

TIRES & PARTS Magazine

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

Special
4th
Anniversary
Issue

1001 Nights SLR

EMC's largest body & paint center in the Middle East creates
'Arabian Nights' Mercedes-Benz SLR

Hot Products

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with

Ferrari makes
a pen for Bugatti

Nick Lim

Vice President ME, DK Schweizer Group





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



Nick Lim

Vice President ME, DK Schweizer Group

What is DK Schweizer all about?

DKSchweizer is a multi-national company specializing in Automotive Leather Interior since 1997. We had been most active with installation centers all across Europe, Far East and recently just open up its One Stop Installation Center in Dubai.

What range of products and services does DK Schweizer provide?

We provide leather interior upholstery only using the highest quality Nappa Leather sourced from the best leather tannery in the world namely Pasubio S.p.A, Louis Schweizer, Bridge of Weir Leather and Elmo Leather. Coupled with the best installation quality, we enhance our customer's car interior into a different level of perfection and comfort.

Additionally we also provide Colour Change Foil to our Dubai customers. We offer them special Exotics colours that can't be done with paint which will give our customer's car the unique and special look without the hassle of spraying. Moreover the foil is 100% removable and at the same time will also protect the original paint from stone chips, abrasions, minor scratches and UV Bleaching, keeping our customer's car flawless.

what makes DK Schweizer different from the other leather & foiling companies in the Region?

DK Schweizer is the only company in the region that can do both leather interior work and foil exterior work in the same installation center using one team of highly qualified and experienced installers. We don't outsource any of our work to other suppliers so that we can maintain our high quality standards. Also we only use high grade Italian leather and original Alcantara and all our colour change foil is directly imported from Germany.

From what I understand there is a legal procedure when changing the exterior colour of the vehicle, would your staff be able to take care of these kinds of legal matters?

Absolutely. We take care of the entire process of getting the necessary approvals from the authorities to change the exterior colour of the car. All our customers need to do is choose the colour of the Foil and we will take care of the rest.

What type of warranty do you provide and for how long?

For both leather interior and car foil, we provide a 3 year warranty.

How much would it cost to change the interior of the vehicle?

It all depends on the model of the car as each car interior is different and of course it also depends on what the customer would like to do to the car. Some only like to change the seats and door panels, while there are customers who want the car's dashboard, steering wheel and roof liners to be change as well. All in all, our prices start from AED 5,000 to AED 50,000.

Can you change the interior of any kind of car? Are there any cars that you don't do?

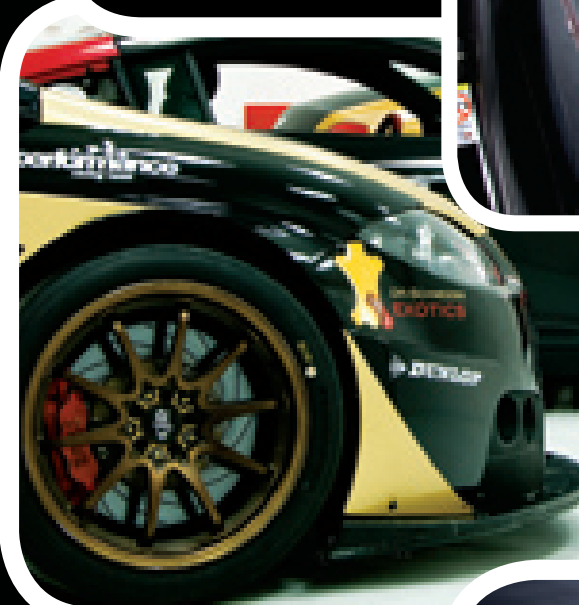
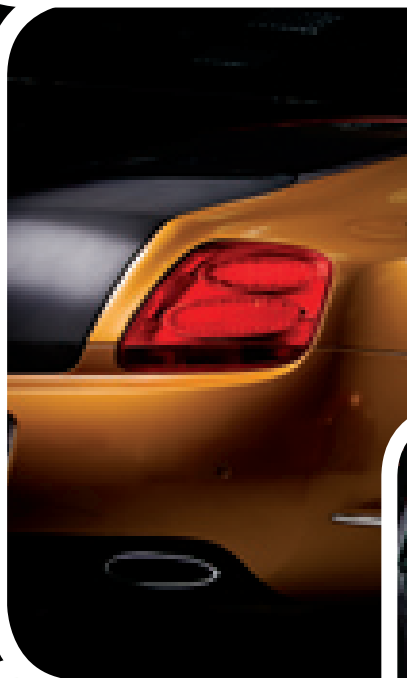
Our team of experienced installers have changed the interiors of Bentley, Rolls Royce, Ferrari, Lamborghini and many other Exotic Cars. So yes we are able to work on kinds of cars.

How much would a regular car cost to be foiled?

It entirely depends on the car and what colors the customer would like to have on their cars. Our car foiling prices start from AED 10,000 to AED 75,000.

How long would foiling a vehicle take?

Depending on our bookings, normally we need around 5-7 days to complete the entire car.



Two new Roadster editions from Mercedes-Benz



*Mercedes-Benz
and SLK Grand*

Mercedes-Benz is now offering special editions of the SL and SLK, both of which feature a stylish interior with numerous sophisticated highlights. The optional designo magno night black matt paint finish accentuates the exclusive, sporty appearance of the SL Night Edition, while the special designo graphite paint finish makes the SLK Grand Edition a real eye-catcher. Both of these new special models combine the advantages of a roadster with those of a coupé, and are both thoroughbred sports cars and comfortable everyday cars.



Masterpieces to dream of – the theme for the two new special editions of the Mercedes-Benz SL and SLK sports car series. The special designo magno night black paint finish specially developed exclusively for the SL Night Edition is

particularly effective with the dramatic design of the SL. 19-inch AMG five-spoke light-alloy wheels in a two-tone, high-gloss finish, silver-painted front brake callipers with the Mercedes-Benz logo and darkened headlamps/tail lights accentuate the exclusive status of these special models. A badge on the front wings identifies the Night Edition.



Black nappa leather and shining chrome trim provide striking contrasts in the interior, with numerous fine details interacting to produce an intriguing effect. The newly designed seats have arrow-shaped seams and silver-coloured contrasting features. The sports steering wheel, shift lever and roof lining are in black. The trim strip of the draught-stop has a high-gloss finish complemented by the silver-coloured vents of the AIRSCARF® system, which bathes the driver in warm air when the soft top is down in cool ambient temperatures.

SL Night Edition *Grand Edition*

Better class ATT has it!

The new E-class car is an impressive vehicle: workmanship and technics of this car are clearly trendsetting – and that is also the reason why ATT takes this challenge to optimize an ideal.

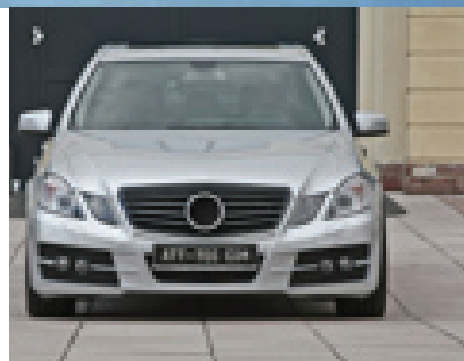
ATT has created a car of extra class – no doubt! The conservative luxurious sedan has become an eye-catching vehicle with racing ambitions: sportive, distinguished and reliable. This vehicle is flawless everywhere. This is due to the perfectly trimmed to ATT design elements of the sedan and to ATT car body kit.

The aerodynamic kit (6,452.00 Euro) consists of a front grill, side skirts, wings, front and rear spoilers as well as inconspicuous exhaust tips on the left and right of the full rear spoiler.

The brilliant silver colour of the car matches perfectly the 9x20" or 10,5x20" alloy rims which are completed respectively by 245/30ZR20 or 285/25 ZR20 Hankook high performance tyres marked S1 EVO. ATT offers the wheel kit for 3,869.00 Euro incl. mounting and balancing.

The result is a pleasant original deluxe-sportster, stirring the blood of every real man.

A complete program for chassis, interior and performance tuning is also available for the new E-class from ATT in Rastatt/ Germany.





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1001 Nights SLR

EMC's largest body & paint center in the Middle East
creates 'Arabian Nights' Mercedes-Benz SLR

Emirates Motor Company (EMC), Mercedes-Benz General Distributors in Abu Dhabi and Al Ain and flagship company of Al Fahim Group recorded a 40% increase in Mercedes-Benz SLR sales from 2008 to 2009. The dealership is also showcasing the world's first and only Mercedes-Benz SLR McLaren refinished in the extraordinary "Arabian Nights" color by Glasurit Paint. This special color was applied in EMC's largest Body & Paint center in the Middle East.





"The SLR is the absolute pinnacle of what's possible in a sports car combining the elegance of Mercedes-Benz with AMG performance and McLaren Formula 1 technology," praised Mr. Irfan Tansel, General Manager of EMC. "EMC is ending 2009 on a very strong note. We have recorded great successes with a perfect move into our new home in Musaffah, overall increasing our customer satisfaction and the roll-out of many new initiatives," he continued.

Adopted from the famous One Thousand and One Nights, Middle Eastern folk tale, the dazzling "Arabian Nights" color truly holds a thousand colors giving the SLR supercar a flashy rainbow of breathtaking shades. Resembling glowing stars sprinkled across a dark Arabian Sky, the striking color dresses itself in a distinctive manner stressing the unique shape of the legendary roadster.

"The Arabian Night color is applied over a black ground color. Without sunlight, the Arabian Night pigments look like 'white' metallic on black. That makes the color also unique when it is not exposed to sunlight. In contrast, under direct sunlight the special coat reflects all the colors in the spectrum: red, orange, yellow, green, blue and violet," commented Mr. Arie Verboon, Country Manager & Business Development Export Middle East for BASF.

The "Arabian Nights" Mercedes-Benz limited edition SLR McLaren was painted in EMC's new state-of-the-art Body & Paint Centre, the largest painting plant for passenger cars in the Middle East. The EMC facility has been equipped with the same technology used by the UK-based McLaren's Formula One Team in the production of their SLR model. Designed for optimum efficiency and maximizing work output whilst saving on energy costs, the centre processes up to 50 vehicles per day.

Like the Glasurit brand, BASF, which focuses on eco-efficient waterborne basecoats and high-solids paints, EMC's low solvent paint system also utilizes environment friendly technology dramatically reducing the harmful release of Volatile Organic Compounds (VOC's) into the UAE environment by up to 90 per cent.

Earlier this year, EMC opened the largest Mercedes-Benz dealership in the world in Mussafah, Abu Dhabi. The energy efficient, one million square-foot facility features a 4,382 sq meter showroom, 20,873 sq meter service centre with over 250 work-bays, 7,196 sq meter for spare parts, a multi-storey parking lot and staff accommodation. The new EMC complex reflects the rich partnership legacy the Al Fahim Family shares with Mercedes-Benz.

Touch the Future Now and Have Fun

New interactive touch screen 'SurfPods' debut at showrooms across the Middle East



Car showrooms in the region have started to use a new high tech form of customer communications tool to enhance their customer experience. The trend is the latest initiative aimed at bringing fun to the car showroom experience.

The introduction of this new form of customer communication was announced yesterday by Nissan Middle East. The tool is now available at Nissan showrooms across the region and is referred to as interactive touch screen 'SurfPods'. The new touch screen pods reflect Nissan's innovative edge and encourage a new level of interactivity between Nissan, its products and the customer through technology.

The new 'SurfPods' are equipped with an array of features including a 'Build My Own Car' option where customers can choose the specification, color, rim style etc. of their preferred Nissan model and then view how the vehicle will look. A customer can even take his/her picture with the car and email it to their friends. A special 'Call a Nissan Advisor' option is available where a text message with all the customer details can be sent to the car advisor in the showroom who

will then meet the customer near the SurfPod. The pods aim to offer Nissan product information in an improved and engaging way when compared with a traditional paper brochure and most importantly the new technology is fun and easy to use.

"The new 'SurfPods' replace the more traditional specification sheets and point of sale materials which are typically placed next to Nissan models in each showroom. This new approach reduces paper usage considerably therefore reflecting Nissan's global green initiative. We are also ensuring proper delivery of the information to our 1000s of daily walk-in customers who simply want to absorb more product and brand information. We are extremely proud of the 'SurfPods' and our expectation is they will become a permanent accessory in many Nissan showrooms," commented Monal Zeidan, General Manager of Marketing and Corporate Communications at Nissan Middle East.

The SurfPods are a key component of Nissan's STS 'Showroom Standard Traffic' system that provides feedback on customer information and footfall happening at a showroom on a daily basis. The Nissan 'SurfPods' can currently be viewed at Nissan Showrooms in Algeria, Lebanon, Jordan, Syria, Sudan, Armenia, Azerbaijan and Qatar.

Volkswagen conquers 2010 Dakar Rally

Race Touareg achieves one-two-three

Triumphant title defence in South America: Volkswagen has won the legendary Dakar Rally for the second time in succession and including 1980 for a third time. After a 'showdown in blue' the Volkswagen duos and their TDI powered Race Touareg prototypes celebrated a one-two-three podium lockout at the finish of the toughest challenge worldwide in motorsport. Qatari rally driver and six time FIA Middle East champion, Nasser Al-Attiyah, along with his co-driver, Timo Gottschalk (D) cinched 2nd spot, with only 2 minutes and 12 seconds separating them from the winners Carlos Sainz/Lucas Cruz (E/E) in a thrilling finale on the closing 202 kilometre sprint on the 14th and final rally day. Mark Miller/Ralph Pitchford (USA/ZA) claimed third position. Last year's winners Giniel de Villiers/Dirk von Zitzewitz (ZA/D) finished seventh.

The victorious outcome comes only a month after the Volkswagen Race Touareg, now the 2010 Dakar Rally winning car, was showcased for the first time in the Middle East at the 2009 Dubai International Motor Show. During the show Al-Attiyah was also present as a special guest to address consumers and media about his partnership with Volkswagen Motorsport. The Race Touareg was inspired by Volkswagen flagship model in the Middle East, the Touareg, which unites the world of off-road vehicles with the comfortable dimensions of a luxury sedan and the dynamic attributes of a sports car.

Stefan Mecha, Managing Director of Volkswagen Middle East said, "This is a tremendous victory for Volkswagen and our teams and consolidates our performance in the field of motorsport. The Race Touareg is a unique model and has been designed to master any type of terrain at racing speeds, whether it's the world's hottest desert, awe-inspiring altitudes at two crossings of the Andes or high-speed stretches across gravel. It is a truly determined vehicle and has proved to be capable of tackling any of these challenges with its dedicated drivers, resulting in the 2010 Dakar Rally title for the second year in a row."



Auto Fact

Never repair a bent or cracked wheel as the damaged area is already weak and may bend or crack again. Just replace it.

Dr. Francisco Javier Garcia Sanz, Member of the Board of Management at Volkswagen AG for procurement, said at the finish of the final stage, "I'm incredibly proud of our team. It's stunning what the drivers, co-drivers and the entire team have achieved on every single day of the Dakar Rally. With this one-two-three triumph Volkswagen Motorsport even surpassed its own lofty goals." Volkswagen Motorsport Director Kris Nissen explains: "Three weeks ago a highly motivated Volkswagen team came with the goal of successfully defending the 'Dakar' title won last year. Volkswagen has achieved something historical with this one-two-three. We are not only unbeaten in South America, we are also the only manufacturer to have won the world's hardest rally up to now with diesel technology. The Volkswagen drivers fought amongst themselves for victory all the way to the chequered flag – sometimes by hard but fair means. This is exactly how we imagine motorsport to be. My congratulations therefore go to every Volkswagen duo who would all have been worthy winners."



The Wolfsburg based brand therefore remains the only manufacturer to have won the car category of the Dakar Rally with diesel power. TDI technology was already dominant in 2009 in Argentina and Chile. In addition to the efficiency of the Volkswagen Group's diesel direct injection technology the Race Touareg's reliability was the key to the 2010 'Dakar' victory: Despite the extreme demands the powerful 300 hp Race Touareg proved to be not only the most robust, but also the fastest vehicle: Seven of 14 possible stage victories and eleven days in the lead were credited to the four-wheel drive racers from Wolfsburg.

The result of the rally kept observers and fans alike on tenterhooks up to the finish line: Carlos Sainz/Lucas Cruz, Nasser Al-Attiyah/Timo Gottschalk and Mark Miller/Ralph Pitchford led in this order since the fifth Dakar Rally stage. However, at no point did any driver duo have an unassailable lead. In a strong final burst Al-Attiyah/Gottschalk edged ever closer, repeatedly taking seconds from their Volkswagen team mates Sainz/Cruz and, in doing so, staged an open and hard but fair duel for the leading position. The Qatari/German duo made up ground specifically in the dune sections – which once again formed one of the "Dakar's" core elements – while the Spanish duo Sainz/Cruz controlled proceedings on the fast, twisty gravel sections.

As varied as the fight in the overall standings was – two stage wins went to Sainz/Cruz, four to Al-Attiyah/Gottschalk, one to Miller/Pitchford –, so challenging proved the 32nd running of the Dakar Rally: In addition to the varied stages across soft, in part powder-like sand and through towering and endless dune fields of the Atacama Desert in northern Chile there were also gravel sections and tracks through enormous boulder fields on

the agenda. The multi-faceted acid test with its terrain changing several times a day, two Andes crossings, passages through the world's driest desert, the Atacama, as well as parts of the legendary Pampa was mastered brilliantly by the Volkswagen Race Touareg. One Race Touareg was always found in the top-three of each stage at the finish, 27 of a possible 42 top-three positions on the 14 stages went to Wolfsburg.

For the new "Dakar" champions Carlos Sainz and Lucas Cruz a winning streak continued in front of millions of fans lining the daily stages in Argentina and Chile. As newly formed duo in the Volkswagen Race Touareg the Spanish pair remained unbeaten in their third competition together and secured a new superlative in "Dakar" history: Never before have two Spaniards won the legendary desert rally's automobile category. Sainz/Cruz had previously won the Rallye dos Sertões in June and July 2009 as well as the Silk Way Rally in September 2009.

The Volkswagen statistics in cross country rallying make for equally impressive reading: The Wolfsburg based brand is unbeaten since January 2009 and with its second "Dakar" triumph since 2009 continues the Volkswagen Group's success story with TDI technology: After Audi's Le Mans victories between 2006 and 2008 and winning the World Touring Car Championship with SEAT in 2008 and 2009, Volkswagen has been successful at the "Dakar" in 2009 and 2010 thanks to TDI Power.

Carlos Sainz, 1st position overall at 2010 Dakar Rally, said, "I have fulfilled a dream by winning the 'Dakar'. An enormous weight has fallen from my shoulders particularly as the fight for victory was extremely hard both physically and enormously exhausting mentally. I'm incredibly happy to have achieved this goal after having been so close to victory on several occasions. Everything ran perfectly for me: My co-driver Lucas Cruz did an excellent job, from the technical side the Race Touareg ran like clockwork and the entire Volkswagen squad worked tirelessly for the win. Thank you for this."

Nasser Al-Attiyah, 2nd position overall at 2010 Dakar Rally, said, "On the one hand it goes without saying that it's tough to have just missed winning the 'Dakar'. However, on the other hand, I got the chance with Volkswagen to live my 'Dakar' dream all the way to the finish line, for which I am thankful. I feel completely at home in this team and look forward to every day with the squad. Carlos Sainz is a worthy winner and a real champion. Second place behind him is a fantastic result. Now I'm looking forward to challenge him at the forthcoming 'Dakar'."



AUDI AG

Sales forecast for 2009 clearly exceeded



■ 2009: Around 950,000 Audi cars delivered to customers worldwide

Audi has clearly exceeded the sales forecast that had already been upgraded in the course of last year, selling 949,700 cars worldwide in 2009. Overall sales for 2009 were thus only 5.4 percent down on the record-breaking figure for 2008 (2008: 1,003,469 vehicle deliveries). Rupert Stadler, Chairman of the Board of Management of AUDI AG, interprets this as a sign of the Audi brand's strength: "We are making a lively start 2010 and aim to deliver one million cars again." Audi sold a further 79,300 cars in December – a fall of just 4.2 percent on the corresponding month of the previous year.

In November 2009 Audi had upgraded its sales forecast from an original 900,000 to 925,000 vehicle deliveries. One of the main factors which led to this figure ultimately being bettered was the impressive sales performance in China. The sales total in China (incl. Hong Kong) in 2009 was 158,941 premium cars (2008: 119,598 cars), 32.9 percent more than in the previous year. In December, Audi achieved sales growth of 75.6 percent in China, with a total of 19,069 units sold (2008: 10,861 cars).

In the United States, Audi of America experienced a downturn of 5.7 percent over the year as a whole, with 82,716 vehicles sold (2008: 87,760 cars); it consequently enjoyed a substantially improved market share, because the market as a whole contracted by a much greater degree. In December, Audi sold 9,030 cars in that market, an increase of 17.1 percent on the same month of the previous year (2008: 7,712 cars).

In Europe, sales of the premium brand fell by 12.8 percent in 2009. Peter Schwarzenbauer, Member of the Board of Management for Marketing and Sales at AUDI AG, commented: "That is a very good tally compared with our competitors. With deliveries to customers totaling around 618,850, we are taking the lead as Europe's strongest premium brand." Vehicle deliveries for December in this region were 22.8 percent down on the record figure in the corresponding month of the previous year (44,100 cars; 2008: 57,156 cars). In the home market Germany, Audi recorded sales of 228,844 units (-11.3 percent; 2008: 258,111 cars); the total for December was 17,565 (-31.6 percent; 2008: 25,667 cars).



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2010 SMS 620 CAMARO

At the 2010 North American International Auto Show in Detroit, Steve Saleen has launched the first official images of the 2010 SMS 620 Camaro, the third and latest of the ultra-high performance automobiles produced by Steve Saleen's company, SMS Supercars of Corona, CA.

Steve Saleen, President and CEO of SMS Supercars, explains "The SMS 620 Camaro will be the only Camaro authorized to benefit from my heritage and to incorporate innovations derived from my thirty plus years of racing and manufacturing experience. We are excited to add the SMS 620 Camaro to our line of SMS Signature Series cars, which includes the SMS 570 Challenger and SMS 460 Mustang."

The SMS 620 Camaro has a striking design that makes it stand out in the market. Chief Creative Officer of SMS, Phil Frank notes, "We have incorporated our well-known functional SMS Red Butterfly™ Dual Side Induction Hood as well as our race-proven aerodynamics in this third vehicle in our SMS Signature Series. The SMS 620 Camaro is a dramatic and iconic visual statement that very clearly bears the SMS design DNA."

The bespoke interior includes high performance gauges and all-new Alcantara and leather SMS performance seats that feature the patented Signature Series chevron stripes. SMS offers its Tailor Made™ options for the exterior, interior and engine compartment; highlighted by a dozen show car quality custom SMS exterior colors. This newest creation by Steve Saleen's company is scheduled for a market launch in the second quarter of 2010.

These vehicles' power, performance and engineering befit their design. The SMS 620 Camaro will utilize a 6.2 liter V8 engine featuring 575 hp and 600 ft-lb of torque, while the even more powerful 6.2 liter V8 of the SMS 620X Camaro, with all new internals and CNC headwork, delivers a stunning 715 hp and 700 ft-lb. Both use the (patent pending) SMS 296™ Supercharger for their incredible horsepower and torque gains. Transmission options include a 6-speed automatic or 6-speed manual on both models.

The SMS 620 Camaro accelerates from 0 to 60 in under 4.3 seconds, while the SMS 620X Camaro manages the same in closer to 4.0. In addition to engine output, handling, road holding and braking improvements, the 620X will feature options such as Magneto-Rheological Semi-Active Dampers and Torvec Isotorque Differential and 21" rear wheels. Both will offer new SMS 16" 8-piston front and 14" 6-piston rear brakes deliver impressive stopping power to match rail like cornering and jaw-dropping acceleration.

MONSTER TRUCKS TO SET HEARTS RACING AT DUBAI FESTIVAL CITY



For a turbo charged, auto crushing, rubber burning, heart thumping, breathe taking, ride of your life head to the Dubai Festival City and watch in awe as two Monster Trucks – go head-to-head at the first Monster Trucks Dubai event from January 28 to February 28.

The event which promises to be a thrilling day out for the entire family will be held at the Festival Centre in a purpose built arena. The award winning Festival Center has been at the forefront in bringing some of the finest entertainment to residents of the city. Festival Center will be the hub of all premier entertainment activities at this year's Dubai Shopping Festival.

Monster Trucks Dubai promises 60 minutes of adrenalin fuelled motor mayhem that includes car crushing, motorcycle free-styling, ramp jumping, wheelie pulling, quad bike leaping and two wheel car driving that will leave visitors dumbfounded.

A monster truck is an automobile, typically styled after pickup trucks, modified or purposely built with extremely large wheels and suspension. They are used for competition and popular sports entertainment.

With renowned Monster Truckers from the UK, visitors to the event can enjoy the heavy weights of the automotive world treat everyday autos with disdain, leaping and crushing all in its path at will.

These big bad boys can run up and over most man-made barriers, so they are equipped with remote shut-off switches, called the Remote Ignition Interruptor (RII), to help prevent an accident if the driver loses control at any time.

The show will feature Monster Trucks, Freestyle Motocross, Outlaw Quad Wars, Car Stunt Battles and Daily pit parties!

There are a total of 56 shows across 30 days with shows running on Monday and Tuesday at 7pm, Wednesday and Thursday at 7pm and 9pm, Friday 4pm, 7pm and 9pm and Saturday 4pm and 7pm.

Advance tickets are available at Dubai Festival City from January 21 and online through Time Out Tickets www.timeouttickets.com. Tickets starts at AED45 for standing and AED75 for seating areas.



HAMANN LARGO

The dynamic broad modification for the Fiat 500

Last year, the tuning specialist HAMANN-Motorsport confirmed that it is not only one of the best addresses for refining BMW models and exclusive luxury automobiles. With the sportive accessory programme for the Fiat 500, the Laupheim-based technicians left their long-established grounds and joyfully and blissfully indulged in refining the trendy retro scooter. Their efforts paid out, the refining line for the Italian compact car met the approval of the Fiat 500 enthusiasts. Therefore, HAMANN now adds the impressive broad modification HAMANN LARGO to its portfolio.

HAMANN-Motorsport did not have to venture uncharted grounds, as the company has been specialised in such sporty modifications for many years already. The latest impressive contributions by the tuning expert were the Mercedes SLR VOLCANO, the BMW X6 TYCOON EVO or the Porsche Cayenne CYCLONE.

For the modified design vocabulary of the trendy Italian, the engineers designed new aerodynamics components made of light composite materials. Perfectly manufactured extensions seamlessly fit into the car body design and give the LARGO a masculine appearance.



A striking eye-catcher is the re-designed front skirt with integrated LED-lights. Special wing extensions are added at the front and the back. They broaden the car body by impressive 30 millimetres at the front- and 35 millimetres at the back axle. The visual excellence is rendered by the perfectly shaped side skirts. And also the newly designed tail is remarkable: four exhaust end pipes and a diffuser which resembles the Ferrari element leave an extraordinary mark at the tail. It goes without saying that all HAMANN components do not only convince with their look, but also with their aerodynamic characteristics. They produce an optimised air duct across the car silhouette and therefore render additional downforce.

Matching the new, dynamic automobile look, HAMANN-Motorsport offers the striking design wheel LARGO FORGED ANODIZED. The matt black anodised, one-part rim is available in 8.0 x 18 for the front- and 9.0 x 18 for the rear axle. In addition, HAMANN offers matching tyres measuring 215/35 ZR18 or 225/35 ZR18. But not only the dynamic design of the light alloy rim is inspiring. Due to its light weight, also the unsprung masses of the car are reduced. This leads to a better handling and more agility. Another enhancement for handling the car is the HAMANN-coilover suspension which lowers the car's centre of gravity by up to 60 mm.

A specifically developed sport exhaust system turns the retro scooter into a tough sports car and renders a powerful and earthy sound. The system includes an end muffler with four round stainless steel pipes, a pre-muffler with a metal catalyser and a sport manifold. All components can also be ordered separately. The HAMANN-technicians developed a performance kit especially for the Fiat 500 Abarth. The engine output increase to 265 hp at 5,630 r.p.m. The maximum torque rises to enormous 348 Nm at 4,200 r.p.m.

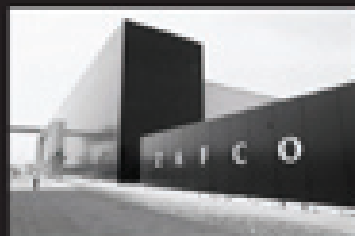
HAMANN also developed a stable sport brake system for the Fiat 500 which renders advanced deceleration values. The set consist of two perforated and internally ventilated brake discs (diameter 280 x 28mm) at the front axle in combination with red 4-piston brake callipers and steel-covered brake tubes. The back axle can optionally be equipped with discs measuring 257 mm in diameter.

An aluminium pedal set including foot rests and a door mat set with embroidered HAMANN sportive logo leave dynamic highlights in the interior and stylishly perfect the Fiat 500 programme.

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Shelby GT350 is back



Shelby American, a wholly owned subsidiary of Carroll Shelby International Inc. (CSBI:PK), will fulfill the dreams of enthusiasts by returning the legendary Shelby GT350 to its lineup of American performance cars. The Shelby team unveiled a supercharged concept version of the Mustang-based 2011 Shelby GT350 to the surprise of thousands gathered at the Barrett-Jackson Auction Opening Night Gala to honor the 45th anniversary of the first GT350 and first Shelby big block Cobra.

"In 1964, Ford Motor Company asked Shelby American to turn their secretary's car into a race winner to help them sell Mustangs," said Carroll Shelby, founder of Shelby American. "Our Shelby GT350 ruled its class at the track and was feared by GM and Chrysler owners on the street. Enthusiasts have anticipated the GT350's return since it went out of production in 1970. Now my band of hot rodders has created a car worthy of the name."



The concept behind the GT350 was to build a car that is light, nimble and powerful. Beginning with the "small block" 5.0 liter Ford Mustang GT as its base, the Shelby American team worked with experts from Ford Racing, Goodyear, Borla, Cragar and Baer to create a car that is fast and has razor sharp handling. Every segment of the car is enhanced or replaced to create the ultimate balanced performance pony car that is true to the spirit of the 1965-1970 MY Shelby GT350.

"The 2011 GT350 balances heritage with modern necessity," said Shelby American president Amy Boylan. "Former Hot Wheels and Ford designer Larry Wood joined Vince LaViolette, Walter Cardenas, Andrew Smidt and the rest of our Las Vegas team to help integrate 1965-1970 Shelby styling cues with modern aerodynamics. We worked with Ford Racing to supercharge the engine with a goal of 500 horsepower, as well as to sharpen the handling. Baer Brakes helped engineer the fantastic brakes and we shod the GT350 with 19" modern Cragar wheels and super sticky Goodyear tires. This Shelby is truly a complete performance package"

"Since this was one of the most important cars in Shelby's history, everyone stepped up to make sure it meets Carroll's performance standards," added Gary Davis, vice president of production for Shelby American. "After it was hand built in our new design studio, it began extensive testing at Las Vegas Motor Speedway by veteran test drivers Vince LaViolette and Gary Patterson. We're all proud to be part of this milestone Shelby car."



Each GT350 will be clad in traditional white with Shelby Guardsman blue Le Mans stripes and feature the new Ford V8 coupled to a 6 speed manual transmission and center exit exhaust. Blue Shelby GT350 valve covers and billet caps set off the supercharged engine. The Baer brake system features 6 piston kit in the front, as well as 14" ERADISPEED rotors in the rear with cooling ducts for all four corners.

The suspension was upgraded with new Ford Racing springs, struts, sway bars and adjustable caster/camber plates. The car also receives a new front fascia, tail light trim, front splitter, rear deck lid filler panel and rear fascia. Functional scoops are located on the side rockers and hood. GT350 badges on the outside and inside include a Shelby serial number. The A pillar carries a fuel pressure, oil pressure and

boost gauge.



The Shelby GT350 is a post title program; a customer purchases a car from their local Ford Dealer, which is turned into a GT350 by the Shelby American Team. A limited number will be built in the 2011 model year. A Ford Mustang GT can be dropped shipped by a Ford dealer to Shelby's Las Vegas facility for conversion or a customer can arrange to have a properly specified car transported to the factory. The Shelby GT350 up-fit completed by Shelby American has a MSRP of \$33,995 and does not include the price of the base car.

2010 MINI SPRINGS ETERNAL

MINI models are to benefit from a wide of technical advances and personalisation options with effect from spring 2010. At the top of the list are a new range of petrol engines that offer more power and torque while reducing both emissions and fuel consumption. In addition, a new MINI One Convertible will bring the thrill of open air MINI driving to a wider audience. MINI is also raising the customisation possibilities by offering a range of unique Rainbow colour options and an extension to the MINI Graphite Special Edition model range to include Clubman models..

"Hot on the heels of the launch of customer field trials for the electric MINI E, MINI is introducing this array of new technology and features for the new decade," said Jochen Goller, Director of MINI UK. "Once again, our dedication to continuous improvement will bring substantial benefits in both efficiency and performance to our customers."

"Better still, there will be no price increase when the new models go on sale in March 2010"

New petrol engines

A new and improved version of the MINI petrol engine will be fitted to all First, One, Cooper and Cooper S models in the Hatch, Convertible and Clubman ranges. The MINI First and One models will now be fitted with a 1.6 litre engine, replacing the 1.4, and VALVETRONIC valve operation that delivers more torque and better fuel consumption. All MINI petrol-engined models will conform to European EU5 emissions standards or ULEV 11 in the USA.

VALVETRONIC variable valve timing delivers a five per cent improvement on its own while an on-demand, map-controlled oil pump achieves a further 2.5 per cent fuel saving. An improved, low friction engine vacuum pump accounts for another one per cent and a map-regulated water pump working on a pulsed cycle (rather than simply on or off) saves 1.2 per cent fuel.

Reduced friction from polished camshaft and main bearings, improved heat management and the specific features above combine to contribute more efficient use of energy by the new MINI range.

The fuel consumption improvements have been made despite the fact that the testing procedures under EU5 reduce certified gains.

MINI First

The entry level MINI, MINI First, receives a new version of the 1.6 litre four cylinder engine that produces 75 hp, the same as its predecessor. The extra capacity has been designed to produce more torque which is higher by almost 17 per cent at 140 Nm. As a result fuel consumption in the EU cycle is 52.3mpg and CO² emissions 127 g/km. Top speed of MINI First is 109 mph while the 0-62 mph acceleration takes 13.2 seconds.



MINI One

The new engine enables MINI One to increase both power (by three per cent to 98hp) and torque (by nine per cent to 153 Nm at 3,000 rpm). The efficiencies achieved through this new technology also deliver consumption of 52.3 mpg on the combined cycle while emissions fall to 127g/km. On the road the true spirit of MINI is revealed with top speed rising to 116mph and zero to 62 mph acceleration taking just 10.5 seconds, a 0.4 second improvement.

The MINI One Clubman benefits from the same powertrain improvements and offers 0-62 mph in 11.1 seconds and a top speed of 115 mph. EU cycle fuel consumption falls to 51.4 mpg (combined cycle) and emissions to just 129 g/km.

MINI One Convertible

Since its launch in 2009 the enduring appeal of the MINI Convertible has been proven by strong demand. So far it has only been possible to buy a Cooper, Cooper S or John Cooper Works Convertible, so the introduction of a One Convertible provides a much lower entry point for keen fresh air fans.

The MINI One Convertible shares the new 1.6 litre VALVETRONIC engine of its Hatch and Clubman cousins, and produces the same 98hp and 153 Nm of torque all for a sub-£15,000 price tag. The new model accelerates from 0-62mph in 11.3 seconds and goes on to a top speed of 112mph. Despite this it brings fuel efficiency and CO₂ emissions to a new level in the convertible market, recording 49.6 mpg (combined cycle) and 133 g/km respectively.

The open top four-seater features a fabric roof that opens and closes electro-hydraulically at the touch of a button up to 20 mph. Designed as a Convertible from the outset, MINI Convertible offers a torsionally-stiff body that allows it to capitalise on cutting edge chassis technology to release that special MINI go-kart feeling. Naturally the MINI One



Convertible has a high standard equipment list including air-conditioning and is equipped with all the sophisticated active safety features of the Cooper and S including EPS electromechanical steering, DSC stability control, four airbags and the rear rollover bar behind the rear seats that pops up automatically in the event of a rollover incident.

MINI One Convertible can, like all MINIs, be specified with a wide range of options to personalise it to an owner's taste. These include a wide range of exterior paint colours, interior design choices, hood colours and the 'Openometer'. This MINI Convertible-specific option records the amount of time spent with the roof down. It is, after all, the principal purpose of owning a soft-top MINI

MINI Cooper S

The iconic Cooper S model also gets more 'poke' with less 'smoke'. It is equipped for the first time with a twin-scroll turbocharger, direct petrol injection and fully variable valve control. The variable valve control is based on BMW's familiar VALVETRONIC system that adjusts valve lift and opening times in direct relationship to the driver's command on the throttle pedal.

The result is the most efficient hot hatch in its class: the 1.6 litre unit produces 9hp more peak power at 184 hp while peak torque is 240Nm, delivered from as low as 1,600rpm through to 5,000rpm. This flexibility is enhanced by an Overboost function that delivers 260 Nm for short periods when it is most needed, for example when overtaking. The Cooper S Hatch sprints from 0 to 62 mph in exactly 7 seconds on its way to a top speed of 142 mph. But it's not just about 'go'. It delivers improved EU cycle fuel consumption of 48.7 mpg (combined cycle) lower by 3.1 mpg, while CO₂ emissions are now 13 g/km lower at 136 g/km.

The equivalent values for MINI Cooper S Clubman and Convertible are:

Clubman

Top speed: 142 mph

0-62 mph: 7.5 seconds

Fuel consumption (combined cycle): 47.9 mpg

CO₂ emissions: 137 g/km

Convertible

Top speed: 141 mph

0-62 mph: 7.3 seconds

Fuel consumption (combined cycle): 47.1 mpg

CO₂ emissions: 139 g/km

All three models are equipped as standard with a six speed manual gearbox or, optionally, a six speed automatic gearbox with shift paddles on the steering wheel. Manual Cooper S models will be fitted with a new self-adjusting clutch with carbon coated linings that reduces service costs and maintains consistent pedal feel but also improves gear synchronisation.

MINI Cooper

At the heart of the MINI range the largest-selling model, the MINI Cooper, also benefits from the new engine enhancements. A power hike to 122hp (+3hp) and peak torque of 160 Nm @ 4,250 rpm help the Hatch to 62 mph in 9.1 seconds and a top speed of 127 mph. Sharing all the new engine features of the Cooper S except the turbocharger, the Cooper achieves 52.3 mpg (combined cycle) and emits only 127 g/km of CO₂.

The MINI Cooper Clubman and Convertible values are:

Clubman

Top speed: 126 mph

0-62 mph: 9.8 seconds

Fuel consumption (combined cycle): 51.4 mpg

CO₂ emissions: 129 g/km

Convertible

Top speed: 124 mph

0-62 mph: 9.8 seconds

Fuel consumption (combined cycle): 49.6 mpg

CO₂ emissions: 133 g/km

More beef but it won't cost a bean

Not only will customers feel these improvements in their pockets through lower fuel and taxation charges, they will sense them through the accelerator pedal too...but MINI will ask no price increase for the enhanced MINI models – not a sausage!



Federal Celebrates 2009 Season D1 Street Legal Success

Flying the Federal and D-Max colors, Naoki Nakamura did what he always seems to do best: win. He showed his championship form by capturing the overall series of D1 Street Legal championship - one of the well-known and well-attended events in Japan against a grid of top drifting talents across the country in the final standings.

A short but intense rain storm taken place in the second stage at Ebisu circuit meant a small error was enough to draw a dramatic spin between success and failure. Followed by a string of flowing curves, the track still held some dampness, adding an extra element of difficulty too. For those first-time drivers, this additional slip factor was proving a real challenge as they were struggling to get to grips with the first corner in the early practice session. However, experienced competitor like Nakamura in Nissan S15 behind the wheel of the Team D-Max was never boring - putting 580hp through the super tractive Federal 595 RS-R in size 235/40R17 front and 265/35R18 rear with all those pistons and a huge turbo thrown into the mix, his lead to the first corner was a symphony of power. The run has netted Naoki the win at top of the championship table, whilst the judges giving the advantage to him for his fabulous techniques all the way through the course.

In the fourth race of battle, Naoki looked determined at Nihonkai Maze Circuit, where his highly tuned S15 getting great angles and speed through every corner, moving him to the first place in the competition. Asked his opinion about tires, jubilant Naoki felt he'd proven a point with his performance said: "Although we drifted a lot less composed at very beginning of this year, it was in a way another boost of motivation that kept me moving forward. Subsequently, we're extremely proud of what we've accomplished. The competition was fierce, and I enjoyed the different challenge each of my competitors gave me. Federal 595RS-R street legal competition tire has done a beautiful job both in terms of speed and consistency. I ran almost as fast at the end of the run as I did at the start. The tires are lasting and performing much longer than I expected. The winning doesn't come without the support of Federal who delivered very quickly and high quality tires for my car."



Driver Naoki Nakamura dominated like he did all season - what a great way to end a spectacular year. The success for Nakamura and Team D-Max is an incredible feat that the Federal Tyres is proud to be a part of. This was a fortuitous victory but he isn't sitting on his laurels - he's going for more. We look forward to an even better 2010 and a great outlook for 2010 edition starting the beginning of April 17th at Bihoku Highland Circuit, Okayama. Keep your eyes on this go-getter!!



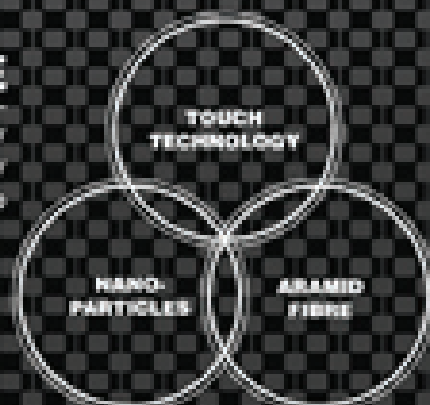
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Bridgestone to supply Potenza S001 tires for the Ferrari 458 Italia



Bridgestone announced today that it will supply its new Potenza S001 ultra high-performance sport tires to Ferrari for its new 458 Italia supercar.

"Bridgestone is privileged to have been selected by Ferrari as an official tyre supplier partner for the exciting new 458 Italia" said Mr Didier Schneider, Vice President Original Equipment, Bridgestone Europe. "Both Ferrari and Bridgestone compete to the highest of standards in Formula One, the pinnacle of single-seater racing where performance and safety are the ultimate goals. We are proud of this relationship, working both on the race track and on road car projects together."

Bridgestone has developed tires for Ferrari since the 348 back in 1990. Many of Ferrari's flagship models have been fitted with Bridgestone tires, including the 612 Scaglietti, the Enzo Ferrari and the Superamerica.

Refresher: Power comes from a mid-rear mounted 4.5L V8 producing 570-hp at 9,000 rpm with a maximum torque of 398 lb-ft at 6,000 rpm. Mated to a dual-clutch 7-speed F1 gearbox, 0 to 62 mph comes in just 3.4 seconds with a top speed of over 202 mph.

POWER IS NOTHING WITHOUT CONTROL






Check Your Tire.

DON'T wait until you have a flat tire before you get forced into changing or repairing the flat one, but prevent it.

It is also important to recognize that controlling a vehicle may be more difficult when using a temporary spare, and temporary spare tires are usually accompanied with warnings against traveling over 80km/h, and for a limited distance such as 100km.

Face it, having a puncture means you will be inconvenienced until the affected tire is repaired or replaced. The spare is intended to get you to the tire shop.

Check the spare tire with a tire pressure gauge on a monthly basis, when you check all other tires on the vehicle. Can you think of anything more annoying than a flat spare when you need it? If you've not checked in the past six months, chances are your spare is flat. (Note that some temporary spare tires require significantly higher inflation pressures, typically 60psi).

It's also a good idea to learn how to fit the spare on your vehicle before you really have to. Practice accessing the spare tire, jack, and wrench under ideal conditions, like at home in broad daylight.

Confirm where the car's jacking point is and practice changing a tire. This will make it a lot easier on that dark and stormy night when you have a real flat.

Lastly, recognize when it may be safer not to stop and change a flat tire.

If you're on a highway (eg. Sheikh Zayed road), for example, it may be safer to drive on to the nearest rest area. Even if the tire and wheel is ruined, that's better than being hit by a fast moving truck or bus. Remember, prevention is better than cure.

Here is a summary things you should not do.

- 1) Do not wait till your tire actually burst or gets punctured, have them checked and inspected on a regular basis.
- 2) Do not ever buy second hand tires.
- 3) Do not under or over inflate your tires as both have their negative consequences and will shorten the life of your tires.
- 4) Do not use petroleum- or silicone-based tire cleaners/shiners as they will damage the tires.
- 5) Do not repair low profile tires, replace them. Due to their compound they should not be repaired and should always be replaced.
- 6) Do not drive a car with one or more tires that have a slow leak. This is potentially dangerous, because water can seep into the penetration and cause permanent internal damage to the steel belts. Any leaks – whether slow or fast – should be repaired by a tire service professional IMMEDIATELY.

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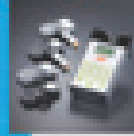
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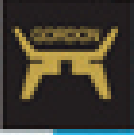
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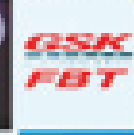
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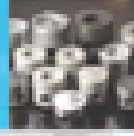
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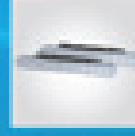
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Continental tyres with self-sealing technology fitted as standard to new Passat CC R-Line

Self-sealing tyres cut out around 85% of all tyre failures

The new 'R-Line' version of the Volkswagen Passat CC, designed to meet sporty driving requirements, comes fitted with ContiSportContact 3 tyres incorporating ContiSeal technology. Introduced as a standard fitment ex works on 16th December 2009, this self-sealing tyre is able to immediately close off punctures up to 5mm in diameter, resolving around 85% of all tyre failures as a result.

With ContiSeal technology the inner side of the tread has a coating that immediately seals any punctures, thereby enabling the motorist to continue his journey without any problems. All other characteristics of the ContiSportContact 3, sizes 235/45 R 17 and 235/40 R 18, are identical to those found on the regular tyre, except for the weight, which is a good kilo more than its standard counterpart, because of the coating.

Volkswagen's Passat CC R-Line has been on the market since mid-December last year and this series is intended mainly to satisfy more sporty driving requirements than the other models available so far. The Passat CC R-Line comes with a variety of engines from 140 hp (103 kW) to 300 hp (220 kW). Volkswagen supplies all versions of the Passat CC model range exclusively with the ContiSportContact 3 featuring ContiSeal technology, as this Continental tyre permits a sporty driving style whilst meeting high safety-relevant demands combined with low rolling resistance.





Goodyear tire is fitment choice for **Toyota Sienna XLE**

The 2011 Toyota Sienna, recently unveiled as an all-new, third-generation model, will be outfitted with Goodyear tires on the premium XLE version.

One of the standard fitments for this popular minivan will be Goodyear Eagle RS-A tires in size P235/55R18. The 2011 Toyota Sienna XLE offers state-of-the-art features and rewarding driving dynamics, along with comforts that include leather-trimmed seats, moonroof, anti-theft system with engine immobilizer, remote keyless entry, and heated front seats.

The Eagle RS-A features an all-season tread and high-performance traction. A unique asymmetric tread design helps provide superb cornering and a quiet ride.

Goodyear tires are original equipment on many vehicles from Acura, Audi, Cadillac, Chevrolet, Dodge, Ford, GMC, Hummer, Infiniti, Isuzu, Jeep, Land Rover, Lexus, Mazda, Mercury, Nissan and Toyota. Traditionally, more new vehicles in North America are equipped with Goodyear tires than any other brand.



Due to sustained recent growth, coupled with an expanding brand portfolio, we are looking to appoint a Regional Sales Manager covering the Middle East and/or African markets.

This key position will involve generating new business, whilst developing and maintaining existing accounts within the assigned area.

Ideally, the successful applicant will have a proven track record in high volume sales of passenger and truck tyres within the industry, with the ability to introduce new sales immediately.

An excellent remuneration package will be offered, based on experience and ability.

Please apply in confidence, enclosing a current CV to Peter Nicholls, Sales Director at:

peter@sd-international.co.uk.

Kumho wins Prestigious Design Award for its Innovative laser Etching Technology

Kumho has won an iF Product Design Award for the innovative laser etching technology it launched at the Frankfurt Motor Show. A total of 2486 entries were submitted by 1061 companies from 39 nations for the contest, from which Kumho was declared victorious in the Advanced Studies category.

Introduced in 1954, the German iF accolade is considered to be one of only four design awards of world renown. The criteria for selection comprise: design, technology, degree of innovation and brand value potential. The award process, which is recognised for its rigorous and fair judgement, is conducted by experts from around the world, including some famous designers.

The laser etched tyre shown at Frankfurt, which incorporated the company's logo, embodies technology that is set to transform the way Kumho designs its tread patterns. It was this concept tyre, together with a typical application of Kumho's products of the future, that the company entered for the award.

Said Roger Jenkins, managing director of Kumho's Birmingham-based European Technical Centre, "Consumers take into account the design of a tyre as well as its performance when making a purchase. Kumho was one of the first companies to recognise this and continually invests in the development of both aspects. It is therefore all the more rewarding to have our work recognised with such a prestigious award."

There are many facets to the award, including a six month display of the winning entries at the Hanover Exhibition Centre, which will be visited by 250,000 people from March 2 onwards, and an online exhibition on the iF website for an indefinite period from March.



Falken Tire Introduces Sincera SN211



Always drive the recommended speed limit. Increase in speed cause higher tire temperature thus extra tire wear.



Falken Tire has released to dealers its new high mileage performance touring tire, the Sincera SN211. Introduced at the SEMA Show, the SN211 was designed and built to be a dynamic, economical and long-lasting original equipment replacement tire that fits the needs of a wide variety of vehicles.

With an 80,000-mile limited mileage warranty, the SN211 offers long-term confidence and mile-after-mile comfort. Technological advantages are readily apparent through a variable lateral sipe design, four optimized circumferential grooves and treadwear indicators. The SN211 delivers maximum value and superb year-round performance.

"Initial customer response to the Sincera SN211 has been very strong," stated Andrew Hoit, Falken Director of Marketing. "Our dealers are excited to offer a premium 'T' Speed-rated Falken-branded touring tire in their line-up. The SN211 also features a category-leading 720 (UTQG) treadwear rating, another highlight for dealers to market."

Available in a wide range of original equipment replacement sizes, from 14- to 18-inch diameters, the SN211 is the tire for today – well-engineered and stylish, enhancing the look of popular coupes, sedans and wagons with a premium and sport-inspired appearance.

"We want both our retailers and their customers to see why the new long-lasting SN211 is the perfect all-purpose tire that offers classic Falken quality, longevity and dependability," Hoit added.

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Tire inflation pressure Control

Tire inflation pressure means pressure of air filled in a tire and is an important factor like life for a tire moved by force of air. A tire can exert performances of weight support, braking, endurance power, operation stability and shock absorption, only when it is filled with inflation pressure. If not so, tire inflation pressure acts as a factor having decisive effect on wearing, stability in traveling, fuel ratio and tire damage. The most important thing in safety control of a tire is inflation pressure and must be checked every month. A tire exerts its function only when the proper air pressure is injected but if not so, tire inflation pressure acts as factor having decisive effect on wearing, stability in traveling, fuel ratio and tire damage. Normally, air pressure of the tire for a passenger car is 28 through 32 psi but it is best to check with your car manual to check the proper psi level.

Irregular Wear

An excess or deficiency of more than 10% does not result in large problems but if it exceeds 10%, irregular wear will occur. and the wear rate will be 1.5 times the normal rate. When the deviation of the tire inflation pressure exceeds 30%, the wear and tear rapidly worsens.



Where the tire inflation pressure is excessive, tire grounding pressure exerts too much on the central part and thus the only the central part is worn. As a result, shock absorption reduces and passenger's comfort becomes unpleasant when passing through the convex or concave condition.

Where the tire inflation pressure is deficient, grounding pressure is increased on the shoulder part and thus both edges are worn. Movement of the road surface and the grounding part becomes large and as a result, wear of the tire increases. In addition, during high speed traveling, fatigue levels within the tire increases due to repeated excessive extension and contraction movement, resulting in acceleration of a rupture occurrence .



Standing wave phenomenon

Standing wave phenomena of a tire refers to wave phenomena of a tire appearing in high-speed traveling. The tire is ruptured in a short time if the deformity repeatedly maintained while the tire revolves at a high speed.

The less tire inflation pressure, the more severe the defect will appear, and the life of the tire goes in inverse proportion to the deficiency rate of tire inflation pressure.

Standing wave phenomena reduce the strength of adhesives in the tire cords or commercial cords and thus secession of a tire appears which may result in a large traffic accident. To prevent Standing wave phenomena, it is better to increase tire inflation pressure by 10~15% or so than usual time in high-speed traveling.

Effect of inflation pressure on tire.

Since adherence between tread and road surface is reduced if tire inflation pressure is not proper, friction power, braking power and handling as well as grounding power is naturally aggravated.

There is concern of damage due to standing wave phenomena or wear if elasticity of a tire is lacking and the passenger's comfort is also naturally reduced.





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Yokohama Tire Corporation Continues OE Program with Two Toyota Fitments

The 2010 Toyota Prius and the 2010 Toyota 4Runner are the latest additions to Yokohama Tire Corporation's growing OE fitment program. The third-generation Prius is sporting the company's AVID® S33D tire in size P195/65R15 89S, while the 4Runner is running on Geolandar® G96B tires in size P245/60R20 107H. The OE fitments cover the U.S. and Canadian markets, with the 4Runner fitment also available in Mexico.

"Both of the fitments are on extremely popular vehicles," said Jeremy Kahrs, Yokohama manager, OE Sales. "The Toyota Prius is an iconic hybrid car that matches perfectly with Yokohama's long-standing environmental principles. The Toyota 4Runner is the classic midsize SUV and has been for decades. It has a strong reputation for on- and off-road performance and durability, as do our Geolandar tires. That's why this fitment is such an ideal match."

Celebrating its 40th anniversary in the United States, Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tires since 1917. Servicing a network of more than 4,500 points of sale in the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company's complete product line includes the dB Super E-spec™ - the world's first tire to use orange oil to reduce petroleum - as well as tires for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications.



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UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Unmanned Multipurpose Vehicle Systems	03-05 March10	It is the exhibition which presentation of projects, demonstration of achievements of the enterprises-developers and manufacturers, experience exchange, discussion of strategy, ways of development and needs of civil industries for works performance and services granting in the field of creation and use of unmanned complexes.	Central Exhibition Complex, Moscow, Moskva, Russia	N/A
Guangzhou International Automotive Air-conditioning & Cold Chain Technology Exhibition China	04-06 March10	Guangzhou International Automotive Air-conditioning & Cold Chain Technology Exhibition China will advance continuously for internationalization, enlarged scale and specialization. It will constantly improve the quality of visitors and effect of the show, deepening service, focus on every detail and make efforts to improve the show quality and value..	China Import & Export Fair Pazhou Complex, Guangzhou, Guangdong, China	N/A
Motorrader	04-07 March10	Motorrader is one of the leading trade fair for Motor bike industry in Dortmund. Motorrader exhibition displays motorcycles products & equipments like Fluids, Cleaning, Electronic Gadgets, Exhausts, Gloves, Heating, Helmets, Armour & Sliders, Boots, Casual Wear, Chains and much more. The event will be take place at Exhibition Centre Westfallenhalle Dortmund	Westfallenhalle Dortmund Exhibition Centre, Dortmund, Nordrhein-Westfalen, Germany	N/A
Motocykel	04-07 March10	It is an excellent place to get in contact with most of active bikers clubs, to feast eyes at magnificent and highly original bikes in which their handy owners have invested much money and time. If somebody makes up one's mind to join the bikers' order in a season to come, the best source of information is 'Motorcycle.	Bratislava Incheba Expo, Bratislava, Slovakia	N/A
International motor show - geneva	04-14 March10	Itis the flagship event for the Switzerland motor industry. the show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world.	GENEVA PALEXPO, Geneva, Switzerland	www.salon-auto.ch
Holiday Motor	04-14 March10	Holiday Motor is the 7th exhibition of plain air Piedmont. The exhibition will have the corollary to be the presence of almost all brands in the market for motor campers and caravans, while offering also emphasized vehicles and accessories for lovers of outdoor vacations.	GENEVA PALEXPO, Geneva, Switzerland	N/A

UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Relio Quick Auto Mall-Mumbai	05-07 March 10	Relio Quick Auto Mall-Mumbai is one of the comprehensive and Multicity Automobile Exhibition in association with The Times of India at Chandigarh, Mumbai, Bengaluru and Delhi. The Event will have participation from leading car and two wheeler manufacturers, OEMs, In-Car entertainment systems, Design Concepts , Accessories, Auto Finance & Auto Insurance Companies	MMRDA Exhibition Center, Mumbai, Maharashtra, India	N/A
International Motorcycle & Bicycle Show	08-14 March 10	International Motorcycle & Bicycle Show is a specialized fair event which will showcase of motorcycles, mopeds, scooters, ATV, bicycles, related industry, spare parts and equipment. In addition to this, this event affirms and promotes motorcycle racing.	Belgrade Fair Grounds, Belgrade, Serbia, Serbia And Montenegro	N/A
Commercial Vehicles Middle East	09-11 March 10	Commercial Vehicles Middle East is the region's only specialized event for all types of commercial vehicles, parts and services attracting transport, fleet and logistics managers from regional commercial enterprises and procurement officials from the region's transportation departments.	Dubai International Convention & Exhibition Centre, Dubai, United Arab Emirates	www.commvehicles.com/
Tires & Rubber Expo	09-12 March 10	Tires & Rubber Expo is the world's most important Tire Manufacturing Technology Exhibition and Conference. It offers the visitor a technology showcase covering materials and equipment through the complete spectrum of the tire manufacturing process.	Expocenter Krasnaya Presnya Moscow, Moscow, Moskva, Russia	www.maxima-expo.ru
Automechanika Moscow	10-12 March 10	Automechanika Moscow is a pivotal event for automobile Aftermarket and Original Equipment Market. Convoked at Expocentr Krasnaya Presnya Fairgrounds, Krasnopresnenskaya nab. Moscow, Moskva, Russia, the event is directed towards showcasing full range of auto components, accessories etc.	Expocenter Krasnaya Presnya Moscow, Moscow, Moskva, Russia	automechanika.messefrankfurt.com
MotoExpo St. Petersburg	19-21 March 10	MotoExpo St. Petersburg is a Mega Exhibition on AutoMobile & Bikes Industry. Limousines, Sedans, Coupes, Vintage Cars, 4WDs, Dune Buggies will be targeting High-net-worth families & individuals, Executives & Businessmen, Overseas Buyers..	Saint Petersburg Sports and Concert Complex, St. Petersburg, Russia	N/A

Nürburgring 24 Hour Race

Walter Röhrl competes in standard Porsche 911 GT3 RS



Dubai. Porsche ambassador and test driver Walter Röhrl (62) will contest the Nürburgring 24 hour race in May 2010. The double world rally champion pilots a standard Porsche 911 GT3 RS. This marks the first time since 1993 that Röhrl competes in Germany's largest automobile race.

Since 1993, Röhrl has conducted tests in every standard Porsche vehicle on the Nürburgring-Nordschleife. "Right from the word go, the new 911 GT3 RS reminded me of race vehicle," says Röhrl. "No other road-going 911 has ever been as close to a race car as this current GT3 RS. That's why I'm thrilled to be able to prove that this sports car is up to the challenge of the 24 hour race."

The new Porsche 911 GT3 RS is powered by a 450 hp, 3.8-litre, six-cylinder boxer engine. The high-revving unit reaches a specific output of over 118 hp per litre. Developed in the motorsport department at Weissach, the 911 GT3 RS is fitted with a particularly short transmission ratio for racing purposes as a standard feature. The dynamic engine mounts featured as standard contribute to improved driving dynamics. Depending on the driving situation, the mounts change in their stiffness and damping effect, improving the connection between the engine and body when driving under racing conditions. The aerodynamics is consequently designed for down force - another forte for track racing.



"In the last years, Porsche racing vehicles have performed brilliantly at the 24 hour race on the Nürburgring with their speed and extraordinary reliability," says Hartmut Kristen, Head of Porsche Motorsport. "Four times straight, it was the Porsche GT3 RSR that was the vehicle to dominate the overall classification. I'm very pleased to see one of our Weissach-developed road-going vehicles competing parallel to the thoroughbred racers and proving its suitability for long distance competition."

The 38th running of the Nürburgring 24 hour race takes place from 15 to 16 May 2010. Every year, this event attracts far more than 200,000 spectators to the Nordschleife.

Dubai's direct trade in auto parts and accessories remains robust

News is good for the Automotive Parts and Accessories industry in Dubai with total direct trade figures registering US\$2.4bn in the first half of the year, on a par with 2007 figures.

In 2008, Japan registered as the largest importer for Dubai with Iran proving to be one of the key destinations for re-exports. Spare Parts & Accessories represent the Dubai automotive industry's largest segment at 52% of its import and re-export market.

Mr Michael Dehn, Group Exhibitions Director, Epoc Messe Frankfurt GmbH, organisers of Automechanika Middle East said: "These latest figures from DP World Statistics Department for the first half of the year just past bring welcome news to the industry and are testament to the fact that the sector remains robust."

Mr Mahmut Gazi Bilikozen, Senior Show Manager, Automechanika Middle East added: "General consensus is that figures from Half Two of 2009, which will be revealed at our show in May, will be even stronger. This builds confidence that the automotive aftermarket remains in high stead for 2010 and beyond. We are excited about the 8th edition of Automechanika, which has already attracted key industry figures and expectations are high for a high quality and successful event."

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Michael Dehn, Group Exhibitions Director, Epoc Messe Frankfurt GmbH.

DP World Statistics Department will release the complete figures for 2009 at Automechanika Middle East 2010. Automechanika Middle East is the region's leading trade fair for the automotive aftermarket sector and is organised by Epoc Messe Frankfurt GmbH.

In 2008, alongside Japan, other key import countries for Dubai included U.S.A., Germany, U.K., China and South Korea. Dubai's automotive re-export market mainly features countries from the Middle East and Africa region including Saudi Arabia, Nigeria, Pakistan, Iran and Iraq, amongst others. During Automechanika 2009, 26% of registered visitors were importers and 17% were exporters. A total of 958 exhibitors participated in the show representing 46 different countries.

Parts & accessories represent the largest group for imports and exports in the automotive market with Germany being the number one source market and Iran representing the largest export destination. 54% of those parts & accessories imported in 2008 were then re-exported.

Safer driving thanks to ARM's special promotion

Don't let the weather put the skids on motoring this winter

Cool weather brings with it the best opportunity to tour around the UAE. Now, thanks to a new winter promotion from Porsche specialist, Alex Renner Motors (ARM), drivers can enjoy the open roads with added peace of mind.

Until March 2010, Porsche owners can take advantage of reduced prices on brakes and disks. From the Cayman to the Cayenne, ARM is offering a 10 per cent discount on parts and labour for all models in the range, old and new.

With a much higher chance of wet weather at this time of year, it is vitally important that owners ensure that their car's brakes are up to the job. Worn brake pads can adversely affect the ability of drivers to bring their car to a halt.

Clearly, this can be especially dangerous in an emergency situation. There are some telltale signs of impending brake problems, such as squealing, pulling, a hard or spongy feel from the pedal or a sense of grinding. Drivers should always have their brakes checked out if they experience any of these warnings.

"It is extremely important to look after your brakes," says Alex Renner, managing director of ARM. "Without the ability to stop safely, any driver can be in danger. That is why we have chosen this time of the year, when there is a heightened chance of rain, to reduce the price of brakes. We hope that this will encourage more drivers to have their brakes checked out and replaced if necessary."

ARM (www.armotors.ae) has the experience and dedication to Porsche to quickly diagnose and repair any brake damage. Situated in Al Quoz in Dubai, the company specialises in Porsche and its state-of-the-art workshop is capable of tuning, servicing and repairing any model while giving personal service to all customers.



4th Anniversary



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Audi Standardizes HD radio technology in three Models

Delivering the latest in digitally enhanced audio, extra programming and advanced data services, Audi of America announced that it will offer HD Radio Technology as a standard feature on some of its 2011 models, including the A6, A8 and Q7. HD Radio Technology will also be available via the optional navigation radio in the 2011 A4, A5 and Q5 models. All models will be available at U.S. Audi dealerships by Fall 2010.

"We are dedicated to providing our customers with the best entertainment options to enhance their Audi driving experience," said Filip Brabec, General Manager, Product Planning at Audi of America. "These upcoming 2011 models will be fully equipped with the best in digital broadcast engineering, making it a clear choice to offer HD Radio Technology to our customers."

"As a leader in engineering, Audi provides its drivers with high-quality innovation that truly defines the luxury markets, and they continue to raise the bar with the inclusion of HD Radio Technology," said Jeff Jury, Chief Operating Officer of iBiquity Digital Corporation, the developer of digital HD Radio Technology for AM and FM audio and data broadcasting. "We are extremely pleased to be partnering with Audi and enabling their enthusiasts to enjoy the extra programming, crystal-clear sound, and advanced data services to enhance the driving experience."

HD Radio Technology is available to 85 percent of Americans with more than 2,000 HD Radio stations on the air, and 1,100+ new HD2/HD3 Channels (FM multicast). The digital platform offers fresh, creative programming on HD2/HD3 Channels, with CD-quality sound on FM and FM-stereo quality sound on AM.

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Continental Demonstrates AutoLinQ and Outlines its Plans for Android in the Automotive Industry

With AutoLinQ, the car of the future is "Always On" and able to connect to the world around it in new ways.

During the 2010 Consumer Electronics Show Continental demonstrated its AutoLinQ™ Connected Services Platform to its automotive customers and consumer electronics partners. As part of the demonstration, the company debuted the world's first automotive-grade head unit capable of downloading Android applications. Continental also announced that it plans to release an AutoLinQ Software Development Kit (SDK) to the Android Development Community in the first quarter of 2010 and intends to unveil an application store in the second half of the year.

The car of the future is "Always On"

Continental, one of the largest automotive suppliers in the world, is designing AutoLinQ as a flexible automotive-grade hardware and software platform. The scalable architecture is based on various views and provides vehicle owners with information that is relevant to their location. For example, through AutoLinQ's mobile view, vehicle owners can ask questions or send commands from their mobile phone to their vehicle, including options like checking the status or location of a vehicle. While at home, vehicle owners can access real-time vehicle status or remote diagnostic information from an account on their laptop. Or, while on the road, vehicle occupants will be able to access real-time location-based information and content that is relevant to the driving situation.

Connecting the car to the world around it in new ways

As the next step in its AutoLinQ development, Continental expects to release a SDK that will extend the open Android API and provide developers with the tools they need to create automotive-specific Android applications. The AutoLinQ SDK, which Continental expects will be available by the end of the first quarter of 2010, consists of API documentation, a Vehicle Simulator, a Vehicle Emulator, and the HMI design guide.

Continental plans to work with Android developers and automakers to certify a core set of applications to help ensure that the information brought into the car is integrated in a thoughtful, secure and safety-minded way. One of the keys to designing a successful application will be an easy-to-use human machine interface that enables drivers and passengers to remain focused on the road while accessing information at highway driving speeds. The Company plans to begin demonstrating applications, via a new application store, to its automotive customers in the second half of 2010.

"Continental's automotive customers have expressed a tremendous interest in AutoLinQ," said Kieran O'Sullivan, executive vice president of Continental's Infotainment & Connectivity Business Unit. "Continental decided to base its AutoLinQ architecture on the Android operating systems because it wants to leverage a large and well established developer community."

Driving application development by tapping into an existing ecosystem

Continental has been collaborating with NAVTEQ, the leading global provider of digital map, traffic and location data, to bring automotive grade content and NAVTEQ-based applications to AutoLinQ. To this end, the NAVTEQ Network for Developers™ provides a variety of valuable resources to developers for application development. In working with NAVTEQ, Continental is enabling access to rich, high quality data and services as well as access to an existing ecosystem for the development of relevant applications for AutoLinQ.

In addition to core applications such as navigation and search a half-dozen partners are also already working on early prototype applications combining vehicle and social information to create exciting new experiences. For example, one partner is in the midst of designing an application that will help drivers locate nearby gas stations and identify those with the cheapest gas price. The application is automatically triggered by the vehicle when fuel runs low. Another partner is working to create location based social networking applications that can safely be used in the vehicle.

Recent forecasts from analyst firm Gartner say Android is expected to power 18 percent of all smartphones sold globally in 2012 – addressing approximately 94 million users. This is up from a share of less than 2% of all smartphones sold in 2009*. The development community, which has designed approximately 20,000 applications so far, also is expected to grow with the market.

"Integrating Android into the vehicle with a product such as AutoLinQ will help automakers further tie their vehicle platforms into the fast-paced world of consumer electronics," added O'Sullivan. "With AutoLinQ, automakers will be able to offer vehicle owners an array of new features and functions, through downloadable applications, months after the car has left the dealership lot."

RTF 2010

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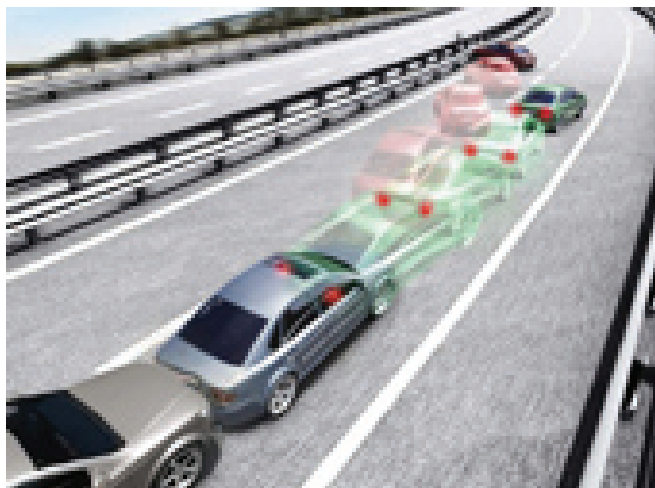
Bosch to roll out new braking system in 2010 to improve pedestrian safety in ME

Predictive system could prevent three out of four rear-end vehicular collisions resulting in injury

A new predictive emergency braking system to be rolled out by Bosch in 2010 could help significantly improve road safety throughout the Middle East. The new system has the potential to avert three out of four injury-causing rear-end collisions.

Middle Eastern countries are intensifying their road safety programs in response to the World Health Organisation's warning that road-related crashes will become the number one cause of death by 2020 unless positive actions are taken. They are particularly focusing on the four hazard control measures of Elimination, Engineering, Education and Enforcement. Bosch will support the Engineering dimension by introducing a predictive emergency braking system that will provide drivers with support on three levels.

"More intelligence is being built into braking systems to enable them to assess traffic conditions and provide additional braking support as needed. Rather than being sold off as separate equipment, such systems are already being built into entire automobile lines. By next year we will be installing predictive systems into Audi vehicles, which are very popular in the Middle East. With governments such as the UAE spending heavily into road safety, the introduction of our new system next year represents a significant step towards better regional prevention of road accidents," said Volker Bischoff, GM, Robert Bosch ME.



The upcoming Bosch system detects potential obstacles and initially provides an audible or visual warning, followed by a brief application of the brakes. If the driver reacts and steps on the brakes, the system uses the emergency braking assistant to increase braking pressure and avoid collision. However, if there is no driver response but impact is imminent, then the system brakes at maximum force. Bosch engineers have been able to reduce the weight and size of the new braking control system by up to 30 percent as compared to the previous version. A further reduction in cost supports the efforts of the automotive industry and authorities to make active safety systems standard equipment worldwide. The new Bosch system will go into series production in 2010 at Audi AG.

According to European studies, as many as 1,100 fatal accidents involving pedestrians can be prevented each year if all cars are equipped with braking assistance systems. These systems have become mandatory for all new car and light commercial vehicle types in the EU since November 24, 2009 and will be required in new vehicles from February 24, 2011 as part of new EU regulation aimed at improving pedestrian safety. Bosch analyses of the German In-Depth Accident Study show that in rear-end collisions leading to injury, a third of German drivers did not apply the brakes before collision while half did not use full braking capacity. A predictive emergency braking system could have prevented three out of four of these crashes.

Bosch currently invests around 45 percent of its research and development budget in technologies that help protect the environment and conserve resources, and generates a strong third of its sales with such products. In line with its strategic corporate slogan of "Invented for life", Bosch is working to develop technologies such as lithium-ion batteries and alternative drive systems for the automobile. It also aims to tap the potential of renewable energies through technologies such as photovoltaics.

Ultimately, energy efficiency is the best means of ensuring that all Bosch products contribute to meeting global CO2 emissions standards. This is why Bosch's "Design for Environment" team ensures that concerns such as energy efficiency, recycling objectives, and material restrictions are factored into product development processes.

Cobra Introduces World's First Full Color Touch Screen Radar Detector

2010 Radar Line Simplifies Setup and Expands AURA™ Enabled Line of Detection Systems

Cobra Electronics Corporation (NASDAQ:COBR) has announced the launch of the world's first touch screen radar detectors as part of its 2010 line of detection systems. The two new touch screen models simplify user setup and alert settings. In addition to the touch screen models, Cobra is introducing the first radar, laser and safety camera detector priced under \$200.

The new XRS touch screen models, XRS 9970G and XRS 9965, feature a 1.5" full color graphic interface that makes setting up the radar detector fast and easy. Simply tap on the "menu" screen tab and scroll through the menus to set user settings such as the display colors, city/highway modes, IntelliMute™, Frequency Display Mode and other preferences, as well as the alert settings including turning on or off POP Mode, the detection of certain Bands and Low Car Battery Warning.

"The most inconvenient part of purchasing a new radar detector was setting it up," said Tony Mirabelli, senior vice president of marketing and sales for Cobra. "With the new touch screen models, we've removed the fumbling through button combinations to make changes. Just tap and set."

In addition to the touch screen interface, the new XRS 9970G also features enhanced AURA™ Camera Driving Hazard Database capabilities, plus IntelliView™ Pro which displays a photo-enforced alert as well as the speed of the vehicle if under radar surveillance.

Also new for 2010 is the XRS 9550G radar, laser and safety camera detector. This is the first full detection system under \$200 that features 14 Bands of detection, Voice Alert™, POP detection and a lifetime subscription to the AURACamera and Driving Hazard Database.

The AURA database stores GPS coordinates of speed and red light cameras and driving hazards. Users can access this database online and download daily updates 24 hours a day, 7 days a week. By simply connecting the GPS Locator via USB, AURA subscribers synchronize the coordinates for the most current and accurate camera and dangerous intersection alerts. Drivers can also add up to 1,000 location-based alerts to ensure that they are alerted to temporary or moveable driving threats.

Cobra's 2010 line of radar detectors feature eco-friendly packaging and will be available at retailers nationwide and at www.cobra.com beginning March 2010. These new radar detectors have a suggested retail price range from \$199.95 to \$379.95. To learn more about Cobra's 2010 radar line, visit www.cobra.com or follow Cobra on Twitter at www.twitter.com/CobraElectronic or become a fan at www.facebook.com/CobraElectronics.





New Sahara Bumper for Holden/Chevrolet Colorado and Ford Ranger

ARB 4x4 Accessories has announced the release of a new Sahara bumper for both the Holden/Chevrolet Colorado and latest model Ford Ranger. Stylish and practical, these bumpers provide an alternative to the traditional deluxe bull bar while still maintaining a superior level of protection.

Manufactured from durable steel, ARB's Sahara bumpers incorporate a multi-fold swept wing design which helps to optimise approach angles when traversing rugged terrain. A split pan further increases overall strength while ensuring maximum airflow to the engine. Both bumpers employ a vehicle specific mounting system ensuring that air bag functionality is not adversely affected following fitment.

For peace of mind when heading off road, each of the new Sahara bumpers contains a number of features to ensure you are recovery ready. Winch compatible, each bumper is able to accommodate a range of Warn models to aid in rescue situations while twin Hi-Lift jacking points and tow points feature in the centre pan for added versatility. To ensure you are never out of reach, two CB aerial bracket mounts can be found in the top surface of the wings.

Available with or without a polished centre tube, the bumpers come standard with a millennium grey powder coat, however owners are able to colour code to suit their specific vehicle.

In addition, each bumper comes standard with injection moulded inserts to house driving lights and indicators, while optional fog lights are available for fitment. Urethane buffers add a finishing touch and work to further enhance the Sahara bumper's sleek appearance.

ARB stocks a wide variety of accessories for both the Holden/Chevrolet Colorado and Ford Ranger including Air Lockers, Old Man Emu suspension and roof racks.



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Trading Enterprises and Abbarco Bike opens exclusive showroom for Honda Goldwing bikes

Trading Enterprises – Honda, an Al-Futtaim group company, announced the opening of an exclusive showroom for the legendary Honda Goldwing touring bikes in association with Abbarco Bike.

The 3,000 sq ft state-of-the-art showroom located at Ras Al Khor (Al Ghandi Complex) was inaugurated by Sheikh Juma Al Maktoum. Also present at the inauguration were Mark Kass, Managing Director of Trading Enterprises – Honda, Shunichi Uchida, General Manager of Honda Motor Co. Middle East Office and Khalid Al Abbar, Owner, Abbarco Bike.

The showroom will feature six Goldwing bikes including the 2 and 3 wheelers alongside parts, accessories and merchandise of the popular models.

Mark Kass, Managing Director of Trading Enterprises Honda said: "We are delighted at the opening of this exclusive Honda Goldwing showroom. We believe this new showroom will be a melting pot for all Goldwing owners and lovers to meet and share their experiences of this ever popular bike."

Khalid Al Abbar, Owner, Abbarco Bike who is a Goldwing aficionado said: "We are proud of our association with Trading Enterprises – Honda. I welcome all Goldwing enthusiasts to come to the showroom and take look around. You won't be disappointed."



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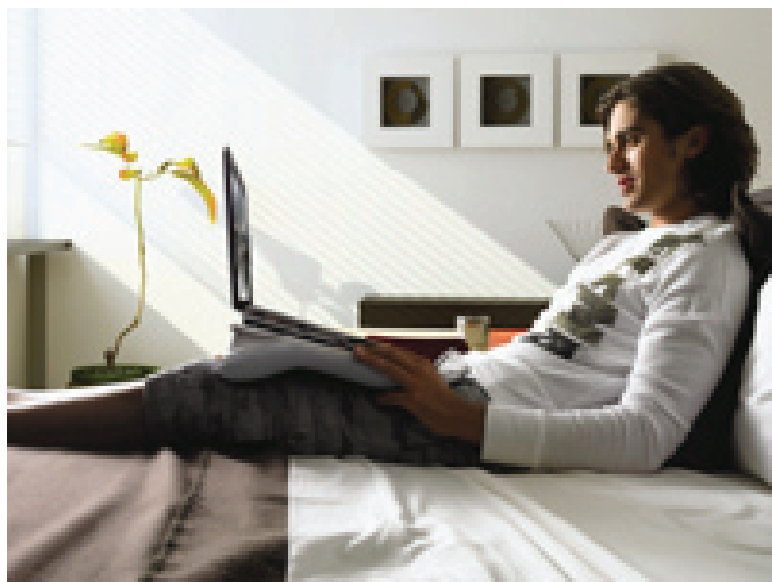
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Logitech Speaker Lapdesk N700 Brings the Theatre Home

You're already using your laptop to listen to music, play games, and watch movies, TV and videos. You're already using it on the sofa and on the bed. But you're looking for a way to be comfortable, and you know what a difference high-quality audio can make when you're enjoying good entertainment. For a theatre-like experience on your laptop, Logitech today introduced the Logitech® Speaker Lapdesk N700 — the company's first all-in-one laptop accessory with integrated stereo speakers, a built-in fan and a wide padded base.

"More and more people around the world are enjoying fantastic entertainment on their laptops—but with mediocre sound and comfort," said Denis Pavillard, Logitech vice president of product marketing for laptop accessories. "In fact, according to our research nearly 50 percent of laptop users report being dissatisfied with the sound quality of the built-in speakers. The Logitech Speaker Lapdesk N700 helps transform your laptop into a private theatre in the cosy confines of your lap."



Design philosophy in its purest form

New variant of the award winning Porsche Design cell phone

The straight lines and purist form of the second Porsche Design cell phone are particularly emphasized in the Black Edition by the combination of matt, black anodized aluminum and black mineral glass. The casing is milled from a block of solid aluminum. As an additional characteristic, the black version bears the laser text "Porsche Design Black Edition" on the back. The P'9522 Black Edition embodies the timeless and authentic design philosophy of the brand in its purest form.

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Ferrari makes a pen for Bugatti

If you're going to sign a check for seven figures, you're not going to use just any old Bic ballpoint, are you? Of course not. For just such an occasion, Bugatti has commissioned Ferrari to make them a suitable writing instrument.

Well, sort of. This Bugatti pen is made by a company called Ferrari da Varese, which, to our knowledge, doesn't have any ties to the eponymous purveyor of sportscars from Maranello. Call it a coincidence then, but don't dare call it a knock-off. The Bugatti Type A pen from Ferrari da Varese is designed by Luigi Trenti, crafted from aluminum and plated in nickel, then sterling silver, then palladium and finally platinum, for an unrivaled luster. The nib is made from rhodium-coated 18kt gold, complimented by a sapphire glass window and a lacquered black embossed Bugatti logo.



RIM Introduces BlackBerry Presenter

Users can finally feel free to leave their laptop behind when going to deliver a presentation. Research In Motion today introduced BlackBerry® Presenter, the latest accessory for BlackBerry® smartphones. BlackBerry Presenter is a conveniently small and light device that easily plugs into a projector or monitor, then lets the user display a Microsoft® PowerPoint® presentation wirelessly from their BlackBerry smartphone.

"Mobile professionals are always looking to carry less when travelling," said Glenn Laxdal, Vice President, Product Management, Research In Motion. "BlackBerry Presenter equips mobile professionals with a simple, secure and convenient way to deliver presentations directly from their BlackBerry smartphone, giving them the freedom to leave their laptops behind."



Baume & Mercier Creates A Riviera Magnum With Flyback Function

Baume & Mercier is enriching its Riviera MAGNUM sports watch collection with two substantial unique models: a limited-edition "all black" chronograph with flyback function and transparent dial; and an athletic three-pointer and date display model, both in a XXL size measuring 45 mm in diameter (compared with 43 mm for previous versions).

In addition to their more generous size, these two watches enrich the Riviera MAGNUM line with several advanced design features: a case redesigned with one side shaped like a car radiator grille; hollowed hands; a larger crown; and a rubber strap with pure lines, secured by an adjustable triple folding clasp.





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