

TIRES & AUTOMOTIVE PARTS MAGAZINE

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

RAISE
YOUR
SAFETY
LEVEL

MARTINS
INDUSTRIES

TIRE RACKING
MANUFACTURER

605 Al Manal Tower Sheikh Zayed
Road Dubai, U.A.E.
ylejour@martinsindustries.com
+ 971 55 963 5467
WWW.MARTINSINDUSTRIES.COM



TARIQ AL RASHEED

RETAIL & MARKETING DIRECTOR, NASSER BIN ABDULLATIF AL SERKAL EST.

HOT PRODUCTS
Samsung Galaxy
View Tablet



PAGE 64



GET
FREE

20 POINT CAR CHECK

CALL NOW: 00971 4 3381551



ORANGE AUTO

P.O. Box 32750, Al Quoz, Dubai, U.A.E.
Tel: 00971 4 3381551 | Fax: 00971 4 3381552
Email: info@orangeauto.ae | Web: www.orangeauto.ae



Alexia
Tires

www.alexiatires.com

Bespoke tires

Specifically designed and produced for you.



ART 1100



ART 1200



ART 1300



ART 1400



ART 1500



ART 1600



ART 1700



ART 1900

Guided by the main principles of value, trust, honesty and quality Alexia tires has been proudly manufacturing commercial and OTR tires from Asia with the intention to fill a gap in the replacement tire market. Alexia Tires believes in delivering the greatest value, quality and service without compromising on innovation and style. With over 35 years of experience in the industry, Alexia Tires is passionate about its work. We bring to the market unique tire products and designs that specialize in the manufacturing of custom products that fit the market requirements of the day. Alexia's strength lies in its flexibility and its ability to listen to the demands of the market and make subsequent swift changes as needed.

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.

For exclusive territory enquiries pls contact sales@alexiatires.com.



Part of your success: Our ambition for perfection.

Rely on the original: Mercedes-Benz GenuineParts.

Many fakes will seem original, as quality often lies hidden under the surface. Fake parts may cost less. They probably are cheaper than quality parts. But in the end they definitely cost you more than you bargained for. And they will not last as long as their original counterparts. Avoid these risks. Ask your local authorized distributor for more information on Mercedes-Benz GenuineParts or visit our website.

www.MercedesBenzMe.com

Mercedes-Benz GenuineParts and Genuine Accessories offer you:

- Long-term value and durability
- Manufacturer's warranty
- Peace of mind

Mercedes-Benz



Gargash Enterprises L.L.C., Phone: +971-(0)4 266 0840
Emirates Motor Company, Phone: +971-(0)2 656 7722
Nasser Bin Khaled Automobiles, Phone: +974-(0)4 458 7777
Zawawi Trading Co. L.L.C., Phone: +968-(0)2 465 9200

T. Gargour & Fils S.A.L., Phone: +961-(0)1 255 366
T. Gargour & Fils Company, Phone: +962-(0)6 416 2410
Juffali Automotive Company, Phone: +966-(0)12 664 5678
Juffali Industrial Products Company, Phone: +966-(0)12 682 2000

A.R.Albisher & Z.Alkazemi Company, Phone: +965-(0)1 833 111
Al Haddad Motors, Phone: +973-(0)1 778 5999

PUBLISHER'S NOTE



The month of November was an eventful one for all motoring enthusiasts in Dubai and indeed in the entire region. The Dubai International Motor Show 2015 was a bigger, better, more dynamic event than in the years past. For the third consecutive year, it was the cornerstone of a 12 day festival called the Dubai Motor Festival that celebrated all things automotive.

The Dubai Motor Festival was truly an event no one with a passion for cars could afford to miss with 18 global launches, 139 regional launches, 16 new concept cars, a Motoring Nostalgia Museum showcasing 80 classic cars and a Grand Parade in which 600 supercars participated for a spectacular grand finale,

As we come to the close of the year, the outlook for the automotive industry in the region remains cautiously optimistic in spite of a general tightening of belts. Due to the slump in oil prices, growth next year may be at a much slower rate. In 2016, we may not reach the record breaking figure of 1.88 million deliveries that is expected to be reached by the end of 2015.

Nevertheless, with new markets like Iran opening up and the UAE continuing to retain its position as a hub for import and re-export to Asian and African countries, the market for new cars in the Middle East is expected to grow at a healthy pace. In fact, it is expected to grow twice as fast as that in Europe and North America by 2022, according to figures provided by Carmudi, one of the leading car classifieds sites.

In the New Year, we look forward to new technologies, new models, new opportunities and new challenges. Wishing you all a very happy, healthy and prosperous 2016!!!

Hamid Moaref

Publisher

U B E R
EVERYONE'S PRIVATE DRIVER™

Head to your next appointment in style on us by downloading and using the Uber app.

Enter the **"Tiresandparts.net"** promo code to get AED 80 off your first Uber ride.

Offer valid only in the UAE.

FALKEN HAS LANDED



Falken now partners with WOLFE Tyres Batteries & Accessories L.L.C. to offer quality tyres that are time tested on the road, off the road and on the race track. It's time for Falken.

FALKEN
ON THE PULSE

Sole Distributors for Falken Tyres in UAE

WOLFE Tyres Batteries & Accessories L.L.C. Tel: 04 3967132 Fax: 04 3966472 email: info@wolfe.ae



EASA SALEH AL GURG GROUP L.L.C.

Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen
Manju Mathew
Merivict Pearl Murillo

Sales & Marketing
Ahmad
Aji

Design
Shabeer Aziz
Praful
Vivin

Circulation Assistants
Thaha
Sasi Pillai
Dilfar
Rasheed

Contributors
Peter Baikogli
Arezou Marzara
Farsh Shafikhani
Kristen Koulic

Distribution
Dar al hikma Distribution
L.L.C

Publishers Note :

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

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

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

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

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

DUBAI INTERNATIONAL MOTOR SHOW OFFERS VISITORS PREVIEW OF FUTURISTIC VEHICLE TECHNOLOGIES

PAGE 12



AUTOMOTIVE

TIRES

PARTS



Mercedes-Benz Diversifies into Property Sector with Luxury Homes

PAGE 19



Orange Auto Offers Exciting Prizes for DIMS Visitors

PAGE 28



Brian's Custom Audio Proves It is Serious About Sound at Dubai Motorshow

PAGE 52

Du Acquires Technology for Connected Cars

16

Daimler Opens First Regional Center for Commercial Vehicles in MENA

15

UAE Holds First Regional Conference on Future Mobility

20

Al Saeedi Wins Global Branding Award from Triangle TIRE

30

ZAFCO Showcases New Patterns at SEMA 2015

36

First Stop Opens New Retail Location in Dubai

37

Google Building Its Own Car Infotainment OS

49

Audi Uses 3D Printing Tech to Create Model of Its Sports Car

53

Ford Mulling Carbon fiber Wheels for new GT

55



TARIQ AL RASHEED

RETAIL & MARKETING DIRECTOR, NASSER BIN ABDULLATIF AL SERKAL EST.

Can you tell us a little about yourself and how you came to be a part of the Nasser Bin Abdullatif Al Serkal family?

I started my career by spending 14 years at ENOC. There, I initially dealt with general retail, and then moved on to the Zoom convenience stores before eventually becoming a part of the automotive services unit. Last year, I joined Al Serkal to help shape their new vision for automotive retail.

As the new Retail and Marketing Director what are the main initiatives you will be undertaking to expand the company's presence in the retail sector?

The drive to expand our company's presence in the retail sector will have three main components. We already have a retail chain under the Bridgestone brand named "First Stop" and we will endeavor to expand this network of retail locations across the UAE. We will also be shortly developing our own brand of retail stores named "Quickpit". Another route to take our products to retail customers is through the Dial-A-Tire concept which is currently being revived with a complete rebranding and focused marketing initiatives.

How do you think your stints at Eppco and Enoc have benefited you in your role as the retail and marketing director at Al Serkal?

My last stint at ENOC was as the sales and marketing manager for Auto Pro. This involved handling a large number of sites for ENOC and EPPCO and gave me a comprehensive perspective of the automotive retail sector in general and the tastes of customers belonging to different areas of Dubai.

Can you tell us a little bit about your new retail concept of "Quickpit"?

Al Serkal has a longstanding history in the region as dealers of tires from renowned brands. With the introduction of the "Quickpit" concept, we will broaden our interface with customers and set a new benchmark when it comes to customer experience. Quickpit stores will be conveniently located at prime locations to facilitate easy access. They will cater to both owners of passenger vehicles as well as the commercial vehicles owned by fleet operators and large retail and manufacturing concerns in the country.

What can customers expect when they visit a Quickpit Center?

Quickpit center will be offering four clear advantages when it comes to expertise and delivery of services – professionally qualified and technically expert workforce, highly competitive prices, aesthetically pleasant and clean waiting rooms and free Wifi so that you are still connected while waiting to get your vehicles or tires fixed

How many such centers will you be establishing across the UAE and on what basis do you choose the locations?

Our target is to open 20 to 25 Quick pit stores across the UAE in the next four years, with the majority of them being located in Dubai. They will be located in easily accessible areas for quick access.

What will differentiate Quickpit centers from similar tire and service outlets?

Many workshops in Dubai are backstreet garages which lack properly trained staff and charge exorbitant prices. They may stock only specific brands or many not stock tires at all. So, most customers go to one place to buy tires belonging to the brand they desire, go to yet another place to get them fitted and eventually because the technicians there are not proficient, they end up going elsewhere to get the issues fixed. At Quickpit stores though, you will get all the products and services that are needed for vehicle and tire care under one roof.

What exactly is the Dial a Tire concept?

Dial-a-Tire is essentially a professional mobile tire fitting service which makes getting tires that are just the right fit for your vehicle as easy as ABC. We stock tires of all brands and sizes and all a customer has to do is contact us to get tires that are the perfect fit for his vehicle. The tires will be delivered to the customer depending on his schedule and convenience. Getting proper tires will no longer be a hassle that cuts into your day as Dial-a-Tire will help minimize the time and worry associated with this tedious task.

Customers are highly price conscious in the UAE? How does this affect your marketing strategy?

We think this is a misconception. Customers here are value conscious rather than price conscious. They are always on the lookout for good deals at the right price and are willing to pay good prices, though not inflated prices, for products that are of good quality. In addition to price, they also take the service aspect into account. When it comes to the automotive sector, this is a highly crucial aspect and you need to get quality products backed by reliable aftersales service. With this in mind, we will continue to position ourselves as the pioneers of the tire business in the UAE

One main issue when it comes to tire service centers is the question of disposal of used tires or scrap tires. How do you ensure that this is done in an environment friendly manner?

The Al Serkal Group is highly involved in campaigns to promote environment friendly practices in the UAE, both at the corporate and the individual level. Al Serkal has joined hands with the Dubai Municipality to establish a company named Envirol that is involved in the treatment of waste edible oil and its conversion into fertilizer. All the scrap or used tires are disposed off in an environment friendly manner through licensed waste disposal companies on a regular basis

What are some of the main challenges you face as an importer, distributor and retailer of tires in the UAE?

The availability of counterfeit and grey market goods has always been a source of concern in the automotive sector in the UAE. This is a challenge that is faced by all authorized distributors of renowned brands as bypassing the legal route allows the dealers of such goods to undercut us, the legal distributors, heavily when it comes to price. However, customers need to be aware when they purchase such goods that they are placing themselves and their families at risk. These products may be shoddy and are not backed by the promise of aftersales service that authorized distributors like us provide.

Are there any solutions that you can suggest for these challenges?

We work very closely with the authorities here to identify those who indulge in such practices and thus pose a risk to motorists in the country. We also collaborate with the RTA and Dubai police to run customer awareness campaigns to promote tire safety.

As you increase your focus on the retail sector, other than price, what are the main attributes that customers look for in a tire?

At the retail level, customers are not only price sensitive, but they are also highly conscious of the safety aspect and the durability of the tires they purchase.

Are there any differences in the motivations that drive buyers of tires for commercial vehicles, for light passenger cars and for SUVs?

When it comes to buyers of tires for commercial vehicles and those for personal vehicles there are no major differences. Everyone is interested in purchasing tires that offer good safety. Have a relatively longer lifespan and are highly durable. SUV tires dominate the tire market. Hence, we make an effort to stock a good range of tires in this category.

Will your marketing strategies be different for customers from each category?

Of course, the truck centers will be using a different marketing strategy as the consumers will be different. We will be collaborating with our suppliers to come up with supplier driven promotions in order to attract customers. We are still finalizing the plans and will be revealing details shortly.

Has Al Serkal planned any interesting partnerships or promotions in the coming months?

We have many exciting customer oriented promotions planned for the coming months. Currently, we are running a promotion aimed at getting consumers to switch to Bridgestone tires. On purchase of a set of Bridgestone tires, they will get a AED 150 debit card from CBD that can be used to purchase goods anywhere. We are also planning special initiatives to mark the National Day and the Dubai Shopping Festival.

What do you think customers should primarily look for when they buy tires for passenger vehicles? What kind of basic information should they have to make the decision process easier?

Customers need to be vigilant when purchasing tires and not just go by the recommendations of the salesmen. They should check the production date of the tires and ensure that they buy the latest date tires. They should also be aware of the tires that are most suitable for their model and buy tires that are compatible with their vehicles.

In a desert environment like the Gulf region, what precautions should be taken to enhance safety and make tires last longer?

Regular maintenance and checks are needed to keep your tires in fine shape in this desert environment. This involves tire rotation to ensure equal wear and frequent alignment. Using nitrogen instead of compressed air in tires can help to make tire pressure and temperature more consistent and contribute to fuel efficiency.

Can you tell us a little more about the training programs you have for your employees?

At Al Serkal, we ensure that all our staff receive training on a regular basis from Bridgestone Middle East and Africa, from all our suppliers and from external providers of courses like Six Sigma courses to improve attention to quality.

The UAE has one of the highest rates of internet usage in the world. How will you make effective use of this as part of your marketing strategy?

We will be developing a new digital marketing strategy and that will involve being more active on our social media channels. Currently, we are in the process of developing the QP and Dial-a-Tire apps and once these apps go live, customers can reach us with the touch of a button on their smartphone.

CHEVROLET TAKES SEMA BY STORM WITH NEW CORVETTE Z06 C7.R



Chevrolet took SEMA by storm this year by launching a special edition of the high performance Corvette Z06 model. Named the Corvette Z06 C7.R Edition, the special edition pays homage to the racing history of the renowned model with a number of refinements that will appeal to those with a love for speed.

The C7.R edition provides the Z06 with a 3LZ trim, in addition to a Z07 Performance Package that consists of Brembo carbon-ceramic brakes and Pilot Sport Cup 2 tires from Michelin. Small touches like yellow brake calipers, matching yellow stripes for the black wheels, a carbon hood section, special graphics, grilles and vents in metallic grey add a lot of verve to the exterior. The interiors are just as luxurious with sports seats in black leather having sueded microfiber trim and yellow stitching.

Buyers of the limited series special edition can choose from either coupe or convertible models in black or yellow based on their preference. To maintain the exclusivity of the model, the production run will be capped at 650 cars, with 500 of them being reserved for sale within the United States.

Each car will come with its very own unique number. The first one to come off the line is numbered as VIN 700001. The car will definitely create a splash in the performance car segment with a 6.2-liter supercharged V8 engine having an output of 650 horsepower and matching torque. This will give the model the power to go from 0-60 mph in less than 3 seconds for the automatic version and 3.2 seconds for the manual version.

NEW BEETLE CABRIOLET COMES TO THE MIDDLE EAST FOR 365 DAYS OF SUNSHINE

VW lovers in the Middle East will now get to enjoy the sun more with the arrival of the new Beetle Cabriolet, the third generation of the renowned original Beetle Cabriolet. The new model will hit the retail market in the Middle East in December 2015.



Prior to its retail launch, VW fans had a chance to preview the model at the Volkswagen booth at the Dubai International Motor Show this year.

The most notable feature of the new Beetle Cabriolet is the availability of three trim options and a great price. From the design perspective, the model stays true to the classic Beetle shape while achieving a more stylish, sporty appearance with a flatter roof and a wider, more elongated body.

Speaking about the launch of the new model, Thomas Milz, Managing Director, Volkswagen Middle East, said the launch has been timed well as the cooler climes in the Middle East will enable customers to make the best use of the Beetle's automated soft-top hood, which takes only 9.5 seconds to open and 11 seconds to close.

He added, "The soft-top retains the classic Beetle looks, albeit with a sharper, sportier appearance thanks to the enhanced and more masculine design. Our customers can now enjoy the benefits of a dynamic, open-top drive without compromise to the much-loved shape of the Beetle."

The new version of the Beetle Cabriolet is highly powerful when it comes to performance for a car of its size with a four-cylinder 2.0 TSI having an output of 155kW/ 210 HP engine and a top speed of 225km/h. The engine is paired with a 6-speed DSG transmission. The sleek exterior and the powerpacked engine make the model one that will appeal to all Beetle lovers. The sportier alloy wheels and opulent interiors provide the finishing touch.

From December 2015, the new Beetle Cabriolet will be available at all Volkswagen dealerships across the Middle East.

LX.



Gauguin Design



THE CHOICE IS YOURS

Vredestein tires, 100% made in Holland with the finest materials and more than 105 years of craftsmanship.

www.lx-tires.com - www.vredestein.ae


VREDESTEIN

DUBAI INTERNATIONAL MOTOR SHOW OFFERS VISITORS PREVIEW OF FUTURISTIC VEHICLE TECHNOLOGIES



The Dubai International Motor Show (DIMS), the largest such event in the MENA region offered visitors a preview of many innovative technologies that have been developed by the leading automotive companies in the world for the vehicles of the future.

Over 100,000 people who visited the Dubai International Motor Show which was held from November 10-14 got a chance to see new concepts and innovations which will shortly reach the showrooms. These include technologies for driver assistance features that will make driving a lot easier and safer.

According to an independent report from Business Insider UK, by 2020, 75 per cent of cars sold across the world will be compatible with the internet and compared to the overall car market, the connected car market is expected to grow 10 times faster with a five year compound annual growth rate of 45 per cent.

Commenting on the raft of new technologies that were seen at the show, Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, Dubai World Trade Centre said, "It's an exciting time for the automotive industry as it moves further into the digital arena. Each of our participating exhibitors offered something very unique. Some brought new infotainment systems, while others enhanced their engine performance. The automotive industry is one of the most innovative industries in the world, and is constantly evolving and enhancing itself." She said the show brought the latest innovations from a host of manufacturers and brands under one roof, thus giving the visitors to the show the chance to see many of these new car technologies.

Audi was one of the frontrunners when it comes to technological innovations. The Audi Q7 has a lightweight, multi-material body and an all-new chassis, making the model the lightest car in its class. It is thus at par with the brand's sportier saloons when it comes to performance while having less environmental impact due to a smaller CO2 footprint. It consumes only 7.9 liters of fuel for 100 kilometers while it has the ability to go from 0 to 100 km/h in just

6.3 seconds and comes with a top speed of 250 km/h. The powerful engine, adaptive suspension and lightweight body makes the Audi Q7 a classy, quiet, powerful performer, the best in its class.

The Q7's optional virtual cockpit, a second-generation modular infotainment platform, the new MMI all-in-touch control unit with large touchpad and a tablet for rear seat passenger all make the car a natural choice for digital natives. The wide range of driver assistance systems include adaptive cruise control with traffic jam assist and cross-traffic assist in the rear.

The all-new BMW 7 Series was another notable model which offers top of the range luxury and advanced technological features in addition to a striking appearance. The eye-catching technological features include BMW's futuristic Laser Light headlamp technology, which throws a high beam range of up to 600m that is double the length of regular LED headlamps. The Welcome Light Carpet lights up the area in front of the car doors in white to create a welcoming atmosphere. The star-gazer-inspired panorama glass "Sky Lounge" roof gives passengers a panoramic view of the night sky.

The interiors are the last word in comfort and luxury with an upgraded ConnectedDrive driver assistance portal that now includes Touch Command for the rear seat passengers via a seven-inch tablet. This allows them to control multiple in-car functions. They can use this feature to choose in-car infotainment channels and comfort features like the new Vitality Program which even gives them the option of a luxurious in-seat massage. There is also a unique Gesture Control function which allows for specified functions to be operated by hand movements.

According to Johannes Seibert, Managing Director, BMW Group Middle East, the show has always provided BMW and its importer, AGMC, with an important stage for displaying its wide range of models. This year round, the all-new BMW 7 Series was the star of the show with a range of industry-first technological innovations, stylish new design and plush interiors.

Ford and Lincoln too used the Dubai International Motor Show to showcase some of their latest technologies that are a part of their 2016 model range. The main focus was on Ford's EcoBoost technology which provides high performance in addition to impressive fuel economy. Driver assist technologies such as MyFord Touch, MyLincoln Touch, Active Park Assist, Lane Keeping System and Lane Departure Warning will give motorists advanced levels of safety and confidence. Driver assist technologies, which earlier used to be available only in premium models are now available in Ford's more mainstream models.



ORANGE AUTO

Services for commercial and passenger vehicles

EXPRESS LUBE SERVICE



PASSENGER TIRE SERVICE

BRAKES & SUSPENSION SERVICE

RUES & PICKUP TIRE SERVICE
Commercial vehicles



BATTERY SERVICE



TINTING, DETAILING & PAINT PROTECTION

A Varga group company

varga **ورقة**
TRADING Co. L.L.

P.O. Box 32750, Al Quoz, Dubai, U.A.E

Tel: 00971 4 3381551 | Fax: 00971 4 3381552 | Email: info@orangeauto.ae | Web: www.orangeauto.ae

 [auto_orange](https://twitter.com/auto_orange)

 [orangeauto.uae](https://facebook.com/orangeauto.uae)

 [orangeauto_uae](https://instagram.com/orangeauto_uae)

AUDI TT BECOMES BEST PREMIUM SPORTS COUPE AT THE MECOTY AWARDS



The new Audi TT won the award for the Best Premium Sports Coupe at the renowned Middle East Car of the Year (MECOTY) awards, one of the biggest automotive awards in the Middle East. Audi also made it to the shortlist for the 'Car of the Year' award. The MECOTY awards were given out at a glittering event held at Raffles hotel in Dubai on 29th October.

The Audi TT qualified for the award on the basis of its stylish design, its innovative features, handling, performance, safety, quality and value. The MECOTY awards are the biggest and most desired awards in the Middle East automotive market. All the models nominated in the different segments for the MECOTY underwent a rigorous selection process from a select panel of judges.

The 12 members of the judging panel were drawn from respected automotive journalists belonging to many countries across the Middle East. The selection system involves a complex yet transparent nomination and scoring methodology, which has been developed, tested and implemented by veterans of the automotive industry. Criteria on which entries were evaluated included: Design & Quality (Exterior & Interior), Emotional Appeal & Driver Satisfaction, Handling and Drivability, Value for Money (New Purchase & Resale), Safety & Durability, Comfort & Practicality, Performance & Capability, Environmental Friendly, Technological Innovation and Regional Appeal.

This is not the only award that the new Audi TT has won this year. It has already been named as the 'Innovation of the Year' at the Automotive Brand Contest and Sports Car of the Year by Automan Magazine and Auto Sport Magazine respectively.

Speaking about the award, Audi Brand Director Enrico Atanasio said, "To receive this award at the Middle East Car of the Year awards is indeed an honor for Audi and recognizes our leading role in the premium automotive segment."

He added that ever since the model was launched in 1998, the Audi TT has set the benchmark for its performance and design in the premium segment. The 2015 edition marks the launch of the third generation of this stylish coupé. It is definitely a pathbreaker in terms of its engine technology, design, the chassis and its innovative operating concept.

KUWAIT DEALER LAUNCHES FIRST 'RENAULT STORE' IN GCC



Abdulmohsen Abdulaziz Al Babtain Co., the sole agent for Renault in Kuwait, is the first dealer in the GCC region to launch a Renault Store. The high profile launch event was attended by eminent dignitaries like French Ambassador Christian Nakhle, the Chairman of Al Babtain Khaled Al-Babtain, Vice President of Groupe Renault AMI Region Peyman Kargar, Al Babtain CEO Saleh Al-Babtain, and senior executives from the Al Babtain Group and Renault AMI as well as media representatives.

Speaking at the event, Khaled Al-Babtain, Chairman of Al Babtain Group said that the group was proud to be the first in the region to offer the experience of a 'Renault Store'. He said that the move was a key component of the drive to expand the Group's business in the sale of Renault models, their spare parts and their service and to strengthen Renault's presence in Kuwait. He concluded by saying that the opening of the store marks the beginning of a new era in Renault's history in Kuwait.

The new Renault store is aimed at enhancing the customer's experience of the brand by familiarizing customers with all aspects of the French brand.

From his side, Vice President - Groupe Renault AMI Region, Peyman Kargar stated: "We are proud that Kuwait opens the doors of the first Renault Store in the whole Arabian Gulf Region." He added that in collaboration with partners like the Al-Babtain group, who will make major investments to ramp up their facilities, all Renault showrooms in the GCC will be rebranded as Renault Store concepts by 2017 to offer a high-end customer experience.

The new Renault models like Captur, Dokker, Symbol, which were launched in 2015 have received a good response from Kuwaiti customers, thus turning Renault into one of the fastest growing brands in Kuwait. The company's mid-term ambition is to become the number one European brand in the market.

DAIMLER OPENS FIRST REGIONAL CENTER FOR COMMERCIAL VEHICLES IN MENA



Daimler has chosen Dubai as the location for its first regional center for commercial vehicles in the MENA region. UAE. Daimler Commercial Vehicles Middle East & North Africa (DCV MENA) will be the hub for the sale and distribution of Daimler commercial vehicles in 19 countries ranging from Morocco to Pakistan and will oversee the sale of the complete range of commercial vehicles. This portfolio ranges from the Mercedes-Benz Citan city van to the heavy-duty Mercedes-Benz Actros truck. The resumption of sales of commercial vehicles in Iran will also be managed from Dubai.

Commenting on the establishment of the new center, Dr. Wolfgang Bernhard, member of the Board of Management of Daimler AG responsible for Daimler Trucks & Buses, said at the opening of DCV MENA in Dubai that the new Regional Center will allow the company to respond even faster and better to the needs of its customers as it will focus exclusively on the commercial vehicle business. Daimler considers this an important step in the drive to derive further benefit from the growth potential of the MENA region in the sales and after-sales business.

The establishment of DCV MENA will help the company to sharpen its focus on the specific characteristics of the commercial vehicles business and promote better sector-specific engagement with customers and markets within the region. DCV MENA is the first of six such regional centers that will be opened for Daimler's commercial vehicles business around the world. Similar centers are scheduled to be set up for regions like Central Africa, Southern Africa, South Asia, Southeast Asia and Latin America shortly. Until now, Daimler had managed these regions primarily from its group headquarters in Stuttgart.

This higher level of decentralization will help Daimler to keep the business even more in tune with the market. With a strong product and service-related track record and a broad range of products that are offered under the Daimler brand, the move to set up such regional centers is bound to pay off in the long run. The DCV MENA Regional Center offers Mercedes-Benz trucks, FUSO vehicles, Mercedes-Benz vans as well as Mercedes-Benz and Setra buses.

The MENA region is a promising market for Daimler's range of commercial vehicles. The outlook this year is a little weaker due to the weaker economy and a general economic growth of only 2.5 percent. But from 2016 to 2019 the market is expected to expand in the region by more than 4 percent on an annual average.

Roland Schneider, President & CEO of Daimler Commercial Vehicles MENA underlined: "The new Regional Center is a clear sign of our commitment to the region. The markets of the Middle East and North Africa are very important to us, and offer substantial potential for growth. Today's opening in Dubai therefore represents the next logical step."

The three biggest sales markets in the region for Daimler's trucks, vans and buses are the United Arab Emirates, Saudi Arabia and Egypt. These three countries account for approximately two thirds of all deliveries in the MENA region. Between 2011 and 2014, unit sales of trucks, buses and vans in the region grew by an average of 23 percent p.a. In 2014 the group sold 45.900 commercial vehicles in the region.

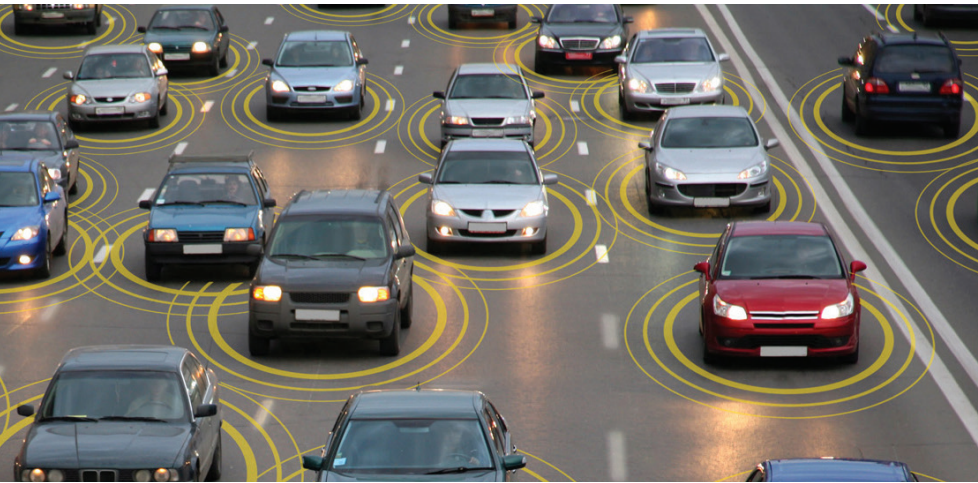
DCV MENA will oversee the sales of commercial vehicle business in 19 markets including Afghanistan, Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates (UAE) and Yemen.

The new Regional Center is located in the Jebel Ali Free Zone in Dubai, which comes under the ambit of the Jebel Ali Free Zone Authority (JAFZA).

Commenting on the new Regional Center, HE Sultan Ahmed Bin Sulayem, Chairman, DP World and Chairman of Ports, Customs and Free Zone Corporation said the decision by Daimler AG to opt for Dubai as the location of its new Regional Center for commercial vehicles was a welcome move. The Jebel Ali Free zone has turned into a world-class facilitator and logistics hub that is committed to providing all its customers with the support they need to conduct their operations seamlessly. This is in line with the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai's desire to position Dubai as the most favored investment destination in the world.

Daimler has a longstanding association with Dubai with the company first establishing its cross-divisional sales office named Daimler Chrysler Middle East in Dubai in November 1998, After the separation from Chrysler, this was renamed as Daimler Middle East & Levant in March 2008. At the end of last year, as part of the move to increase customer dedication, it was decided to align the sales structures of the commercial vehicles and passenger car business more closely with the relevant target groups and spin off the commercial vehicles division as a separate entity. Hence, DCV MENA will be charged with the task of overseeing commercial vehicles activities in the region in the future. Currently, there are 62 employees drawn from 19 different countries working at DCV MENA. The sales, after-sales and replacement parts activities for each market are organized via a network of exclusive general distributors.

DU ACQUIRES TECHNOLOGY FOR CONNECTED CARS



It may only be a matter of time before we see connected cars on UAE roads. Telecommunications provider, Du, recently entered into an agreement with Vodafone for acquisition of machine-to-machine solutions for different segments and this includes technology to facilitate connected cars.

According to Carlos Domingo, senior vice-president for new businesses and innovation at du, connected cars equipped with embedded SIM will be shortly arriving in the UAE.

In an interview given to Gulf News he said, "We will be monitoring smart electricity meters, cameras, cars and buildings that require high connectivity with embedded SIM."

He added that priority would be given to provision of connected car services from the perspective of increasing safety, and connecting drivers to emergency services and garages. Other notable areas where such technology can make a difference are in-car infotainment and mHealth.

Connected cars use wireless local area network devices to help drivers keep tabs on the condition and performance of their vehicles in real time. Hence they can minimize their dependence on mechanics and act proactively with regard to preventive maintenance, thus cutting down costs and wear and tear to the vehicles.

The new technology will also allow motorists to share more complex data via the Internet of Things (IoT) and will be a crucial component of UAE's smart city initiatives. IoT is defined as the network of devices that are connected to the internet and can be controlled remotely.

The technology has already been introduced in many developed markets and since car manufacturers do not deal with individual telecommunications companies, a global partner like Vodafone is needed to bring this technology to the UAE.

"We are a leading provider of Internet of Things globally and are bringing the expertise to the UAE. We have customers like BMW, Audi, JLR and many others," said Alberto Hernandez, global head of commercial, marketing and partners for machine to machine, Vodafone Global Enterprise Limited.

The operating system to run the car can be varied depending on the automotive manufacturer. What the technological global partner would be providing is the connectivity feature. Regarding bandwidth, Domingo said that du will operate with the available bandwidth and when more bandwidth is available, the quality of downloading will also improve.

IRAN KHODRO TO RESUME MANUFACTURING IN SYRIA AND LEBANON



With the conflict cooling in Syria and the withdrawal of anti-government forces from main cities, the Iranian auto manufacturer, Iran Khodro has announced plans to resume manufacturing operations in Syria and Lebanon.

The company's Deputy CEO for Export, Saeed Tafazzoli said that Iran Khodro had recently exported about 100 vehicles to Syria and has finalized plans with its Syrian collaborator for resumption of manufacturing at their joint factory near Damascus.

He added that according to the agreement, IKCO would stop producing the Samand model and instead focus on new models like the Runna, Soren and Dena.

The factory in Syria would be involved with the production and supply of components for 48 units of Dena, 24 units of Soren and 24 units of Runna.

Before the Syrian conflict led to the disruption of Iran Khodro's operations in Syria, the company had its largest overseas manufacturing facility in Syria. The Siamco plant there was involved in the large scale production of a new model named "Sham".

With a free trade agreement in place between Iran and Syria, IKCO will have a competitive advantage over locally based car manufacturers. IKCO is on track to export 600 vehicles to Syria by the end of the current Iranian calendar year.

IKCO is also planning an expansion into the Lebanese automotive market and recently Iran signed a memorandum of understanding with Lebanon. IKCO is all set to export about 500 vehicles including Dena, Runna, Soren and Arisan to Lebanon.



LANDROVER PRESENTS DEFENDER CONCEPT CAR AT DIMS

Land Rover used the Dubai International Motor Show as the platform to preview its innovative Defender pedal car concept in the runup to launching a full production pedal car model in Spring 2016 at the retail level.

The current Defender is now in the final phase of production and the unique pedal car will indeed serve as the perfect vehicle to pay homage to one of the most renowned models in automotive history, with an uninterrupted production run of over two million vehicles from the year 1948.

The collector's edition of the Defender pedal car is hand built in the UK and has been designed to mark the heritage of the first-ever pre-production Land Rover, which went by the moniker 'Huey' in light of its original numberplate 'HUE 166'.

The concept model is fashioned with a rolled-edge aluminum frame and comes with its very own chassis number and personalized numberplate. The exteriors are finished by hand in a shade of Loire Blue that belongs to the full-scale Defender color palette.

The show car was meticulously built to scale built by craftsmen at the Land Rover factory and replicates all of the characteristics the Defender is known for including its protective chequer plate, cylindrical running bars and rugged off-road tires complete with splash guards.

The drive assembly allows young drivers to pedal both forwards and backwards while a spring suspension and functional brakes – complete with parking brake – will take the little one wherever his heart desires.

The interiors too are remarkably faithful to the original with an authentically styled dashboard, a horn that works and a rear stowage section with cover. A leather finish and trimmed seats and steering wheel provide the finishing touch to the Defender pedal car.

Speaking about the pedal car, Jaguar Land Rover's Director of Branded and Licensed Goods Lindsay Weaver said: "This is both a wonderful collector's piece and children's toy. It demonstrates our ability to produce goods with world class quality and attention to detail that can emulate our world class Jaguar and Land Rover cars."



BLOCKBUSTER CARS STEAL THE LIMELIGHT AT DUBAI INTERNATIONAL MOTOR SHOW



Cars underpin the action in movies like Speed and those belonging to the James Bond franchise. Cars featured in blockbuster movies from Hollywood like Spectre, the latest James Bond movie proved to be the stars of the show at the 2015 Dubai International Motor Show (DIMS).

These vehicles definitely added to the glamor quotient of the show. The show gave fans a once in a lifetime chance to see vehicles like the Toyota 1968 2000 GT and the 1985 Aston Martin V8 Volante from the Bond movies. The Motoring Nostalgia Museum, a new attraction at the Show helped fans take a walk down memory lane by featuring these and other models that have been driven by Hollywood celebrities in the past 40 years.

Other cars that made an impression on visitors included the Lykan from W Motors which was featured in Furious 7 and the Volvo P1800 which Roger Moore drove in the hit 60's TV series 'The Saint' in his role as Simon Templar. Apparently, Moore liked the car so much that he bought one for his own personal use.

Commenting on the cars Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, Dubai World Trade Centre said, "Many of these cars are as memorable as the films themselves."

It was very exciting for visitors to the show to have a chance to see and touch these "superstars" that they had previously seen only on the silver screen. Vintage cars as well as the Hollywood cars further enhanced the appeal of the motor show to visitors of all ages.

The Audi booth highlighted Tony Stark's vehicle of choice of the 2016 Audi R8 in Marvel's Avengers: Age of Ultron movie, further strengthening Audi's eight-year partnership

with Marvel. The new TTS, A3 Cabriolet and the 5.2-litre V10-powered R8 supercar are other cars that will be making an appearance in the movie.

The latest James Bond movie, Spectre, served as the right partner for Jaguar's stylish C-X75, which in the movie is driven through the moonlit streets of Rome in a high-octane chase scene by the villain's henchman Hinx, a role enacted by Dave Bautista. The Jaguar C-X75 supercar was named as the most advanced Jaguar ever created.

Bruce Robertson, Managing Director for Jaguar Land Rover MENA, said: "Our Special Vehicle Operations team is responsible for three stars in the new James Bond film, Spectre. The Range Rover Sport SVR, special Land Rover Defender and the Jaguar C-X75 supercar concept have been created for some of the toughest James Bond villains and this show was the perfect platform to celebrate these iconic production and concept vehicles with our customers in MENA."

The highly successful Mission Impossible returned to cinemas in August with Rogue Nation and again its lead character Ethan Hunt, played by Tom Cruise, returned with the new BMW M3 as his car of choice.

After a successful partnership with Mission: Impossible – Ghost Protocol in 2011, BMW came back to Hollywood with not just the M3 but also the new BMW 7 Series luxury saloon and X5, as well as motorcycles and technological input for the production crew of the latest Rogue Nation movie.

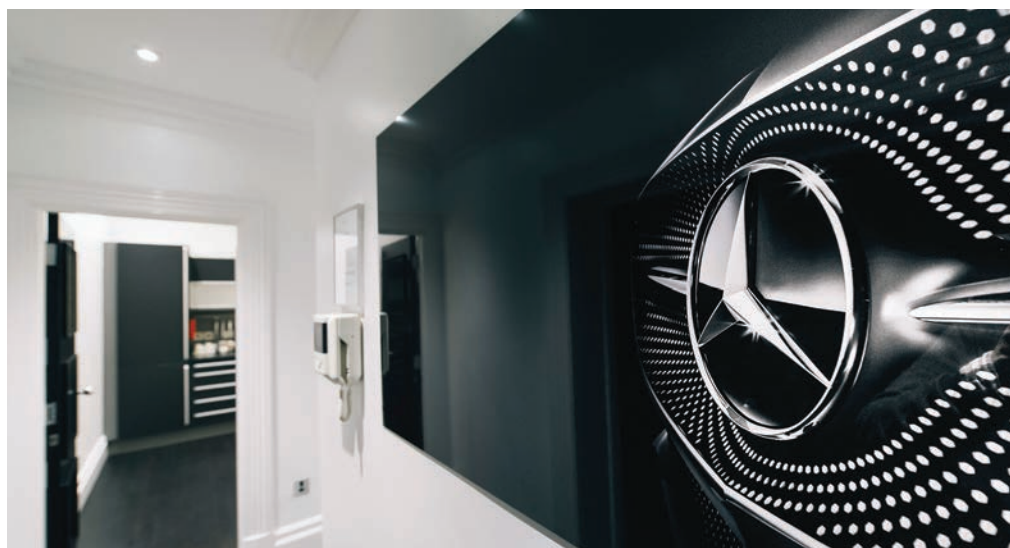
Leanne Blanckenberg, Corporate Communications Manager, BMW Group Middle East, said that the partnership helped to highlight the dynamic performance, technological leadership and the unique BMW ConnectedDrive features of the BMW models throughout the movie. BMW models proved to be the perfect foil for Ethan Hunt and his IMF team.

With Hollywood, luxury cars and a touch of nostalgia, the Dubai International Motor Show was definitely a great draw for all motorheads in the region this year.

MERCEDES-BENZ DIVERSIFIES INTO PROPERTY SECTOR WITH LUXURY HOMES

Mercedes has diversified into the property sector by launching new luxury serviced apartments in London. This will help even those who are not familiar with the steering wheel to understand the concept of luxury that the German brand is famous for.

The apartments have been designed in partnership with Frasers Hospitality, a Singapore based firm that specializes in luxury serviced apartments. Six such apartments which range in size from 50 to 100 square meters are currently available for sale and these apartments are notable for their décor and interior design which is similar in style to that in Mercedes Benz luxury models.



The buyers of these one off apartments will get “sculptured” sofas, an S-shaped Swarovski crystal chandelier and an eye-catching “Black Magic Wall”. The wall is essentially a media wall which integrates a smart TV and a super smooth high-gloss black finish to contrast effectively with the ambience of the historical Kensington Street in which the apartments are located.

It was Daimler’s business innovation department which came up with the idea of diversifying into the property business to boost brand awareness, just like it came up with the concept of the car sharing scheme Car2Go.

The London luxury property market, by all accounts is set to grow at a very fast pace and is just the right launching pad for the German firm’s foray into the property sector. Next on the list is the idea of building upscale luxury apartments in Singapore.

“Our aim is to turn the idea of the Mercedes apartments into a functioning business model as quickly as possible. Successful past projects such as car2go show that this is within our capabilities,” said Wilfried Steffen, head of the Daimler’s business innovation department.

FORD SCORES TRIPLE CROWN AT MECOTY AWARDS



The pony car proved that it is as popular today as it was 50 years ago. The latest model of the Ford Mustang won the title of the Best Sports Coupe at the Middle East Car of the Year (MECOTY) awards. The company proved to be a winner three times over with the Ford Focus ST emerging as the Best Performance Hatchback in the year and the Mustang bagging the “Overall Middle East Car of the Year” Jury Award from an eminent panel of 12 experts. The panel consisted of automotive journalists drawn from nine Gulf Cooperation Council (GCC) and Levant countries. The three titles attest to Ford’s growing popularity in the region.

The Mustang comes with three engine variants - the 5.0L V8, the 3.7L V6 and the latest engine, the 2.3L EcoBoost. The 2.3L EcoBoost engine uses innovative technologies like direct fuel injection, twin independent variable camshaft timing and turbocharging to provide motorists with high levels of performance and torque without any compromise in fuel efficiency.

The Focus ST is equipped with the 2.0L engine which also belongs to the EcoBoost range. The model won the award the best performance hatchback on the basis of its sportier performance, aggressive styling and impressive exterior, complete with a muscular stance, a sculpted front end, slimmer headlamps and rectangular fog lamps. The sports body kit comprising body-color side skirts and diffuser elements on either side of the exhaust, and the use of a rear roof spoiler for superior aerodynamic performance added to the appeal of the car. Black lamp bezels, ST badging and 19-inch ST Design alloy wheels – available as an option – complete the model’s impressive looks.

“At Ford, we strive to build vehicles and technology that improve the lives of our customers, whether at work or play,” said Jim Benintende, president, Ford Middle East and Africa. “We are honored that automotive experts in the Middle East named the Focus ST and Mustang as best-in-class in 2015, and extremely proud of the fact that Mustang won the overall Middle East Car of the Year jury title.”

He concluded by saying that the awards highlighted Ford’s focus on producing great cars, trucks and utilities.

UAE HOLDS FIRST REGIONAL CONFERENCE ON FUTURE MOBILITY



The UAE took the lead in promoting electric vehicles in the GCC region by holding the first conference and exhibition to showcase the latest technologies in the field of electric and hybrid transportation. The conference named The International Conference on Future Mobility was held from November 8 to 9 at the Meydan Hotel. Over 200 delegates, drawn from regulatory bodies, government authorities, major automotive companies and international thinktanks participated in the conference which also served as a venue for major car manufacturers like Toyota, Lexus, Renault, General Motors and Porsche to showcase their eco-friendly models.

The two-day event was organised by Messe Frankfurt Middle East in association with the Emirates Authority for Standardization and Metrology (ESMA), and laid the groundwork for expediting the use of eco-friendly vehicles in the GCC region.

The high level of interest in the use of sustainable automotive solutions was highlighted by the large turnout from regional authorities, including delegates from organizations like the Dubai RTA, UAE Ministries of Environment and Water, Energy, and Economy; the Federal Transport Authority; DEWA and the GCC Standardization Organization.

While delivering the keynote address, H.E Abdulla Al Maeeni, Director General of ESMA, said that ESMA has identified a growing need for electric and hybrid vehicles in the UAE in line with the country's plans to become a smart, integrated, and connected country. The efforts to encourage companies, government organizations and the general public to switch to eco-friendly vehicles will complement the Dubai Smart City Initiative launched by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai, as well as the goals of the UAE Vision 2021.

Ahmed Pauwels, CEO of Messe Frankfurt Middle East, said: "The International Conference on Future Mobility marks the beginning of the electric vehicle era in the UAE and the wider GCC, and comes at a pivotal time for both the regional and global automotive industry."

He added that the event presented delegates with a unique opportunity to promote the wide-scale usage of electric and hybrid vehicles, while serving as platform for discussions about the development of the right regulatory framework, potential consumer incentives, and the infrastructure that needs to be developed. Some of the key areas for discussion included global best-practice in these key areas, along with new innovations and technologies.

Prominent speakers at the International Conference on Future Mobility included Len Hunt President of Al-Futtaim Automotive Group, who gave an overview of world-wide usage of Toyota and Lexus hybrid vehicles.

Hunt said the sales of hybrid vehicles from Toyota and Lexus have crossed eight million, with the outcome being a drop in CO2 emissions by 58 million tons.

"Toyota estimates that its hybrid vehicles have saved approximately 22 million kiloliters of petrol, enough to fill 8,800 Olympic swimming pools, compared to the amount used by gasoline-powered vehicles of similar sizes," said Hunt.

He added that hybrid cars could provide the next step towards a greener society in the UAE.

One notable point he highlighted was the difference between hybrid and electric vehicles. While electric vehicles need charging stations and additional infrastructure to keep going, hybrid cars come with a petrol engine and a battery powered electric motor. The electric motor is charged by using the kinetic energy from the braking mechanism. Hence, the use of hybrid vehicles does not require any additional investment, other than the actual cost of the vehicle.

Hunt said that Al-Futtaim Motors has been collaborating closely with the UAE government and many taxi operators across the UAE to incorporate hybrid vehicles in their fleet.

"At the moment, there are hundreds of Toyota Camry Hybrid vehicles on UAE roads, giving passengers a comfortable, quiet and energy efficient transport experience," Hunt stated.

He said that the company invited many key government officials to visit the Toyota headquarters in Japan and learn more about hybrid and fuel cell vehicle technology. Toyota's 2050 vision aims at phasing out all conventional gasoline cars by 2050, with all consumers switching to hybrid and fuel cell vehicles. These visits have been instrumental in helping officials in the UAE to understand more about green technologies and the crucial role they can play in achieving the UAE government vision.

The International Conference on Future Mobility 2015 was held under the patronage of His Excellency Dr. Rashid Ahmed Bin-Fahad, UAE Minister of Environment and Water and Chairman of ESMA, and supported by the Automobile & Touring Club of the UAE (ATCUAE).

There were a wide range of presentations and interactive forums at the conference on topics like Public Policies, Strategies and Best Practices; Infrastructure, Distribution and Delivery of Electric Vehicles; Market, Business and User Behaviour; and Electric Vehicle Technology, Research and Development.

HONDA HOLDS GRAND MIDDLE EAST LAUNCH FOR NEW PILOT



Honda Motor Co. Africa and the Middle East Office held a grand launch event for the first appearance of the new Pilot in the Middle East. The event to announce the arrival of the 2016 Pilot was held at the Intercontinental Hotel in Dubai Festival City. The new vehicle will be shortly available at all Honda outlets across the Middle East including Jordan and Lebanon.

The new Pilot is the last word in comfort and quality when it comes to SUV models and can comfortably accommodate eight passengers, with plenty of space for their luggage as well. The sleek exterior is matched by luxurious interiors, a high level of fuel efficiency, and Intelligent Traction Management for tackling off road journeys that are an inevitable part of life in the Middle East.

When compared to the 2015 model, the exterior has been thoroughly revamped with a more fluid look that is seen in sports coupes and a bold, new front grille. Other notable premium features include Halogen projector headlights in the EX and EXL grades while the Touring grade comes with LED projector headlights and the first ever panoramic glass roof. Entry and exit is easier with a wide, low stance that also contributes to better aerodynamic performance, and the large-diameter 18-inch or 20-inch Alloy wheels provide the finishing touch. Standard features for all grades include Front Fog Lights, LED Tail Lights and LED daytime running lights, Tailgate Spoiler, Power Door Mirrors and LED Turn Light Indicators.

The interiors are luxurious to match the stylish exterior with a refined new cockpit design, sumptuous beige and black leather seats in the same hues as the exterior colors, and upscale cabin amenities. An 8-inch touchscreen Display Audio provides instant access to audio system controls and other display features. Long trips will cause less fatigue with the cruise control. For the first time, the Touring grade comes with second row captain's chairs for a higher level of passenger comfort and easy access between the second and third rows. Both the EX-L and Touring grade models have one-touch option for the second row seats to slide and give easy access to the third row of seats.

Other features motorists here would love include tri-zone automatic climate control, rear air conditioning duct in the second and third row seats, rear door sunshades for maximum protection from the glare of the sun, sun glass holder and conversation mirror, options of folding away the second and third row seats for accommodating luggage, active noise control (ANC) for a quieter cabin, and a rear entertainment system with a 9 inch display screen available in the Touring grade.

The Pilot does not compromise when it comes to power and performance. It is fitted with a 3.5-liter Direct Injected V6 engine with Variable Cylinder Management (VCM) that starts easily with the press of a button.

The new Pilot has a maximum output of 280 hp at 6000 rpm and maximum torque of 355Nm at 4700 rpm. On the fuel efficiency front, the model for the GCC offers 11.4Km/L for the 2WD and the 10.8 Km/L for the AWD. At the same time, the engine is quick to accelerate and is notable for its ultra-smooth power delivery.

The sand mode, Intelligent Traction Management (which comes in all models except EX 2WD), pushbutton mode selection and TFT mode display on the cockpit instrument panel and 200mm of ground clearance in the EX (AWD) & EXL grades are all features which make the new Pilot ideal for desert and off-road drives.

Coming to safety features and driver assist technologies, the EXL and Touring grades of the model have 'Remote Engine Start' that allows motorists to start the car from a distance so that the cabin temperature is just right by the time you reach the car. Electric Power Steering, One Push Start System, Cruise Control on steering wheel, a Multi-Angle Rear View Camera are additional innovations that will add to the driving comfort.

The new Honda Pilot has made good use of Honda's Advanced Compatibility Engineering™ (ACE™) body structure technology to provide maximum levels of protection and crash compatibility. Active-safety features include Vehicle Stability Assist (VSA) with Traction Control Systems (TCS), Anti-Lock Brake Systems (ABS), Electronic Brake Distributor (EBD), Hill Start Assist (HSA), Agile Handle Assist (AHA) and Tire Pressure Monitoring System (TPMS).

All these safety features helped the new Pilot get a 2015 Top Safety Pick+ rating from the Insurance Institute for Highway Safety (IIHS) in the United States, thus making the model one of the safest in its segment.

In the Middle East, the All New Honda Pilot will be available in four grades with the grade EX in 2WD being the base model and the EX, EX-L and Touring models which are in AWD. External colors include a wide range of eight shades like White Diamond Pearl, Lunar Silver Metallic, Black Forest Pearl and Obsidian Blue.

All come in beige interior colors with the option of White Diamond Pearl and Lunar Silver Metallic in black interior as well.

LINCOLN PROVIDES PREVIEW OF THE FUTURE WITH CONTINENTAL CONCEPT



Lincoln gave a preview of the future of luxury in automobiles with its Continental Concept that it launched last month. The car was also showcased at the Lincoln booth at the Dubai International Motor Show which was held from 10-14 November.

The Continental Concept displays meticulous attention to detail, innovative technologies and powerful performance to help motorists drive better and provide passengers with a highly comfortable ride evocative of first-class travel.

Speaking about the vehicle, Kumar Galhotra, President of Lincoln Motor Company said that luxury is all about simplifying and quietly exceeding expectations, and not just about making a noise. The Continental Concept not only holds out the promise of quiet luxury but is also a harbinger of what is to come next year when Lincoln launches its new Lincoln Continental full-size luxury sedan.

With the Continental Concept, Lincoln signals the development of a new "look" as it has a sleek silhouette and a new centered chrome grille. The raised Lincoln badge is surrounded by a number of repeating polished aluminum Lincoln Star emblems. The beltline remains clean with discreet E-Latch door handles. Opening and closing the doors is quick and quiet with bone touch buttons on the underside of the handles.

According to Galhotra, at Lincoln the focus is not just on "the machine" but about the experience for the customer.

Notable new technological innovations include activation of the internal and external lights when the vehicle senses the approach of the driver. The tail lamps extend through the full width and come with advanced light-through-chrome technology. The laser-assist high beams for the powerful LED matrix head lamps make a significant difference to the visibility and minimize glare.

The interiors are opulent with Venetian leather seat and door panels, Alcantara® seat inserts and armrests, satin headliners and shearling wool carpet. The Rose Gold trim lends a touch of warmth to the instrument cluster while the bright chrome trim on the instrument panel adds contrast.

The soft-gold LED lights of the center console and the halo in addition to the light overhead ambient lighting enhance the feel of serenity in the cabin. The seats are highly comfortable with Lincoln's patented 3-way seats that are deemed to be the most comfortable for passengers irrespective of their shape and size. The front seats can be moved forward easily with the touch of a button and the passenger seats in the rear can be fully reclined if needed for more comfort.

Rear passengers get access to the climate control console and the audio system through a panel mounted on the through-center console. The Revel Ultima audio system allows passengers to select from three surround-sound modes: Stereo, Audience and On-Stage.

The SPD SmartGlass® tinting sunroof protects passengers from direct sunlight as it can cool the interior as much as 18 degrees Fahrenheit, while blocking 99 percent of UV rays, all with just the touch of a button.

Working while travelling is easier with accessories like a tablet-supporting lap tray that deploys from the through-center console and detachable, hand-crafted Venetian leather travel cases that are mounted to the backside of the front seats.

When it comes to power, the Continental Concept is fitted with a Lincoln-exclusive 3.0-liter V6 EcoBoost® engine and comes with Lincoln Drive Control ride-enhancing technologies and Adaptive Steering. The car rides on polished-aluminum, painted-pocket 21-inch wheels.

Driver assist technologies include Pre-Collision Assist with Pedestrian Detection, Enhanced Park Assist and a 360-degree camera that displays on the MyLincoln Touch™ screen.

"The Lincoln Continental name is associated with iconic beauty and elegance," said David Woodhouse, Lincoln design director. "Capturing those qualities and building upon them drove us as we crafted this thoroughly modern sedan concept."

NEW NISSAN MAXIMA POISED TO BE A GAME-CHANGER IN SEDAN CATEGORY



The all-new Nissan Maxima 2016 is set to be a game changer in the sedan category and was recently launched in Dubai by Nissan's exclusive dealer for Dubai and the Northern Emirates, Arabian Automobiles, which belongs to the renowned AW Rostamani Group. This is the 8th generation of this popular model and effectively combines superior performance and technological innovations and a stylish new design for giving customers a sporty and powerful take on the Maxima.

Michel Ayat, CEO at Arabian Automobiles, said: "The all-new Nissan Maxima 2016 promises to be a game-changer that sets a new benchmark for the driving experience. It has been created by driving enthusiasts for driving enthusiasts, so it is uncompromising in everything that it offers. Nothing else on the road today looks like it or drives like it. It raises the bar incredibly high for its class-leading design, fuel efficiency, performance and technology"

New design elements in the Maxima include a V-Motion front end, signature boomerang lights, kick-up C-pillars and a unique floating roof appearance. The large dual exhaust chrome tailpipe and 18-inch machined aluminum-alloy wheels on the S and SV grades, with 19-inch diamond-cut machined finish aluminum-alloy wheels on the Nissan Maxima SR provide the finishing touch to give the car a contemporary appearance.

When it comes to the interiors, the most notable element is the driver's cockpit, which is modeled on that of a 'jet fighter'. The styling elements and the keen attention given to the ergonomic features as well as the use of a new Display Commander on the console to give drivers fingertip control are all features customers will love. Nissan's Zero Gravity Seats design with added foam topper pad for long-term comfort will contribute to driver and passenger comfort for long journeys. Interior noise will be minimal with an acoustic laminated windshield and front side glass and an Active Noise Cancellation System.

The model does not lag behind on the performance front with a 3.5-liter VQ-series V6 engine that has been thoroughly revamped. It has over 60 percent new components when compared to the previous generation 3.5-litre V6.

With an output of 300 horsepower, it fares well when compared to the engines of other vehicles in this class. The 3.5 liter VQ-series V6 engine has been paired with a new, performance-oriented Xtronic transmission that has a wider ratio range to allow for stronger acceleration from 0 km/hr. Rapid shifts are possible even at high throttle openings with the D-Step shifting logic. These new improvements in the engine and powertrain move the performance of the Maxima closer to that of the Nissan GT-R.

Other premium features include an 8.0-inch colour display that enables intuitive smartphone-like gestures such as swiping and pinch-to-zoom. This system works in tandem with a standard 7.0-inch Advanced Drive Assist Display that is a part of the instrument cluster.

Safety gets the attention it rightly deserves with a host of safety features and driving assistance systems like Predictive Forward Collision Warning, Intelligent Cruise Control, Forward Emergency Braking, Rear Cross Traffic Alert and Blind Spot Warning. The Driver Attention Alert system closely follows steering input patterns in order to establish a baseline and to alert motorists in cases of drowsy or inattentive driver behavior.

Other features that will add to driver convenience for the Nissan Maxima but are not found in even luxury vehicles are a power tilt/telescoping steering wheel with an 'Easy Entry' system, Around View® Monitor, Remote Start via Key Fob and a power rear sunshade.

The all-new Nissan Maxima 2016, will shortly be available in three grade levels - the S, SV and SR grade, at all Nissan Showrooms in Dubai, Sharjah and the Northern Emirates.

DUBAI GRAND PARADE GIVES CLASSIC CAR OWNERS CHANCE TO SHOW OFF THEIR LOVES



Owners of vintage and classic cars in the Middle East and indeed all parts of the world got a chance to show off their beloved beauties at the Dubai Grand Parade. It was the most awaited motoring competition in the Middle East region.

The event was one of the highlights of the Dubai Motor Festival which was held from November 10 to November 21.

The Dubai Motor Festival concluded with a bang on November 21st as hundreds of the most exclusive cars and bikes moved from the Motor Village in Meydan to to the famous and historic Sheikh Zayed Road in Dubai, witnessed by thousands of cheering spectators, before returning to the Motor Village. The vehicles showcased at the parade ranged from one of a kind luxurious supercars to vintage cars and superbikes.

The Dubai Grand Parade was a draw for all automotive fans in the region with its celebration of all things auto-related: speed, style, flair, performance, passion and innovation. The Dubai Police's renowned fleet of supercars led the parade as it wound its way past landmarks of the city like Burj Khalifa.

Parades held in previous years witnessed the participation of supercars like Ferraris, Lamborghinis, Bugattis, Aston Martins and Rolls Royces in addition to a number of classic cars.

The best part was that literally anyone had the chance take part in the parade this year, thanks to the contest for the Best Decorated National Day Car. A

If they needed was a dash of imagination and creativity to get the prize for the car with the best National Day decorations.

The Motor Village in Meydan provided plenty of entertainment for fans with everything on tap, from motoring experiences and exhibits to competitions, food and entertainment.

TOYOTA THRILLS VISITORS WITH LAND CRUISER EXPERIENCE AT DUBAI INTERNATIONAL MOTOR SHOW



Al-Futtaim Motors, the sole distributor of Toyota in the UAE, thrilled visitors to the Dubai International Motor Show with its unique Land Cruiser Experience. Located just outside the main entrance to the Dubai World Trade Center where the show was held from November 10 to 14, the Land Cruiser Experience offered unequalled thrill and excitement to motorists while showcasing the capabilities of the iconic Land Cruiser to the fullest possible extent.

The Land Cruiser Experience consisted of six different obstacles that the vehicle would have to negotiate successfully. It highlighted not only the model's off-road capabilities but also its safety features. These include chassis balance, hill start assist, crawl control, vehicle stability, wheel articulation, and many more features.

Commenting on the activation, Saud Abbasi, Managing Director, Al-Futtaim Motors said, "The highly anticipated 2016 Land Cruiser was recently launched in the UAE, and we wanted to take the biggest regional stage to demonstrate to everyone just what this car is made of."

He added that the obstacle course fully tested the limits of the Landcruiser allowing passengers to have extensive experience of the model's capabilities when it is put to the test. Through the Land Cruiser Experience, motorists were able to learn that the Land Cruiser truly deserves its moniker of the "Pride of the Land."

The obstacles were carefully conceptualized to simulate a wide range of real life terrain. "The Deck" resembled undulating roads while the "Axle Twister" consisted of different types of surfaces thus checking out the credentials of the vehicle's 4-wheel drive.

"The Climb" allowed users experience the thrill of steep inclines and declines. The "Stability" and "Balance" tests involved the use of a 34-degree steep angled surface to demonstrate the vehicle's controlled maneuverability. The "Wadi" put the finishing touch on a rollercoaster of a ride with the use of a water obstacle to highlight the Land Cruiser's suspension and stability even in wet conditions.

VOLKSWAGEN CONNECTS WITH DIGITAL NATIVES VIA SEEMORE APP AT DUBAI MOTOR SHOW

Volkswagen debuted its augmented reality app, seeMore in the Middle East on 10th November at the Dubai International Motor Show. The app helped visitors to "recognize" Volkswagen models and access interactive digital content with the aid of intuitive technology through a combination of augmented and virtual reality.

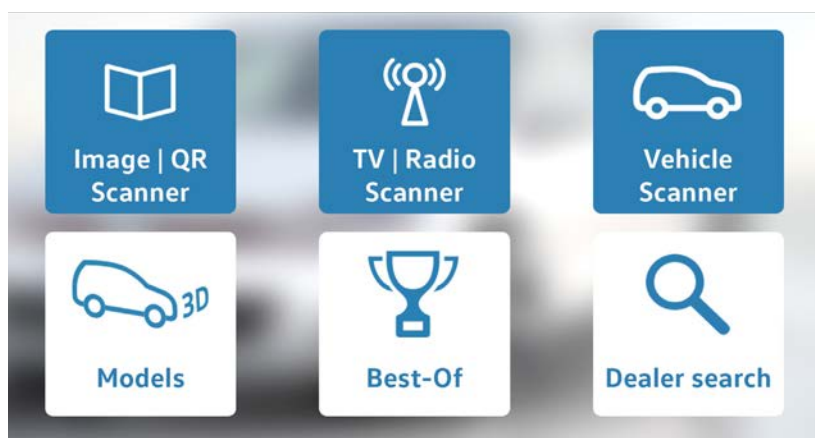
If you own a smartphone camera, the app can use its camera to scan images from catalogs, billboards and Volkswagen cars on the road or in a showroom and give users additional information. The app comes with an in-built sound recognition functionality to take in sounds from the radio and TV commercials and helps users learn more about Volkswagen models with additional information and 3D images.

"Volkswagen is dedicated to enhancing customer experiences – Changing customer needs dictate the requirement for innovative thinking and investment in new technology to meet those demands. With seeMore our customers can explore the full Volkswagen model range using intuitive and interactive technology, with the same high standard of customer service they expect when they visit a Volkswagen showroom in person," said Thomas Milz, Managing Director, Volkswagen Middle East.

The seeMore app can be used to thoroughly explore both the internal and external features of every Volkswagen model including its wheels, colors, and 360 degree views, providing the information on a real-time, interactive basis.

Other notable seeMore features that will be of great benefit to customers include access to top-rated content, content bookmarks, directions to the nearest Volkswagen dealers and more.

Users in the Middle East can download the seeMore app for both Android and iOS smartphones and tablets across the region to learn more about the Volkswagen model of their choice.



PORSCHE EMPHASIZES LEGACY OF INNOVATION AT DIMS 2015



Porsche focused on its reputation for excellence and technological innovation at the Dubai International Motor Show (DIMS) by showcasing its pioneering models like the Porsche 911, and the track to road version of the iconic 919 Hybrid. The fair also witnessed the launch of the new Porsche 911 Carrera in the Middle East.

The 911 has been one of the company's all time bestsellers with almost 900,000 units being sold on a global basis and an unmatched legacy both in motorsports and on the road. Fitted with new turbo engines to enhance performance, the Middle East debut highlighted the model's increase in performance, driving pleasure and efficiency. The exterior too has been revamped including a redesigned rear lid with vertical louvres and distinctive rear lights. The most notable new features were the four point daytime front running lights and the updated Porsche Communication Management (PCM) system with a multi-touch display thus emphasizing the brand's focus on technical innovation.

Deesch Papke, Chief Executive Officer of Porsche Middle East and Africa FZE said that Porsche is fully committed to making the sports car of the future. The company is making a break with tradition with the launch of the new 911 as it is using the Porsche turbo technology in all the Carrera models. In the 911 Carrera, the new biturbo engine produces 320 hp while it ramps up the 911 Carrera S to 420 hp. This translates into higher power, better torque, faster acceleration and a higher top speed. Another notable achievement is a marked reduction in fuel consumption by about 12 per cent as compared to the previous generation.

Papke added that the enhanced Porsche Communication Management system including voice control and an online navigation mode will be available as a standard feature in the new 911 Carrera model. It can be operated with multi-touch gestures and has a seven-inch display, just like a smartphone. The ease of operation makes it possible for the driver to focus more on the road. The new 911 is not only a state of the art model but is well ahead of its time in many ways.

At the Dubai International Motor Show, Porsche showcased its expertise in technology transfer from the track to the road with the 919 Hybrid model. With its lightweight design, and outstanding efficiency, it showed Porsche's capability in taking race-winning developments to their road legal models. The 919 Hybrid one-two finish at the 24 Hours of Le Mans race in June 2015 was the ultimate proof test of the model's potential. This was further buttressed by Porsche's victory in the 2015 FIA World Endurance Manufacturer's Championship where Porsche emerged as the winner with one round to spare.

The new 911 model continues its reign as the top performer in its segment. The Carrera S model thrilled visitors to the motor show with the potential to complete a lap on the North Loop of the Nürburgring ten seconds faster than its predecessor and a top speed of 308 km/h. Notable features of the model include innovative turbo flat engines, an advanced chassis specifically developed for optimum performance and a ground-breaking infotainment system. The legendary model also continues to be the top model when it comes to driving pleasure, performance, and efficiency. All models across the range benefit from an additional 20 hp, and efficiency improvements of up to 12 per cent.

VOLKSWAGEN MIDDLE EAST DEBUTS GOLF GTI CLUBSPORT CONCEPT CAR AT DIMS



Volkswagen presented a wide range of cars at the 2015 edition of the Dubai International Motor Show. Interesting models from the German automaker included a concept car named the Golf GTI Clubsport concept car to commemorate the 40th anniversary of the Golf GTI next year, the iconic Beetle Cabriolet and the family vehicle, the new 2016 Passat.

Commenting on the models which took centerstage at the show, Thomas Milz, Managing Director, Volkswagen Middle East said that this year the focus was on presenting cars for all types of customers. The anniversary edition of the GTI – the Golf GTI Clubsport – is scheduled to arrive in the region in early 2016 to celebrate four decades of the stylish hot hatch. The GTI Clubsport will be its most powerful production version ever and has been thoroughly revamped both externally and internally.

The car that is a true pathbreaker in the sporty compact segment, the Golf GTI will be marking 40 years on the roads next year. VW customers who love the model can get its anniversary edition, the Golf GTI Clubsport which has been redesigned from scratch for better power, aerodynamics and comfort. It has significantly higher power output and better downforce. Stylistically, the classic black stripe has been relocated to the side from its previous position between the front and rear wheel arches.

The new version of the Passat which is the mainstay of the company's sales in the Middle East has the perfect blend of style, safety, technology and innovation. The 2016 Passat comes with a funkier design and more innovative technical and safety features like a zoom friendly touchscreen and amplified sensors. The exterior is more refined with a domed hood, front fenders, a four-bar grille, changes to the front and rear bumpers, and the availability of slimmer LED headlights and taillights.

The interiors too have been extensively upgraded for better comfort and feature a piano black trim. The latest model will be available in four configurations – S, SE, SEL and Sport.

The Beetle Cabriolet made its debut at the show and retains the classic style of the Beetle while adding new elements for fun and comfort and performance. It has an automated soft-top hood, which takes only 9.5 seconds to close, even when the vehicle is going at 50 km/h.

One of the most notable features of the new Beetle Cabriolet is the incredible space inside including ample space for luggage with a boot capacity of 225 liters. The powerful Fender sound system has 400 watts of pure power, a digital 10-channel amplifier, nine speakers and a subwoofer to produce sound of outstanding quality. The Beetle Cabriolet will be available in three trim levels – SE, SEL and Exclusive, across Volkswagen dealerships in the Middle East from December 2015.

NISSAN SIGNS GLOBAL MULTIYEAR SPONSORSHIP DEAL WITH ICC



In a bid to boost its image in cricket playing regions like the Indian subcontinent, Nissan has signed a major eight-year global partnership deal with the International Cricket Council (ICC).

The alliance will remain in place till 2023, and will cover sponsorship of all major international cricketing events like the ICC Cricket World Cup, ICC Champions Trophy and ICC World Twenty 20, in addition to the Women's Cricket, Under 19 events and qualifying events.

The partnership with ICC will help the Japanese automaker to extend its reach to millions of cricket lovers across the world and will be a significant component of Nissan's international sports sponsorship strategy.

Speaking about the new partnership, Roel de Vries, corporate vice president, and global head of marketing and brand strategy for Nissan said, "Innovation that excites is what Nissan does. As partners with the ICC we will introduce ways to enrich the experience of cricket fans through our rights with the global Trophy Tour, the International Flag Bearer Program and new live event experiences."

He added that the partnership will give Nissan a chance to be part of the global cricketing family and to be featured prominently in some of the world's most prestigious and popular tournaments. Thus, the company will be able to engage with ardent cricket fans and get a platform for sharing love for cricket and love for its cars. Cricket players and Nissan have one thing in common, and that is a passion for what they do.

As part of the global partnership, Nissan will benefit from extensive in-venue activation, as well as broadcast and digital rights for all ICC events.

Commenting on the agreement, David Richardson, chief executive, International Cricket Council, said: "The ICC is delighted to welcome Nissan on board as a Global Partner and we look forward to working together for the next eight years to deliver a strong partnership at all ICC global events.

He added that Nissan was a perfect fit as a partner as it is one of the leading auto manufacturers in the world with a growing international presence in both new and established markets. Nissan's values are closely aligned to those of the ICC, as it is highly innovative and focuses strongly on delivering exciting and unique products and experiences to both customers and its stakeholders.

The ICC partnership is the latest in Nissan's growing list of sports partnerships which include the Rio 2016 Olympic and Paralympic Games, the UEFA Champions League, the Olympic Teams of Great Britain, Mexico and Brazil, the National Collegiate Athletics Association, the Heisman Trophy, City Football Group and GT-R ambassador Usain Bolt.

ORANGE AUTO OFFERS EXCITING PRIZES FOR DIMS VISITORS



The Dubai International Motor Show is the largest auto show in the Middle East. It serves as the leading platform for companies in the automotive sector to connect with other key players in the sector and with consumers. Orange Auto, a new entrant on the automotive repair scene in the UAE made a splash at the 2015 edition of this leading show with many attractions like daily raffle prizes and the promise of superior service.

Speaking about the company's participation in the show, Hamid Moaref, Marketing Manager of Orange Auto said, "Consumers in the UAE have a choice of two alternatives when it comes to automotive repair – an agency job that may end in steep bills or backstreet garages which provide false economy with low prices, shoddy workmanship and the use of grey or counterfeit parts. We aim to provide them with a third alternative – superior service, agency level workmanship and genuine parts at fair rates. We opened seven months ago and participating in the Dubai International Motor Show, which is the largest such show in the Middle East, will help us to consolidate our position in the market and help us to connect to more customers in the region.

Senior customer care executives and technicians from Orange Auto were on hand at the company's booth to explain about the services offered by the garage. The daily raffle at the Orange Auto booth drew many visitors to the booth. Prizes up for grabs included tinting and detailing packages from 3M and one set of tires from Marshal.



GHOSN MAKES MOVE TO GIVE NISSAN GREATER SAY IN ALLIANCE



The Renault-Nissan alliance has gone from strength to strength in recent years, but the balance of power has always been with the French company in the alliance. The French government, in a bid to preserve French jobs, recently upped its stake from 15 per cent to 19.7 per cent. Though Nissan accounts for two-thirds of the sales, Renault has the final say in all the decisions. Now, in a major move to redress this issue, Carlos Ghosn, the CEO of the Renault-Nissan alliance is seeking to give more control to Nissan while sidelining the French government.

Ghosn was given only a few hours notice when the government decided to increase its stake and this sparked his distrust. In order to give Nissan a greater say, though, Ghosn will need the formal approval of Renault's board of directors.

Ghosn's plan is to completely overhaul the terms of the partnership between the two major automotive companies. He wants both Renault and Nissan to have an equal say in decision making. Nissan would become the largest shareholder in Renault though Renault would not have the same degree of control in its Japanese partner.

This move will definitely encounter significant opposition from the French government, both in its role as a major stakeholder and as the protector of French jobs. Economy Minister Emmanuel Macron recently said to Reuters, that the Alliance must not be destabilized by governance changes or adjustments that could also lead to conflicts of interest. It remains to be seen who will emerge as the winner of this round.



FIRENZA

A Premium Brand from Singapore



ST-05A*



ST-09



ST-07

WWW.SUMOTIRE.COM

P.O. Box : 19879
Umm Ramool, Dubai, U.A.E.
Tel: +971 (4) 253 1700 Fax: +971 (4) 285 4030
E-mail: johnj@habtoormotors.com
www.habtoormotors.com


AL HABTOOR MOTORS
TIRES & BATTERIES


الحبtoor
ALHABTOOR

AL SAEEDI WINS GLOBAL BRANDING AWARD FROM TRIANGLE TIRE



The Al Saeedi Group from Dubai was one of the ten recipients of the Global Branding Award given by Triangle Tire at the company's "Goes Global" Summit. Held from September 28 to 29 this year at Weihai, Shandong, the theme of this summit was "Bring Progress to the Society, Create Civilization for Human Being".

The summit was attended by over 400 people drawn from more than 100 countries and it served as a platform for the delegates to interact with each other on topics like global brand building. They also had a chance to discuss the opportunities and challenges in the tire market in light of the new economic conditions.

Al Saeedi received the award at an evening gathering that was held for the importers of Triangle Tire. Al Saeedi is not only the sole distributor of Triangle OTR in UAE, Qatar and Oman, but it also serves as the authorized service provider for Triangle tires in these countries in association with Caterpillar.

During the summit, Triangle's cooperative partners from North America, Australia, Russia, India, Iran, and Kazakhstan made speeches about brand building. Senior management personnel of Triangle R&D, manufacturing and marketing teams also spoke about the basic premise of the brand and potential ways to develop it further on a global basis through technological innovation and transforming production techniques.

Ding Yuhua, chairman of Triangle Group, made a speech named "Build brand economy, Achieve global development". He commented that Triangle always regarded the brand concept as the core of its development. Triangle has successfully transformed the brand from a Chinese local brand to a global brand through branding and marketing campaigns. The company focuses on innovation and constant improvement when it comes to technology, safety, environmental protection performance and energy-saving performance.

Al Saeedi has been associated with Triangle from 2010 and has actively increased the brand's presence through their service network in UAE, Qatar and Oman. Currently, they also have four service engineers who have completed training from Triangle in China and are now certified Triangle engineers to cater to the technical requirements of clients in these countries. Lately, the company has been actively promoting Triangle's vast range of Truck tires & patterns among the major fleet companies in the UAE.

APOLLO TIRES APPOINTS FRANCESCO GORI AS ADVISOR FOR STRATEGY



Apollo Tires Ltd has added Francesco Gori to the Management Board as the new Advisor for Strategy. He will support the company in its drive to spread its wings globally and to help identify and develop new markets.

Gori is a long time veteran of the tire industry. His last stint in his illustrious career in the tire sector was as the CEO of Pirelli, from 2006 to the time he left the company in 2012. He made his way to the top post at the Italian tire maker after 33 years with the company and his contribution to the company's fortunes was acknowledged by Pirelli to be really "significant" when he left.

Speaking about Gori's appointment Neeraj Kanwar, Vice Chairman and Managing Director, Apollo Tires Ltd said, "It is indeed a privilege for us at Apollo to have a person of Francesco Gori's stature join us as the Advisor for Strategy."

He added that Gori has been widely recognized as the architect of Pirelli's successful premium strategy and expressed his confidence that Apollo would benefit from Gori's insight and guidance in order to sharpen the company's focus and implementation in the areas of branding and technology. Gori will also be expected to help Apollo explore development in new markets due to his deep and wide knowledge of the global tire industry.

Commenting on his new assignment, Francesco Gori said that Apollo has proved to be really successful in the industry by accelerating its growth and strengthening its presence in its existing markets. With new developments like the setting up of its €475 million Greenfield investment in Europe, it is all set to significantly strengthen its key global brands -- Apollo and Vredestein. He expressed his eagerness to work with Neeraj and his team to help Apollo achieve its aim of becoming a significant player in the tire industry.

2015 Tire Clinic Offer

Buy a Yokohama & Win Samsung 50" LED TV!



- **FREE** TIRE CHECK-UP
- **FREE** TIRE ROTATION & BALANCING*
- **FREE** NITROGEN FILLING*
- **FREE** BATTERY CHECK-UP*
- **50% DISCOUNT** ON WHEEL ALIGNMENT*
- **15% DISCOUNT** ON NEW BATTERY*
- **SCRATCH & WIN CARD!****

17th Oct - 16th Dec 2015 (Abu Dhabi, Al Ain, Sharjah, RAK, Fujairah)



For one time only*. Must buy 4 tires to receive a scratch & win card, Till stocks last**. Other terms & conditions apply

CALL NOW **800** YOKOHAMA 9 6 5 6 4 2 6 2

Dubai (Deira) 04 2662199 / 04 2628216 Dubai (Rashidiya) 04 2862024 Abu Dhabi 02 5554001
Sharjah 06 5435555 Al Ain 03 7216574 Ras Al Khaimah 07 2352986 Fujairah 09 2227335

APOLLO TIRES SHARPENS MIDDLE EAST FOCUS WITH TWO NEW APOLLO ZONES IN JORDAN



Highlighting the company's growing focus on the Middle East market, Apollo, one of the leading tire manufacturers in the world has opened two new Apollo Zones or branded retail outlets in Jordan. One of the outlets was officially opened by HE Anil Trigunayat, Ambassador of India to Jordan, while the second one was inaugurated jointly by Sujay Srivastava, Head, Apollo Tires Middle East and Wael Qawasmi, the owner of The Ideal for Import and Export.

The two new Apollo Zones were opened in collaboration with The Ideal for Import and Export, one of the oldest wholesalers and retailers of tires in Jordan. The Apollo Zone stores have been specifically designed to provide customers with a better retail experience and greater awareness of the brand and products that are displayed in the showroom, including tires for the passenger car, truck-bus and agriculture sectors

Speaking about the opening of the two stores, Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tires Ltd said that the growing market for passenger vehicles in Jordan as well as in other countries in the Middle East region offers the company considerable scope for growth. The company has a longstanding partnership going back 13 years with The Ideal for Import and Export and this has helped to boost customer acknowledgement and acceptance of Apollo's products. Apollo's aim is to get larger mind

space with the customers in the 100,000 a month tire market in Jordan. To this end, the Apollo Zone outlets will help Apollo to increase visibility for the Apollo brand, as it will provide them with a platform to experience Apollo's world-class products and services.

The Apollo Zones use a modern up-market retail format for selling tires offering customers significant visual appeal, comfort and convenience while giving them an opportunity to learn about the product's applications and performance before making the final purchase decision. Thus it transforms tires from a low involvement category product for which customers need expert guidance into one in which customers play a major role in buying the right tires for their vehicle, driving style and usage based on the assistance they get at the store.

With the opening of these two Apollo Zones in Jordan, Apollo Tires now has 5 such branded retail outlets in the Middle East region.



APOLLO LAUNCHES LIMITED EDITION TIRES FOR MENA MARKET AT DIMS 2015



Capitalizing on its longstanding partnership with the Manchester United Football Club (MUFC), Apollo Tires used the Dubai International Motor Show as the venue to launch a limited edition dual branded -- Apollo and Manchester United -- tires for the MENA market. The tire was officially revealed to the public at the Dubai International Motor Show at a function attended by eminent dignitaries like Marco Paracciani, Chief Marketing Officer, Apollo Tires Ltd, Quinton Fortune, former Manchester United midfielder, and Ahmad Alserkal, the business partner for Apollo Tires in UAE' Business Partner for the United Arab Emirates.

Speaking about the launch of the limited edition tire, Marco Paracciani, Chief Marketing Officer, Apollo Tires Ltd, said that the MENA region is a key growth market for Apollo Tires.

After the company set up its sales and distribution hub in Dubai two years ago, it has been able to significantly increase its sales and footprint in the region multi-fold.

The limited edition tire is targeted at the huge fan base for Manchester United in the MENA region and the tire will be shortly available for sale in the retail market.

Making good use of the renowned footballer Quinton Fortune's presence, Apollo Tires organised an Apollo Go the Distance Challenge for 30 kids, who emerged as winners of a Facebook contest held by Apollo Tires' distributor in the UAE, the Alserkal Group.

Quinton helped the winners of the Go the Distance challenge to polish their football skills by advising them on the importance of control, accuracy and agility while playing football. Based on the response to the contest, Apollo Tires is planning to organize similar Go the Distance football challenge events, in the future in the MENA region.

MARTINS INDUSTRIES HIGHLIGHTS QUALITY OF SAFETY CAGES WITH NEW VIDEO



The Canadian company, Martins Industries, which is the manufacturer of the largest line of tire inflation safety cages in the world, has just launched a video detailing how the company's cages are made. Another notable addition is a new page on their website for interactive cage comparison.

Commenting on the video, Martin Depelteau - VP sales & development said that the video was mainly made to highlight the fact that the company made tire safety cages that are the best and sturdiest tire inflation cages in the business.

Martins Industries uses the most innovative technology and the best raw materials in concert with a rigorous process to ensure the highest standards of safety for its inflation cages. This was also why the company came up with the idea of an interactive website page to highlight the quality of its cages in comparison with that of its competitors in the field.

Martins Industries specializes in the design and manufacture of equipment to store, handle, inflate and display tires and wheels.

The company's products are marketed across the world with distribution centers in the United States, Canada, Australia and the UAE, and manufacturing facilities in Canada and China.

PREMIUM LONG HAUL TRUCK TYRE



L Long Haul

- Long distance journey with constant speed and less braking and accelerating
- Less fuel consumption and comfortable ride
- High mileage performance

AS668

AZ670

AD710



WEST LAKE®
PREMIUM TRUCK TYRES

AL RAHALA INTERNATIONAL TRADING CO. L.L.C.

Tel: +971-4-2286722 Fax: +971-4-2279076 Email: info@rahala.ae

www.rahala.ae



ULTRA HIGH PERFORMANCE TYRE

GOODRIDE®
PERFORMANCE TYRES

www.rahala.ae

AL RAHALA INTERNATIONAL TRADING CO. L.L.C.

Tel: +971-4-2286722 Fax: +971-4-2279076 Email: info@rahala.ae

BKT MONSTER TRUCK CREATES SENSATIONAL IMPACT AT AGRITECHNICA 2015



BKT created a significant sensation at the Agritechnica 2015 trade fair which was held from November 10 to 14 in Hanover by bringing a giant monster truck to the fair. Fitted with four enormous BKT tires, the truck dominated the BKT stand at Agritechnica which is the biggest trade show in the world for agricultural machinery.

During the two exclusive preview days of the show from November 8-9, a driver of the Grave Digger team was on site to explain the mysteries of the truck to the audience. Visitors were allowed to board the monster truck for a true monster experience. They were also able to get photo opportunities and get a voucher printed with a special code that would give them access to download the photos of their "monster moments" from a specially created website. Giveaways at the booth included autograph cards of drivers on the monster truck circuit.

Really big scaled models of the Monster Truck were given away to lucky visitors who happened to be on the Monster Truck when the BKT jingle rang, which was four times a day. Smaller models of the Hot Wheels Monster Truck with BKT tires were given to all visitors. Kids not only got chances to ride the Monster Gravedigger truck but also got temporary tattoos from the info desk at the BKT booth.

Monster Trucks are definitely the kind of trucks that create an impact on spectators with their sheer size, and amazing stunts. In races, they turn upside down, and endure all kinds of challenges including tough mechanical stress. The Monster Jam series are a definitive test for BKT tires which has developed a special tire for these Monster Jam trucks. BKT tires may not endure such spectacular challenges in regular use, but their endurance and quality are stringently tested in long tests, just like the Monster Jam trucks.

Proud of the sensation BKT created at Agritechnica, Arvind Poddar, Chairman and Managing Director of BKT said that the show provided BKT with another chance to showcase its expertise in the agricultural tire sector with new sizes for the company's existing tires and brand new tires for tractors and trailers. He said that in addition to creating a promotional impact it highlighted the reliability, resistance and versatility of the BKT tire range in all sectors.

Lucia Salmaso, Managing Director of BKT Europe said that the appearance of the BKT stand at Agritechnica 2015 showcased BKT's outstanding results over the past years in spite of adverse cyclical conditions in the tire sector.

ZAFCO SHOWCASES NEW PATTERNS AT SEMA 2015



Zafco used the SEMA 2015 show as the platform to launch two all-new patterns: the all-season ZEETEX ZT3000, an eco-friendly passenger car radial which provides the perfect blend of outstanding wet grip and driving stability, and the stylish ACCELERATE Delta Sport, Zafco's first racing tire which comprises the innovative R-Compound.

Zafco has been a longtime participant in the SEMA show and has over the decade grown into a company with four brands – Zeetex, Accelera, Forceum, and Armstrong, to cover a wide range of patterns belonging to the PCR, TBR, SUV and Winter categories.

Commenting on Zafco's participation in the show, Giovanni Arrigone, COO of ZAFCO International said that the traffic this year was exciting. Tires from Zafco received considerable interest from drivers due to their reasonable prices and outstanding quality in view of the present market outlook and price wars.

The Zafco booth at SEMA booth also featured Café Zee, a spot for tired visitors to unwind and share tire talk over a cup of coffee. During the company's four day stint at SEMA, it served as a perfect venue for the company to build new relationship and strengthen existing relationships.

FIRST STOP OPENS NEW RETAIL LOCATION IN DUBAI



Moving one stop closer to customers, Bridgestone has opened one more retail store in Dubai through its flagship retail brand, First Stop. The new store in Al Qusais was opened to the public in the presence of senior officials from Bridgestone MEA and Nasser Bin Abdullatif Al Serkal, Bridgestone's franchisee for Dubai and Northern Emirates, and its business partners.

Speaking at the event, Tariq Al Rasheed, Retail Director, Nasser Bin Abdullatif Al Serkal said that the Al Qusais Service Center will play a key role in the company's drive to boost its connection with customers and deliver a higher level of satisfaction.

The main aim of First Stop is to promote road safety and improve the life of vehicles on the road by providing top notch service and parts.

Emmet Guiry, General Manager, Sales and Marketing, Bridgestone Retail MEA said that as the top tire producer in the world, Bridgestone is dedicated to the delivery of quality products, which will contribute to the safety of those who use Bridgestone tires on a daily basis. This commitment is clearly conveyed through the 4C promise of Convenience, Confidence, Comfort & Care at all First Stop Centers where safety is the primary concern. Bridgestone is committed to quality, not only in its tires but also in its complete range of services and customer care.

In addition to a wide range of tires and tire services, First Stop will also provide customers with services to keep their vehicle in top shape like oil and filter change, battery change, brake repair and replacement, wiper blades, fuel additives, and free vehicle safety checks.

Ever since its inception in 1994, First Stop has emerged as as one of the fastest growing pan-European retail brands with almost 2,000 tire and car service centers in 25 countries, selling over 10 million tires a year.

The First Stop concept was officially launched in the MEA region at the Dubai International Motorshow in 2013, and Bridgestone Middle East & Africa is on track to expand the First Stop network to about 100 service centers across the MEA region in the coming years.

"First Stop focuses on delivering the highest quality service by professionally trained Tire & Auto-Care specialists in order to maintain safe vehicle conditions while also educating motorists about tire safety and preventative maintenance," said Babar Naseem, Operations Manager, Nasser Bin Abdullatif Alserkal.

COOPER TIRE STRENGTHENS MIDDLE EAST PRESENCE WITH ARABIC WEBSITE



In the runup to the Dubai International Motor Show for which it was the official tire sponsor, Cooper Tire Europe had announced the launch of its first full Arabic website, www.coopertire.me.

The site is packed with content providing information about the company, its products and the dealers across the Middle East, ensuring that customers in the region have easy access to the most up-to-date information. With the launch of this site, Cooper has highlighted its commitment to the region.

The new website comes with a dealer locator tab that allows customers to find the dealer closest to them. The company currently has eight regional dealers spread across five Middle East countries. Customers can also use the information on the site to choose the tire that is perfect for their needs, depending on their vehicle, the terrain and the size needed.

The product section is notable for showcasing the company's full range of car and 4x4 tires, which have been specially designed and developed to match the performance of modern day vehicles. Cooper is one of the leading producers of 4x4 tires in the world and this sector is highly relevant in the Middle East.

Commenting on the launch of the website, Vice President and Managing Director of Cooper Tire Europe and the Middle East, Jeff Schumaker, said, "The launch of our new Arabic website and our position as the official tire sponsor of this year's Dubai International Motor Show, highlights the importance of the Middle East region to us. Our new website emphasises user-friendly navigation allowing our customers easy access to the most up-to-date product and dealer information."

COOPER TIRE DEBUTS DISCOVERER STT PRO FOR UAE OFF-ROADERS



Leading tire manufacturer, Cooper Tire has debuted its innovative tire for offroaders named the Discoverer STT Pro in the UAE. The tire has been customized specially for those who love outdoor trips on challenging terrain with strong tread, and the promise of high levels of traction and toughness.

The Discoverer STT Pro is currently available at the regional dealers of Cooper Tires in five countries in the Middle East, including the UAE. Customers opting for the Discoverer STT Pro will find that it significantly enhances ride quality with its new silica-infused tread compound that enhances traction for dealing with everyday traffic.



Tire Fact

In 1910, the B.F. Goodrich Company invented longer life tires by adding carbon to the rubber

The Discoverer STT Pro is notable for its Armor-Tek3 construction that makes it highly durable and reliable by strengthening the sidewall and tread area. This makes the tire particularly suitable for off-road trips. The tire also comes with lower rolling resistance for better fuel economy.

Commenting on the launch Peter McNally, General Manager of Cooper Tire's European Technical Centre Product Management, said "As part of Cooper's leading Discoverer tire line, the STT Pro delivers exceptional traction and performance in some of the harshest terrains on Earth."

He added that the tire is expected to be a hit in the UAE as it belongs to the high-performance genre and offers impressive traction in all types of challenging conditions and terrain. At the same time, it delivers a smooth, reliable ride on the road, making the tire equally suitable for both on-road and off-road use.

ADVAN RACING TIRES FROM YOKOHAMA SELECTED AS CONTROL TIRE FOR SUPERFORMULA CHAMPIONSHIP SERIES



Yokohama Rubber Co., Ltd., has announced that from the 2016 edition, the company's "ADVAN" racing tire will be the only control tire for the SUPER FORMULA Championship Series which are held in Japan. For dry conditions, the "ADVAN A005" tire will be the control tire while "ADVAN A006" will be used for wet conditions. Both tires exhibit outstanding levels of grip and environmental performance as an outcome of Yokohama's proprietary Orange Oil compounding technique. The control tire sizes will be 250/620R13 for front tires and 360/620R13 for rear tires.

The Japanese Superformula Championship Series is one of most well known races for formula cars in Asia. The series was held first in 1996 as the Japanese Championship Formula Nippon series and was renamed as Japanese Championship Super Formula in 2013 in recognition of its growing popularity across the world, especially in Asia.

Yokohama Rubber has a longstanding association with motorsports events like All-Japan Formula 2 Championship series which it began supporting right from the 1980's. Yokohama has been the official tire supplier for the FIA World Touring Car Championships for 10 consecutive years from 2006, for the Macau Grand Prix's feature Formula 3 race for 33 straight years, the FIA Formula 2 Championship, and the German Formula 3 Championship. In Japan too, Yokohama is the official tire partner for many races like the Japanese Formula 3 Championship, the Super Taikyu Series, the Super-FJ, and the FP-Junior category of the JAF Junior Karting Championship.

The Company began participating in the All-Japan F3000 Championship in 1987. When it comes to the Superformula Championship, Yokohama had participated in the initial Formula Nippon series in 1996, but another tire manufacturer began supplying the control tires in 1997. In 2016, Japan's top formula car racing series will be run on YOKOHAMA tires for the first time in 20 years.

The Superformula Championship had opted to have Yokohama's Advan tires as the control tires not only on the basis of their superior performance, but also because of their high performance when it came to other parameters like on-circuit tire-changing services and a stable production capacity for high-performance tires.

Infinity®

powered
by **AL DOBOWI**

**Not all tyres are
created equal.**



ECOMAX

ECOPIONEER

ECOSIS

ECOTREK

ECOVANTAGE

ENVIRO

ECOG RIP

AL DOBOWI
the future of motion

AL DOBOWI TYRE COMPANY
AL QOUZ, DUBAI, P.O. BOX: 5576, U.A.E.

TEL.: +971 4 338 8346
SALES@ALDOBOWI.AE

FAX: +971 4 338 8347
WWW.ALDOWI.AE

TOYOTA SELECTS DUNLOP “GRANDTREK” SERIES TIRES AS OE FOR NEW LANDCRUISER



The Dunlop brand has bagged one more factory fitment to its credit. Toyota has chosen several tires from Dunlop's "Grand Trek" series as the original equipment for the new edition of one of its best selling models, the Landcruiser. Japanese tire manufacturer, Sumitomo Rubber Industries has already begun delivery of tires from the series like the Grandtrek AT 25, Grandtrek PT2A, Grandtrek AT 22 and SP Road Gripper S SUV tires to the factories of Toyota Motor Corporation for fitment on the new Landcruiser.

The Dunlop tires were chosen on the basis of their capability to provide driving satisfaction and performance both on and offroad for drivers of SUVs.

The GrandTrek AT22 is especially suitable for use in offroad scenarios as it comes with a reinforced casing in order to minimize damage to the sidewall. The Roadgripper S SUV tire is the perfect tire for going offroad as it is highly tough and meets and exceeds the stringent norms of many top manufacturers of SUVs. The Grandtrek PT2A is all about comfort with a silica compound that provides better handling and braking even in wet conditions, minimal noise and maximum fuel efficiency.

Toyota's "Land Cruiser" series is well known in the automotive world for their outstanding performance when it comes to offroad use.

The use of Dunlop tires for the new model Landcruiser will increase their ability to provide drivers with the right blend of fuel-efficient performance, ride comfort, off-road performance and on-road steering stability and riding comfort that customers have come to expect from Toyota's "Land Cruiser."



SUMITOMO SHOWCASES NEW TIRE TECHNOLOGIES AT TOKYO MOTOR SHOW

At the 44th edition of the Tokyo Motor Show which was held from October 29 to November 8 this year, Sumitomo Rubber Industries focused on the new technologies that have been used in its range of Falken tires and Dunlop tires.



Sumitomo's booth at the fair focused on the theme "Overcoming Problems with Technology, Changing the World with Tires" and featured an eye-catching display of tires from both tires and concept tires developed using innovative technologies like the recently unveiled "ADVANCED 4D NANO DESIGN" New Materials Development Technology.

Such technologies were used to develop technologically advanced tires like the Ecorun range that helped Falken to considerably enhance its performance in the European tire market and achieve growth in the double digits. One notable Dunlop tire, the Dunlop Enasave 100 is the world's first tire that is completely free from fossil free materials and it has already been launched in the Japanese tire market. Sumitomo is all set to launch a similar tire under the Falken brand in the European market and for the design of this tire, the 4D Nano design process has been incorporated.

The Sumitomo booth also featured displays to help visitors understand the company's different product development technologies, like the Advanced 4D Nano Design. The Advanced 4d Nano Design used sophisticated technology like the 'K' supercomputer and other cutting-edge equipment to perform numerous simulations and analysis. This allowed the Falken team to make several improvements with regard to grip, fuel efficiency and wear.

CONTINENTAL CST PREPARES FOR FORAY INTO OTR SEGMENT

In line with plans that were announced three years ago, Continental A.G. has announced that it will shortly be launching a range of OTR tires for use in the earthmover and construction sectors. The tires will be available in the retail market before the end of this year and additional sizes and types will be developed later on.

Back in November 2013, Continental had revealed that it planned to expand its range of industrial tires by taking up production of larger OTR tires for earthmoving and mining as part of its long term growth strategy. This was why the Industrial Tires business unit was renamed as "Commercial Specialty Tires" (CST).

Continental CST disclosed that the new tires including EM-Master E3/L3 and E4/L4 for the earthmoving sector and the RDT-Master E4 tire for the construction sector will be available in sizes up to 29.5-inch rim diameter.

The EM-Master tire comes in two variants - E3/L3 for muddy and soft terrain and E4/L4 for rugged terrain like gravelly and rocky surfaces. The E3/L3 comes with a normal tread depth and wider spacing of blocks. It is also notable for its high levels of self-cleaning ability, traction, and maneuverability. The E4/L4 version has larger blocks with less spacing between the blocks and a deeper tread depth for superior cut resistance



and smoother running. Both tires will be available in 23.5R25, 26.5R25, and 29.5R25 size, while the EM-Master E3/L3 tire will also be available in size 20.5R25.

The RDT-Master E4 tire has been specially designed for transporting extra-heavy loads, with its deep tread depth and a wide and flat tread radius for supporting heavier loads. It will be available in the sizes 18.00R33, 21.00R33, 21.00R35 and 24.00R35.

The launch of these tires highlights the company's growing focus on the construction sector.

"The Conti EM-Master E3/L3 and E4/L4 and the Conti RDT-Master E4 are once more successful outcomes of our customized solutions strategy," said Christian Luther, product line manager, earthmover tires at Continental CST.

"In view of our expansion strategy 2025, we will continue to expand and optimize our product and service portfolio in the segment of construction and mining in the course of the coming years," he said.

Continental did not reveal specific details of the production location and the extent of investment involved in the development of the new range.

In addition to the expanded range of OTR tires, Conti CST will also be promoting its ContiPressureCheck tire monitoring system. This system has developed specifically for improving the safety and efficiency of vehicles used in the construction, quarrying and mining industries. Using such a sensor will also help to minimize the environmental impact of these vehicles and the rate of punctures and accidents.



TEL: +886-2-27065137 FAX: +886-2-27065174
info@sonartire.com www.sonartire.com



SPORTEK
SX-2

An innovative asymmetric pattern with 5-pitch design provides great comfort, quietness and maneuverability.



TAIWAN
EXCELLENCE 2012



MITAS UNVEILS NEW HCM TIRES AT AGRITECHNICA



Mitas unveiled its new HCM or High Capacity Municipal tires for urban use at the Agritechnica trade show, which was held from November 10 to 14 this year in Hanover. Mitas displayed the HCM tire in 540/80R38 size and proposes to have four sizes available on a retail basis from the first quarter of the next year.

The new HCM tires from Mitas have been specially designed to help users tackle a range of different terrains when fitted on different machines and applications. Their most notable feature is their unique cascade tread lugs design for giving them better self-cleaning properties, better traction and higher grip levels in snowy, muddy and wet conditions. When it comes to speed restrictions, the new Mitas 540/80 R 38 IND 172 A8 (167 D) HCM tire has a speed symbol D which permits the use of the tire at speeds up to 65 km/h. The tire has a relatively high load bearing capacity. Under 3.2 bar and speed 10 km/h, it can carry loads of 7,875 kg.

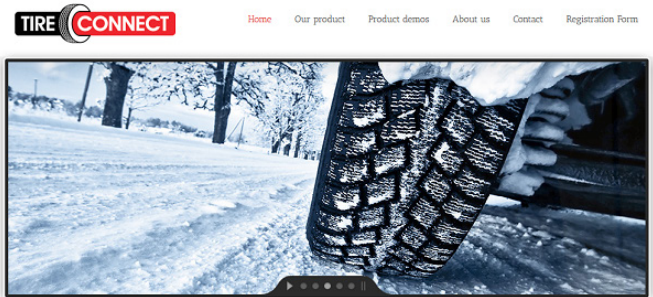
Commenting on Mitas's entry into the category of municipal tires, Andrew Mabin, Mitas' marketing and sales director said that it is a logical step for the company as it would capitalize on Mitas's expertise in the development of agricultural and construction tires.

He added, "The main advantage of municipal tires is the variability of use. The Mitas HCM tire is a truly all-round tire."

The Mitas HCM tire is truly versatile as it can be used for a wide range of vehicles like loaders, handlers, agricultural and industrial tractors and applications in the municipal, construction, forestry and agricultural applications. As they belong to the D speed category (65 km/h), they are suitable for use on the road. They also have low noise and vibration levels due to different length of pitches and their alignment along the circumference.

"The cascade shape of the tread lugs is a unique feature of Mitas HCM tires. Individual tread figures are reminding steps, which supports better traction and self-cleaning properties," said Pavel Kott, Mitas' agricultural tires product manager. "Cascade tread lugs are unique for Mitas HCM tires, which makes them stand out in the offer on the market."

BRIDGESTONE EXPANDS INTO DIGITAL SPACE WITH TIRECONNECT ACQUISITION



The US subsidiary of Bridgestone, Bridgestone Americas has finalized a deal to buy a Canadian software company named TireConnect Systems. TireConnect has been involved in the development of an online sales tool for connecting wholesalers to retailers and it even significantly enhances the e-commerce experience for consumers.

The acquisition will help Bridgestone and its wholesale and retail customers to increase their appeal to today's digital natives by providing them with a fully integrated tire-buying experience from online to the retail setting.

Speaking about the acquisition, John Baratta, president, consumer replacement, Bridgestone Americas Tire Operations said, "At Bridgestone, we constantly look for new ways to grow our business, while also empowering and growing the businesses of our dealers."

He added that as the largest tire and rubber company in the world, the company needed to become more active in the digital space. The acquisition of TireConnect will help Bridgestone to fill this gap by making online tire purchase easier from the standpoint of dealers, distributors and consumers.

The TireConnect software tool, which is essentially a plug-and-play solution can be easily incorporated into the current websites of the dealers. It will permit them to monitor and control their stocks, pricing, labor/ installation costs and also to get full credit for online tire sales. Consumers can also use this tool to connect directly to their nearest local dealer.

TireConnect was established in 2012 by George Silagadze and Chance Harrington. It offers a unique B2B and B2C online tire sales solution to more than a dozen customers with nearly 600 points of sale across Canada and the U.S. As an outcome of the acquisition, the two founders of Tire Connect will join Bridgestone.

The Bridgestone TireConnect online sales and ecommerce solution will be available to Bridgestone dealers and distributors in the first quarter of 2016.

KENDA ANNOUNCES PLANS TO BUILD SECOND PLANT IN VIETNAM

Kenda Rubber Industrial Co. Ltd, which is one of the top 30 tire manufacturers in the world and is based in Taiwan has announced plans to build a second plant in Vietnam. The USD 160 million factory which will specialize in the production of tires for cars and light trucks will be located on a site spanning over 120 acres in the Giang Dien Industrial Zone in Dong Nai province of the country. It is slated to have a daily production of 10,000 tires in the first phase of the project, according to a statement made by the company's president, Jimmy Yang.

The company plans to start construction of the plant in the first quarter of 2016 with the first tire being produced by the last quarter of 2017. Initially, the factory will provide 600 jobs and when capacity is ramped up in the second phase of the project, this is expected to increase to 1,500.

The proposed plant in Vietnam will increase Kenda's manufacturing footprint to seven factories. The site for the plant was acquired as the outcome of a recent land-lease agreement for about 100 acres with the zone's development corporation. Eventually, the company hopes to increase production of tires for passenger cars and light trucks in Vietnam to 20,000 units on a daily basis.

Kenda started production at its first factory in Vietnam, in Thong Nhat, Dong Nai back in 1997. This facility specializes in the production of industrial and motorcycle tires.

Kenda has been pursuing aggressive growth in recent years with plans to double its consumer tire capacity at its main plant in Yun-Lin, Taiwan, to 10,000 units a day by the end of 2016. It is also currently building a facility for making truck tires in China.

TOYO EXTENDS FOOTBALL PARTNERSHIP WITH LEICESTER CITY TEAM

As part of its drive to boost brand awareness through sports marketing, the Japanese tire manufacturer, Toyo Tire has extended its partnership with the renowned club belonging to the English premier league, Leicester City, for the 2015/2016 season.

Due to the renewal of this partnership, Toyo will benefit from a prominent presence at the club's home ground, King Power stadium. The tire brand's branding will also be a prominent part of the training kit sported by the club's first team.

Commenting on the renewal of the partnership, Keishi Inoue, Managing Director of Toyo Tires UK, said that the partnership with the club will continue to provide Toyo with the opportunity to grow the brand along with the fan following of the club. He expressed his confidence that continuing to work with Leicester City club will be of great commercial benefit to both parties.

Ian Flanagan, Commercial Director of Leicester City Football Club said that Toyo Tires is a brand which already has a strong presence in the sporting sector. He expressed his happiness at the club being chosen once more to represent the brand in Premier-league football.

The renewal of the partnership with Leicester City football team will provide Toyo with many opportunities to reach out to the club's supporters and the Leicestershire community.

CONSTRUCTION TIRES & WHEELS

MATERIAL HANDLING TIRES & WHEELS



Distributed by
Al Saeedi Automotive Trading Co. LLC
Tel: + 971 4 8895455,
Fax: + 971 4 8895456,
E-mail: saeedico@emirates.net.ae | Web: www.alsaeedi.com

EVENT	DATE	INFORMATION	LOCATION
Consumer Electronics Show (CES 2016)	06-09 Jan 2016	The International Consumer Electronics Show boasts over 3,600 exhibitors, including developers, manufacturers and suppliers of content, technology hardware, technology delivery systems and many more. It features a conference program with 220 sessions participated by more than 165,000 attendees from 150 countries. The event is also anticipated to offer exciting automotive technology highlights that will take the industry into a new dimension.	The Venetian & The Sands Expo, Las Vegas, USA
CAR-ELE JAPAN	13-15 Jan 2016	This three-day event showcases an array of automotive electronics technologies such as materials, components, manufacturing equipment and more. It gathers industry leaders and the biggest names in the sector under one roof.	Tokyo Big Sight, Tokyo, Japan
Automotive Weight Reduction Expo	13-15 Jan 2016	Held for three days, this unique trade show features a variety of materials and components as well as processing and molding technologies for automotive weight reduction. It is touted as a must-attend event for all professionals involved in automobile development as it offers a perfect platform for promoting products to the industry.	Tokyo Big Sight, Tokyo, Japan
Automotive Components Processing Technology Expo	13-15 Jan 2016	Held in Japan's Tokyo Big Sight, this trade show presents a wide spectrum of products like trial pieces for components such as brake, steering, powertrain, and engine parts as well as various processing technologies for the automotive industry.	Tokyo International Exhibition Center, Tokyo, Japan
New England International Auto Show	14-18 Jan 2016	As the biggest auto show in New England, this event gives visitors a chance to browse hundreds of the latest domestic and imported vehicles, including SUVs, vans, crossovers, hybrids and light trucks. It offers one-of-a-kind entertainment and fun not only to serious car fans and shoppers but also to the entire family.	Boston Convention & Exhibition Center, Boston, USA

LONG LASTING SHOCK ABSORBER FOR EVERY VEHICLE



WIDE RANGE COVERING MORE THAN 90% OF THE MARKET

- MANUFACTURED ACCORDING TO
OE QUALITY
- LIMIT TYRE WEAR AND
REDUCE BRAKING DISTANCE



A quality brand
brought to you by



Automotive Aftermarket Global Player

P.O. Box: 60235, Dubai - UAE

Tel +971 4 2241423, Fax +971 4 2241450

Email: info@a-map.net | www.a-map.net

EVENT	DATE	INFORMATION	LOCATION
Louisville Auto Show	15-17 Jan 2016	A much-anticipated ride and drive event in the USA, this three-day event promises to provide visitors with a unique opportunity to get behind the wheel of the hottest cars from more than 30 different dealership groups under one roof. It will never fail any car buff's expectation for a thrilling motor show.	Kentucky Exposition Center, Louisville, USA
Salon Del Auto	15-24 Jan 2016	This 10-day show presents a wide range of cars, automobile services, car equipment and accessories, auto parts and a whole lot more. It is internationally known for showcasing a number of exciting attractions, making it a perfect event for the entire family. Plus, this show supports a number of charity programs.	Palais des Congres de Montreal, Montreal, Canada
Automotive Testing Expo Korea	19-21 Jan 2016	This leading automotive show is held in Seoul for three days. It gathers under one roof leaders that specialize in areas such as automotive evaluation, test and quality engineering. An important and gigantic event, it is anticipated to beef up the progress of Korea's automotive industry, which is claimed to be the fifth largest in the globe in terms of automobile production.	Korea International Exhibition Center, Goyang, South Korea
Car Care Expo	21-23 Jan 2016	This expo presents a huge variety of car care and car wash products and services. Here, attendees and industry leaders will get a chance to expand their business and gain the latest insights regarding car care trends and technologies.	Bombay Convention & Exhibition Centre, Mumbai, India
The Auto & Transport Asia International Exhibition	26-28 Jan 2016	This event presents the widest range of products for industries including automotive, rickshaw, bicycles, logistics & transportation, railway, machinery & equipment, plant, shipping & aviation, etc. It offers a platform for networking, signing of business contracts and exploring new business opportunities.	Karachi Expo Center, Karachi, Pakistan
Automechanika Jeddah	26-28 Jan 2016	One of the grandest automotive trade events in the Middle East, Automechanika Jeddah has a lot of things in store for both exhibitors and visitors. It showcases a wide array of products and services for the sector. Moreover, it enables attendees to see the newest trends and service improvements from the industry and to source fresh products and solutions.	Jeddah Centre for Forums & Events, Jeddah, Saudi Arabia

DEESTONE

TBR TIRES



SV-402

SV-401

SK-423

SK-421



Experience. Growth.

varga **وارجا**
TRADING Co. L.L.C
SINCE 1977

39
Years
Experience. Growth.

Head Office

Varga Trading Company L.L.C
Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,
Dubai, U.A.E

Branches

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

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

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

www.vargaco.com

BENECKE-KALIKO OFFERS MORE OPTIONS FOR CAR CUSTOMIZATION



Thanks to the unlimited options for car interior surface design offered by surface specialist and automotive supplier Benecke-Kaliko, drivers will now be able to express themselves more.

According to Dominik Beckman, Global Head of Marketing at Benecke-Kaliko, a car today is more than just a means of transport as it represents a person's philosophy in life, approach to work and character. He noted that it is an identity market used by the owner to show who they are. "Choosing the right paintwork color or trim has long since ceased to be enough. Rather, it is individual interior concepts and model series tailored to different requirements which attract the customer."

This is where the company's Xpreshn product family enters the picture. The surface material comes with almost unlimited individualization and can be further improved by means of multiple functional enhancements of the product features.

Xpreshn and Xpreshn HD

Benecke-Kaliko's new Xpreshn and Xpreshn HD are far superior to the Tepeo and Tepeo 2 solutions. The company is now going beyond the two solutions in its quest to provide ultimate customization but all their benefits have been retained. Moreover, Xpreshn and Xpreshn HD offer a number of new product variants due to the available enhancements.

Currently, Benecke-Kaliko is extending beyond its Tepeo and Tepeo 2 solutions with advanced formulas to expand the portfolio of designs with a sector-leading enhancement options. Customers can also benefit from the company's F.O.C.U.S. portfolio, which boasts extra features expressing values, lifestyle, personality and individuality.

Xpreshn Light and Xpreshn HD Light

What's more, the Xpreshn Light and Xpreshn HD Light decorative foils also enable automakers to further reduce the weight of their vehicles without the purchaser having to accept lower comfort or quality as a result. Compared to other foil products, these materials feel softer and more pleasant.

Xpreshn Light and Xpreshn HD Light are expanded foils that consist of a compact upper foil and a foamed lower foil. These foils are deep-drawn in the customer's facility and bonded to the substrate. They offer 20 percent weight saving compared with the Xpreshn and Xpreshn HD materials, which were regarded as lightweight design solutions. This suggests they are up to 60 percent lighter than traditional solutions. However, the benefits go beyond mere weight savings and the associated environmental benefits. Featuring high surface quality, dimensional stability and grain stability, the materials enable tighter radii and impress buyers. They are also offered with the "high scratch resistance" option.

The surface coating of the eco-friendly Xpreshn Eco and Xpreshn HD Eco materials utilizes 100 percent water-based paints instead of numerous solvent-based paint films. Apart from environmental benefits, this solution comes with deep, saturated matte surfaces which are very in demand for premium marques.

Xpreshn Protect and Xpreshn HD Protect

Also included in the list of Xpreshn family variants are Xpreshn Protect and Xpreshn HD Protect, which make no concessions in terms of look and feel because their finish is not down to hardness, but solely to the material's elasticity. While providing the same softness of touch, their scratch resistance is twice as high as that of Tepeo and Tepeo 2. This boosts the satisfaction of the car buyer and the resale value of the vehicle, while reducing wastage as a result of surface damage during the vehicle production process itself.

Xpreshn Lux

Benecke-Kaliko's ultra-soft Xpreshn Lux material—which is designed for use in the instrument panel and decorative surfaces—conveys a feeling of quality and its design exudes an emotionally relaxing influence on the occupants. The material is up to 500 percent softer than regular Tepeo. Thus, Xpreshn Lux creates an enduringly pleasant perception from the first touch, which is then further fortified if more pressure is exerted on the material. Whether it is on the center console, door trims, instrument panel or decorative surfaces, wherever the soft feeling pampers the occupants and their sensations and exudes an impression of quality and luxury, the ultra-soft material highlights the character of the vehicle.

Xpreshn Lux Protect, a design solution combining the Lux and Protect enhancements, goes one step. It offers Xpreshn Lux's ultra-soft comfort feel with enhancement in surface scratch resistance by up to 200 percent at the same time. Dr. Erhard Barho, Head of Research and Development at Benecke-Kaliko, said that only them could offer their customers this combination of contradictory properties.

Benecke-Kaliko's comprehensive F.O.C.U.S. (Feature Optimized Customer Unique Solutions) portfolio is also offered for all Xpreshn and Xpreshn HD products. It comes with certain solutions that offer customers with the greatest possible extra benefits that will enable them to meet the needs and desires of the targeted car buyer market segment. One of the best examples of this is the Surfvis 3D simulation technology with true-to-life visualization, which saves effort, development time and tool-change costs.

BOSCH WARNS UAE DRIVERS OF WEATHER THREATS ON ROAD VISIBILITY



The recent fog in the UAE following a series of sandstorms has raised warnings to motorists not to disregard basic auto maintenance to ensure superior visibility on the roads.

Bosch, a German company operating a nationwide network of workshops in the country, claims that windshield wipers are an important part of vehicle safety but can be damaged by the region's extreme weather conditions, even when not in use. This is why it has urged UAE drivers to have their cars checked for cracked and frail wiper blades. The call has been supported by Dubai Autodrome which encourages road safety all year round.

According to Dubai Autodrome spokesman Paul Velasco, good visibility on the road is extremely crucial, and while windscreen wipers are not used in this region as much as in other parts of the globe, the recent fog and sandstorms were a reminder of how important they are.

He explains that the extremely high temperatures can damage the wiper blades and lessen their effectiveness. "Our advice to motorists is to service their cars to the manufacturer's specifications to make sure windscreen wipers and other vital parts are regularly maintained."

In a statement, Andreas Bodemer, Regional President for Bosch Automotive Aftermarket, Middle East and Africa, claims that just as snow and ice in other regions damages wiper blades and poses a risk to visibility on the roads, the climate in the Gulf countries offers similar effects.

He notes that wipers in this part of the world are regularly exposed to sunlight and extremely high temperatures which can cause cracking and degradation, and a damaged windshield wiper can obstruct visibility. Bodemer adds that in heat, the rubber dries out completely and hardens, leading to rattling and unsatisfactory wiping. UV radiation and ozone breaks down the wiper's chemical structure and leads to roughness, brittleness and cracks.

For years, Bosch has demonstrated its leadership in wiper innovation and has been producing electric windshield wiping systems for over 80 years.

The company's wiper blades are tested for their ability in withstanding more than 750,000 wipe cycles. With a wiper rubber compound containing a substance that protects against ozone, this considerably extends the wiper rubber's service life. Bosch also provides high quality wiper blades in its AeroFit, AeroTwin and ECO range for commercial vehicles and passenger cars.

Wiper blade service intervals range from six months to a year, dependent upon driving conditions and the wiper's quality. UAE drivers can count on thorough maintenance checks with the Bosch service centers present across the country.

GOOGLE BUILDING ITS OWN CAR INFOTAINMENT OS



Reports say that Google might be working on its own infotainment system that is believed to be more powerful than Android Auto. This was hinted with reference in the Android Compatibility Definition Document to something which was labeled as Android Automotive.

Sources say that implementation of Android Automotive pertains to a vehicle head unit that runs Android as an operating system for part or all of the system and/or infotainment functionality. Moreover, the report also underlines that this is not for the Android Auto app, but is for a Google-certified car operating system that would directly run on the car's hardware, something that GM, Toyota, and other automakers would ship from the factory.

References of Android Automotive in the document first appeared in Android 5.1, but seems like it went unnoticed. Now, Google is on its second revision of the automotive requirements which provides a glance into the ongoing work on bringing the Android OS to another form factor.

Two new studies have revealed that dashboard infotainment systems and voice-activated smartphones may be making the distracted-driving problem worse instead of better. These systems enable drivers to do things such as send a text message, tune the radio, or make a phone call while keeping their eyes on the road and their hands on the wheel. However, a number of these systems are very prone to error or complicated that they need more focus from drivers.

LG CHOSEN TO SUPPLY COMPONENTS FOR GM CHEVROLET BOLT EV



LG Electronics has reached yet another milestone after being selected by General Motors as its partner in the development of the next generation Chevrolet Bolt electric vehicle in Michigan, USA.

As per the collaboration, the South Korean electronics company will supply batteries and other vital components for the long range EV. Under the agreement, both the companies will be involved in providing battery systems, infotainment and component development to customers.

LG supplied new systems and components for Chevrolet Bolt EV, including high power distribution module that manages the flow of high voltage to a variety of components; battery cells and pack; electric climate control system compressor; on board charger; power inverter module which converts DC power to AC for the drive unit; and electric drive motor which was built from GM design.

In addition, the company provides the new car with infotainment system; instrument cluster; power line communication module which manages communication between vehicle and a DC charging station; accessory power module which maintains low-voltage power delivery to accessories; and battery heater.

According to GM purchasing and supply chain global product development executive vice president Mark Reuss,

Chevrolet must be disruptive to maintain their leadership position in electrification. He said that by taking the best of their in-house engineering prowess established with the Chevrolet Spark and Volt EV, and combining the experience of the LG Group, they were able to transform the concept of the industry's first long range, affordable EV into reality.

LG invested more than \$250m in an engineering and production plant in Incheon, Korea, to support the component development and production for Bolt EV components.

In a statement, LG Electronics vehicle components president and CEO Lee Woo-jong, said that being chosen as GM's EV technology partner positions the company as a key player in next-generation vehicular technologies. "The opportunity to work with GM on such game-changing technology is indicative of exactly the type of contributions that traditional tech companies can make in the automotive space."

Chevrolet Bolt, which can reportedly travel over 200 miles on a single electric charge, is anticipated to go into production by 2016. The car's concept was initially presented at the North American International Auto Show (NAIAS) in January this year.

FREUDENBERG-NOK GETS FIRST MAJOR ORDER FOR FRICTIONLESS ENGINE SEALS

Just recently, Freudenberg-NOK Sealing Technologies has received its first-ever major order for its latest generation of seals. A subject of the company's study for years, the frictionless automotive Lexitex seals will be fitted to engine for a global platform in 2017. The seals come with an air cushion, reducing both CO2 emissions and fuel consumption.

Initially, Levitex seals will be manufactured in Europe though the company mulls expansion of the product in North America in the future as customers' demand escalates.

In any internal combustion engine, the seals ensure that oil stays in the engine. Therefore, the intersection between the transmission and engine is a vital sealing point. At the crankcase are crankshaft ends with a shaft seal. As important as the seal is, it generates a considerable amount of friction with every engine rotation, converting valuable torque into heat energy losses.

With Levitex, Freudenberg-NOK has created a new generation of mechanical seal that generates almost zero friction at all. This results in huge CO2 reductions, which are as high as one gram per kilometer driven.

At the center of the Levitex seal are two rings: one securely attached to the crankshaft and the other to the crankcase. One of the rings comes with grooves that are just a few micrometers deep. When the crankshaft starts to rotate, the air gets dragged against the sealing dam enclosing the grooves. The grooves then taper to a closed tip, thereby representing a cul-de-sac for the enclosed air. This generates air cushion that separates one sealing surface from the other, enabling an almost frictionless seal for the shaft. Gas-lubricated mechanical face seals are still used in industrial facilities. So far, it is the sole new design patented by Freudenberg-NOK, and its associated manufacturing process enable the idea to be carried over to the internal combustion engine, where there is little space for its installation.

Freudenberg-NOK engineers geared up for the launch of the Levitex technology into series production by performing exhaustive testing, where the sealing rings had to prove their excellent functioning in extreme temperatures, ranging between -40 and +150 degrees C. The seals' performance was not affected by fine dust or the penetration of water.

According to Dr. Eberhard Bock, the head of strategic product development at Freudenberg Sealing Technologies, there is currently no other technology that enables the secure and frictionless sealing of the crankshaft. He said that in view of the CO2 goals that would become effective in 2020, the focus would be on saving every gram. "As a result, we are confident that we will succeed in finding other customers for this innovative technology."

OLEA SENSOR NETWORKS LAUNCHES SEAT BELT TECHNOLOGY



In a quest to boost protection of car occupants, intelligent sensors and analytic developer Olea Sensor Networks has launched OS-3005 technology to improve a vehicle's existing seat belt systems.

The company's OleaSense software analytics is a seat belt vital sign monitor for automotive safety applications designed to enhance the seat belt systems based on Olea's sensor technologies. The beauty of the system is that it does not need any external wires and does not necessarily have to be in contact with the body to operate.

It might be smaller than a business card but it is highly capable of integrating seamlessly into existing automotive safety restraint systems. The technology can also recognize occupants when used as part of the infotainment system. Utilizing Olea HeartSignature technology, it can recall driver preferences and stored settings. The HeartSignature can accurately recognize individuals with precision comparable to existing biometric authentication systems.

Frank Morese, CEO of Olea, said that the concept of seat occupancy detection monitoring needs a state-of-the-art sensing technology capable of capturing human vital signs in a reliable manner. He explained that the concept of seat occupancy detection monitoring needs an advanced sensing technology capable of capturing human vital signs in a reliable manner. Through integration of the OleaSense and OS-3005 technologies, detection of human vital signs inside the vehicle now becomes part of the Advanced Driver Assistance Systems (ADAS).

Morese concluded that OleaSense system also augments next-gen IoT telematics systems to automatically and quickly call first responders following a crash, sending vital sign statistics to evaluate the conditions and identities of the driver and passengers involved.

JAPANESE FIRM DEVELOPS STEERING WHEEL WITH WARNING FUNCTION

Aiming to boost automobile safety, Toyoda Gosei has recently developed a steering wheel featuring a warning function that can alert drivers by vibrating the steering wheel itself. It comes equipped with a small motor built into it to directly alert the driver when it is detected that the vehicle is unintentionally drifting out of its lane. The motor rotates an off-center weight, causing the steering wheel's grip portion to vibrate to support safer driving.

Quiet performance is the key feature of Toyoda's steering wheel system. Results of the in-house tests revealed that the vibration sound was nearly half that of similar products on the market while the warning's vibration intensity was maintained. This quiet performance is attained with an original method to securely connect the vibration unit with the steering wheel's metal core.

Toyoda Gosei's revolutionary steering wheel warning system is featured on the recently unveiled Toyota Motor Lexus RX. The system was displayed at the company's booth at last month's Tokyo Motor Show.

MITSUBISHI ELECTRIC LAUNCHES DIRECTIONAL-INDICATOR SYSTEM

Just recently, Mitsubishi Electric Corp. has unveiled a revolutionary directional-indicator system that illuminates road surfaces at night to notify pedestrians and other motorists of a vehicle's intended path forward/backward, or when opening doors, turning or making emergency stops.

The new system was presented with Mitsubishi Electric's EMIRAI3 xDAS concept car at the recently concluded 44th Tokyo Motor Show 2015 at the Tokyo Big Sight exhibition complex in Japan.

The directional-indicator system projects huge and easy-to-understand animated illuminations onto road surfaces to help pedestrians quickly know the intentions of the driver. The technology is anticipated to help prevent road mishaps while lowering the potential confusion or frustration of nearby motorists and pedestrians.

Advanced automotive lighting systems are getting attention with their capability to reduce the number of accidents. In accordance with the research by Institute



Door opening indicator

Forward indicator

Reverse indicator

for Traffic Accident Research and Data Analysis, 70 percent of pedestrian deaths on roads might happen at night. The Fuji Chimera Research Institute, Inc. reveals that market initiatives to utilize lighting sources for safer roadway environments are anticipated to rise from US\$6.3 billion in 2013 to US\$10 billion by 2022.

Small and affordable LEDs, in particular, are anticipated to be used in progressively sophisticated lighting systems.

Going forward, Mitsubishi Electric will continue the development of practical lighting concepts and technologies to further improve automotive safety and road accident prevention.

BRIAN'S CUSTOM AUDIO PROVES IT IS SERIOUS ABOUT SOUND AT DUBAI MOTORSHOW

Combining unique Dutch craftsmanship and custom design, Brian's Custom Audio takes any in-car musical experience to a new dimension. Therefore, driving the supercar becomes more extraordinary. Using 'Serious About Sound' as their motto, the company brought serious noise to the recently concluded Dubai International Motor Show that went beyond the visitors' wildest expectations.



Visitors witnessed two Ferraris custom-fitted with Brian's audio equipment at its stand: one was a Ferrari FF custom-fitted live at the show and the other was a custom fitted Ferrari F12berlinetta. To those who did not make it to Dubai, Brian offered livestream coverage from their stand with the latest news from the show on their website, www.brian.nl.

As remarkable as supercars are, Brian's sound system often does not work at the same level. Normally, supercar builders do not put much priority on audio systems, but the company ensures that when drivers are cruising in the car, they will be able to listen to their favorite music at the best possible sound quality and to hear it above the sound of the engine. For Brian's, the perfect solution are high-end upgrades and customized sound systems. These are featured in current Ferrari models such as the new 488GTB, FF, F12berlinetta, the 458 Italia/Spider/Speciale and the California (T).

According to Brian Meghoe, owner, Brian's Custom Audio, it was a great honor to bring their sound to the Dubai International Motorshow. "To be honest Dubai is the only place where our customers can truly experience the meaning of Serious Sound, apart from our showroom that is."

Brian's Custom Audio was located at Stand Z259 at Dubai World Trade Center. With more than 100,000 visitors, the Dubai International Motorshow had over 85,000m² of exhibition space, presenting 150 of the best manufacturers in the globe.

SCIENTISTS DEVELOP ECG FOR THE DRIVER'S SEAT

Just recently, a team of researchers at the Fraunhofer Institute for Photonic Microsystems (IPMS) has announced the development of an electrocardiogram (ECG) that operates from within the driver's seat. The revolutionary device is claimed to monitor the heart rate of drivers and prevent accidents due to their incapacitation.



According to the scientists, apart from exhaustion, the leading accident-causing forms of sudden driver incapacitation are cardiovascular problems such as heart attack. The state-of-the-art seat they designed is aimed at preventing those types of accidents, when working together with automated vehicle emergency response technologies such as emergency-stop assistance and active braking systems.

Andreas Heinig, Project Leader at Fraunhofer IPMS, explained that the ECG in the seat works without direct contact with the driver's body. The device comes with electrodes that can work through layers of clothing, which could offer a solution for long-term monitoring in other medical fields.

The technology integrates metal plates built into the seat, which work as a sort of receiver for the natural electromagnetic signals of the body. Even through multiple layers of clothing, the technology works well according to the Fraunhofer team. The challenge lies in distinguishing between the weak signals given off by the cardiovascular system and the more powerful signals created by friction and interference.

With a shield and electronic circuit, the stronger currents are prevented from getting to the circuit board that does the measuring, thus regulating voltage fluctuations before they enter the computer.

The research team said that while the technology mainly focuses on automotive applications, it has wide implications as it could be integrated into blankets, clothing, hospital beds and other items to offer non-invasive heart monitoring.

Ford worked on a similar technology four years ago, ultimately closing down its plans earlier this year due to the advent of simpler, more affordable systems on the market through fitness apps and smart watches.

UK RESEARCHERS DEVELOP BATTERY THAT MAY BOOST EV RANGE



Researchers at UK's University of Cambridge have recently developed a lithium oxygen battery that could ultimately replace lithium ion batteries in electric cars, providing them with a longer range between charges. The battery prototype overcomes a number of barriers that have held back the development of this technology including size, price and power.

According to the scientists, the energy density—a measure of energy stored for a given weight—in lithium oxygen batteries, also known as lithium air batteries, could be ten times that of Li-ion batteries, approaching that of gasoline. This could enable electric vehicles to travel hundreds of kilometers between charging.

The scientists claim that the new batteries may also be a fifth of the weight and a fifth of the cost of existing Li-ion batteries—factors that have been a huge problem in the development of EVs.

Commenting on the project, Clare Grey, a Cambridge professor of materials chemistry who spearheaded the research, said that it is a step towards a practical battery, though with several obstacles ahead.

The researchers believe it could be more than ten years before a practical lithium oxygen battery is ready, in part because the ability of the battery to charge and discharged is currently very low. According to Grey, it is very early to measure the range limits of lithium oxygen battery in vehicles.

As compared to other lithium oxide battery research, the Cambridge prototype utilizes lithium hydroxide rather than lithium peroxide in its construction, and an electrode made of graphene, a form of carbon. The scientists say that this results in a more stable and efficient battery that can be recharged over 2,000 times and currently attains an efficiency rate of around 93 percent.

The sale of battery-powered cars that are currently powered by Li-ion batteries have been slow to take off due to cost and range anxiety. Car models such as the Nissan Leaf have a driving range or around 250 kilometers between charges.

AUDI USES 3D PRINTING TECH TO CREATE MODEL OF ITS SPORTS CAR



Utilizing the innovative 3D printing technology of Volkswagen Group, Audi has recently created a half-scale model of its 1936 Auto Union Typ C Grand Prix sports car. This car is designed to showcase the potential of metal printing technology in the manufacture of intricate components.

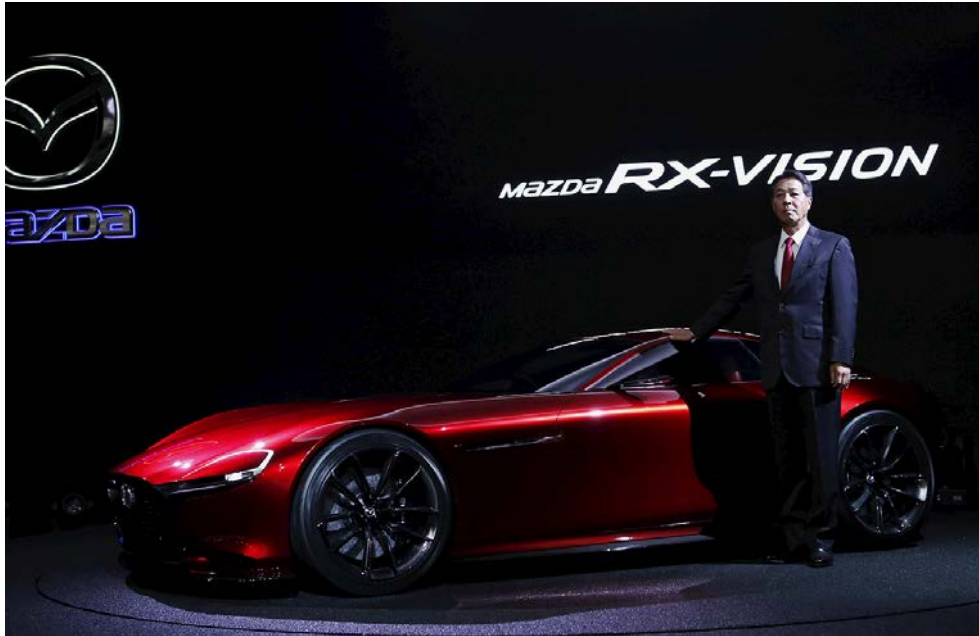
The Silver Arrow model Auto Union Typ C comes with metallic parts printed using laser melted layers of metallic powder. The grains in this powder are only 15 to 40 thousandths of a millimeter, or approximately half of a human hair's diameter.

This enables the creation of complex steel and aluminum components that could not be created using standard techniques. Also, components printed using this method are denser than those made using hot forming or die casting. At the moment, the automaker's metal printing process can be used to create different shapes and objects up to 240 mm long and 200 mm high.

Audi is not the only automaker keen on utilizing 3D-printed components in its cars. In fact, Local Motors is mulling the production of a car that is nearly 75 percent 3D printed, while Divergent Microfactories targets to clean up the automotive production process by pairing a 700 hp bi-fuel engine with an aluminum chassis that has 3D printed nodes.

In a statement, Head of Toolmaking at the Volkswagen Group, Prof. Dr. Hubert Walzl, revealed that the goal of the automaker is to utilize metal printers in the series production process.

ROTARY ENGINE MAKES COMEBACK IN MAZDA CONCEPT COUPE



After pulling the plug on the rotary-powered RX-8 sports car, Mazda Motor Corp. has hinted at the recently concluded Tokyo Motor Show that it has not given up on the atypical engine design that gave the brand some of its biggest successes.

The Japanese automaker presented a concept for a low-slung sports car known as the RX-Vision, with a next-generation rotary engine called the Skyactiv-R. It did not disclose any specifications or manufacturing plans for the engine, but stated that it seeks to make the gasoline engine clean, efficient and reliable enough to sell.

According to Mazda, the rotary symbolizes their tirelessly challenging spirit, and they will never stop challenging to deliver new rotary engines that offer its unique brand of driving pleasure.

Rotary engines are also called Wankel engines after inventor Felix Wankel. They utilize triangular rotors that constantly spin inside an oval housing, unlike most gasoline engines which rely on the back-and-forth pumping action of pistons.

The Cosmo Sport, which hit showroom floors in 1967 three years after its launch as a concept at the Tokyo Motor Show, is Mazda's first-ever production car equipped with a rotary engine. At that time, the automaker, like the rest of Japan's leading carmakers, was hell-bent to prove it could build more than just economy cars.

That same year, Toyota rolled out the 2000GT, which became the first-ever Japanese car to appear in a James Bond film with its inclusion in the Japan-themed *You Only Live Twice*. In 1969, Nissan followed suit with its legendary Z coupe, sold in Japan as the Fairlady Z and in the United States as the Datsun 240Z.

By the end of Cosmo Sport's production in 1972, Mazda sold only 1,519 units of the car. However, it paved the way for the rotary-powered RX-7, one of the automaker's greatest successes.

The car's successor, the RX-8, was discontinued in 2012. Mazda only sold 759 units of the RX-8 in the United States in 2011, down from a high of 23,690 units in 2004, as the rotary engine's high emissions and poor fuel economy became a hindrance.

Mazda continued its research into a next-generation rotary, primarily as a compact range extender. In 2013, the automaker presented a prototype of a hybrid Mazda2 equipped with a 0.33-liter rotary engine to recharge the batteries on the fly. However, the automaker has denied plans to build a rotary-powered successor to the low-volume RX-8.

According to Mazda CEO Masamichi Kogai, they don't have that kind of vehicle in their future product plan.

Meanwhile, Ikuo Maeda, Mazda's chief designer, said in a statement that the company would not bring back the nameplate without such an engine.

The fresh concept makes use of the front-engine, rear-wheel-drive configuration commonly used in sports cars, including the Mazda MX-5 Miata. However, it is bigger than the freshly redesigned MX-5.

HONDA UNVEILS 10-SPEED AUTOMATIC TRANSMISSION



Just recently, Honda has launched a new 10-speed automatic transmission to be used in its huge-sized front-wheel drive vehicles. The unveiling of the product represents a world-first.

With the company's existing relationship with ZF for the supply of its 9-speed FWD automatic, its launch of the new transmission seems more like a surprise move. The agreement with ZF had been seen by many as an implied acceptance by Honda that its own transmission development could not keep up with developments offered by the independent specialists.

Honda's new 10-speed can handle up to 370Nm of torque and looks quite compatible with Honda V6-engine FWD models, possibly displacing the ZF 9-speed as the transmission option. The gearbox comes with four planetary gears, a ratio spread of 10.1 and direct shift capability which means upshifts and downshifts do not have to be chronological for better fuel economy and rapid acceleration.

Compared with Honda's existing 6-speed automatic, the company claims that the 10-speed has the following benefits: at least 6 percent better fuel economy, 30 percent quicker shift response, 14 percent better accelerative performance, and engine downspeeding of at least 26 percent at cruise.

DUBAI INTERNATIONAL MOTOR SHOW HIGHLIGHTS CAR TUNING AND MODIFICATIONS



In the Middle East, the demand for car customization has climbed 15 percent over the years. This is why the showcase of the latest tuning techniques and custom car designs from premier manufacturers has been one of the thrilling highlights of this year's Dubai International Motor Show (DIMS), the grandest automotive trade event in the MENA region, which took place last month.

The 100,000 plus visitors at the show witnessed companies such as Al-Futtaim Motors, and tuning professionals GForce, as well as the newest auto tuning techniques and custom car designs from premier manufacturers such as Toyota. The event also offered the perfect platform to explore the latest on what's happening in the Tuning, Aftermarket, Parts & Accessories market and to ask experts on hand about the latest trends emerging worldwide.

Al-Futtaim Motors, the sole distributor of Toyota in the UAE, displayed Toyota's racing and performance line through the regional Motor Show launch of Toyota Racing Development (TRD). Thanks to TRD's aerodynamic and downforce modifications, TRD packs make each car quickly recognizable as distinct examples with sharper designs offering enhanced performance and cornering stability. Sports and aerodynamic packs from TRD will be offered exclusively through Al-Futtaim on the Toyota 86, Corolla, Yaris Sedan, the new Yaris Hatchback, and the Aurion family saloon.

In the field of in-car entertainment, Fly Audio showed the newest in plug 'n play head units, Bluetooth connectivity, rear view cameras, rear seat entertainment consoles, steering wheel controls, GPS navigation and more.

Brian's Custom Audio has a huge client base in the UAE, with a separate office and workshop in Dubai. At the show, the Dutch team presented its latest bespoke installations for the Ferrari FF, 458 and F12berlinetta as well as its work on the Lamborghini Aventador and other high-end supercars. Their work is known worldwide and can turn any ordinary car interior into a flawlessly balanced and acoustic concert hall.

What's more, the Dubai International Motor Show has also collaborated with Dubai-based GForce and Top Performance to launch a segment where a car was built in public. They performed daily tuning sessions at the show with live, on-site tuning and styling of a standard, production vehicle. Here, visitors witnessed a complete transformation that covers suspension modifications, tires, wheels, performance enhancement, body styling and many more. In the live tuning arena, experts also featured the on-stage transformation of a high performance sand buggy that got some interior enhancements, a safety roll cage, wheels, suspension, custom body panels and engine upgrades. At the stand, tuning and customization experts actively interacted with the visitors.

The foiling and wrapping trend, where the exterior color can be changed by using a vinyl film or plastic stretched tight over the paint, has a new rival in the form of a rubber-based peelable paint from British manufacturer Cardip.

The company showcased its groundbreaking new product which enables the owner to change the car's color on a whim while fully protecting the original paint. Offered with up to 3,000 color options in chameleon, candy, metallic, pearl, matte and gloss effects, it is sprayed on like regular paint but can be easily peeled off when it is time for a new look.

Held biannually, the Dubai International Motor Show is the key highlight of the Dubai Motor Festival, which is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid al Maktoum, Crown Prince of Dubai. It is supported by show partners Swiss Tourism, RTA, Mazda, Dell, ENOC, Cooper Tires, Autopro, Alienware, and AC Delco.



MASKING TAPES





Alpha Beta masking tapes are automotive grade high temperature tapes specially suited for body shop applications.

THESE TAPES CONFORM TO ISO 9002 AND ISO 14001 MANUFACTURING STANDARDS.

For more information:

Dubai: 04 2036888 | Sharjah: 06 5331513 | Fujairah: 09 2223187
Abu Dhabi: 02 6414009 | Mussafah: 02 5554401 | Ras Al Khaimah: 07 2223622
Website: www.ctc-uae.com | E-mail: sales@ctc-uae.com

الشركة التجارية المركزية ذ.م.م
CENTRAL TRADING COMPANY L.L.C.
Established 1957
A Member of Al Rostamani Group

MITSUBISHI'S NEW TECH SPOTS COGNITIVE DISTRACTIONS IN DRIVERS



Like most automakers, Mitsubishi Electric Corp. cares a lot about the safety of both drivers and passengers. This is why it has developed a technology that spots absent-mindedness and other cognitive distractions in motorists when their vehicles are travelling straight, utilizing a type of machine-learning algorithm called deep learning. The Japanese firm claims that this is a first in the automotive industry.

Although there are systems that spot drivers who are visually distracted due to inattentiveness or drowsiness, the detection of cognitive distractions has been hard because symptoms sometimes appear in a driver's biological or behavioral patterns, rather than on their face or eye movements.

Mitsubishi Electric's all-new technology uses a machine-learning algorithm to analyze time-series data, including information about the vehicle and the driver, to spot and alert drivers of potentially threatening indications. Deep learning allows machines to utilize both forward- and backward-moving time-series data, which enables to reduce errors in forecasting driver actions by 66 percent compared to Mitsubishi Electric's traditional algorithm, known as the three-layer neural network.

The revolutionary technology was exhibited at the 44th Tokyo Motor Show 2015. Technologies for spotting visually and cognitively distracted driving are anticipated to be installed in driver sensing units sold from around 2019 or beyond.

MERCEDES PRODUCTION CARS FIRST TO HAVE CO2 AIR-CON

Mercedes will reportedly be the first-ever automaker to equip production models with CO2 air conditioning systems, which are believed to be more eco-friendly and to work better than traditional systems. The move is in response to an EU directive that is slated to come into effect two years from now.

The German automaker has tested the new technology on all of its vehicle models and, based on the results, designed its system in such a way as to separate the air/refrigerant mixture from the hot engine components in the event of a crash. This is to decrease the likelihood of fire.

CO2 systems operate at a pressure ten times higher than the typical R134a refrigerant systems of today, at over 100 bar. As such, the new systems need components and designs that can safely handle the increased pressure.

The forthcoming legislation is based on the climate protection requirements of the EU, and Mercedes has been involved in drafting the standards for the use of the innovative technology. It states the standards will enable other automakers to start developing their own systems rapidly.

According to Mercedes, they are the first to both award development contracts and place production orders for CO2 air-con systems and their components. The first Mercedes cars to be equipped with the new technology are the European S- and E-Class models.



WAGNER ROLLS OUT NEW LINE OF REPLACEMENT BRAKE PADS



Wagner has good news for drivers. Just recently, the company has announced its new line of premium replacement brake pads designed to help them stop up to 50 feet sooner when driving light trucks, crossovers and sport utility vehicles.

Groundbreaking and validated, Wagner's OEX brake pads are now offered in selected North American markets and has a range of extra benefits, including reduced rotor dusting and wear, and up to two times longer pad life. Engineered and produced in the United States, these new pads are displayed at this year's AAPEX at the Sands Expo Center in Las Vegas, Nevada. They are produced and marketed by Federal-Mogul Motorparts.

According to Bill Nunnery, vice president of business development and product management, global aftermarket, Federal-Mogul Motorparts, Wagner once again sets a new standard for innovation and braking effectiveness with groundbreaking Wagner OEX brake pads. He said that in the hyper-competitive aftermarket brake arena, they are proud to offer this advanced new technology. "We believe this impressive performance provides a considerable safety advantage for motorists."

The new Wagner OEX line consists of 114 custom-shaped, application-specific pad designs covering 95 percent of utility-focused passenger vehicles registered in North America. Wagner claims that these distinctive, patent-pending pad shapes, combined with accurately engineered slot and cuts, boost performance by increasing turbulent airflow, enabling for cooler operation and enhanced stopping power.

Christopher Battershell, director of brake product management, North America, Federal-Mogul Motorparts, said in a statement that the Wagner brand's market leadership has been established in part through their ability to expect and address changes in vehicle technology and consumer driving preferences. He added that with the sustained shift toward utility-type passenger vehicles, their engineers recognized the need for a distinguished brake pad technology engineered to help improve driving safety and overall braking performance on these harder working vehicles.

57 | tiresandparts.net

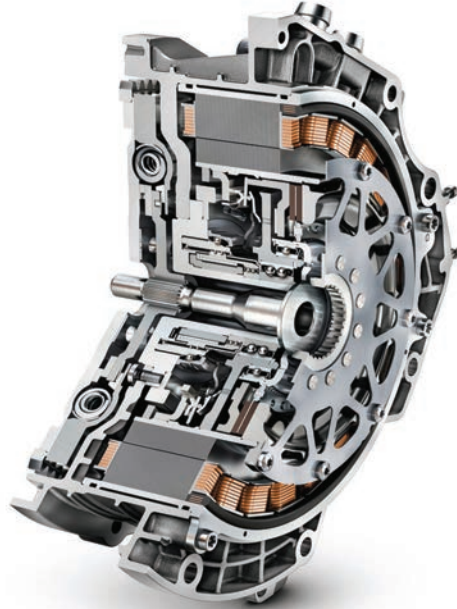


World Leader in Spark Plug Technology.

NGK **NTK**
SPARK PLUGS TECHNICAL CERAMICS
NGK SPARK PLUG ME FZE

Plot # S-30205, Jebel Ali Free Zone - South
P.O Box: 17859, Dubai, UAE
Tel: +971 4 8807 244 | Fax: +971 4 8807 255
www.ngkntk.ae

SCHAEFFLER GETS PRESTIGIOUS AWARD FOR ITS HIGH-VOLTAGE HYBRID MODULE



At the recently concluded EQUIP AUTO in Paris, Schaeffler was bestowed the International Grand Prix Award for Automotive Innovations in the OEM New Technologies category. The panel, which comprised international trade press journalists, were impressed with the high-voltage P2 hybrid module. This is located between the internal combustion engine and transmission, and can transmit internal-combustion torques of up to 800 Nm to the transmission. Guillaume Donet, Marketing & Strategic Planning Manager at Schaeffler Automotive Aftermarket, received the award.

The P2 hybrid module for the drive train's electrification can be adapted to a huge number of drive concepts on a modular basis. It consists of an automatic disconnect clutch and an electric motor. This clutch is operated by an electromechanical concentric slave cylinder that engages the clutch mechanically through a ball screw drive without a hydraulic transmission path, meaning extra space for actuators is needed outside the module. To ensure effective transmission of torques up to 800 Nm without integrating a costly clutch, torque conveyance depends on its direction.

A one-way clutch, for instance, is used for transmitting torque in direction of transmission and electric motor, while torsional torque in the direction of the internal combustion engine is conveyed through the clutch. Even with high torque requirements, the clutch can thereby still have a compact design and the corresponding benefits in terms of cost and the design envelope.

The one-way clutch offers other benefits. Adjusting the connection of the internal combustion engine when accelerating is typically a complex matter involving the transmission, the electric motor, the disconnect clutch and the internal combustion engine and electric motor speeds synchronize. This enables regulation to take place more rapidly. As the driver operates the gas pedal, he is aware of the added dynamic connection with the internal combustion engine, but still enjoys a higher level of comfort given that the clutch is operated in slippage mode on the transmission side in the start phase. When the electric motor starts to run as a generator to recover electrical energy, the torque no longer gets transmitted by the one-way clutch and the clutch is open, which implies that the internal combustion engine does not have to be dragged along.

Another exceptionally efficient function of the hybrid module is the active vibration damping of rotational irregularities in the drive train. By enhancing the damper in conjunction with active vibration damping in the lower speed range and with clutch micro-slippage from approximately 1.500 rpm, it is likely to attain perfect comfort and reduce the design envelope at the same time.

Schaeffler's new hybrid module is slated to go into volume production for the first time in China in 2017, in an edition without a one-way clutch for internal-combustion torques of up to 250 Nm. Considering that this hybrid module has significantly higher electrical power of 80 kW, it can be used as a plug-in hybrid, thus offering up to 75 percent reductions in fuel consumption compared to similar vehicles with internal combustion engines. This is particularly crucial as legal regulations governing emissions and fuel consumption in China now include minimum distances for all-electric travel. These requirements can only be met by plug-in hybrid vehicles if the electric motor supplies the necessary power. This then prevents having to engage the engine in the medium power range, for instance when accelerating away from traffic lights or on longer interurban journeys.

The electric motor utilized in the hybrid module for volume production in China delivers up to 96 percent efficiency. This offers dual benefits to the system, both in terms of recovering braking energy and during electric driving. This implies a smaller battery can be used for the same range, thus saving cost, weight and space.

Featuring a high level of variability and extremely wide torque range, Schaeffler's new generation P2 hybrid module can be used in both medium and extremely high performance drive concepts and can make a significant contribution to further reductions in emissions and fuel consumption in plug-in hybrid vehicles.

XKCHROME TAKES AUTOMOTIVE LIGHTING INTO A NEW DIMENSION



PARTS FACT

Under extreme conditions, synthetic engine oil protects your vehicle. But substantially, it does not enhance the vehicle's performance and efficiency.



Automotive LED lighting will never be the same again with XKchrome. This innovative app works by shining the user's car or motorcycle with millions of bright colors and animated patterns. Easy to use, it enables the user to control the lights remotely and to fully customize everything at their fingertips.

Using a variety of sensors in the user's phone, XKchrome brings dynamics to the light. The app's Real-time Chameleon feature quickly changes the vehicle to whatever color the user sees, while its Music Sync feature makes the light dance with whatever rhythm the user hears. With XKchrome, the vehicle becomes part of the owners and extends their self-expression into a completely new dimension.

Apart from lighting, XKchrome also enhances night driving safety and provides the driver with convenience. With the Smart Brake sensor, all lights are switched automatically to full-on red during brake for superior visibility.

What's more, XKchrome even remembers the parking spot of a user whenever they leave the vehicle so that they don't have to. The app incorporates all these features into an ultra-slim and waterproof controller, which talks to a user's phone using the most cutting-edge iBeacon and Bluetooth Smart Technology.

To help XKchrome reach the market, the developers launched a Kickstarter campaign for the app. The goal of the project is to raise \$10,000 by next month.



TYREPLUS



MICHELIN'S Car Care Network

Find your nearest dealer on www.tyreplus.ae



TYREPLUS is a "one-stop-shop" offering you a wide choice of all major tyre brands, lubricants and batteries. Our knowledgeable and friendly staff will offer you professional service and advice, giving you peace of mind that your vehicle is in good hands.

TYREPLUS

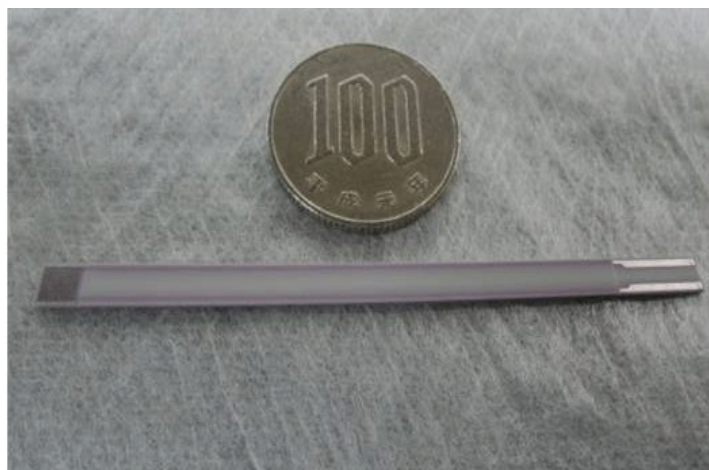
For more information:

Dubai: 04 2036888 | Sharjah: 06 5331513 | Fujairah: 09 2223187
Abu Dhabi: 02 6414009 | Mussafah: 02 5554401 | Ras Al Khaimah: 07 2223622
Website: www.ctc-uae.com | E-mail: sales@ctc-uae.com

الشركة التجارية المركزية ذ.م.م.
CENTRAL TRADING COMPANY L.L.C.
Established 1957
A Member of Al Rostamani Group



KYOCERA CREATES INNOVATIVE SENSING ELEMENT FOR DIESEL ENGINES



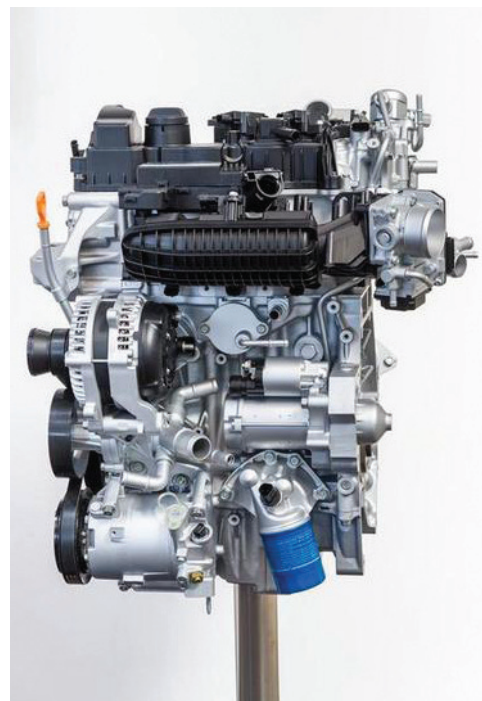
Kyocera Corporation is making a name for itself in the automotive industry with the development of a world-first sensing element that monitors soot filters in diesel-engine vehicles and withstands operating temperatures above 500°C without using platinum. The new product, which was awarded in the Green Innovation category at the CEATEC JAPAN 2015 trade show, makes use of a new base-metal alloy to withstand higher temperatures while cutting production costs and enabling to enhance air pollution from engine emissions.

With the ever-tightening environmental regulations, soot sensors are anticipated to become a requirement for monitoring diesel engine emissions. Most of the sensing elements for soot sensors that are currently in development by other companies use platinum-made conductors, which can resist oxidation even at high temperatures. However, the problem is that platinum can cause catalytic reactions with soot—and at extremely high temperatures, can cause the soot to burn. In a quest to solve this problem, Kyocera has created a new base-metal alloy to replace platinum in its new element, which the company intends to further develop, with samples to become available by January 2017.

Soot sensors measure the particulate level in diesel exhaust and spot cases in which soot emissions surpass regulatory limits. By informing the driver when the filter gets compromised, this sensing element can help minimize air pollution, thereby contributing to a cleaner environment through practical application. Apart from its high-temperature performance advantages, the new sensing element cuts costs by replacing platinum with Kyocera's base-metal alloy.

Upcoming emission regulations are anticipated to mandate soot sensors as a vital component of diesel engine vehicles. Kyocera stays fully committed to employing its technology to address environmental issues and will constantly develop its sensing element to meet the industry's needs.

NEXT-GEN CIVIC 2017 TO GET HONDA VTEC TURBO ENGINE



Honda has recently revealed that two downsized turbo petrol engines will be launched in Europe. Powerful 1-liter and 1.5-liter VTEC TURBO engines will form part of the powertrain line-up for the 10th generation Civic, which is slated to hit the continent's showroom floors from early 2017.

The new engines will be part of the Japanese automaker's expanding Earth Dreams Technology range and will deliver combined dynamic performance, outstanding fuel economy and class-leading output. The first new VTEC TURBO engine, a 2-liter, was unveiled this year in the current Civic Type R, capable of 310ps and a 0-62 mph time of 5.7 seconds.

Based on a new engine structure and using its newly developed turbo systems, the new engines boast variable valve motion technology to reduce friction and attain class-leading output and environmental performance. They also use a turbocharger with high responsiveness and a low moment of inertia, and direct injection technology to attain good balance between high torque and output, above those of traditional naturally-aspirated engines.

Five door variants of the new Civic will reportedly be manufactured at Honda's UK production plant (HUM) in Swindon. The automaker has confirmed investment of €270m in new manufacturing technologies and processes to prepare for the new model.

In a statement, Philip Crossman, Managing Director at Honda UK, said that with the roll out of the new smaller turbocharged engines, they are responding to the market demand and the growing trend for increased fuel efficiency without compromising on power.

VOLVO'S NEW TECHNOLOGY PREVENTS MEETING OF CAR AND KANGAROO



Just like deer and moose in other parts of the globe, kangaroos cause a huge havoc to car occupants when bounding across roads in Australia. Aiming to minimize the damage caused by these animals, Volvo is currently working on technology for its vehicles that spots them and brings the car to a stop before the occurrence of a crash.

According to Volvo, there are over 20,000 crashes between kangaroos and cars in Australia every year. This leads to grave damage to humans, vehicles and animals involved, so as part of the automaker's vision to have zero casualty or zero severe injury in a new Volvo car by 2020, it is charting new territory with the kangaroo detection technology.

It is an adaptation of Volvo's existing technology called City Safety system, which detects cars, pedestrians and cyclists. While City Safety is enhanced for city driving, the animal detection version is designed to work at highway speeds.

The grille is equipped with radar that constantly scans the road ahead, looking out for any moving objects. There is also a light-sensitive, high resolution camera in the windshield that works in synch with the radar to determine the way the object is moving and passes the information onto an onboard computer that crunches the numbers. City Safety churns through 15 images every second and is said to respond to an emergency situation in half the time a human does. According to Volvo, it can identify danger and hit the brakes within 0.05 seconds, compared to the 1.2 seconds it takes drivers.

Volvo has been doing research in Europe on animal detection for some time, though with slower and more cumbersome animals such as moose and cows. Adult kangaroos, which are huge and move very quickly, pose another challenge for the Volvo research team.

TOMTOM'S NAV SERVICES ARRIVE IN MERCEDES ME APP

Just recently, TomTom has announced that its navigation services are already available in Daimler's newly rolled out app—the Mercedes me.

The app offers an array of "Mercedes connect me" services, including maintenance management and remote status as well as the newest information about traffic delays and ETA, powered by TomTom's advanced routing technology.

According to Jan-Maarten de Vries, VP Product Marketing at TomTom Automotive, they are proud to reinforce their relationship with Daimler and they believe that their world-class maps, navigation software and services make TomTom a major partner of the globe's top automakers. "We understand that car manufacturers want to extend the user experience beyond the car and its embedded infotainment systems. We support that wish by offering the components to develop navigation portals and smartphone companion apps."

The all-new Mercedes me app can be downloaded for free from the Google Play Store and iTunes. The online routing is only offered to customers with a car featuring "Live Traffic Information" and "Mercedes connect me services".

THUNDERMAKER-II UNIVERSAL

Get your engine fired up with a power box of the thunderbolt. It always satisfies you with one-strike starting and ever-comfy driving, anywhere, anytime. This Premium-MF Battery series in full range is genuinely manufactured in Japan to suit to all Japanese passenger cars, now available in factory-filled and wet-charged condition.



FB
BATTERY

For more information:

Dubai: 04 2036888 | Sharjah: 06 5331513 | Fujairah: 09 2223187
Abu Dhabi: 02 6414009 | Mussafah: 02 5554401 | Ras Al Khaimah: 07 2223622
Website: www.ctc-uae.com | E-mail: sales@ctc-uae.com

الشركة التجارية المركزية ذ.م.م.
CENTRAL TRADING COMPANY L.L.C.
Established 1957
A Member of Al Rostamani Group



WELCOME LIGHT CARPET ARRIVES IN BMW 7 SERIES

The BMW 7 Series proves to be the ultimate bestfriend of night owls and late-night revelers due to its featured system that makes walking through the carpark a bit less frustrating. Drivers just have to press the key fob, and the Welcome Light Carpet lighting system shines a striped light pattern on the ground to guide them back to their cars. This is made possible by a system of specially developed microoptic lenses.

Now a standard feature on the BMW 7 Series, the revolutionary Welcome Light Carpet utilizes microoptics developed by the Fraunhofer Institute for Applied Optics and Precision Engineering IOF in Jena. When activated, it projects a striped pattern of light over roughly 4m² on both sides of the car by means of a lighting module mounted on the vehicle underbody which is under the driver's door.

From the module, the microlenses aim the light where it is preferred using a honeycomb array of microprojectors. According to Fraunhofer, the tiny projectors must generate less light, but this is overcome by packing many of them in just a small region. These lenses can be individually arranged, so the images from them can be made to accurately overlap for a high-intensity image even at low angles of illumination.

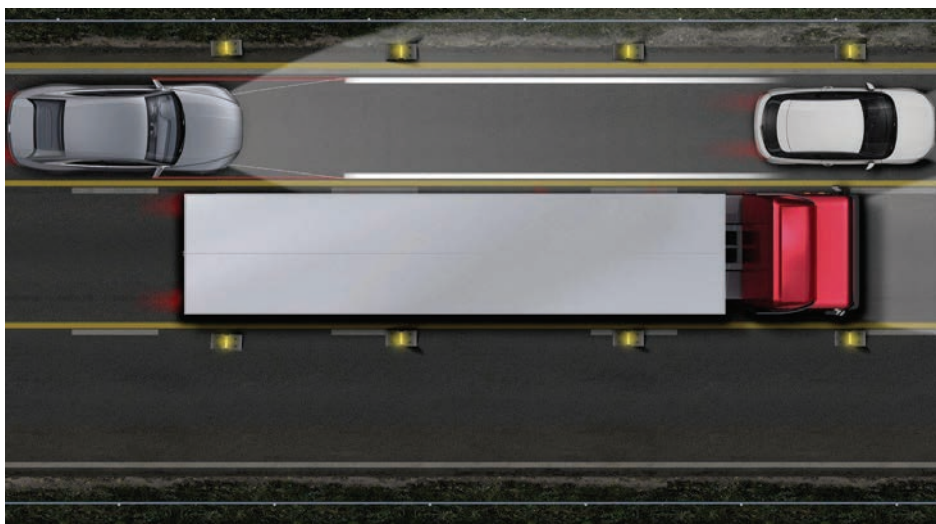
In a statement, Andreas Bräuer, Microoptic Systems department head, explained that they could alter the intensity of the light by altering the number of microprojectors used. He added that regardless whether they use 150 projectors, as with the BMW Welcome Light Carpet, or they use 3,000 of them, the thickness of the array still remains within a range measurable in millimeters.



For the eye-catching BMW Series 7, the Welcome Light Carpet was configured into a 10 x 10 mm² microoptic assembly fitted with a glass cover. In order to reduce damage from stones thrown from the road surface, this is fitted to the car's underbody and faced away from the travel direction. Fraunhofer claims that road dirt is not a huge problem because the projectors can continue to operate with decreased brightness without being completely hidden.

Bräuer revealed that this marks the first time their technology has been applied in a volume market. He concluded that there is a wide array of potential uses for this type of array lighting, which extends from safety technologies and medical applications to mechanical engineering and conventional signal lighting.

AUDI TO USE CAR-TO-X TECHS IN ITS LIGHTING SYSTEM



Given that lighting is dear to Audi's heart, it was not a surprise when the German automaker used the International Symposium on Automotive Lighting as a platform to discuss a number of new lighting technologies.

As part of Audi's presentation, it highlighted its Matrix Laser headlights which use a micro-mirror and a laser to intelligently control the pattern of light distribution. The automaker also talked about the ways on how lighting systems could take advantage of Car-to-X technologies.

According to Audi, when a car enters a known construction zone, the lights could be used in projecting the width of the vehicle onto the roadway as accurately defined light strips. The company explains that this would give drivers reassurance as they travel through narrow bottleneck areas.

During the symposium, Audi also reaffirmed its desire to become the first-ever automotive manufacturer to use OLED taillights in a production vehicle.

CTC LAUNCHES NEW AUTOMOTIVE BRANDS IN UAE

Central Trading Company (CTC), a member of Al Rostamani Group and a key player within the UAE's dynamic automotive industry, is proud to present new automotive brands in its offerings. As the first-ever company to be established within the Group with a focus on general imports and exports, the company prides itself on its long-standing business collaborations, customer-focused strategies and wide distribution network.

Eventually, CTC grew into a successful automotive giant, with the tire segment accounting for more than 50 percent of its business. As the official distributor of Michelin tires in Dubai and the northern emirates with a dealership network of more than 250 outlets in its assigned territory, it has been awarded by the premier tire manufacturer for promoting light truck tires. The company also has ten Tire Plus service centers offering specialized alignment, balancing, and fitting services.

Moreover, CTC carries big brands such as Henkel, a line of sealants, adhesives and automotive maintenance products; FB, a premier Japanese-manufactured battery; and Castrol, the globe's leading automotive lubricants. The newest addition to the company's suite of brands is Autous Battery, a renowned Korean spare parts and battery manufacturer that enables CTC to cater to an array of Korean and Japanese cars.

Other brands that are now represented by CTC include No-H2O, an Irish brand that specializes in environment-friendly and waterless car wash; Dewalt, a leading brand of hand tools and power tools and a subsidiary of Stanley Black & Decker; and Alcoa, a global leader in lightweight metals technology, engineering and manufacturing. The company also carries premier automotive refinish paint brands: Turbo (General Paints) and Superio (Nippon Paints) for the UAE market.

In a statement, Mohammed Aqel, General Manager, Central Trading Company, said: "We are proud to introduce BAROCLEM automotive batteries in the UAE region which is a traditional manufacturer of batteries with 80 years' experience." He claimed that BAROCLEM delivers unparalleled reliability as they supply the energy required by any series of vehicles and cover every need, whatever the level.



Aqel also revealed the company's plan to roll out a waterless car wash service by offering franchises to SMEs, adding that CTC has introduced new vehicle services to improve its customer support. "Michelin Quick Service (MQS) is dedicated to deliver tires in less than one hour to the requested location in the UAE. CTC's current network of Tire Plus service centers in the country will also grow to 12 by 2016. The centers have been drawing heavy traffic thanks to transparent pricing, professional staff, including patronage from female customers who appreciate their clean and safe ambience."

There is also the Castrol Training Van that visits workshops and trains mechanics with the help of certified Castrol Lubricant trainers. Along with the company's principals, it has launched computerized paint color matching and mixing service which is designed to precisely match the color of the repainted parts of the car with the rest of the vehicle.

Aqel noted that their collaborations with their renowned principals are in line with their commitment to the UAE market and customers to bring them the latest in product technology and service that is offered worldwide. "We want our clients to enjoy quality products and services and benefit from expertise and a commitment to excellence."



Enjoy a smooth ride!

Be it you windscreen, car body or brakes, we have the right products that get your car to function smooth and sparkle elegantly. Our polishes, fillers and other vehicle car chemical products ensures your car gets the right royal treatment it deserves.



For more information:

Dubai: 04 2036888 | Sharjah: 06 5331513 | Fujairah: 09 2223187
Abu Dhabi: 02 6414009 | Mussafah: 02 5554401 | Ras Al Khaimah: 07 2223622
Website: www.ctc-uae.com | E-mail: sales@ctc-uae.com

الشركة التجارية المركزية ذ.م.م
CENTRAL TRADING COMPANY L.L.C.
Established 1957
A Member of Al Rostamani Group



AuraVisor VR Computer

AuraVisor—a wireless VR headset with an onboard computer features an Android-based OS and 4K UHD-compatible video through its 5-inch headset screen. Designed for use by adults and children, the headset has been created to deliver an immersive VR experience without the need for wires, cables, base units, computers, consoles, or cell phones.

This Head-Mounted Computer is a fully functional android device powered by a 1.8 GHz quad-core processor with Bluetooth 4.0 and WiFi capabilities.

The AuraVisor is the ideal multi-entertainment device to view 360-degree video streams, 4K video, walkthroughs and VR-compatible video game engines.

The AuraVisor's optional HDMI input currently allows you to access content from other VR providers. Furthermore, the headset offers completely wireless VR entertainment, maximizing your range of movement especially if you are playing a game or completing a walkthrough.

Set aside your prescription eyeglasses and contact lenses for AuraVisor's 100-degree field of view and an adjustable depth of field.



Nora Snore Prevention

Chronic snoring can annoy the most patient of spouses and the most accommodating of roommates. Nora is a snore prevention product that treats the cause of snoring unobtrusively without the hassle of straps, masks or surgery. Designed by a team working at global innovation hub MaRS Discovery District and scientific advisor Dr. James MacFarlane from the University of Toronto, Nora is helping couples and roommates around the world sleep better.

Nora combines a soft pillow insert attached to a battery-powered silent air pump with a bedside microphone unit. The system detects the sound of snoring and inflates or deflates the pillow insert, changing the position of the neck and opening the snorer's airway. Nora addresses the root cause of snoring non-invasively based on the medically proven principle that the relaxation of muscles in the neck causes a collapse in the airway. The subtly shaped base unit blends into any décor and the product case comes with a rechargeable battery that powers the air pump. The bedside unit allows delayed start functionality for light sleepers and adjustable microphone sensitivity.

The device offers optional access through a smartphone app for tracking sleep schedules, snoring patterns and recording the instances that the device was activated. Other metrics tracked include total sleep time, peak snoring volume, and the percentage of quiet time during your sleep schedule. The app also offers tips and suggests adjustments to the base unit in order to improve the chances of a quiet and restful slumber.



BeON Smart Bulbs

A darkened house at night seems perfectly restful—and attractive to a burglar. Leaving the lights on all the time when you are away on a trip can be wasteful and expensive. Commercial lighting timers are often too predictable because they turn on lights at regular intervals in fixed patterns that can be easily spotted by potential intruders who have your home as their next target. BeON smart bulbs are programmed to learn the unique pattern of your use of lights and replicate it when you are away from the house for prolonged periods of time.

Designed by a team of engineers in Cambridge, Massachusetts, BeON Smart Bulbs are changing the world of security lighting. Each smart bulb generates a warm white light that is controlled by a detachable Smart Module which is a self-contained processing and communications unit. The product does not require any Wi-Fi network, connecting each bulb to another and to your smartphone via Bluetooth. The system does not require any specialized programming because it learns the pattern in which you use your lighting, and replicates the learned pattern when you are away from home for extended periods.

The Smart Module fits into the bulb casing and the whole unit fits into any standard socket. The smart bulb is available with its own app that you can use to notify a bulb of your absence, triggering the bulb's automatic on/off programming based on your regular use. BeON smart bulbs are expected to provide over 20 years of lighting using eco-friendly LED bulbs.

**DANI
NEVILLE**

KENDA
SINCE 1962 **TIRES**



www.kendatiresme.com

KendaTiresME

+Kendatiresme

KendaTiresME

kendatireme

Experience. Growth.

varga **وفا**
TRADING Co. L.L.C
SINCE 1977

39
Years
Experience. Growth.

Head Office

Varga Trading Company L.L.C
Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,
Dubai, U.A.E

Branches

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

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

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

www.vargaco.com

HOT PRODUCTS

Samsung Galaxy View Tablet



You may enjoy watching a movie or playing a video game on a big screen, but you cannot take it with you from one room to another. The appeal of the big screen is often limited by the lack of portability. Samsung's Galaxy View home entertainment mega-tablet is just the kind of product that fills the gap between a television and a tablet.

The Samsung Galaxy View is a full HD 18.4-inch entertainment device that offers the size and clarity of an HD television with the portability of a tablet. Featuring a 1920x1080 resolution display and support for a variety of digital audio formats through the audio streaming music player, the Galaxy View packs a punch with 2GB of RAM and 32 GB of flash storage. The 5,700 mAh battery powers the 1.6 Ghz Samsung Exynos 7580 processor supporting 8 hours of internet, video, and audio use.

The Galaxy view is a unique product that is ideal for a studio apartment as a portable entertainment device that you can take from room to room. The tablet offers the standard USB 2.0 ports, 3.5 mm stereo headphones, and a 2.1-megapixel camera. The Galaxy View weighs in at a little more than 2.6 kgs and is currently available in black with a stand-mounted handle for portability.



Samsung Serif Designer SmartTV

The Serif SmartTV is a retro-styled recreation of the cabinet-style televisions from the 50s. Crafted by Samsung in collaboration with French design firm Ronan and Erwan Bouroullec, this television is not designed to blend in, but to stand out.

Available in 24-inch standard HD, 32-inch Full HD and 40-inch Ultra HD variants, the body of the Serif is in the distinctive shape of a serif letter I. In keeping with the ultramodern design motif of the Bouroullec brothers, the back of the television is tastefully concealed with a fabric cover that protects the back from dust. Samsung has also redesigned its standard remote control for the Serif. Under the hood, this elegant SmartTV features HD sound through DTS 5.1 Surround Sound speakers with Dolby Digital Plus that generate a comfortable 20 W RMS. The UltraHD model features a 3840x2160 resolution display and a UHD Up-Scaling engine.

Samsung has also designed a customized user interface for the Serif that allows you to engage "curtain mode", a minimalist interface that offers access to the system clock, photo gallery, speakers and SmartTV apps.

Travel-Light G-RO Power Carry-on

Managing your luggage efficiently is the best way to avoid wasting time at the airport. Frequent fliers are efficient packers by habit, preferring the convenience of carry-on luggage to the seemingly endless wait at the baggage carousel. Today, more travelers rely on carry-ons than ever before. Travel-Light, a startup baggage company has released the G-RO, a light, spacious, stable and versatile carry-on that is set to be the traveller's new best friend.

The G-RO is a carry-on bag that maximizes interior space and external utility. Made of highly durable ballistic Cordura nylon with impact-resistant firearm polymer and available in black and blue-red, this next generation carry-on luggage is compliant with the dimension standards of all international airlines. The bag features a separate compartment for your laptop and tablet as well as a 23,000 mAh battery pack that can charge your iPhone ten times over.

Stability, durability, and storage maximization are at the heart of the G-RO's design philosophy with patented large wheels for smoothly traversing even the most uneven surfaces. The optional electronics pack allows features a cellphone-based bag location system and a Bluetooth proximity sensor. Additional features include YKK zippers and a waterproof base to protect your electronics, clothes, and other belongings even in inclement weather. The G-RO represents a confluence of style, spaciousness, and functionality that makes it an essential travel accessory.

MARSHAL

Unlimited Performance

Like a leopard, overwhelming the world with the Energy of Nature!



Experience. Growth.

varga **ورقا**
TRADING Co. L.L.C
SINCE 1977

39
years
Experience. Growth.

Head Office

Varga Trading Company L.L.C
Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,
Dubai, U.A.E

Branches

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

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

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

www.vargaco.com

BG BATTERY

CALCIUM MF BATTERY

UNLIMITED POWER

SEALED MAINTENANCE FREE BATTERY



Bagader Trading Est.  مؤسسة باقادر التجارية

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

BG
BATTERY

ROCKET
BATTERY
(Agents for Saudi Arabia)

TOKYO

VARTA
(Agents for Saudi Arabia)

GT RADIAL

DOUBLE HAPPINESS Tyres

Chengshan

Agate

ROADWING

TAISHAN TYRES

FORTUNE

Tel : +971 4 2276881/2231142, Fax : +971 4 2287527/2246185 P.O.Box : 50398, Maktoum Hospital Road, Deira, Dubai, U.A.E
Email : bagader@eim.ae, Website : www.bagader.com