination to showcase exactly what the maker of the 'Best Car in the World' is capable of."



NEW MUSSAFAH MITSUBISHI SHOWROOM ONE OF THE BIGGEST IN THE WORLD



The renowned Al Habtoor Motors, a part of the Al Habtoor Group is the sole supplier for many renowned brands in the UAE including Bentley, Bugatti, McLaren, Mitsubishi, Fuso, Chery, JAC and TEMSA. Now the company has reinforced Mitsubishi's presence in region by opening a showroom complex that the company claims is one of the world's largest Mitsubishi showrooms in Mussafah, Abu Dhabi.

The entire project involved an investment of 100 Million Dirhams for the construction of the palatial three storey, showroom complex which covers a total area of 200,000 sq.ft. The launch of the complex, a high profile event held on November 5 was attended by key executives from both the Al Habtoor Group and Mitsubishi Motor Corporation including Sultan Al Habtoor, the President of Al Habtoor Motors, Ahmed Al Habtoor, the CEO of Al Habtoor Motors and Hiroshi Harunari, the Executive Vice President of Mitsubishi Motor Corporation.

To mark the longstanding relationship and cooperation between both companies, Sultan Al Habtoor presented an honorary trophy to Hiroshi Harunari at the launch.

The ground floor of the complex houses the service and parts section. The first floor is used for the offices and the display of pre-approved vehicles owned by Al Habtoor Motors. It is the top floor that showcases the entire range of the Mitsubishi marque with large display areas for individual vehicles and an inviting ambience. The complex will cater to all the automotive needs of customers, whether it is parts, service, a requirement for a used car or even for a new car.

Commenting on the launch, Karl Hamer, the Managing Director of Al Habtoor Motors said that the company has launched an extremely ambitious and aggressive expansion plan to enhance the brand awareness of Mitsubishi among customers in the UAE. Mussafah was a logical choice when it came to the location for the complex due to its growing stature as the industrial and residential hub of Abu Dhabi. As an outcome of this growth, there is increasing demand for quality commercial and passenger vehicles. The new showroom complex is part of the company's strategy for long term growth in the region.

He added that Al Habtoor Motors has invested 40 million Dirhams in a 3S (Vehicle sales, Service, Parts & Body shop) Mitsubishi facility in Al Ain which will span 77,350 sq.ft and is set to be launched in December 2014.

Sultan al Habtoor, the President of Al Habtoor Motors stated at the opening that the company has a special relationship with Mitsubishi Motor Corporation and with the people of the UAE. Al Habtoor Motors has set new benchmarks when it comes to professionalism, quality and customer service. Plans for more expansions are underway to add to the current number of showrooms and parts and service facilities.

Hiroshi Harunari, the Executive Vice President of Mitsubishi Motor Corporation said, "We are proud of our association with Al Habtoor Motors. We at Mitsubishi Motors Corporation (MMC) understand that a great product must be backed by strong marketing, sales and after sales support. We are delighted that Al Habtoor Motors continues to expand its network to offer its customers exceptional sales and after sales facilities thus enabling Mitsubishi to maintain its leading position in the UAE market as well as the region.

FEDERAL CORPORATION BREAKS GROUND FOR THIRD PLANT IN TAIWAN



Taiwanese tire manufacturer, Federal Tire has intensified its expansion drive by breaking ground for its third plant in the country. The plant which is located in the Taoyuan Industrial Park will involve a capital outlay of \$300 million. The 150,694-square-foot factory which will be equipped with the latest technology will be built in two stages. The construction is scheduled to be completed in 2020. When fully functional, the factory is expected to provide 900 jobs and produce 6 million tires on an annual basis.

Speaking at the function held to mark the event, Da-Wu Chen, Federal's global sales and marketing director said that the groundbreaking for what would be the company's third plant signifies a new chapter in Federal's global growth strategy, especially in view of the fact that the company is celebrating 60 successful years in the tire business in 2014. Federal Tire was established in Taiwan in 1954 and produces tires for the UHP, SUV, LTR, and PCR segments.

He added, "We are proud of our heritage as the first tire manufacturer to make passenger car radial tires in the Greater China area. Sixty years are filled with legends and stories. Sixty, like the end of a clock round, symbolizes a new beginning of an era".

He expressed his hope that with Federal's commitment to producing quality tires and its solid management structure, it would have at least another 60 prosperous years in the tire business.

GOODYEAR SET TO TEST AIR MAINTENANCE TECHNOLOGY FOR COMMERCIAL VEHICLES



Goodyear's Air Maintenance Technology (AMT) has been recognized as an innovative technology by many leading publications "Car & Driver" and "Popular Mechanics". Time magazine even included it in its list of "Best Inventions of the Year 2012."

Essentially, the technology helps to reduce carbon dioxide emissions and fuel consumption on one hand and on the other hand, helps to increase safety, tire life and the durability of the casing by eliminating the need for inflating tires manually. AMT is a technology that helps tires retain their inflation at a specified cold inflation pressure by using peristaltic pump technology without resorting to external pumps or electronics. All the components of the AMT system, even the peristaltic pump, are incorporated in the tire.

Goodyear first began working on this technology in 2012. Now, the company has announced that in the next 18 months, it will begin testing this technology in commercial vehicles belonging to trucking fleets in the US as part of a research project supported by U.S. Department of Energy's (DOE) Office of Vehicle Technology. The DOE has provided Goodyear with a \$1.5 million grant for the purpose of researching, developing and testing the AMT system in commercial vehicle tires.

Speaking about this development, Joseph Zekoski, Goodyear's chief technical officer said that the development of AMT for the commercial trucking industry will be an important milestone in the company's history. He added that so far, the tires with AMT have done well in testing, and the company was looking forward to the next phase of testing which will determine when it might be possible to introduce AMT technology on a commercial basis.



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MITAS WINS INNOVATION AWARD FOR PNEUTRAC AT EIMA FAIR



Mitas received the EIMA technical innovation award on for its pathbreaking concept tire, the PneuTrac. The EIMA Show is a leading show related to the agricultural sector and showcases the leading exhibitors in all industries related to the farming sector. It is held on every year in Bologna, Italy and this year took place from November 12 to November 16.

The jury awarded Mitas with the EIMA Technical Innovation award in the Component or Accessory category on the basis of its unique conceptualization that is of great practical benefit to farmers. Mitas had developed the PneuTrac concept tire in collaboration with its partner, Galileo Wheel Ltd.

The tire seamlessly blends the benefits of both pneumatic tires and rubber tracks. The outcome is a tire that has a footprint which is 53 percent larger than that of a standard tire and provides much better traction with lower slippage. This is of great benefit to the farmer, as he would have less operational costs, better yields and less damage to the soil than when using standard tires.

As PneuTrac provides greater lateral stability as compared to typical tires (167 percent more) even at lower inflation pressures, there is no guesswork needed to adjust the inflation pressure to get a smoother and more comfortable ride. PneuTrac tire can be mounted even on standard rims.

Currently, the company is engaged in extensive testing of the PneuTrac tire, first on an 18" rim, then on a 38" rim before proceeding to a larger size. At this stage, static tests on the 38" rim have been completed and the company will soon begin dynamic testing of the 600/65 R38 PneuTrac concept.

At the EIMA event, the PneuTrac tire was displayed after mounting it on a 38" rim right at the entrance to show in the Four-Sides Arch area. Speaking about the tire, Andrew Mabin, Mitas' marketing and sales director said that he was honoured by the recognition the PneuTrac received. He added that the tire has drawn considerable interest from farm and machinery manufacturers and this has strengthened the company's desire to produce the tire on a commercial basis in the shortest possible time.

With the introduction of this tire, Mitas is well on its way to cementing its leadership position in the agricultural tire business.

MEET THE NEW INTELLIGENT TIRE FROM PIRELLI



Just like auto manufacturers have come up with technologies like Lane Departure Warning, Attention Assist and Active Blind Spot Assist to assist drivers, tires too need to be "intelligent" to keep up with digital technology. Pirelli, the Italian manufacturer of premium tires was the first to come up with the concept of an intelligent tire. The Cyber Tire from Pirelli helps drivers get information about the tire itself, the vehicle and the road conditions and was first conceptualized in 2010.

Pirelli has now announced that the Cyber Tire project has completed the testing phase and is ready for commercial production in the event that it is accepted as original equipment by the major auto manufacturers.

The key component of the Cyber Tire is an electronic sensor that pulls in data obtained through the tire's contact with the road and feeds this information through a wireless connection to the car's electronic systems and onboard computer. The data that is thus obtained from the tire is displayed to the driver through a graphic interface.

The information provided by the Cyber Tire includes details of the vertical load on the tire, the lateral and longitudinal forces on the tire, the speed after which there are chances of aquaplaning on wet roads and the grip available before the tire starts skidding. Other points that the tire helps with include the footprint and angle of the tire, tire pressure, tire temperature, wear, number of revolutions and the kind of asphalt on the road.

The information obtained through the Cyber Tire can be used in tandem with vehicle systems such as brake assist and cruise control systems to help the driver react faster in emergencies by adjusting the speed and to brake as needed to suit every surface.

TOYO TIRES SCORES WITH SOCCER PROMOTIONAL VIDEO ON YOUTUBE



The new promotional video on YouTube from Japanese tire manufacturer, Toyo Tire & Rubber Co., Ltd., has proved to be a viral hit. The two minute video depicts the renowned A.C. Milan footballers Montolivo, Menez, Rami and Honda competing against an Audi R8 in a match through city alleys and closes with a surprise ending after the tagline "Amazing Performance".

The video is meant to appeal not only to fans of the famous Italian club, but also to all motorheads and the general public. Dialogue is kept to a minimum as the four players deftly pass and dribble the soccer ball to each other throughout the streets and even the rooftops of the Italian city.

The Audi R8, which has been fitted with Toyo's "PROXES T1 Sport" high-performance tires, meanwhile races to the goal through the very same streets with a soccer ball buckled in at shotgun. It is a close contest and the viewers end up eagerly waiting to see who emerges as the winner.

Toyo Tires is one of the Premium Sponsors of the famous Italian soccer club, A.C. Milan and the video is the ideal showcase for the performance of Toyo tires and the football skills of the club's players.

Speaking about the video, Toyo spokesperson Haruhiko Kitagawa said that the company wanted to express the concept that the company had a playful side in addition to its drive to be a serious competitor, just like the stars of AC Milan. The video does indeed highlight both the tires and the team while conveying the joy of driving with high performance tires.

HANKOOK TAKES CENTERSTAGE AT SEMA WITH LAUFENN LAUNCH



Hankook, the South Korean tire company, is one of the leading tire manufacturers in the world producing tires for passenger cars, SUV's 4 x 4s, light and heavy trucks, buses and even motorsports at seven factories spread across four countries. Currently the seventh largest tire manufacturer, the company intensified its efforts to break into the top five with the introduction of a completely new brand named Laufenn on the sidelines of the SEMA Show in Las Vegas.

With the tagline "Journey in style", the brand Laufenn which means "run" in German is aimed at customers looking for quality performance tires at an affordable price. The company will be marketing a wide range of tires to be used in different conditions under the "Laufenn" brand. The brand will first be launched in the US with all-season touring tires, ultra-high performance tires, all-season passenger tire, highway-terrain, all-terrain and SUV/light vehicle variants. The tires will be of premium quality and will incorporate technological innovations like belt-edge wraps and jointless nylon brand overlays.

Speaking at the launch Hyun Bum Cho, the chief marketing officer and the chief corporate management officer of Hankook Tire said that the Laufenn range was specifically developed to offer tires combining stable performance, solid fundamentals and style. The tires to be marketed under the Laufenn brand will be manufactured at the company's plant in Bekasi, Indonesia to get around the possibility of upcoming anti-dumping tariffs that may be levied on Chinese tires.

When it comes to the price point, Laufenn tires will be positioned as entry level tires with prices below those for the Hankook tire range and will help solidify Hankook's position as a Tier I tire manufacturer. With the introduction of the Laufenn brand, the company will slowly phase out its other entry-level brand, Kingstar that had been launched back in 2012 and transition Aurora into a brand that will offer only tires for medium trucks.

"Laufenn is designed to meet the diverse needs of U.S. drivers, and we are proud to offer this new brand first in the U.S. market," said Byeong Jin Lee, president, Hankook Tire America Corp. "Laufenn represents the smart choice from a trusted tire company, with quality, value and style to satisfy consumers."

After its launch in the United States, Laufenn tires will debut in 10 markets spread across Latin America, North America, and the Asia-Pacific region. It will also make its debut shortly in Europe and other regions.

TRELLEBORG BACKTRACTOR EXPEDITION TO THE SOUTH POLE



The poles have always been a magnet for explorers. Roald Amundsen, Frederick Cook, Robert Peary and Robert Scott will always have a place in history for conquering the poles or their attempts to do so. Trelleborg, the renowned manufacturer of tires for agricultural and forest machinery is now in the news for backing such an expedition, the first such expedition to be carried out on tractors.

Trelleborg has been chosen by Massey Ferguson as the official partner for the company's tractor expedition to the South Pole. Named "Antarctica 2014", the expedition travel 2,350 kilometers under the leadership of the "Tractor Lady", Manon Ossevoort to the South Pole on a MF 5600 tractor in the company of a team of polar specialists.

Trelleborg's engineering team has come up with a complete set of customized multipurpose wheels, both tires and rims, to help the MF 5600 tractor handle the tough weather in the Antarctic region.

According to Piero Mancinelli, the R&D Director, Agricultural and Forestry Tires at Trelleborg Wheel Systems, the company took it as a challenge to partner with Massey Ferguson for this journey in view of the conditions in the Antarctic. The terrain there calls for tires that can provide excellent grip and traction, flotation at extremely low pressure, and still use less fuel. The agricultural tires and rims provided had to be absolutely the best possible ones. Trelleborg worked on developing tires that would have a really wide footprint and maximum possible grip even at very low pressures by deflecting the carcass. The rim has zero-slippage to minimize fuel consumption and increase the reliability and comfort provided by the tire. In short, the company had to produce a "super agricultural" tire and rim.

Trelleborg will be using the expertise gained as a result of developing this set of tires for designing better farming tires in the future.

The tires were thoroughly tested by engineers from both Trelleborg and Massey Ferguson. They were found to have the high levels of flotation that would be need to improve the pressure distribution on the ground and provide a smoother, more comfortable ride even in such challenging conditions. The most notable feature of Trelleborg's ProgressiveTraction™ tire which was adapted for this trip is a special double lug that operates on the ground when needed progressively releasing higher traction and giving the tire better flotation capability at low pressure.

After numerous simulations and outdoor and indoor tests, the tread pattern of the ProgressiveTraction™ tire, was adjusted by reducing its height and rounding the tread at the shoulder, to adapt it to ground conditions in Antarctica. The team also came up with a special carcass design for performing well at pressures as low as 0.3 bar. The rim profile was likewise modified to keep the beads in position and prevent slippage and rim roll-off.

Final tests of the modified ProgressiveTraction™ were performed in Iceland to simulate the actual conditions in Antarctica and the tire surpassed all expectations during the tests.

Mancinelli and Campbell Scott, the Director of Sales Engineering and Brand Development at Massey Ferguson expressed their hope that the partnership between both the companies will culminate in a successful expedition to Antarctica. The two leading companies had earlier successfully collaborated in a similar tractor drive from Italy to the Arctic Circle covering 17,000 kilometers back in 2012.

BRIDGESTONE BUILDS NEW PLANT IN VIETNAM



Bridgestone Corporation broke ground for its first tire manufacturing facility in Vietnam a little over a year ago. Now the plant has become fully functional and the company marked this event with a grand opening ceremony. Once it is fully operational, this plant will serve as the main source of passenger car tires and light truck/SUV tires for export to countries in Europe and North America as well as Japan.

Named the Bridgestone Tire Manufacturing Vietnam Limited Liability Co. (BTMV), the plant is fully owned by the Bridgestone Group and involved an investment of \$447.8. Located on a sprawling site covering 252.5 acres, the plant is in Hai Phong City. In the first phase of production which began in April, the plant will produce about 10,000 tires per day and the capacity will be gradually expanded on a daily basis to reach 24,700 tires per day by the first half of 2016 and 49,000 tires per day by the second half of 2017. Currently, the factory employs 1,100 people and this will increase to 3,800 people when it reaches full capacity.

Speaking at the grand opening ceremony of the plant, Masaaki Tsuya, CEO and representative board member, and chairman of the Bridgestone Corporation board expressed his gratitude to the government of Vietnam, Hai Phong City and all senior officials present at the ceremony, for helping to make the plant a reality.

NANKANG DEBUTS TWO TIRES AT SEMA 2014



NANKANG debuted two tires at the renowned SEMA Show held recently in Las Vegas. Nankang is a leading Chinese tire manufacturer which produces both OE and aftermarket tires for cars, vans, SUVs, MPVs, light trucks and motorcycles that are distributed in over 150 markets across the world.

The two tires revealed to the public at the show are the AT-5 and SP-9 tires. The CUV (crossover utility vehicle) segment is becoming increasingly popular in the US and other markets. Nankang's new line of CROSS SPORT SP-9 tires manufactured using top-notch techniques and machines are meant to cater to this segment. The SP-9 tires have evenly thin sipes to minimize road impact and improve driving comfort. They have been optimized for driving in wet conditions with four straight wide grooves

for better drainage and maneuverability. The tire has a central rib to improve handling. Noise is kept to a minimum even at high speeds with the computerized-simulation 5 pitches design.

All these innovations make the SP-9 an ideal tire which provides motorists with a quiet and comfortable ride with excellent handling on both wet and dry surfaces. A wide range of sizes are available for the SP-9 from 16 to 21 inches. Eventually, the tire will be available in 36 sizes, of which the first 12 sizes will be launched by the end of 2014 and the balance sizes will be available by March 2015.

The second tire launched by NANKANG at the SEMA 2014 show is the AT-5 all terrain tire. The AT-5 has been specially designed for drivers who need an all-season tire that provides the right blend of adventure and safety. The two main features drivers look for in all-terrain tires are strong construction and innovative tread design to perform effectively on muddy, rugged roads and in snowy weather.

The tire comes with Interlocking center blocks to lend it greater stability on tough terrain. Muddy roads will not be an issue with the zigzag main groove design. The zigzag-shaped multi sipes on the shoulder block and the advanced compound used in the manufacture of the tire improve its handling performance on snow and ice. The tie-bars between the blocks help stabilize the tread blocks and reduce irregular wear. The tire has high flexibility even at very low temperatures due to the silica tread compound, reducing the stopping distance and giving excellent braking. Another outstanding feature of the tire is its stone ejector design to remove stones easily from the grooves. The AT-5's features and performance made it eligible for the Alpine and Snowflake mark.

The AT-5 line will be available in 21 sizes ranging from 15" to 20". The first 5 sizes will be available to dealers by the end of 2014 and the remaining sizes will be available by April 2014.

Audi Commissions Pirelli to Present New Lifestyle Collection



Audi is a brand that is well known for its engineering excellence and technological innovations. Audi has now joined hands with Pirelli PZero to create a capsule lifestyle collection named "Audi Powered by PZero", which is inspired by Audi's signature sports style. The collection is the outcome of close collaboration between the design teams of both teams and fully utilizes Pirelli's flair for industrial design.

Pirelli is a manufacturer of premium and performance tires which has a unique cachet in motorsports with its sponsorship of Formula One and the World Superbike Championship. Pirelli has a longstanding relationship with Audi as a research partner and supplier of innovative tires for Audi's range of high performance sports vehicles like the Audi R8 and Audi RS series.

The new lifestyle collection is meant not only for the fans of both these companies, but also the entire community of auto lovers with its combination of style, design and performance.

The "Audi Powered by PZero" collection has four products. A super-soft leather jacket fashioned with neoprene technology complete with elastic ergonomic inserts for better mobility is not only stylish but can give you protection cold, windy weather. Moulded sneakers apt for the driving position with a blend of experimental fibers like suede, fabric and rubberised leather, a scarf made of 100 percent wool and a typical looking baseball cap that is however made of leather and neoprene round out the collection.

This capsule collection will help Audi zoom into the lifestyle category with its combination of style and performance in addition to expanding awareness of PZero among motorists.

The "Audi Powered by PZero" collection will be distributed through all stores of the Audi network and at the Pirelli flagship store at Corso Venezia, 1 in Milan.



Tire Fact

Michelin introduced the first semi bullet-proof tire in 1934, one of the earliest versions of today's run-flat tires.

Michelin Celebrates Ten Years of Michelin Exelagri



Michelin is one of the leading tire manufacturers in the world. Dealers of agricultural tires benefit greatly by partnering with the company to earn the Michelin Exelagri mark. This is a partnership program through which dealers become eligible to be certified as Michelin Exelagri dealers by offering quality products and services for farmers. The company is now celebrating the tenth anniversary of the introduction of this program that will help customers all over Europe recognize the best outlets for purchasing agricultural tires.

The program made its debut in 2004, and a dealer is certified only after an outlet selling agricultural tires undergoes a comprehensive independent audit indicating that it meets certain stringent pre-set criteria. The audit is conducted to verify that it provides a high quality of service that is good enough to meet the expectations and needs of small and large scale farm operators. They must not only stock a wide range of agricultural tire products but should also have the ability to provide the farmer with technical advice and support.

In the past ten years that it has been in place, the program has covered 770 certified outlets. Of these, 95% are in Western Europe and the remaining 5% are in Eastern Europe. As of now, these stores sell 38% of the total agricultural tires sold in the European market (all brands combined).

According to Michelin, within the next decade, the company's aim is to increase that figure to 50 percent by identifying new growth prospects so that half the tires sold in Europe will come from shops sporting the Michelin Exelagri label.

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PRODUCTION OF TIRES COMES TO AN END AT VIDACHIM



There was a time when the Bulgarian tire manufacturer Vidachim was the biggest manufacturer of passenger car tires in Bulgaria. The company's first brand of 'Vida' tires came off the assembly line in September 1969. The firm was initially owned by the state and was successfully privatized in 2004. The new owners spent more than 5 million Euros on new equipment and improvement of the production facilities to bring it up to standards that matched the best in the world. It was touted as one of the biggest success stories in Bulgaria when it came to privatization.

However, the scenario has changed completely now. According to a report released by the Sofia News Agency, the holding company of Vidachim named Vidachim AD has announced that it will be completely stopping production of industrial tires.

The company's CEO, Tsvetomir Leshtarski has informed Bulgaria's State Energy and Water Regulatory Commission (DKEVR) that tires will no longer be manufactured at the plant from November 13. The end came in stages with only very small quantities being produced lately. The company had shifted focus to the production of electricity and with payments pending from its main customer, the country's government-owned National Electric Company (NEK) to the tune of BGN 19 million (£7.6 million), it is now in dire financial straits. Vidachim is no longer able to continue production or pay employees and is forced to resort to bringing tire production to an end.

FREESCALE DEBUTS SMALLEST TIRE PRESSURE MONITORING SYSTEM EVER

Tire pressure plays a crucial role in the life of a tire and the fuel efficiency of a vehicle. Driving on underinflated tires can cause the tread to wear out faster and increase the rolling resistance. It also increases vehicle emissions. According to the National Highway Traffic Safety Administration, 23,000 accidents and 535 deaths occur every year in the US alone due to flat tires or blowouts.

Ideally, every motorist should have a tire pressure monitoring system to monitor the pressure of his tires and keep them in an optimum condition. Many countries over the world including Japan, the United States, Taiwan and China have begun moves to make it mandatory for new vehicles to have a TPMS. IHS iSuppli estimates that TPMS will account for over 25% of the total pressure measurement market for automotive sensors by 2015.

Freescall Semiconductor has just launched what the company claims is the world's smallest tire pressure monitoring system. Named FXTH87, it is 50% smaller than other competing products and is the smallest integrated package TPMS solution available. It weighs in at just 0.3 grams. In addition to being relatively small in size, the FXTH87 uses less power and integrates numerous functions in one package as it comes with an integrated pressure receiver, dual-axis accelerometer and an integrated MCU. The FXTH87's dimensions are 7 x 7 x 2.2 mm and the low RF power consumption of 7 mA makes a significant contribution to increasing battery life. The single- and dual-axis accelerometer options lend greater accuracy and are highly useful to OEM manufacturers for more precise tire localization and universal interoperability. The integrated MCU and dedicated firmware offer the largest customer flash memory at 8 KB, increasing the flexibility of the application.

Speaking about FXTH87, Babaak Taheri, the vice president and general manager for Freescale's sensors solutions division said that the size and weight of the TPMS is critical as the system is installed on a vehicle's tire. It needs to provide the smallest possible footprint in order to cut the weight and material costs and this is precisely what the FXTH87 does.



COOPER TESTS TIRES MADE OF GUAYULE RUBBER



The tire industry is heavily dependent on the supply of natural rubber as it is one of the major components of tires. The recent volatility in the availability and prices of natural rubber has driven many tire manufacturers to seek alternatives to natural rubber like dandelion rubber and rubber from the guayule plant.

Back in 2012, Cooper Tire & Rubber Company along with its consortium partners Arizona State University, PanAridus, Cornell University, and the Agricultural Research Service had received a \$6.9 million grant from the United States Department of Agriculture (USDA-ARS) and the U.S. Department of Energy (DOE) to work on its Biomass Research and Development Initiative (BRDI). One of the key goals of the BRDI was to research better technical processes for extracting solid rubber from the guayule plant for the production of tires and using the remaining biomass for fuel. The project will also focus on the agronomic and genomic development of the plant and the possible impact it can have on the bioenergy and biomaterial industries in the American Southwest, where it is mostly grown. The grant will expire in 2017.

Now, the company has moved one step closer to commercial production after completing the design and development of tires using rubber from guayule plants and other guayule related materials. The tires are currently undergoing stringent wheel, track and road tests conducted by Cooper's technical team and as of now, the results of these tests confirm that tires made of guayule are at least as good as, if not better than tires made of rubber obtained from the Hevea rubber plant.

Cooper had updated its partners on this latest development when they had their third annual meeting for reviewing progress in the project.

One of Cooper's partners in the project, Pan Aridus had significant success in producing rubber from new, improved varieties of guayule and developing better rubber extraction methods and this played a key role in manufacturing roadworthy tires from this rubber. The partners in the project worked closely to identify factors affecting rubber quality and controlling them during the manufacturing process. The compounds obtained as a result of these processes was much closer in nature to Hevea natural rubber than the guayule rubber obtained from other processes.

Cooper's other project partners, Cornell and USDA-ARS also made considerable headway in mapping the guayule genome and this may help to isolate genes which can improve positive qualities like resistance to disease and drought, rubber yield and plant size. USDA-ARS is also working on direct seeding and irrigation so that farmers can be provided with information about the best conditions for growing guayule crops on a commercial basis.

"As the lead company in the consortium, we are extremely pleased with the progress that the group has made to advance guayule technology on all fronts," said Chuck Yurkovich, Senior Vice President, Global Research and Development for Cooper. "The team is making rapid progress toward a commercial source of domestic natural rubber, and ultimately, tires made with guayule rubber."

FALKEN TIRE WINS PRESTIGIOUS AWARD FOR ADS



FALKEN
TIRE

Falken Tire, is a market leader when it comes to manufacturing and supplying all-season, light truck, Ultra High Performance and Touring tires. These tires are used in both the OE and replacement markets for a wide range of crossovers, cars, trucks and off-road vehicles. The company has now added another feather to its cap by winning an award at the 51st annual American Graphic Design Awards. This award is given every year by Graphic Design USA (GDUSA). The awards are based on the results of an annual competition to identify outstanding designs created and submitted to the organization by individuals and creative agencies.

The ads that made Falken a winner when it comes to graphic design combined the bold use of striking visuals and graphics as part of the "CONQUER" campaign. The campaign was used to promote the brand's street and off-road tires.

Commenting on the award, Rick Brennan, Falken's Executive Director of Marketing said that the award from Graphic Design USA highlighted the effectiveness of the company's targeted advertising campaigns, particularly in light of the fact that all the campaigns were developed by the in-house marketing team. He concluded by lauding the efforts of the talented designers belonging to the Falken team.

NEW ZEALAND JOINS TIRE LABELING BANDWAGON WITH “ENERGYWISE” MARK



Tire labels have always been a controversial topic. However, there has been no doubt that they have been an immeasurable help to consumers when it comes to making the purchase decision. New Zealand is the latest country to join the tire labeling bandwagon.

On 5 October, transport authorities in New Zealand launched an approval mark named “EnergyWise” to help identify tires that are fuel efficient. The mark will also be an indicator of the wet braking performance of tires.

Tires that sport the “Energywise” approval mark must meet certain minimum standards that have been set for braking in wet conditions and for fuel efficiency. Choosing such tires can lead to fuel savings of as much as 15 cents per liter.

Over 200 tire products from most leading tire manufacturers such as Bridgestone, Aeolus, Goodyear, Dunlop, Yokohama, Kumho and Hankook have been tested and meet the “Energywise” standards. Customers can check out an updated list from the energywise.govt.nz website to get an idea about the relative quality of each tire before proceeding with their purchase.

The tire labeling campaign is being conducted by the government agency, the Energy Efficiency and Conservation Authority (EECA) and has the support of leading tire manufacturers and distributors in the New Zealand tire market.

Commenting on the introduction of the “Energywise” mark, Liz Yeaman, the general manager of Transport, EECA, said that consumers had a growing need for reassurance about the quality of tires on and were more aware of the effect of tires on the vehicle’s fuel consumption. This had led to the development of the approval mark.

“Since early this year, EECA has been working with the tire industry to develop agreed criteria for fuel efficient tires. The result of this is a single, easy way for consumers to identify a fuel efficient tire. Until now there was no way New Zealand motorists could easily compare tires for fuel savings and safety so we believe the approval mark will change the way New Zealanders buy tires”.

Nevertheless, there is some uncertainty about how much real benefit the introduction of the new labeling system would have for customers as the rules do not cover tires for pre-owned vehicles and as per 2012 figures, at least 50 per cent of the cars imported into New Zealand are used cars. Moreover, many of the tires currently being sold in the market are not covered by the mark.

MARANGONI TIES UP WITH TATNEFT GROUP FOR JOINT VENTURE RETREAD COMPANY



Marangoni S.p.A. is one of the market leaders when it comes to the production of technologies and equipment for manufacturing new and retreaded tires. The Italian company has longstanding experience in such technologies and has operations throughout the world. Tatneft is a renowned Russian company which is listed on both the London and Moscow stock exchanges. It has expertise in production and marketing of tires as well as oil and gas production.

Both these companies which are market leaders in their respective fields have now announced plans to join hands and establish a joint venture in Russia for the purpose of retreading all-steel truck tires. The company formed by the partnership, named KaMaRetread LLC will be based in Nizhnekamsk, the Republic of Tatarstan.

The ownership structure will be such that Marangoni will own 35% while Trading house Kama LLC, a wholly-owned subsidiary of Tatneft, will own the remaining 65%. Marangoni has almost 70 years of experience in the retreading field and will contribute this expertise, equipment and technologies in addition to training to the partnership while the Tatneft Group will deal with the provision of facilities, personnel, operational management and local expertise.

The joint venture is expected to be fully operational by the first half of 2015, and once production has reached full capacity, the plant will be able to provide customers of truck tires with top-notch retreading services in order to extend their life further. This will include retreading of the all-steel truck tires which are manufactured at the Nizhnekamsk plant owned by Tatneft.

Both Marangoni S.p.A. and Tatneft Group have plans to further expand this partnership in the future and consider KaMaRetread LLC to be just the first step in their cooperation.



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GOODYEAR WARNS DRIVERS TO KEEP AN EYE ON TIRE PRESSURE AS TEMPERATURES DROP



It is winter and temperatures have begun to drop everywhere in the northern hemisphere. With the change in the weather, tire pressure is bound to change. In cooler regions where snow and ice are the norm, the air pressure in a tire drops by 1-2 pounds for every 10 degree dip in the temperature.

This escapes the attention of many motorists and they are in danger of driving cars with seriously underinflated tires.

Speaking about this topic, Steve Rohweder, director of consumer tire technology at Goodyear said that many motorists do not bother to check the tire pressure once the weather turns. They lack awareness that underinflation can seriously damage a tire and is one of its worst enemies. He added that in addition to the tire's tread wearing out at a faster rate, underinflation also generates excessive heat and increases rolling resistance thus increasing fuel consumption.

As a precaution, Goodyear suggests checking the tire inflation at least on a monthly basis using an accurate gauge, or visiting the closest Goodyear retailer to get the tires inspected. Generally the correct specifications for the air pressure are found in the owner's manual for the vehicle, on the door jamb on the driver's side or in the glove box. Many people mistake the inflation pressure stamped on the sidewall of the tire as the "recommended" pressure, when it is actually the "maximum" pressure.

Though checking the tire pressure is a simple and quick process, people neglect to do this. They forget that the condition of the four tires of the car affects the acceleration, lateral traction and braking grip and four tires of a car. They need to be checked regularly to keep the vehicle on the road.

Some new cars come with tire pressure monitor systems on the dashboard to keep an eye on tire pressure. However, Rohweder recommends the old-fashioned method of checking tire inflation to ensure they are in the best possible condition.

"At least once a month, take a few minutes and check your tire pressure with an accurate tire gauge. You can't tell if a tire needs air just by looking. It could be underinflated by 10 pounds and still look fine," he said.

MICHELIN LAUNCHES THE FIRST 'FULL WET' COMPETITION TIRE FOR HISTORIC CARS

Michelin has considerable experience when it comes to historic cars and motorsports. The company in fact has a complete collection of tires for classic cars and has a global website dedicated to classic cars named michelinclassic.com. The website provides customers with all they need to know about tires for classic cars ranging from expert advice on the right tires for their car to details of the nearest retailer stocking these tires.

Now, the company has announced that it has extended its historic and rally range with the launch of the PB20 tire, the first tire for classic cars that can withstand heavy rain.

The new Michelin PB20 has been specially designed for rainy weather with a new pattern that is compatible with irregular asphalt surfaces even in extremely wet weather. Its tread pattern has a high grooving rate ("sea-to-land" ratio) and due to the nature of the compound used, the tire delivers exceptionally good grip and high levels of safety.

The PB20 tire is available in two sizes – the 18/60-15 version for wheel rims between 5.5 and 7.5 inches, and the 23/62-15 version for wheels having a width between 8.5 and 10.5 inches. As many historic cars have tires in different sizes for the front and the rear, both tire sizes can be used in combination. The tire will be available at all specialist Michelin Collection dealers. Like all tires from Michelin's Historic Motorsport collection, the new MICHELIN PB 20 tire is also 'e'-approved and can be used throughout Europe.

The tire will make its competition debut at the 2014 Tour de Corse Historique and will be provided to all participants. For the first time ever, Michelin is venturing into historic motorsports and supporting this tournament in association with its dealer, CEERTA, who will provide technical support and logical services.

With the addition of this new tire that can provide users with outstanding levels of performance and safety even in very wet weather, Michelin has proved that it truly has a tire for every vehicle, and every season





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Opportunities in the Tire Industry



Prachi Satsokar

Head of the automotive section at the German market research firm (GfK)

The Academy sessions are one of the highlights of Automechanika Dubai with experts providing insights into topics as varied as auto trade statistics and integrating in-car entertainment systems. In one of the sessions held on the first day, Prachi Satsokar, the head of the automotive section at the renowned German market research firm GfK spoke at length on the current opportunities in the tire industry with specific reference to the retail tire markets in countries belonging to the MENA region.

Her session just served to confirm what we have believed all along – that the tire market differs from region to region and country to country and even from town to town. Even markets as close as Dubai and Sharjah or Dubai and Abu Dhabi presented starkly different scenarios as the preferences of customers varied.

According to Prachi, her findings were based on a study that GfK conducted over a period of four months. The survey included widespread face-to-face interviews with as many as 1,100 people in UAE, 2,400 in Kingdom of Saudi Arabia and 16,500 in Egypt to understand the general trends in the market in the UAE, KSA and the Alexandria and greater Cairo regions in Egypt.

The UAE had 1,050 tire retailers, of which the greatest number was in Dubai. In KSA, of the total number of 3,357, the greatest number was in the western Region. In Egypt, Alexandria had as many as 14,000 automotive retail outlets, with greater Cairo accounting for only 2,319. She then proceeded to speak at length on each market covered in the study.

Surprisingly, when it came to the UAE, the retailers in Dubai far outstripped those in other regions with the volume and value of sales being 32% and 35% respectively. Everyone would expect the number of outlets to be the highest in Sharjah, but the study disproved this. The number of outlets is highest in Abu Dhabi followed by Dubai.

Abu Dhabi, though the largest region accounted for 30% by volume and 29% by value of sales. The study also revealed that sales are directly related to the disposable income as in Dubai the average sales for a shop was 284 tires per month while in Abu Dhabi it is 254 tires per shop. Other factors that affected sales included the actual price of the tires, the availability of a number of brands and Stock Kept Units [SKUs]. Dubai also led other regions in the country when it came to the sheer number of cars and this had an impact on tire sales figures as well.

The Kingdom of Saudi Arabia is by far the biggest market in the region, and revealed an interesting market profile. Both when it came to the value and the volume, the western region had the largest concentration of tire retail outlets. The higher per capita income in the central region translates into greater sales for 4 x 4 tires. Though it has a lower population, the eastern region has the highest tires sales per shop figure due to its proximity to Bahrain and Kuwait. In spite of the prevalence of 4 x 4s, 80 percent of the tires sold are for passenger cars.

The GfK study in Egypt focused mainly on Alexandria and greater Cairo. Alexandria had as many as 14,000 retailers selling new tires while Cairo had a little over 2,300. Based on the data collected during the study, it was estimated that Egypt's whole tire market will number 5 million tires in a year.

The demand for different sizes of tires varied highly in the markets that were included in the study. In the UAE, demand is much higher for tires that are $\leq 15"$ and these contribute to 45% in volume and 28% in value. Of this, Dubai accounts for a high percentage of $\leq 15"$. Larger tires like 18" and 19" sell higher volumes in Abu Dhabi, in comparison to Dubai and every other region in the UAE. The main reason for this is the fact that there are greater number of performance oriented cars like the Ford Mustang in Abu Dhabi reflecting the different tastes of the customers.

Just like in the UAE, in KSA, the demand for tires that are $\leq 15"$ is the highest followed by the 16" and the 17". There is greater demand for larger rim diameters like 18" and 19", in the central region due to the prevalence of 4 x 4s than in the west.

In Egypt, there is very little demand for larger sizes like the 19" and 20" with tires $\leq 14"$ accounting for most of the sales.

All those who attended Prachi's session came away with the perception that the Middle East tire market is definitely a lot more complex than it looks at first sight. The market in each country or even city is different from the next and is an accurate barometer of different customer tastes, income, lifestyle and even culture.

The kind of detailed studies conducted by GfK will help to gain deeper insights into the market in the region. Thus retailers and wholesalers can import, price and stock tires accordingly.

Current Trends Affecting The Used Car Market Across The Region



Bill Carter

Head of research and valuations at Autodata Middle East

Bill Carter, the head of research and valuations at Autodata Middle East is a veteran of the automotive industry with experience of 46 years to his credit. He is one of the world's leading experts on pricing and specifications of new vehicles and in the past seven years has been dealing with the analysis of new and used car values in the Middle East.

Dubai is a major global hub for the import and re-export of used cars and Bill was definitely the best person to speak with authority on the factors affecting the used car market in the Middle East. Currently, Autodata Middle East has a database exceeding 17,000 models with more than 90,000 valuation variations. With operations that started in 2010, the company is definitely the most established firm dealing with automotive data with regard to the Middle East.

According to Bill, the used car sector is the segment with the biggest potential for growth in profit and turnover and the first stepping stone in realizing the scope for profit is getting accurate, unbiased information about the actual value for the used cars. Contrary to other markets like the US or Australia, there are always more used cars being sold in this region than new cars. According to Autodata estimates, 2-3 used cars are sold for every new car in the region.

The used car sector has demonstrated incredible growth in the region in the past five years, with the number of certified pre-owned programs growing from 3 to 25. The outcome has been an increase of 10-15 per cent in values of the used cars in these programs. Even independent dealers not connected to the official preowned programs are offering warranties. Cars that need a bit more work need not always be bad buys, but they will need to be valued accurately and refurbished by good technicians.

Hence, as a corollary to the boom in this sector, the aftersales market including workshops and parts shops have also experienced considerable growth, with the average refurbishment costs for each used car being AED 3000- 4000.

With more certified pre-owned cars in the market, there is more scope for finance and insurance firms as they get more vehicles to insure and finance. As the market moves from being an immature market to one that is more mature with more informed and discerning customers, it also offers great opportunity to franchised dealers to benefit from offering addons like paint protection and service contracts.

However the used car market in the region faces a number of challenges. Currently, the region is doing through a shortage of supply when it comes to used cars, especially due to increasing export of used cars from the UAE (about 50-55 percent of all used cars) to countries in Africa and other countries in the Middle East. This translates into decreased visibility for the brands that are preferred for export and lesser scope for the aftermarket industry as these cars will not be coming in for repair or servicing. Hence the short-term gain obtained through the export of used cars translates into long-term loss for the aftermarket segment. It can also affect customer retention when customers do not get the cars they are looking for and increase change cycles as they hesitate to change cars due to lack of availability of the kind of used car they are looking for. There needs to be a tradeoff where some of the short-term gain is sacrificed to improve the long-term prospects for this market. Another challenge faced by the used car industry is attitude of staff members. They do not believe in providing top-notch customer service as there are plenty of customers. They refuse to take part exchanges thereby losing out on a golden opportunity to sell new cars and get old cars that can be refurbished and resold in their pre-owned car showrooms. They may also take up the unethical practice of passing on business to their friends or acquaintances to get private kickbacks while undercutting their employer. Another challenge companies in this business face is correctly pricing used cars. The old thumb rule that cars depreciate by 20 percent every year no longer holds true. Even insurance companies have come to accept the fact that this is not true. Bill illustrated this through the example of a Toyota Corolla 1.8 XLI, a model that is very much in demand here and that of a top of the Range Rover. In fact, there are some used cars that sell for higher prices than a new car.

It truly is high time that used car dealers change the way they do business based on correct information about used car values. This can be obtained from providers of independent, unbiased data including market research firms like Autodata. Autodata has no connections to any manufacturer or dealer and hence provides accurate values for many models based on real transaction data compiled from a large number of sources. In the future, dealers who use such data to come up with a fair pricing policy will have a lot more scope for attracting new customers, retaining existing customers and increasing their profits and turnover.

NAV DY MAKES ROADS SAFER FOR DRIVERS



This is the age when all of us seem to be surgically attached to our phones. Few of us ignore the ping of a call or a text on our smartphone even when we are eating, working or driving. However texting and driving is a dangerous combination as driver distraction has been deemed as a major cause of accidents. Many countries have made smartphone use illegal while driving. This is where a smart device like the Navdy comes in. Termed as the Google Glass for drivers, Navdy is a tech startup that was established by inventor Karl Gutttag and Doug Simpson, its CEO.

Navdy essentially makes smartphone use while driving safer with a blend of a high-quality projection display and voice and gesture controls. The transparent head-up display (HUD) is powered by the car's onboard computer and projects text messages, navigation directions and other phone features six feet in front of the driver. Drivers can easily control the display with voice commands and hand gestures.

Thus, drivers can safely use their favorite apps to navigate, communicate or listen to music without taking their eyes off the road. Airline pilots use similar technology to land an airplane while keeping their eyes on the

runway. Normally, the navigation apps on a smartphone drop when a call comes in, while the audio directions remain and interfere with the conversation. However, this does not happen with the Navdy. It is the first heads-up display that can be controlled without taking the hands off the wheel and can be easily installed on any car's dashboard with an adjustable base design. It derives its power from the car's onboard computer.

Navdy also displays information related to the car and the road like speed, fuel economy statistics, tire-pressure readings and battery-voltage warnings from the onboard computer in addition to the user's smartphone apps as an image on the windshield. Navdy is equally compatible with both iPhone and Android smartphones and connects to the phone using Bluetooth. As the image appears to float six feet in front of the windshield, the road will stay in focus.

The company's pre-order campaign which began on August 5 attracted tremendous interest, raising \$1 million in just one week and the device is expected to be ready for shipping to customers in the first quarter of 2015. A few months earlier, the company had conducted a successful campaign for fundraising on Kickstarter. It also collected an amount of \$6.5 million in seed capital from a group of venture capitalists. With the interest the device has attracted from ridesharing companies like Uber, rental companies, dealers, OEMs and the average driver on the road, it certainly looks like Navdy is here to stay.



MINIMIZE CHANCES OF PARKING PENALTIES WITH TOWSTOP



We all love visiting malls and tourist attractions, especially on weekends. However, precisely because everyone loves visiting these places, finding suitable parking is a challenge. In the event that we are in a hurry and just need to pop in and out of a store, we will be sorely tempted to park in one of those spots we really are not supposed to use. We may return quickly only to find a parking ticket stuck on our

windshield or even to find that our car has been towed away by the police, especially if we are blocking other cars. This is where a new app named TowStop can come to the rescue.

Earlier we had written about the Fixed app that allows you to challenge parking tickets complete with proof after they have been issued. TowStop is essentially a smart sticker that will minimize your chances of getting one in the first place by allowing the police to warn you as soon as they spot that your vehicle has been parked in a restricted zone.

The TowStop is a small box with suction pads to attach it easily to the windshield of the car while it is parked for a short time in a restricted area. It has a message from the driver letting the police know that he is nearby and will be returning to the car soon. Towing a car and the entire paperwork involved in returning the car to the owner is a hassle for the police too.

TowStop allows the police to let the owner know that the violation has been noticed by touching the sticker. When it is touched, it triggers a call to the owner's phone, prompting him to return immediately to the car so that he can plead his case with the parking inspector. Thus, the device is of great benefit to both the police and to motorists.

Currently, the device is designed to be used only in Germany. Considering the number of parking violations we see on a daily basis in the Middle East, it is only a matter of time before we see TowStop being used in this region.

RAY THE PARKING ROBOT PARKS AND RETRIEVES YOUR CAR IN A JIFFY



Ray's advent spells an end to the agonies of driving around looking for a parking spot when you are already short of time or dredging your memory vainly to remember where you might have parked. The process starts at your home when you have the option to prebook a parking spot at the airport using your Smartphone. The system works equally well on Android and iPhone apps.

Your car is in the safest possible hands right from the time you enter the parking bay and Ray arrives to collect your car, scans it and whisks it away to be parked using a combination of numerous sensors, forklift like arms and radar guidance. Ray has flexible arms to park cars sideways and can spin around on the spot. Using inbuilt sensors, the robot adjusts its arms to allow for the car's size making the parking system completely scratch-proof. This system has been patented by Ray's inventors. There is no scope for parking disasters with Ray and it needs no human assistance. Ray can also be easily integrated into an existing parking station unlike other futuristic automatic parking systems.

Ray is even linked to the airport's flight database and uses this information to arrange cars in the order they need to be delivered back to their owners, thus further minimizing the delivery time. Adjustments are automatically made for flight delays. You can even buy time for a dinner with a friend or to look for your luggage using a smart app. Now what can be smarter than that?

There are few people who like flying, even when it is for pleasure. To everyone, reaching the destination is more important than the destination itself. Getting to the airport on time, parking your car, checking in your luggage, waiting for your flight to be called... all these are major hassles while traveling, especially if you take short and long trips on a regular basis for business.

At Dusseldorf airport though, you can be sure to avoid at least one major headache, that of parking and retrieving your car. From June 23, a parking robot named "Ray" has made life a lot easier for passengers by collecting their vehicles at the entrance of the parking bay and delivering it to them as soon as they return to the parking bay after their flight lands.



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EVENT	DATE	INFORMATION	LOCATION
InterClassics & Top-Mobiel	08-11 Jan 2015	It is the grandest exhibition in its field with more than 300 exhibitors and approximately 22,000 visitors. The 2015 edition is anticipated to give attendees and exhibitors more reasons to come and showcase their products.	Maastricht MECC, Maastricht, Netherlands
Autosport International	08-11 Jan 2015	Autosport International brings together under one roof people involved in the local and global motorsport industries. It focuses on performance engineering, historic motorsport, aftermarket, and the fast growing trackday market. No other automotive exhibition offers visitors the high-class combination of trade visitors from the different parts of the world and targeted public visitors who have passion for performance cars and motorsport.	National Exhibition Centre (NEC), Birmingham, UK
Tokyo Auto Salon	09-11 Jan 2015	Tokyo Auto Salon is one of the key automotive trade shows in Japan, boasting high participation rates at each of its editions. It serves as a perfect channel for business professionals to discuss the new innovations and trends from the industry.	Makuhari Messe International Convention Complex, Chiba, Japan
North American International Auto Show	12-25 Jan 2015	North American International Auto Show (NAIAS) is one of the most important events designed for the automotive sector. This offers an ideal platform for automotive professionals to gather and discuss the latest trends and business opportunities in the industry.	COBO Convention Center, Detroit, USA
Automotive Components Processing Technology Expo	14-16 Jan 2015	This three-day expo, held at the Tokyo International Exhibition Center, unveils products including trial pieces for components such as brake, steering, powertrain, and different engine parts.	Tokyo International Exhibition Center, Tokyo, Japan
India Rubber Expo and Tire Show	15-17 Jan 2015	The 8th edition of this expo will showcase wide-ranging tire items for different industries. The key highlights of this event are buyer and seller meet, workshop sessions, and conference programs. India is the chosen country to put up this expo as it is by far the largest manufacturer of rubber products.	Pragati Maidan, New Delhi, India



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EVENT	DATE	INFORMATION	LOCATION
New England International Auto Show	15-19 Jan 2015	New England International Auto Show is touted as a ground-breaking and experiential event. This will provide visitors with an exciting opportunity to experience the extreme off-road might of Jeep vehicles right on the show floor.	Boston Convention & Exhibition Center, Boston, USA
Vienna Auto Show	15-18 Jan 2015	With the wide-ranging automotive products the 2015 edition has in store, visitors are guaranteed to enjoy the show. It will also provide exhibitors and businessmen a chance to establish their brand among their target customers and take advantage of business opportunities.	Vienna Exhibition Centre, Vienna, Austria
China International Automotive After-market Industry and Tuning	16-18 Jan 2015	AAITF, touted as the number one automotive aftermarket trade event in Asia, is set to build the grandest auto show in the globe. Since its initial launch in 2006, AAITF has grown quickly and successfully. In 2011, the show set a new record worldwide when its area expanded to 220,000 square meters.	China Import and Export Fair Pazhou Complex, Guangzhou, China
SIAT Expo 2015	21-24 Jan 2015	This year's edition of the event will focus on advanced technologies for cleaner, quieter and safer vehicles with improved connectivity. Plus, it will also highlight advancements in automotive technologies to address upcoming transport challenges.	Indira Universe Campus, Pune, India
AutoZum Salzburg	21-24 Jan 2015	AutoZum Salzburg is a global trade event which focuses on environmental technology, chemical products, vehicle spare parts and accessories, and petrol station and car workshop equipment.	Salzburg Exhibition Centre, Salzburg, Austria
Worcester Auto Show	21-24 Jan 2015	"Worcester Auto show is a promotional event that aims to boost the global automotive industry by bringing together the biggest names and leading companies under one roof. Exhibitors will be given a chance to showcase their products to their target customers and generate huge business opportunities.	DCU Center, Worcester, USA

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ANALYST REVEALS FIVE TECHNOLOGIES TO TOP GLOBAL SALES THROUGH 2020

Forecast reveals that the next six years will be a promising period for automotive suppliers, provided that they have the right technology. According to Itay Michaeli, Citigroup Inc.'s automotive research director, Li-ion batteries, radar, cameras, telematics and LED front lights, are the top five technologies that will dominate the industry through 2020.



Following his technology presentation at a Detroit seminar sponsored by the Society for Automotive Analysts, Michaeli said that it is an attractive time for suppliers to be in the right technology segments—specifically for safety and powertrains.

According to the Citigroup report, Li-ion batteries will achieve 22 percent sales growth, radars will enjoy 23 percent growth, camera sales will climb 29 percent, telematics sales will rise to 34 percent and LED front lights will reach a staggering 51 percent. It also predicts 40 percent annual sales growth for “pure” electric cars and plug-in hybrid vehicles.

Michaeli claims that the five technologies are becoming more popular because costs have dropped steadily. In fact, studies show that consumers are willing to spend for technology that greatly enhances safety, comfort or fuel economy.

“People are willing to pay \$1,000 or more for things like traffic jam assist. That’s encouraging data.”

The research director also noted that this new technology wave will create winners and losers, citing the tendency for rearview mirror and the side mirrors to become outdated technology as automobile manufacturers add ultrasound sensors, cameras and radar.

“Cutting-edge technology might create a situation where a car company wants to take content out of the car safely,” concluded Michaeli. He said that it is the same thing with engines in which they can be downsized and added a turbocharger.

MOBIS' INVESTIGATION LEADS TO RAID OF TWO FAKE PARTS WAREHOUSES IN UAE



Mobis Parts Middle East FZE's continuous monitoring and investigation of the automotive parts market in the United Arab Emirates, in collaboration with their IP agency Al Shaali & Co., has led to the raid of two undisclosed warehouses in Dubai and Sharjah, which stock counterfeit parts.

Spearheading the raid of a warehouse in Dubai, the emirate's Department of Economic Development (DED) has seized 72,004 pieces of counterfeit Hyundai and KIA mixed parts valued at \$1 million, along with machineries valued at \$4.8 million used for the production of fake packaging, bearings, oil filters, fuel filters, air filters, and brake pads. To raise awareness among car owners, the raid action was covered by Dubai National TV. Following the raid, destruction of the seized parts was completed.

An undisclosed warehouse in Sharjah was also raided after a complaint was raised with the emirate's Economic Development Department. The products successfully seized were 30, 299 pieces of Hyundai and KIA oil and air filters valued at \$300,000. The raid action was covered by Sharjah National TV.

COMMERCIAL TELEMATICS SUBSCRIBERS WORLDWIDE ESTIMATED TO CLIMB 25 MILLION THIS YEAR

New data from ABI Research shows that from this year onwards, the total global commercial telematics subscriptions will rapidly increase. In 2019, it is estimated that the total subscriptions worldwide will grow three times from what they are in the current year. Much of this increase will come from Latin American and Asian markets, and subscription numbers in the Middle East and Africa (MEA) will even reach huge portions by that year.

Just recently, the subscriber numbers in commercial telematics have trundled along and grew gradually— mostly attributed to North American and in part to Western European markets. Nevertheless, as these markets grow increasingly, telematics providers including Ituran, Navman Wireless, MiX Telematics, Arvento, Masternaut, TomTom, Telogis and Trimble, are planning to penetrate new markets such as Asia, Latin America, and MEA.

According to Filomena Berardi, Senior Analyst at ABI Research, in recent research interviews carried out with many of the top telematics providers, it was made clear that going forward the new markets such as Asia, Latin America, and MEA are strategic focuses for companies. She also explained that several markets are known as being tough nuts to crack and in several cases, there are a number of local players already present so the goals are not without risks, adding that the attraction to entering these markets lies in the big volume potential and the real need for telematics to help solve a list of issues.

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Castrol and The CSI Group Make SEMA Memorable with 3D Brand Experience



Castrol proved to be a scene-stealer at this year's SEMA Show after taking the wraps off its latest technologies and new products: enhanced Castrol GTX High Mileage for vehicles with more than 75,000 miles, Castrol EDGE synthetic motor oil with titanium technology and Castrol GTX Magnatec with intelligent clinging molecules designed to protect engines from the start.

Using D3 Designer, Adobe After Effects and Cinema 4D, The CSI Group VP and Executive Producer Rich Cannava and his team created an extremely appealing 3D projection mapping experience for the show, projected directly onto a sleek, white Audi RS7. Unlike conventional projection mapping experiences, this exceptional execution engagingly narrated Castrol's brand story, while incorporating visual excitement, all set to a backdrop of powerful music and sound combined.

Complementing the spectacle was the RealFiction Dreamoc HD3, a 3-sided holographic display designed to showcase 3D product stories. These displays, together with custom 3D video content, exhibited Castrol products suspended in mid-air, inside a glass prism and conveyed brand imagery along with the features of the products and their benefits.

Before the SEMA Show, Cannava said in a statement that with those experiences, their target was to use 3D projection mapping and holographic technologies to tell a brand story in an interesting way. He also added that they would define Castrol's latest technology claims, and gather foot traffic into the booth. "A lot of planning and production time went into mastering these experiences and we're thrilled with the outcome."

Porsche 919 Gives Racing a Twist with Unique Steering Wheel Design



Just like most vehicles, a basic race car features a simple, lightweight, suede-covered steering wheel that tells the front wheels where to go. However, as racers move up the racing ladder, they find the instrument more than just a mere directional tool. It starts to become covered in wear paddles, switches, buttons and control levers to increase or decrease traction control, modify braking pressure, signal directions back to the team and control speed in pit lane, among other things. This is what the Porsche 919 Hybrid LMP1 car has, making it as complicated to operate as every one might think.

The design of the sports-prototype racing car's steering wheel is not round. In fact, it closely resembles something that can be found in the cabin of a spaceship. It also cleverly takes on the shape of a plane's yoke to help team drivers get their legs in and out of the underside of the wheel more easily during entry and exit.

Drivers collaborated with engineers when designing the buttons on the steering wheel to find the right placements for each item. The most commonly pressed buttons are placed where the thumbs can reach them easily. These are the blank blue button on the right and black red button on the left. The blue button flashes the headlights, which is crucial as the LMP1 cars are

by far the fastest on the track and must alert the slower traffic that they are quickly approaching while a press of the red button activates the boost function, which is created using the stored electrical energy from the battery.

A set of pink, blue and yellow buttons are at the top of the colored spectrum of labeled buttons. These work by controlling the traction control to the brake force distribution between the front and the rear axles, traction control to the rear axle and traction control to the front axle. Drivers will also find a green RAD button, which is used in operating the radio, while the green OK button signals that a demanded setting change has been carried out. Labeled in orange, the DRINK button gives the driver a refreshing drink from the onboard system. Another orange button labeled with "N" puts the car in neutral. Labeled in red, the PIT button limits the 919 Hybrid's speed to the maximum allowed on pit lane, while the other red WASH button activates the windscreen washer.

In the middle of the steering wheel are rotary knobs, which have something to do with various traction, braking, fuel and engine management, and hybrid management strategies. Above the knobs is a screen which is used to display pertinent information to the driver, such as gear-engaged speed and other bits of information.

The steering wheel features robust carbon fiber construction, and all of its different buttons and knobs can be viewed in the dark with ease. Above the driver's head is a black light, and the colored displays respond in such a way that works perfectly well in nighttime driving. This is highly important especially if the driver is aiming to win the 24 Hours of Le Mans.

ARABIAN AUTOMOBILES AND TOTAL JOIN HANDS TO LAUNCH ELF ROC IN UAE



Arabian Automobiles, the exclusive dealer of Nissan in Dubai and Northern Emirates, and the most awarded distributor in the UAE for delivering quality, and Total Marketing Middle East, one of the key players in the lubricant industry in the GCC, have recently inaugurated the first ELF Rapid Oil Change (ROC) Center at the Nissan Showroom and Service Centre in Umm Al Quwain.

Arabian Automobiles launched the global concept of ELF Rapid Oil Change as part of its commitment to expanding its network across Dubai and the Northern Emirates. The new facility will serve as an independent workshop specializing in fast, convenient oil change for different vehicle brands.

Speaking at the event, Michel Ayat, CEO of Arabian Automobiles, said that Arabian Automobiles has a tradition of determining and meeting customer needs. "As part of our mission to expand our servicing network and provide customers with the highest quality service, we are pleased to announce the grand opening of Elf Rapid Oil Change Centre, in partnership with TOTAL. As the first of its kind in the UAE, this popular international concept of Total will cater to the local community of Umm Al Quwain."

Mr. Ayat continued that the well-designed concept provides a range of fast and convenient services, including tire checks, brake checks, oil change, AC services and many more, adding that as the most awarded automotive distributor in the UAE for delivering quality, their goal is to continue this momentum, as well as continue to grow and cater to their customers regionally.

Also commenting on the partnership, David Kalife, Managing Director of Total Marketing Middle East, said that their Rapid Oil Change commitments are trust, quality, welcoming and service, and the Elf Rapid Oil Change Center is a new concept in the region. He is also confident that with their value-driven partners, they can assure their customers of a unique experience, stressing that the partnership further proves Total's solid commitment, improved customer value proposition, and advanced lubricants solutions for UAE customers. "We are strongly positioned as one of the top three players in this fast growing quality driven UAE market. We look forward to breaking ground on similar innovative projects and have firm expansion plans in the coming years".

Elf Rapid Oil Change Center now services drivers of multibrand vehicles in the UAE.



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Alexia Tires is a global company comprised of passionate designers and engineers who continue to use the latest technology to deliver the most innovative and original tires in the market. With worldwide distribution, Alexia Tires looks forward to further reaching out to the masses with truly one of a kind products and continuing to be trailblazers in the industry.

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Device Saves the Day by Keeping Phone-Using Motorists' Hands on the Wheel



Taking the hands off the steering wheel to make or answer calls when driving is the worst distracted driving habit of all. While several people use hands-free voice prompt systems, these can still be distracting as users need to think of the right prompts and then speak them clearly. Thanks to Drive, a newly developed device that saves the day.

Created by Ronald Isaac, a former Apple engineer, the Drive device is designed to be controlled using finger movements and does not work unless the hands of the user are on the wheel. It mounts magnetically on the steering column and pairs via Bluetooth with various messaging applications on the user's Android or iOS smartphone.

It also emits two pushing infrared light beams to the 10 and 2 o'clock positions on the steering wheel. In the event drivers move their fingers but keep their hands on the wheel, those beams get interrupted. This enables them to interact with the device, toggling through its various features, including dictating message replies by voice, accessing Siri, making and answering phone calls, and the ability to have notifications and messages read out to them.

Furthermore, it uses three built-in microphones instead of the typical single mic utilized by most systems. According to reports, the Drive device helps reduce the amount of background noise it picks up, thereby enabling Siri, humans and its own voice recognition software to better comprehend what the user is saying.

On top of the device are three capacitive touch buttons used in controlling functions that are not likely to be accessed much while driving such as password entry, power on/off and volume control. Also present is a proximity sensor that mutes embarrassing messages by just swiping the hand.

Currently, Isaac is raising production funds for the Drive device on Kickstarter. When it reaches production, pledgers of US\$149 will get one. The planned retail price for the device is \$199.

EVs to be Powered by Their Own Bodies in the Future



Automotive technology has already gone too far. Just a few years from now, cars powered by their own body panels such as doors, roof, floor and bonnet will become a reality.

Recently, a team of scientists from Queensland University of Technology (QUT) in Brisbane has developed lightweight "supercapacitors" that can be combined with standard batteries to significantly enhance the power of an electric vehicle. These supercapacitors, which are a sandwich of electrolyte between two all-carbon electrodes, were made into a thin and very strong film with a high-power density. The film could be implanted in a car's floor, bonnet, roof and body panels – storing sufficient energy to charge the battery of an electric car in just a few minutes.

Post-doctoral research fellow Jinzhang Liu from QUT's science and engineering faculty explained that supercapacitors provide a high power output in a short time, giving the car faster acceleration rate and a charging time in just a matter of minutes, compared to long hours for a regular EV battery.

To date, supercapacitors are coupled with regular Li-ion batteries to power EVs, with a significant weight reduction and upsurge in performance.

Liu added that soon, the supercapacitor will be developed to have more energy storage capacity than a Li-ion battery while retaining the ability to discharge its energy up to 10 times faster. He also hopes that after one full charge, the car would run up to 500km – the same with a petrol-powered car and more than an electric car's current limit.

Another great thing about the technology is that it could also be potentially used for quick charges of other battery-powered devices such as laptops or smartphones.

The full findings of the research were published in the Nanotechnology journal and the Journal of Power Sources.

BOSCH ROLLS OUT COPPER-FREE MATERIAL IN ITS BRAKING PRODUCT LINES



In conformity with legislation demanding copper reduction in brake friction formulations, Bosch has announced that a copper-free material is now available in its QuietCast as well as other braking product lines. The German company has also developed a patented copper-free ceramic friction formulation incorporating renewable materials to make its products more eco-friendly.

According to Robert Backode, Director of Product Management, Bosch Brake Components LLC, their new copper-free material was developed over several years and has gone through a variety of endurance tests. He revealed that much like the copper-free alloy used in replacing copper in the aerospace industry, this material has also been proven effective in automotive use, guaranteeing light weight and high strength. "Test data of the new copper-free material confirms improved performance over copper-based materials."

This new copper-free ceramic brake friction formulation owes its innovative design and technology to major industry developments. To ensure its protection, Bosch has filed for patent in North America and other leading markets.

In 2010, a legislation was passed in Washington and California requiring reduction in copper use to below 5% by 2021 (low copper) and less than .5% by 2025 (no copper), prompting the automotive industry to switch to low-copper content in braking products. This legislation was passed because it was found that every time the brakes are applied, a bit of copper and other metals get deposited on the road; when it rains, those metals are washed into rivers and streams, thereby endangering aquatic life. The same legislation has also been launched in other states such as New York, Oregon, Rhode Island.

Bosch is now processing the changeover to copper-free brake pads, with an ongoing launch of more and more copper-free brake products. In fact, many of the company's semi-metallic formulas and the latest ceramic formulation already meet the 2025 no copper requirement, making Bosch's entire braking portfolio nearly compliant with the 2025 legislation year before it is officially mandated.

To ensure that the copper level in its QuietCast Brake Pads is clearly indicated, Bosch will unveil an updated packaging starting January 1 next year, which will include LeafMark. This industry standard consists of a three-leaf cluster with one, two, or all three leaves filled in to specify the level of legislative conformity:

One leaf: Level A - restricts levels of mercury, lead, chromium, cadmium and asbestos

Two leaves: Level B - includes all Level A requirements and requires copper levels to be less than 5% by weight

Three leaves: Level N - includes all level A requirements and requires copper levels to be less than 0.5% by weight

The QuietCast Disc Brake Pads are engineered to match the exact braking efficiency and performance needs of various vehicle types and sizes.

Backode concluded that they carefully choose friction formulations to offer the material combination best suited to each vehicle and those that assure quiet, dependable and long-lived braking on all vehicle types, from subcompacts to large SUVs.

TRAFFIC OFFENDERS IN DUBAI TO BE FINED USING GOOGLE GLASS



Indeed, no other city in the Middle East has progressed as much as Dubai. This is evidenced by the latest technology it uses in traffic management and enforcement. Traffic patrol officers in the city have recently started using Google Glass to issue fines and record traffic violations.

In a statement, Col. Saif Muhair Al Mazroui, Director of Dubai Traffic Police, said that in their continuous effort to adopt the newest technology to help them control traffic and reduce violations, they have started using the smart eyewear. He explained that Google Glass is equipped with a camera which is directly linked to their operations room. "Officers who are at the scene of an accident can send live feed and record both major and minor violations."

Col Al Mazroui added that the glasses can also detect vehicles wanted by the police. All an officer has to do is to scan the number plate of a car and access its police records. Given that the glasses are connected to their databases and operations room, wanted cars can be quickly identified.

Earlier, Captain Saadi Hassan Ahmad Jasem, Director of the Quality Assurance Office at the General Department of Smart Services, confirmed that the Dubai Police were the first-ever government entity in the UAE to use Google Glass. He also revealed that their plan is to supply every traffic patrol officer with the wearable technology.

In a recent announcement, the Dubai Police revealed that they have made it possible for public members who own Google Glass to use it to report any traffic violations through the "We are all Police" Dubai Police app.

BorgWarner's R2S Technology Arrives in Volvo's New Engine Platform



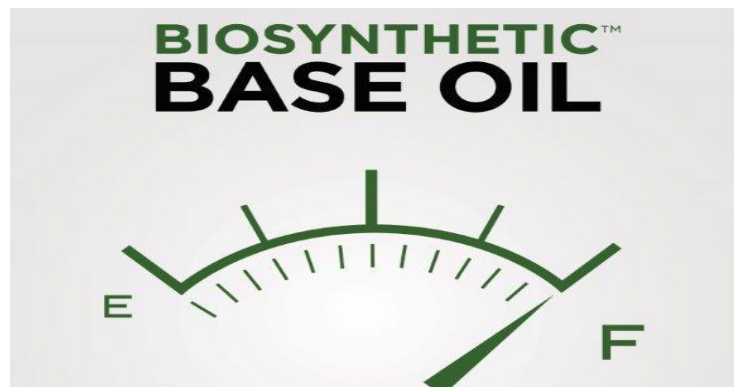
BorgWarner's award-winning R2S technology has gained yet another milestone after recently being chosen by Volvo Cars to boost the 2.0-liter engine for its all-new Drive-E powertrain family. Offered for all Volvo models, the fuel-efficient four-cylinder engine attains a maximum torque of 400 Nm and an output of 190 HP.

R2S turbocharging technology, which stands for regulated two-stage, enables the engine to set new benchmarks of performance and efficiency. Specifically, in the Volvo V40 D4, the BorgWarner-boosted engine facilitates fuel economy improvement and emissions reduction, attaining an average fuel consumption of 71 mpg and reducing CO2 emissions to 85 g/km.

Commenting on the R2S turbocharging technology, Frederic Lissalde, President and General Manager, BorgWarner Turbo Systems, said that it is a key enabler for downsizing diesel engines, helping automobile manufacturers conform to upcoming emissions regulations while maintaining high engine output. He said that they appreciate their long-term collaboration with Volvo Cars and are extremely proud that the Swedish automaker selected BorgWarner's state-of-the-art turbocharging technology for its new high-volume, clean diesel engine. "Our many years of turbocharger development and production experience help automakers around the world offer fuel-efficient engines that deliver an outstanding fun-to-drive experience."

The R2S technology merges two turbochargers of different sizes to enable the compressor sides and turbine of the system to continuously adapt and deliver high boost pressures over the entire engine speed range. At high engine speeds, the wastegate valve opens and the exhaust gas is redirected to the larger, low-pressure turbocharger. On the other hand, at low engine speeds, the entire exhaust gas flow is directed to the small, high-pressure turbocharger, leading to a rapid rise in boost pressure. Optimization of the full engine speed range enables the R2S turbocharging system to enhance fuel economy and reduce emissions while improving performance.

First Biosynthetic Motor Oil Gets Highest Industry Performance Certification



Renewable high-performance lubricant base oil manufacturer Biosynthetic Technologies has recently made a mark in the industry after receiving the much-coveted ILSAC GF-5 certification on its SAE 5W-30 and 5W-20 grade passenger car motor oil (PCMO) formulations using its Biosynthetic Base Oil. The certification represents the newest performance standard set by the International Lubricant Standardization and Approval Committee (ILSAC). The formulations have also been certified by the American Petroleum Institute (API) to surpass requirements of the latest service category issued by API's Lubricants Group – the API SN "Resourcing Conserving" designation.

Fuel economy improvement is a major component of the ILSAC GF-5 designation. The Biosynthetic Base Oil's fuel economy attributes are further validated by the results of a recent Mercedes-Benz M111 Fuel Economy Test in which a Biosynthetic SAE 5W-30 motor oil formulation gained 3.05 percent fuel economy compared to the industry reference oil.

Environmental performance is now becoming more significant to regulators and consumers alike. This is why motor oil formulations utilizing base oils that meet the EPA's Environmentally Acceptable Lubricant (EAL) standards will surely be of huge benefit to motor oil marketers in a regulatory setting that is becoming more difficult.

Aiming to formulate and test PCMO formulations, Biosynthetic Technologies collaborated with Infineum, a leading manufacturer and marketer of fuel additives and lubricants. As part of this partnership, these certified PCMO formulations will be offered to marketers intending to sell ultra-high-performance Biosynthetic motor oils.

As revealed by engine test data, these Biosynthetic motor oil formulations attain piston deposit and wear protection rating among the highest of any PCMO products available in the market today. This indicates that Biosynthetic Base Oils offer performance benefits not achievable with petroleum-based products alone.

According to Allen Barbieri, CEO of Biosynthetic Technologies, this milestone positions their biodegradable, non-toxic and non-bioaccumulative base oils to make a strong impact in the motor oil sector worldwide. He also added that in the past, eco-friendly lubricants have been questioned in terms of their performance, but Biosynthetic Technologies now has extensive, proven results that their oils can surpass even the toughest industry standards as well as the most stringent environmental standards. "Furthermore, we now have third-party validation from the oil industry's most trusted certifying bodies that Biosynthetic Base Oils offer the cleanest engine possible and a cleaner environment."

GERMAN AUTOMAKER CHOOSES SHELL AS ITS EXCLUSIVE ENGINE OIL SUPPLIER



Just recently, Shell announced that it has been selected by BMW AG as its sole recommended global supplier of aftermarket engine oils for brands such as BMW, BMW M, BMW i, BMW Motorrad and MINI. Beginning next year, the premium engine oils produced by the company will be offered to customers at BMW's large network of more than 3,500 dealers, in over 140 countries, including the USA, the UK, South Korea, South Africa, Russia, Germany and China.

The collaboration implies that Shell will manufacture and supply the automaker's branded engine oils. These products will meet BMW's new engine specifications and are reinforced by Shell's PurePlus Technology, which is an innovation on engine oil formulation. Developed over 40 long years of research, this patented gas-to-liquid (GTL) process transforms natural gas into clean, crystal clear base oil.

Typically made from crude oil, base oil is the key component of finished oils and plays a huge role in the finished engine oil's quality. It is manufactured at the Pearl GTL plant in Qatar, a collaboration between Qatar Petroleum and Shell. Starting next year, BMW service customers can take advantage of the integration of Shell's international lubricants supply chain with its gas value chain in the country.

According to Mark Gainsborough, Executive Vice President for Shell Lubricants, they are pleased to become the BMW Group's recommended supplier of aftermarket engine oil and they anticipate the joint supply, distribution and marketing of the oils starting 2015. He said that it is a recognition of the advantages of Shell's engine oil expertise and ground-breaking technology by one of the globe's top manufacturer of motorcycles and automobiles, adding that it includes a recognition of the value of their latest innovation: Shell PurePlus Technology for premium engine oils.

"This deal brings two leading brands together to offer the best of performance and technology to BMW service customers. Both companies have a very strong commitment to premium products and services, giving us much in common."

LIQUI MOLY LAUNCHES LATEST MOTOR OILS FOR THREE GIANT AUTOMAKERS



German motor oil and additive specialist LIQUI MOLY is rolling out three new, advanced motor oils on the market: Special Tec V 0W-30, Top Tec 4700 and Special Tec 5W-20 F Eco. These are designed for global automakers Volvo, Mercedes-Benz and Ford.

Manfred Fischer, export area manager at LIQUI MOLY, said in a statement that they provide the right oil for every car on the road.

The Special Tec V 0W-30 is designed for Volvo vehicles. Though LIQUI MOLY previously offered special oils for this automaker, Fischer revealed that it was essential for them to be able to provide an oil that is more than just suitable for its cars, but offers optimum characteristics. Apart from Volvo vehicles, the Tec V 0W-30 is also designed for Honda, Jaguar, Renault and Mitsubishi models.

The Top Tec 4700 carries MB 229.52, the latest Mercedes approval prescribed for V6 Bluetec engines, such as those fitted to E, G, S and M models. The motor oil is fully compatible with MB 229.31 and MB 229.51 and fulfills API SN. According to Fischer, this oil enables workshops to service almost all current Mercedes models, and only exotic models such as the AMG need a different oil.

The perfect fit for Ford's powerful EcoBoost engines is the Tec F Eco. Downsizing is one of the key contributions of automakers to fuel consumption reduction. However, these small power packages also have a fair share of disadvantages—more power from small engines is tantamount to high thermal loads for the oil, and in the event the oil volume in the engine is reduced, the oil starts to sweat. The Special Tec F Eco, which also fulfills API SN, is designed to address such condition. Featuring 5W-20 viscosity, this thin motor oil significantly reduces fuel consumption.

Fischer continued that the real challenge is to ensure that the engine is properly lubricated even under harsh conditions despite the low viscosity, adding that they have been very successful in achieving this with their new oil.

This motor oil, which is formally approved by Ford under the number WSS-M2C948-B for EcoBoost engines, is also approved for other models of the American automaker.

Harman's HALOsonic Technology Uses Own Noise to Combat Road Noise



In a quest to make vehicles more energy-efficient, an increasing number of 21st century automakers are turning to lighter building materials. While it is true that doing so could lead to lightweight cars, the bad news is that these materials lack the sound-damping qualities of their heavier counterparts. This is why Harman and Lotus Engineering joined hands in the development of the HALOsonic system, a groundbreaking innovation which cancels out irritating road noise by making noise of its own.

Automobile manufacturers such as Toyota and GM have already developed active noise cancellation (ANC) systems that use sound in minimizing engine noise. They work by analyzing the engine noise within the cabin, and then producing a sound wave with the same amplitude but an inverted phase. This leads to the sound waves from the engine and the ANC cancelling each other out, so neither are heard by the car passengers. This is the same principle used by noise-cancelling headphones.

However, things get a little trickier when it comes to road noise. Given that the baseline sound made by the engine is comparatively consistent, ANC systems can just stay at one phase and get the job done. Nevertheless, the vibrations made by the tires against the road surface are more variable, which implies that HALOsonic must be able to continuously adapt.

The technology does so by using accelerometers that gauge the vibrations from the tires, in real-time. An algorithm correlates the vibrations with noise detected in the cabin, to establish the noise/vibration relationship for that vehicle. Then, the system produces inverse sound waves that are played back through the speakers of the existing sound system, thereby eliminating road noise. Though music is played back through those speakers at the same time, the sound quality will remain unaffected.

Just a few years ago, Lotus created the basic system to be used in its own cars. Now, HALOsonic is designed more to be a feature that various automakers can license for inclusion on their vehicles, although there is no information yet on which companies may be interested.

Two US Automakers Issue Recall for Some 2014 Models in UAE



Just recently, General Motors (GM) and Chevrolet have recalled the 2014 models of Traverse and Acadia vehicles in the UAE due to fuel gauge problems. The automakers collaborated with the Ministry of Economy's Department of Consumer Protection to announce the recall.

In a statement, the companies revealed that the vehicles have inconsistent fuel gauge calibration settings readings at both the high and low end of the gauge, which might lead to stalling while driving. They also confirmed that dealers would program the engine control module for free to correct the fuel gauge reading issues.

If required, the automakers said they would complete the needed repairs to fully ensure the peace of mind of customers. They would also contact the purchasers soon to arrange a schedule for the repair work.

Chevrolet Silverado Runs Better than Ever with High-Tech Crankshaft Polish



Polishing engine parts adds a touch of striking dazzle under the hood, and when it comes to the 5.3-liter V8 EcoTec engine, the luster on the crankshaft is a result of using automated microfinishing and electronic measurement to get crank tolerances to the width of a human red blood cell, or within eight microns.

When the crank already seems perfect, an 80-micron microfinishing tape is applied to the part, rotating it back and forth until electronic measuring sensors send warnings that the crank journals—which by this point resemble steel mirrors—are within specification. At that point, a second step in the operation applies a finer polishing tape until all journals meet or even surpass their design tolerances.

Anthony Lewandowski, manufacturing engineer at Tonawanda Engine, revealed that there are good reasons behind the polishing. He explained that when the tachometer of a truck says that its engine is comfortably cruising at 3,600 RPM, that implies a crankshaft is revolving 60 times per second inside its bearings on a thin oil coating.

Lewandowski added that micropolishing the journals of the crank enhances the consistency of the oil film to reduce friction and enhance the EcoTec3's reliability and durability over the truck's life.

At this precision level, no factor is too small to escape tracking by GM production engineers. For instance, a normal change in temperature in the plant over the course of the day might be hardly noticeable, but sensors that measure crank tolerances are very sensitive that even just a few degrees change in the environment would require retesting and recalibrating them if needed, to ensure superior accuracy for the 900 cranks per day manufactured at Tonawanda for the EcoTec3.

Apart from the Silverado, 355HP 5.3L EcoTec3 is also offered for the Chevrolet Suburban and Tahoe and GMC Sierra and Yukon.

Newly Invented Device Monitors Vehicle Health in Real Time



Many drivers, especially those who have zero knowledge about troubleshooting, consider the inner workings of a vehicle as magic. In the event something goes wrong with the car, it seems like their first and last resort is to take it to the nearest mechanic and trust them to offer an honest recommendation as well as a quick and accurate resolution.

Good thing, there is now an app that could offer vehicular simpletons with constant monitoring and recommend a non-biased solution once a problem is detected. This is the Drivebot, a device touted as a Fitbit for the car. Developed by five Thai engineers, this simple dongle device plugs into the On Board Diagnostic (OBD-II) port that is found on most cars manufactured since 1996. It is coupled with a companion smartphone app via Bluetooth to offer real-time vehicle diagnostics and spot a problem in its earliest stage.

Given that most vehicle owners do not have troubleshooting know-how, the developers have designed the app to offer basic instructions on how to solve simple issues. For more complex issues, the app advises drivers to contact a service center or a mechanic to address the problem. It is basically designed to help drivers proactively detect problems before they worsen and become more expensive to repair.

Apart from monitoring the health of the vehicle, Drivebot can also be programmed to keep track of driving routes and driving habits by suggesting alternative driving paths to save time and money or making recommendations on how to save gas. This groundbreaking device can also tag business trips and export the files to the driver's email in an effort to enhance business expense tracking.

Drivebot has already raised almost \$60,000 in crowdsourced funds on Indiegogo, exceeding its initial target of \$35,000. The engineering team looks forward to shipping an iOS version of the device in February next year, to be followed by an Android version in March if everything goes well according to their plan.

Exide Technologies Unveils Its Latest Battery Range



Exide Technologies rolled out an all-new range of batteries featuring a sleek, fresh design as well as offering huge performance gains and faster recharging at the recently concluded Automechanika Frankfurt 2014.

Initially developed in its OE business, Exide's latest Start-Stop batteries are now making their way to the aftermarket. They meet the stringent requirements of automakers, and include all the features from the company's current OE generation.

The absorbed glass mat (AGM) battery offers 4x the cycle life, 20 percent more power and 3x greater charge acceptance than a regular battery, attained through state-of-the-art technology and high-performance materials.

The all-new Premium Carbon Boost recharges up to 1.5x faster offering 30 percent more starting power, thanks to Exide's Carbon Boost technology.

When a standard battery is discharged, sulphate particles accumulate on the negative plate, forming a non-conductive layer that prevents recharging. Carbon Boost dissolves these particles by integrating patented carbon additives into the negative plates, thus boosting conductivity. This significantly enhances charging times and charge acceptance.

Exide's Battery Finder app helps customers find the right battery from the new range.

SYLVANIA Unveils New Automotive Lighting Products at This Year's SEMA



With its recently expanded ZEVO Automotive LED Lighting line, SYLVANIA Automotive Lighting offers luxury vehicles with a personalized style and signature look of modern LED technology.

Unveiled in SEMA 2013, the company's LED product line has more mini bulbs in store this year for both interior and exterior applications, as well as offers a 4-inch fog light. The line already comes with an exceptional fog daytime running light, DRL pipe and pixel designs, 7-inch round sealed beam replacements, and a LED strip kit designed for interior applications.

The latest LED technology advancements allow for aftermarket products to have the whiteness and brightness that OE products are renowned for, while still being street-legal. The new ZEVO line boasts a number of high-impact products that offer car owners with various styling options both inside and out, and have the extra benefit of being simple to install.

In a statement, Brian Noble, marketing manager, SYLVANIA Automotive Lighting, said that as LED applications in automotive lighting continuously become more popular, they are taking the technology to new heights and

providing car enthusiasts with options that enable them to legally personalize their vehicles in head turning and high performance style.

The product highlights in the SYLVANIA ZEVO LED include the following:

The ZEVO LED replacement lights for license plate, map and dome applications allow for quick replacement of grimy incandescent bulbs with a whiter and brighter light source. Automotive aficionados can now select from 32 LED replacement lights, thanks to the addition of new mini bulbs.

The ZEVO fog lights add brightness to vehicles. Round fog lighting, which offers an easy and cost-effective upgrade, is already in place and is one of the latest extras to the ZEVO portfolio.

The ZEVO sealed beam LED, a 7-inch round sealed beam replacement for existing 6014 incandescent and H6024 halogen headlights, is usually found on older model trucks and cars. Featuring bright, white light and street legal crisp, it enables car aficionados to plug and play from a halogen system to LED.

The ZEVO DRL PIPE Kit provides vehicles with extra classy character by offering a light-piped look with 6200K of white LEDs. It is also capable to adjust to day or night conditions automatically and is completely sealed and tested to meet IP69 standards to stand the test of time.

The ZEVO DRL PIXEL Kit offers a splash of LED to the vehicle exterior with five high-performance OSRAM LEDs in a contemporary pixelated look. Featuring a 5200K color temperature, it perfectly fits in the fascia of most cars. Also, it adjusts automatically by detecting when headlights are on and is tested to meet IP67 standards.

Another innovative lighting kit from SYLVANIA is the ZEO Interior Strip, which offers a stylish way to personalize the vehicle interior. It features 16 color varieties and a number of customization options, which can be changed instantly at just a touch of a button using the kit's remote control. The lights, which come in five lighting modes, turn on automatically and have a 12V car adaptor.

Through the ZEVO line, SYLVANIA Automotive Lighting is able to continue its legacy of offering unique, safety lighting varieties for 21st century car owners.

FORECAST SHOWS A BRIGHT FUTURE FOR COLLISION AVOIDANCE SENSORS



We might see autonomous cars traversing highways ten years from now, but the sensors to be fitted on them for collision avoidance—lidar, ultrasound, cameras and radar—have already become a huge success nowadays.

A forecast conducted by IHS Automotive, a research company based in Detroit, reveals that in 2020, global sales of anti-crash sensors will total \$9.90 billion, up from this year's \$3.94 billion. Radars and cameras are said to account for the lion's share of that revenue, followed by ultrasound and lidar, respectively. By 2020, lidar, the sensor using pulsed laser light to measure distances used on Google's autonomous car, is said to generate small sales.

The markets that will account for most sensors sales in the short run are Europe and North America, with China likely to begin catching up as regulators implement stricter rules.

According to Kay Stepper, chief of Robert Bosch's regional business unit for driver assistance systems and automated driving, Europe was initially the primary market, especially for adaptive cruise control. He said that, however, that is now rapidly changing with Bosch's fast-growing market in North America.

Industry analysts claim that within ten years or so, the range of collision avoidance sensors will feed information to onboard computers to create autonomous vehicles. According to some planners, autonomous driving will also need vehicle-to-vehicle (V2V) communication enabled by wireless devices known as transponders.

The automotive safety trend is now generating huge sales for leading radar suppliers such as Continental AG, TRW Automotive, Denso Corp., Delphi Automotive and Bosch.

Automobile manufacturers are now beginning to equip their mass-market models with anti-collision systems, which normally depend on cameras and radar to monitor the road ahead. Lane-departure warning and blind-spot detection systems—which also use cameras and radars—have gained wide acceptance in the industry. Also, vehicles featuring parking assist often have a range of ultrasonic sensors. In fact, Luxury brands such as Audi, BMW, Infiniti and Mercedes-Benz equip cars with ultrasonic sensors and surround-view cameras to help drivers park.

The next big thing in autonomous driving technology is a 360-degree road surveillance, which would enable automakers to design vehicles that can automatically change lanes on their own. Jeremy Carlson, a Los Angeles-based analyst for IHS Automotive, claims that in the future, automakers may seem content by depending on cameras and radars for that task.

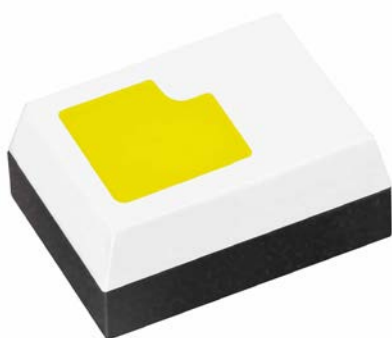
However, there are suppliers focusing on the development of lidar sensors to back up cameras and sensors for fail-safe lane changes.

Each type of sensor has its fair share of strengths and weaknesses. Affordable ultrasound sensors work well for spotting obstacles even at short distances, thereby making them useful for assisted parking. Radars can precisely identify the location and distance of a road obstacle, but do not work well in identifying animals, pedestrians or cyclists. On the other hand, cameras are highly functional for identifying the type of obstacle, but they have a shorter range than radar.

Carlson continued that cameras can be affected by dirt and rain, while radar can be impaired by dense fog. However, they are not vulnerable to the same conditions, which is why they are often matched to sensor fusion systems.

Lidar sensors feature a wide field of view and deliver a clear, detailed image. HERE and Google both make use of lidar in mapping roads, but that type of lidar is bulky and costly for production cars.

OSRAM'S OSOLON COMPACT LEDS MAKE THE CLS SHINE BRIGHT ON THE ROAD



The Mercedes Benz CLS is an epitome of class and sophistication, add to this Osram Opto Semiconductors' Osolon Compact light-emitting diodes equipped on its headlights and it will surely be the darling of the road. Each module in the headlight is equipped with 24 LEDs, which even at extremely high currents attain high luminous efficacy, thanks to UX:3 chip technology. With package dimensions of 1.6 mm x 1.2 mm, these high-power LEDs can be arranged close together in the headlight to achieve adaptive front lighting systems. These systems offer better visibility in every situation, and thus ensure that road users are fully protected from mishaps.

To attain ideal light distribution with the Osram LEDs, the German automaker employs a camera mounted on the windshield to cover the area in front of the CLS. The car also comes with four controllers which carry out calculations 100 times per second to figure out the best lighting for the driver. With LED-based adaptive lighting systems, the road ahead is automatically illuminated with bright light and with accurately controlled distribution without glaring other road users.

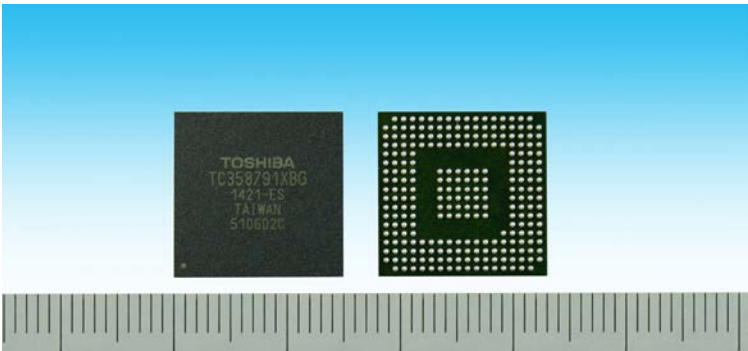
Apart from this current project, the lighting manufacturer and Daimler are also collaborating in the development of upcoming advanced automotive lighting systems – as partners in the μ AFS research project funded by the German Federal Ministry of Education and Research (BMBF).

Stefan Grötsch, Project Coordinator at Osram Opto Semiconductors, revealed in a statement that in October, they were able to reach the first huge milestone when they unveiled the latest type of LED chip with no less than 256 pixels. He also added that they are proud of it and are anticipating the continued success of the project together with Daimler and the other collaborators.

TOSHIBA TAKES THE WRAPS OFF ITS AUTOMOTIVE INFOTAINMENT COMPANION CHIP

In its commitment to take car infotainment to new heights, Toshiba Corporation has recently unveiled the latest addition to its broad portfolio of groundbreaking solutions.

The all-new TC358791XBG companion chip is designed to drive high-res multimedia and camera connectivity for the next generation of infotainment applications in the connected vehicle. It supports the new automotive Gigabit Ethernet AVB standards for wide-ranging applications such as digital audio, front, rear and surround-view cameras;



and transferring high-res video content to rear-seat entertainment and head unit systems. The chip can also smoothly interact with and support multiple automotive application processors on the market, made possible by its USB 3.0 and DSI and MIPI CSI-2 connectivity for both video and audio. Plus, it will reportedly support Automotive Electronics Council reliability specification AEC-Q100 (Grade 3).

The TC358791XBG is capable of splitting one video input into two pictures and simultaneously driving two high-resolution low-voltage differential signaling (LVDS) digital displays. A few examples include parking aid vision systems, instrument clusters and head units. In addition, the chip can transmit high-resolution video and audio data from the host processor to numerous displays or other electronic control units in the vehicle. It comes with a High Definition Multimedia Interface (HDMI) 1.4 receiver interface designed to connect HDMI-enabled devices to the application processor.

Housed in a FBGA257 15mm x 15mm package with 0.8 mm ball pitch, the new Toshiba chip is fully secured. Other extra features it boasts are support for early back-up camera view (CVBS to LVDS), differential CVBS (composite) interfaces for analog composite video sources, and the ability to transmit packetized IQ audio tuner data to the host through the USB.

The advanced technology offered by TC358791XBG helps reduce marketing time and overall system bill-of-materials costs for infotainment systems. Sample shipments have already begun, with mass production slated to begin in March next year.

Siemens Develops Solution to Weight and Space Woes of EVs



First rose to fame as a mobile phone manufacturer, Siemens is now making a name for itself in the automotive world. Just recently, the German company has developed an advanced solution for integrating an electric vehicle's motor and inverter in just a single housing.

Until now, the motor and inverter, which works by converting the EV battery's direct current into alternating current for the motor, are two separate components. With Siemens' new integrated drive unit called Sivetec MSA 3300, drivers can now reduce weight, save space and cut costs.

The key feature of the solution is the use of a regular cooling system designed for both components. This guarantees that the inverter's power electronics don't get extremely hot despite their proximity to the electric motor, and so avoids any reduction in service life or output. Given that range is a crucial criterion for buying an electric car, automobile manufacturers are always in a quest to cut vehicle weight. Siemens engineers also aimed to achieve this by integrating the inverter into the motor, as this would reduce weight since only a

single housing would be required. Also, it would create six to seven liters of extra installation space. Moreover, integration would cut the costs entailed in wiring the motor to the inverter, as well as fewer assembly steps would be required to manufacture the vehicle.

Sivetec MSA 3300 was developed on the basis of a series electric motor. Siemens engineers modified the housing in such a way that the inverter could be precisely integrated into the motor. However, one of the challenges they faced was the heat produced by the electric motor. The output of the IGBT modules—the high performance semiconductors that translate the current of the battery into alternating current—needs to be limited. This is why inverters in EVs always come with their own water cooling system.

Extremely robust power modules featuring SkiN technology are another key component of the overall solution. The technology connects the semiconductor chip's surface without the need for a bonding wire. In the event the thermal load fluctuates, the electrical contact between the chip and the bonding wire is a weak point of semiconductor components. Thus, the development of a special cooling water system around the inverter and motor is the main feature of the Sivetec MSA 3300. Initially, the coolest water flows around thermally sensitive components such as the intermediate circuit capacitor and the IGBT modules, after which it is led into the cooling jacket of the motor. Designed in a way that a kind of water screen is created between the motor and the inverter electronics, the waterflow system thermally isolates the two units from one another.

The feasibility of the concept has already been exhibited in a laboratory under the common operating conditions and load curves of an electric motor in an automobile. So far, the industry has expressed a huge interest in the MSA 3300. In fact, it has recently been nominated for this year's eCarTec Award, which is the Bavarian State Award for Electric and Hybrid Mobility.

Latest Pioneer Infotainment Systems First to Have CarPlay



Apple's announcement back in March to launch CarPlay had certainly captured the attention and heightened the excitement of several iPhone-toting drivers. However, with the system to be initially integrated only in selected vehicles, their excitement had surely turned into disappointment. Good thing, Pioneer saves the day with its introduction of three multimedia systems that can be fitted to any vehicle and feature Apple CarPlay to provide full smartphone control from behind the wheel.

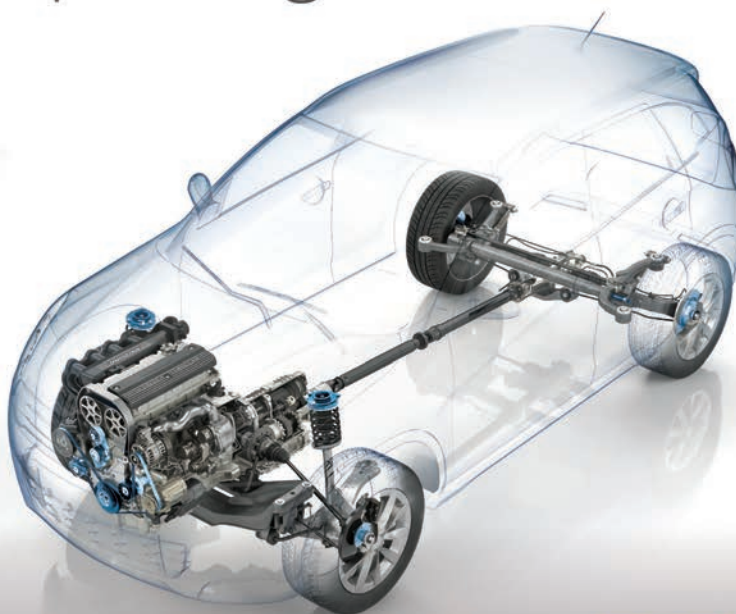
The groundbreaking Pioneer systems do not employ Bluetooth connections and link the iPhone with a touchscreen display through cable, which charges the device at the same time. They also feature typical iOS apps on-screen, such as iTunes Radio, Maps, and Messages, along with access to third-party streaming software such as Spotify.

Apparently, road safety is a crucial factor here, with Siri featured in the system's functionality. At the bottom right of the screen is a button, which when pressed, will engage Apple's voice command tool. Included in its capabilities are navigation, searching the nearest coffee shop, reading and responding to text messages and performing routine Google searches.

Furthermore, the multimedia systems can connect with any device with playback support for aux-in, USB, CD and DVD. If the need arises, they also feature a Bluetooth module, along with a DAB tuner for digital radio, built-in traffic messages and their own GPS navigation.



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Montblanc Heritage Collection 1912

Many people may say that with the advent of the digital age, pens are obsolete now. We still need pens though for signing checks and making shopping lists. You can even use a pen to make a style statement and this is exactly what Montblanc pens do. Montblanc takes us back to the early days of the 20th century with its new Montblanc Heritage Collection 1912.

The collection pays homage to the company's early days when it created a cachet for itself as the designer of fine writing instruments. The new collection artfully combines elegant design, fine craftsmanship and technological innovation to create a pen that harks back to the glorious past and is technically advanced enough to be the best pen on the scene today.

The pen's design is based on the original Simplo Safety Filler which first made carrying pens around a practical reality. The 585 solid gold and rhodium-plated nib is made and polished by hand and comes with a triangular heart hole. The hole provides users with a soft writing experience and has been specially designed for this collection.

The Montblanc Heritage Collection 1912 will be available in Montblanc boutiques worldwide.

Dropcam

There was a time when neighbors knew each other and it was safe to leave doors unlocked and go on errands. Not anymore. Home security has become a growing source of concern. Most home security systems are highly complex and difficult to set up and operate. The new Dropcam however is simple to set up, easy to operate and allows you to keep an eye on your home, children or pets from any place in the world. All you need to do is just plug in your camera and it starts live streaming after a few minutes. There is an option for two way communication so that you can talk with your children or pets even while you are away. If you want to keep tabs on your home while you are on vacation, it has a night vision option that offers clear visibility even in low-light. All the videos are encrypted and sent to the cloud so that you can access the visuals conveniently from a smartphone, tablet or a computer. The cloud recording facility helps to record and share footage of special occasions you are unable to attend. Due to the encryption facility all videos are secure and remain private. Sound, motion and offline alerts can be set up and received either through email or through phone. With the kind of live HD viewing that is available through Dropcam, you need no longer worry about the safety of your home, children or pets.



Bose SoundLink Color Speaker

Music can be used to express an amazing range of emotions. There are very few of us who can go for a day without listening to music in one form or the other. Tastes in music may vary from person to person but we all like to use audio equipment of the best quality. The speaker we use can make a lot of difference to the way we experience the music we are listening to.

With the Bose SoundLink Bluetooth portable speaker, you can enjoy your favorite music wherever you go. It can play music from any Bluetooth device including your Smartphone, tablet and computer. Bluetooth pairing is as easy as ABC with voice prompts. Like all Bose devices, the audio is loud and clear.

The speaker is wireless, compact, durable and easy to use. It is powered by a Lithium-ion battery that can run for eight hours when fully charged, either with the included wall charger or from USB power sources. It comes in a choice of five colors including green, white, red, black and blue and is strikingly attractive.

Other features that you will love about the SoundLink® Color speaker is its memory for the most recent eight devices you have used, making pairing much easier and its relatively long range of 30 feet. With the Bose SoundLink Bluetooth portable speaker, you can take your music with you wherever you go.

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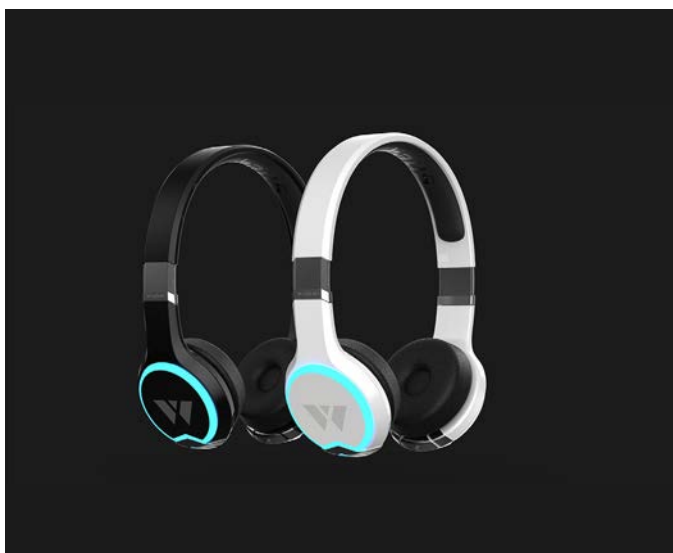
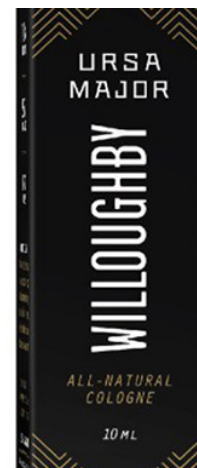
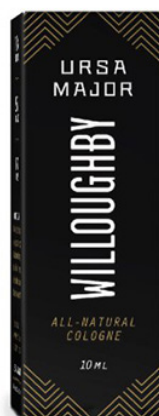
HM6 Space Pirate Watch

There are ordinary watches and then there are watches you wear to make a statement. Premium watch maker MB& F has just come up with the HM6 Space Pirate Watch. Every one of us has wished to soar into space at some point or the other. This watch which is inspired by classic Japanese cartons and has a retro design similar to a spaceship is a must buy for the young and the young at heart. It will definitely be a scene stealer wherever you go with its science-fiction look. Fashioned from 475 individual components, it has 68 jewels and a complex network of gears, rotors and turbines encased in a solid titanium case. There are two separate sapphire domes with indicators for minutes and hours and a central dome with a flying tourbillon and a retractable UV shield. Two additional domes contain 15-blade turbines which supply the power for the platinum winding rotor. The black calfskin strap is the finishing touch for this timepiece that is limited to just 50 pieces. Reading time is a bit different from that on ordinary watches. The hours are on the left and the minutes are on the right, but it is dead easy. According to the company, each movement needed more than 100 man-hours to finish. The price tag may be a bit steep at \$230,000 but which future space pirate can afford to ignore this masterpiece?

Willoughby by Ursa Major

Who says only women care about using natural products? Ursa Major is a company that is known for its range of simple but natural grooming products. Now, the company has come out with its first cologne product named Willoughby.

Willoughby is a unisex, completely natural scent that is entirely free of harmful toxins. It will give you a fresh, energetic feel throughout the day with its blend of 14 essential oils including citrus, mint, bergamot and ginger. Conveniently available in a compact 10 ml glass rollerball, it will make an excellent gift for both men and women. Bid bye to stress and negativity and reclaim our natural bounce with the Willoughby from Ursa Major.



Wearhaus Arc Headphones

We enjoy music more when we share the experience of listening to our favorite songs with our friends. While using headphones to listen to music, we can share headphones with one friend by using a splitter. But what if you want to share the music with many friends and relatives? The new Wearhaus Arc headphones make it possible for you to do just that.

It comes with an app that along with BlueTooth 4.0 permits users to sync multiple headphones and listen to music together with those who are within a range 30 meters. The touch controls are easy to operate with just a tap need to play or pause, a double tap to share music with friends and swipes up or down to control the volume. Once charged, the built-in battery is strong enough to support 16 hours of individual playback and 10 hours of shared playback. There are two options for charging; either through USB or through a 3.5 mm auxiliary cable that is provided along with the headphones.

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