

# TIRES & PARTS Magazine

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



## *The Car of the Future is Always On*

Apps, HMI and Personalization will fuel Driving Experiences



**Surender Singh Kandhari**  
Chairman of Al Dobowi Group.



**+** The blackberry 9780 Hot Products / Page 56

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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](http://www.tireindustry.org)



This month Tires & Parts had the opportunity to meet with one of Dubai's distinguished business men just as his group celebrated its 35th year of successful operation. Mr. Surrender Singh Kandhari is not only a well known figure in the Dubai business community but also in the global auto industry. He has led his group along with his two sons to make Al Dobowi market leaders in the tire and rubber fields and today their company consists of a family of 1000 employees. Al Dobowi is a classic example of a Dubai success story where a man has met opportunity with vision.

**What does Al Dobowi Mean? Who chose this name?**

Al Dobowi literally means - The man from Dubai - the name was given by Dubai Municipality in 1976.

**When was Al Dobowi established and with what aim?**

The Al Dobowi Group was formed in 1976 to address the needs of a growing tyre management and service industry in the Middle East.

Today we have grown to become a leading global player in the industry providing clients with superior services and unique solutions to their problems across three continents.

We have grown beyond tyre management into providing our clients with all the solutions they need with regards to motion. This includes batteries for motive power, lubricants, conveyor belt systems and technical rubber products.

**Why did you choose to start your business in Dubai 35 years ago?**

We saw great opportunity in a gulf state with oil potential and a trading hub.



# Surender Singh Kandhari

Chairman of Al Dobowi Group.

**Dubai has changed quite a bit in the last 35 years, how has your company changed with Dubai and what is the difference between doing business today with 35 years ago?**

Dubai, with the vision of the ruling family, has grown into a modern metropolis rivaling some of the major world capitals. One thing that has not changed though out the years is the boldness of the vision of Dubai. It was this precise quality that attracted us to Dubai 35 years ago and what has allowed us to flourish till today. Today Dubai is at the cross roads of world trade and we have benefited from the strategic location of Dubai. Its world class infrastructure has allowed us to take our business beyond the Middle East to expand into Europe and Africa and has allowed us to follow our global ambitions. We have also used the infrastructure to expand our business beyond distribution to include manufacturing. We have set up the one of the most modern retreading factories in the world in the UAE and are in the process of setting up the most modern battery component manufacturing facility in the world in the UAE.

**What business fields did you begin with 35 years ago and what fields you have developed and expanded into?**

Core business – Tires, Batteries, Retreading, Oil, Rubber products.

**Please list the brands/agencies which you represent and for which markets?**

Hankook – UAE  
Pirelli – Saudi/Nigeria/Ghana  
Ceat – UAE/Saudi/Nigeria/Ghana  
Goodyear – Nigeria  
Infinity - Worldwide

**What is your company's core competency?**

At the Al Dobowi Group our culture is very much our biggest strength in helping us attract and retain the best employees and clients. Al Dobowi's commitment to its clients, teamwork, integrity, professional excellence and entrepreneurial spirit is embodied today in our core values below:

Our assets are our people, capital and reputation. If any of these is ever diminished, the last is the most difficult to restore. We are dedicated to maintaining high standards recognizing that our continued success depends upon unswerving adherence to these standards.

Our goal is to provide superior services to our clients. As such we take great pride in the professional quality of our work. We have an uncompromising determination to achieve excellence in everything we undertake.

We stress creativity and imagination in everything we do. While recognizing that the old way may still be the best way, we constantly strive to find a better solution to a client's problems.

We make an unusual effort to identify and recruit the very best person for every job. Although our activities are measured in millions of dollars, we select our people one by one. In a service business, we know that without the best people, we cannot be the best.

Integrity and honesty are at the heart of our business. We expect our people to maintain high ethical standards in everything they do, both in their work for the Group and in their personal lives.



**How did the world wide economic recession affect your business?**

As a diversified business we are in different fields in different parts of the world. This diversification has allowed us to ensure that the Group has managed to grow every year for the last 35 years despite market conditions. This last year was the best year ever in terms of our financial results. Our global teams were focused and ensured that we did not lose a single opportunity. In markets that were facing a recession we ensured that we targeted a budget tyre market which was actually growing due to people wanting to economize. In Africa we still faced considerable growth as these markets were less affected by the credit crunch. In the Middle East we took a decision to ensure that we continued to support our customers throughout their difficult times and this decision has led them to ensure the growth of our business.

**Could you explain your tag line "future of motion"?**

The tag line represents our business philosophy. Our business is firmly focused on the future. We believe that the day we stop growing is the day that we start dying. As such our future is one of continual strife for growth. Our business is in the area of motion - be it tyres or batteries. We believe that you have to focus on the future of your business to achieve consistent growth. Hence we believe that an appropriate tag line for our business that encapsulates this vision is - the future of motion.

**What are Al Dobowi's future plans?**

Our vision is to ensure that we stay focused on our core areas and expand our businesses both geographically and vertically. We believe that we will increase our manufacturing base and grow our turnover and profitability from manufacturing into a more significant part of the Group. We also want to ensure that we get closer to our customers in our distribution businesses and thus we intend to "go deeper" into the markets where we already are. We also intend to explore new markets especially in higher growth emerging markets such as Latin America and Russia.



# BREATHTAKING NEW BMW 6 SERIES CONVERTIBLE UNVEILED

## New model to go on sale in the Middle East early 2011

Over thirty years after the launch of the first BMW 6 Series model, the world's most successful premium automotive manufacturer has announced plans to launch the third generation BMW 6 Series.

The new BMW 6 Series Convertible model will debut in the Middle East in March and will be followed by the Coupé edition in the second half of 2011. Offering stylish design, outstanding performance, luxury, power and sheer driving pleasure, the latest generation BMW 6 Series is expected to continue to set trends in the premium car segment.

Although the new BMW 6 Series retains its strong characteristic lines, it has been restyled with a refined modern design. Some new characteristics include a "shark nose" in its front end design giving the car a sense of surging forward, while a broad air intake, strikingly contoured bonnet and muscular wheel arches hint at its powerful engine technology and impressive road holding promise.

Meanwhile the luxurious atmosphere of the interior is highlighted by the driver-oriented set up and offers individually tailored seats for the driver, front and rear passengers. High-class functionality is underlined prominently in the updated and redesigned Control Display with the iDrive control system. High-quality materials, carefully coordinated colours and, once again, meticulously formed surfaces combine to produce an ambience defined by luxury in the new BMW 6 Series.

Phil Horton, Managing Director, BMW Group Middle East said: "BMW has 70 years experience in building Convertible vehicles, boasting the legendary BMW 328, the 1940 Mille Miglia and the highly coveted and groundbreaking predecessor of the BMW 6 Series - the 1950 BMW 507. The new generation 6 Series is just as dynamic and aesthetically pleasing on the eye, so I have no doubt that it will be a popular addition to our Middle East portfolio".

The new BMW 6 Series Convertible will be available in the Middle East with two engine variants: 650i and 640i, which offer more power and more fuel efficiency than their predecessors. The eight-cylinder power unit in the BMW 650i Convertible produces 407 hp, meanwhile the BMW 640i Convertible generates 320 hp. Both engines come with BMW TwinPower Turbo power, direct fuel injection and VALVETRONIC technologies team up as standard with an eight-speed Sports automatic gearbox.

The latest generation BMW 6 Series uses a broader palette of colours and three-dimensional graphics to create an even sharper image. Meanwhile the roof of the new BMW 6 Series Convertible takes just 19 seconds to open and closes within 24 seconds. Both operations can be activated while on the move at speeds of up to 40 km/h.

Drive Dynamic Control which allows the driver to choose from a range of pre-programmed suspension settings comes as standard, while the Adaptive Drive which helps stabilize the vehicle around corners ensures the premium comfort, safety and driving pleasure for the driver.

The progressive character of the new BMW 6 Series Convertible is underlined with numerous BMW ConnectedDrive features, including: optional driver assistance systems such as a rear-view camera; Surround View; BMW Night Vision with pedestrian recognition; and BMW Park Assistant. In addition, the new BMW 6 Series Convertible is the only car in its segment available with a Head-Up Display which projects driving-related information onto the windscreen within the driver's direct field of view.





AUTOMOTIVE



## The all-new 2012 SLK Roadster

# Passion meets Efficiency

The all-new SLK-Class, one of the most exciting and successful sports cars ever built, is entering its third generation. The 2012 roadster takes driving pleasure and open-air enjoyment to the next level by blending nimble handling with stylish comfort, striking sports-car design, everyday drivability, top performance and exemplary efficiency. In addition, the 2012 SLK-Class is proud to present the world premiere of the panorama vario-roof with MAGIC SKY CONTROL, which switches between light and dark transparency at the touch of a button.

### **Exemplary efficiency and athletic flair come courtesy of powerful new 4 and 6-cylinder engines**

With superb levels of performance, they are more fuel efficient than their predecessors and with unique new safety equipment the 2012 SLK-Class sets the new standard in this segment. With its wealth of technical innovations, the SLK is once again the benchmark in its class. The 2012 SLK-Class goes on-sale in the U.S. this summer.

"The new SLK embodies the role of the trend-setter like no other car", says Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars. "I am convinced that with its passionate design, its high-quality interior and its modesty at the fuel station it will continue to provide an enormous amount of fun on the road in future, too, consolidating its status as a cult roadster."



### **Innovations are part of the successful history of the Mercedes-Benz SLK:**

•In 1996, the first generation caused a sensation with the vario-roof, which transformed the wide-open roadster into a fixed-roof coupe at the touch of a button in just a few seconds.

•The second generation placed the warm AIRSCARF around the neck and shoulders of the occupants as needed, ensuring open-top enjoyment even in cooler temperatures.

•Now the third generation presents a unique highlight – the world premiere of the panorama vario-roof with MAGIC SKY CONTROL, which can be quickly switched to light or dark transparency at the touch of a button.

The new Mercedes-Benz SLK unites premium comfort and high-quality equipment and appointments with an especially athletic flair. At the same time the new roadster is the most fuel efficient in its class matched with segment-leading safety. All-weather driving enjoyment – open or closed, during weekends or the daily commute – is firmly anchored in the SLK's genes.

### **Timeless aesthetics embody hallmark sports-car sensuality**

The designers have tailor-made a body for the new SLK that emphasizes its classic roadster proportions and puts them in the spotlight with a thrilling result. Behind the long hood is a compact passenger compartment and a short rear overhang. The SLK will tempt potential customers with these key attributes that characterize all the classic roadsters from Mercedes-Benz.

The first eye-catching feature is an upright radiator grille that stands proud and confident in the wind and bears the new Mercedes-Benz brand look. The grille emphasizes the long and well-proportioned hood, and with its light-catching contours it already hints at the roadster's dramatic qualities. The wide radiator grille bears the Mercedes-Benz star in a prominent central position and displays a powerfully contoured chromed fin at the front. The clearly defined headlamps complete the look of the new SLK's face and resemble that of the legendary 190 SL from the 1950s, which is regarded by many as being the original "SLK". However the designers did not just focus on the past; with the new SLK's front end they also intentionally created a close visual link with the new Mercedes-Benz SLS AMG "gullwing model" and the new CLS.

The impressive result of this meticulously detailed work is that in spite of the more striking, steeper front and larger frontal area, the Cd value has been cut to just 0.30 – a brilliant achievement (the predecessor model's Cd value was 0.32).

The timeless, classic shape of the side profile with the classic roadster proportions embodies aesthetics of the highest caliber and is a visual cue to the sportiness and driving pleasure in store. Fine details show the care that has been taken by the Mercedes-Benz designers. For example, a molding conceals the trunk joint, so that the side line cannot get in the way, as it usually does with similar roof designs. The ventilation grilles in the front fenders with a chromed fin are reminiscent of the famous Mercedes-Benz roadsters of the 1950s. In the new SLK they form the perfect starting point for a feature line, which flows to the muscular rear fender, using light and shadow to add style and timeless aesthetics to the sides. Meanwhile the upper edge of the wide headlamps – which for the first time boast all-LED technology – also appears to flow into the feature line.

### **Interior with style and pure good looks**

Despite the most compact dimensions in its class, the 2012 SLK has generous interior dimensions. To achieve this, the designers have developed interior appointments that offer the driver and passenger the highest degree of quality and pure precision. The interior is characterized by stylish sportiness and genuine high-quality materials which have been processed with perfect precision and skilled craftsmanship. Standard brushed aluminum trim covers the center console; wood trim can be ordered as an option in high-gloss dark brown walnut. Four round, metallic air outlets integrated in the dashboard emphasize that this model truly belongs to the Mercedes-Benz sports car family, their shape being a nod to those in the SLS.



The SLK's generous round dials are astride a display for the onboard computer. The color display for the communications and entertainment functions is housed in the center of the dashboard, and is easily read by both the driver and passenger.

Other high-quality pieces of equipment include a multifunction sports steering wheel with a flattened bottom section and a thick leather crown, plus available sun-reflecting leather that noticeably reduces seat temperature, ambient lighting and the innovative neck-level heating system AIRSCARF, familiar from the predecessor.





# The new 2011 Defender X-tech limited edition



The Defender X-Tech offers raw and edgy style, with the class-leading all-terrain capability you would expect of this motoring icon.

The exterior is available in Zermatt Silver, enhanced by a contrasting Santorini Black finish to the roof and wheel arches. And, for the first time, this Defender is fitted with unique gloss black 16 inch Saw Tooth alloy wheels, to create a sense of raw utilitarianism.

The interior is available in Ebony and the seats offer the addition of leather side bolsters, for a more refined finish.

The Defender X-Tech is available in the 90 Hard Top Commercial derivative, with the full range of accessories also available to enhance capability and individuality.

Powered by the 2.4 litre common-rail diesel engine, this Defender boasts fuel efficiency and performance with 360Nm torque for effortless towing and enhanced on-road performance.

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# Audi's plans for 2011

## 1,200 new jobs and biggest investment program in company history



Audi is investing heavily in its future and intends to hire about 1,200 skilled employees in 2011. The company plans to invest around € 11.6 billion between 2011 and 2015, primarily in new products and technologies, as well as in upgrading its sites. More than € 5 billion is earmarked for the German sites in Ingolstadt and Neckarsulm.

"Innovation requires people," said Thomas Sigi, Member of the AUDI AG Board of Management for Human Resources. "For this reason, we want to hire around 1,200 experts in 2011 who will primarily bolster our electromobility and lightweight construction fields of competence, as well as the implementation of our growth strategy." During 2010 Audi recruited about 500 experts and 780 trainees who began their vocational training in Ingolstadt and Neckarsulm.

From 2011 to 2015 the company plans to invest about € 11.6 billion, making this the biggest investment program in the company's history. "With this investment, we are laying the foundation for sustained, profitable growth, and supporting our claim to leadership in the premium car segment," said Axel Strotbek, Board Member for Finance and Organization of AUDI AG.

future such as electric and hybrid drive systems. One example is the Audi R8 e-tron, the first electric sports car from Audi, which the company wants to begin selling in late 2012.

The brand with the logo of the four rings will introduce numerous new models in 2011, including the new Audi A6 and the Audi Q5 Hybrid, the first full hybrid from the carmaker. In launching the new Audi Q3, which is manufactured in Martorell, Spain, Audi is occupying the midsize premium SUV segment for the first time.

The foundation for the future is also being laid at the company's German sites: more than € 5 billion is to be invested in Ingolstadt and Neckarsulm between 2011 and 2015. "In addition to our foreign sites, the German sites will also profit greatly from Audi's good worldwide prospects for growth, especially in China," Strotbek said.

About 80 percent of all investment – more than € 9.5 billion – will go to developing new products and to technologies of the



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# Mercedes-Benz SLS AMG E-Cell **THE HIGH VOLTAGE GULLWING**

Mercedes-AMG is rising to the challenges of the automotive future: the SLS AMG E-CELL showcases state-of-the-art development of an exciting super sports car with a zero-emission high-tech drivetrain. Boasting a power output of 526 hp and 649 lb-ft of torque, this prototype vehicle from AMG offers exceptional performance. The gullwing with electric drive is part of the company strategy entitled "AMG Performance 2015" which aims to continually reduce fuel consumption and emissions.

With the SLS AMG E-CELL, Mercedes-AMG is providing a glimpse of its latest development project - a powerful and locally emission-free super sports car. Finished in fluorescent "AMG lumilectric magno" paint, the gullwing offers a glimpse at a possible small series production vehicle and at the same time reflects the innovative strength and development expertise of the AMG performance brand.

"We take social responsibility very seriously and with the SLS AMG E-CELL we are demonstrating a further milestone in our "AMG Performance 2015" strategy. It is our goal to continually reduce the fuel consumption and emissions of new models in the coming years,

while at the same time enhancing the core brand value of performance", explains Ola Källenius, chairman of the board (from 1 July 2010) of Mercedes-AMG GmbH. With the SLS AMG E-CELL, the performance brand of Mercedes-Benz is launching a totally innovative drivetrain for super sports cars, reaching new territory in this market segment.

The ground-breaking drive system boasts some impressive highlights: powerful traction is provided by four synchronous electric motors with a combined peak output of 526 hp and a maximum torque of 649 lb-ft. The four compact electric motors each achieve a maximum rpm of 12,000 rpm and are positioned near the wheels. As a result, compared with wheel-hub motors the unsprung masses are substantially reduced. One transmission per axle transmits the power.

#### **Acceleration from zero to 60 mph in 4 seconds**

When it comes to dynamics, the electrically-powered SLS AMG makes a statement: the gull-wing model accelerates from zero to 60 mph in 4 seconds - which almost puts it on the same high level as the SLS AMG with 6.3-liter V8 engine developing 563 hp (0-60 mph in 3.7 seconds).

Further driving excitement is provided by the agile accelerator response and straight-line performance: unlike the combustion engine, torque build-up with an electric motor is instantaneous - maximum torque is available virtually from a standstill. The spontaneous torque build-up and effortless power delivery - which does not diminish by any

interruption of tractive power - are combined with engine running characteristics which are totally free of vibration. Four motors, four wheels: the intelligent and permanent all-wheel drive of the electric SLS guarantees driving dynamics at the highest level, while at the same time providing the best possible active safety. All four driven wheels achieve optimal traction, independent of weather conditions.

This very special gullwing is therefore able to "electrify" the driver with a completely unique, effortlessly superior and emotional supersports car driving experience, even at this early, prototype stage of development. In brief: the SLS AMG E-CELL is true to the AMG brand.

**High-voltage lithium-ion battery provides 400 v and 40 Ah**

The SLS AMG E-CELL drive incorporates a liquid-cooled high-voltage lithium-ion battery featuring a modular design with an energy content of 48 kWh and a capacity of 40 Ah. The maximum electric load potential of the battery, which consists of 324 lithium-ion polymer cells, is 480 kW, which is an absolute best figure in the automotive sector. Another technical feature of this considerable performance is the intelligent parallel circuit of the individual battery modules - this also helps to maximize the safety, reliability and service life of the battery. The 400-volt battery is charged by means of targeted recuperation during braking while the car is being driven.

**Key data at a glance:**

**SLS AMG E-CELL**

**Max. output**

**526 hp**

**Torque**

**649 lb-ft**

**0 - 60 mph**

**4.0 s**

**Rated capacity**

**40 Ah (at 400 V)**

**Energy content**

**3 x 16 kWh = 48 kWh**

**High-performance electronic control as well as effective cooling of all components**

A high-performance electronic control system converts the direct current from the high-voltage battery into three-phase alternating current which is required for the synchronous motors and regulates the energy flow for all operating conditions. Two low-temperature cooling circuits ensure that the four electric motors and the power electronics are maintained at an even operating temperature. A separate low-temperature circuit is responsible for cooling the high-voltage lithium-ion battery. In low external temperatures, the battery is quickly brought up to operating temperature with the aid of an electric heating element. This helps to preserve the overall service life of the battery. In extremely high external temperatures, the cooling circuit for the battery can be additionally boosted with the aid of the air conditioning system.

**Optimum weight distribution and low center of gravity**

The purely electric drive system was taken into consideration early in the development of the SLS AMG. Thus, the SLS easily integrates the high-performance, zero-emission technology into its structure: for example, the four electric motors and the two transmissions can be positioned as close to the four wheels as possible and very low down in the vehicle. The same applies to the modular high-current battery, whose modules are located in front of the firewall, in the center tunnel and behind the seats. Advantages of this solution include the vehicle's low center of gravity and balanced weight distribution - ideal conditions for optimum handling, which the electrically-powered SLS AMG shares with its gasoline-powered sister model.

The installation of the drive components required no changes whatsoever to the car's weight-optimized aluminum spaceframe, and there were just as few constraints when it came to maintaining the excellent level of passive safety and high degree of long-distance comfort that are hallmarks of Mercedes-Benz cars.

**New front axle design with pushrod damper struts**

The additional front-wheel drive called for a newly designed front axle: unlike the series production vehicle with AMG V8 engine, which has a double wishbone axle, the SLS AMG E-CELL features an independent multilink suspension with pushrod damper struts. This is because the vertically-arranged damper struts in the series SLS had to make way for the additional drive shafts. As is usual in a wide variety of racing vehicles, horizontal damper struts are now used, which are operated via separate push rods and transfer levers.

Thanks to this sophisticated front-axle design, which has already been tried and tested in the racing world, the agility and driving dynamics of the electrically-powered SLS AMG attain the same high levels as the V8 variant. Another distinguishing feature is the speed-sensitive power steering with rack-and-pinion steering gear: the power assistance is implemented electrohydraulically rather than just hydraulically.





# Rolls-Royce Motor Cars presents spirit of ecstasy centenary collection

Rolls-Royce Motor Cars is celebrating the centenary of the Spirit of Ecstasy this year with an exclusive Collection of bespoke Phantom models. Called the Spirit of Ecstasy Centenary Collection, one hundred cars will be delivered to customers bearing a suite of features inspired by the legendary flying lady, complemented by a range of exclusive exterior colours, wood veneers and leather options.

"These beautiful models follow the finest traditions of Rolls-Royce in their luxury, craftsmanship and attention to detail," said Torsten Müller-Ötvös, CEO Rolls-Royce Motor Cars. "They encapsulate the essence of the Spirit of Ecstasy legend, presenting owners with a range of exclusive bespoke options available only in this centenary year."

Collection cars start with the famous icon herself. Cast in silver, each Spirit of Ecstasy will feature a base complete with black-gold plated bezel bearing the commemorative inscription Spirit of Ecstasy Centenary – 2011, a legend repeated on the cover plate when the mascot is lowered. The design is finished with a set of six hallmarks, two of which have been designed specifically for Rolls-Royce.

A new badge has been developed to authenticate the Collection and establish its place in Rolls-Royce history. Located beneath the Spirit of Ecstasy, on the trunk lid as well as on front side panels, the badge reverses conventional design, with white enamel RR detail set on a black chrome background.

A trademark Rolls-Royce twin coachline is accentuated on Collection cars, thanks to a delicate hand-painted Spirit of Ecstasy insignia, the detail of which has been taken from an original line-drawing by Charles Sykes, the mascot's creator. A further tribute comes in the glove box lid, which carries an original Sykes quotation embossed into the colour-matched leather lining:



"A graceful little goddess, the Spirit of Ecstasy, who has selected road travel as her supreme delight and alighted on the prow of a Rolls-Royce motor car to revel in the freshness of the air and the musical sound of her fluttering draperies." – Charles Sykes, 1911

Inside the cars, fine detailing abounds. Collection cars come with an analogue clock fitted in the fascia panel, the outer bezel of which is crafted from Britannia Silver, incorporating the unique set of six hallmarks. The backlit face presents an inner ring of silver incorporating the centenary inscription.

Instrument dials complement the clock design, carrying further fine detailing. Satin spun metal dials, centered with polished RR monograms are further enriched with polished chaplets and black numerals. All are meticulously hand-crafted, examples of the attention to detail for which all Rolls-Royce hand-built models are renowned.

Further affirmation of the Collection's place in history comes from the lid of the centre console. This reveals a discreet, solid Britannia Silver commemorative plaque engraved with the inscription Spirit of Ecstasy - One of One Hundred.

Four exterior colour options are offered, all exclusive to Spirit of Ecstasy Centenary Collection cars. These start with Rhapsody Black, a black metallic incorporating a delicate gold sparkle and Maiden Blue a deep blue metallic highlighted with a silver sparkle. Ethereal White Pearl comes with a special pearlescent finish while Wildflower completes the bespoke paint offering, presenting a rich blend of red and brown colour with a fine sparkle.

Each exterior colour can be ordered with a selection of sumptuous leather and interior contrast schemes while hand crafted banding of Britannia Silver will be delicately inset into the customer's chosen veneer.

Owners will also receive a desk ornament with their cars, a polished steel Spirit of Ecstasy mounted on a piano black base. These will be presented with individual certificates of authenticity signed by Rolls-Royce Motor Cars CEO Torsten Müller-Ötvös.





# RESISTANCE IS FUTILE

Audi R8 from Sport Wheels

Holding true to the chosen motto is not always a matter of course. Especially when it comes to perfect the perfect things! The fact is that this slogan of the Sport Wheels from Hürth Germany could be again realized without any smear and can convince everyone through the staged here red Audi R8.

Not least for reasons of weight reduction, various Eisenmann parts made of high-strength ultra-light carbon steel were manufactured and installed at the R8, but this has its price. The front bumper with the grill, the ribs and the cooling ducts in carbon make a difference of 7.799.00 Euro.

The carbon brake cooling ducts add 1.259.00 Euro. And 1.799.00 Euro for the front spoiler in carbon fiber. At the opposite end of the Audi R8, a rear apron with carbon fiber grill at the price of 4.799.00 Euro is installed. The carbon-fiber rear diffuser at the price of 3.799.00 Euro and 1.990.00 Euro for the rear spoiler are considered.

The level 2 software optimization (only in conjunction with the modified muffler with throttle system and center tube outlet at the price of 4.599.00 Euro) has improved performance up to 600 hp and a maximum torque of 580 Nm that costs 1.449.00 Euro.

The complete wheel set costs 4.599.00 Euro and consists of etabeta Jofiel X black/red rims in 9x20 inch Dunlop Sport Maxx GT 235/30-20er tires in front and 11x21 inch 295/25-21er tires with the same protector rear. Behind the rims easily can be recognized MOV'IT-CER (21.990,00 Euro) ceramics brake calipers.

As aluminum coil-over suspension, Variant 3 KW HLS 4 for additional 7.349.00 Euro is provided. The bottom line is, in fact, no chicken feed in the R8, but you should see the costs for this individualizing as investment in the future.

And whoever will not fall to temptation to get into this red R8 to undergo a more or less extensive "test drive", is probably beyond help anyway. Just test it ...

# Porsche 918 RSR

racing laboratory with even higher performance hybrid drive

Dubai. Dr. Ing. h.c. F. Porsche AG, Stuttgart, is continuing to extend its performance and high efficiency competence via intensive development work in the field of hybrid technology. With the Porsche 918 RSR, the manufacturer of sporty premium vehicles is presenting a high-end synthesis of 2010's successful hybrid concepts. The two-seater mid-engine coupé 918 RSR clearly reveals what happens when the technology fitted in the 911 GT3 R hybrid and the design of the 918 Spyder are transferred to a modern, innovative super sports car.

With its highly-efficient flywheel accumulator, the 911 GT3 R hybrid racing car proved to be an attention magnet during competition racing on the Nürburgring Nordschleife circuit, during the American Le Mans Series races (ALMS) in Road Atlanta/USA and the ILMC run in China's Zhuhai. It demonstrated its massive performance potential under realistic motor racing conditions against top competitors. The 911 GT3 R Hybrid, referred to internally as the "Race Lab" actually surpassed the high expectations of Porsche Motorsport. Competitiveness, high reliability and exemplary fuel efficiency combined with top performance underscored the Porsche technicians' basic idea of generating additional power in an intelligent manner. The 911 GT3 R Hybrid obtains its additional power from its own vehicle dynamics when braking. Porsche is now transplanting this technology into the mid-engine coupé 918 RSR, the motor sports version of the 918 Spyder concept car.

From the tradition established by classic Porsche long-distance race cars such as the 908 long-tail coupé (1969) and the 917 short-tail coupé (1971), the Porsche designers created a link to the postmodernism of the "form follows function" philosophy. In the 918 RSR, the lines' elegant flow is dominated by muscular wheel arches, dynamic air intakes and a pulpit-like cockpit. A visible fan wheel between the ram air intake tubes and a rear spoiler with RS Spyder dimensions additionally emphasise the racing laboratory function. The new "liquid metal chrome blue" colour which has been created underscores the sculptured curves of the forms, whilst the typical Porsche hybrid orange colour on brake calipers and the body's longitudinal stripes lends remarkable touches.

Motor racing technology also dominates within the particularly light, torsionally stiff carbon fibre-reinforced plastic (CFRP) monocoque. The V8 engine is a further development of the direct injection engine from the successful RS Spyder race car and now offers an output of precisely 563 hp at 10,300/rpm in the 918 RSR. The electric motors on the two front wheels each contribute 75 kW, i.e. a total of 150 kW, to the peak drive power of exactly 767 hp. This additional power, which is generated during braking, is stored in an optimised flywheel accumulator.

In the 918 RSR, the two electric motors offer a torque vectoring function with variable torque distribution to the front axle. This additionally increases agility and improves steering response. Mounted upstream of the rear axle, the mid-engine is integrated with a racing transmission also based on the RS Spyder race car. This further developed six-speed constant-mesh transmission with longitudinally mounted shafts and straight-toothed spur gears is operated using two shift paddles behind the racing steering wheel.

The vehicle's functional equipment underscores its puristic motor racing character. Whether it be the characteristic doors which open obliquely upwards, the air intake in the roof between the wing doors, the quick-action locks on the front and rear CFRP lids, the two roof-mounted aerials for pit radio and telemetry, the RS Spyder-like small, lateral front flics or the air splitters beneath the front lip or no-profile racing slicks on 19" wheels with central locking, the vehicle can be clearly recognised as an experimental racing laboratory.

In contrast to the 918 Spyder concept car, unadorned racing atmosphere predominates in the interior of the 918 RSR. The figure-hugging bucket seat's brown leather covering cites the history of the gentleman driver; the gear flashes on the racing steering wheel and a recuperation display on the steering column in front of the display screen supply the pilot with information. Instead of the futuristic, ergonomically avant-garde centre console with touch-sensitive user interface from the 918 Spyder concept car, the 918 RSR's cockpit is split by a minimalistic console with rocker switches. Instead of a second seat, the flywheel accumulator is positioned to the right of the console.



This flywheel accumulator is an electric motor whose rotor rotates at up to 36,000 rpm to store rotation energy. Charging occurs when the two electric motors on the front axle reverse their function during braking processes and operate as generators. At the push of a button, the pilot is able to call up the energy stored in the charged flywheel accumulator and use it during acceleration or overtaking manoeuvres. The flywheel is braked electromagnetically in this case in order to additionally supply up to 2 x 75 kW, i.e. a total of 150 kW, from its kinetic energy to the two electric motors on the front axle.

This additional power is available for around eight seconds when the system is fully charged. In the successful 911 GT3 R Hybrid, this additional power can also be used as a consumption aid depending on the racing situation, e.g. to delay pit stops or reduce the fuel tank volume and therefore the weight of the vehicle.

With the new 918 RSR racing laboratory, Porsche is now elevating this motor racing hybrid concept to an experimental level. In the 918 RSR, "Porsche Intelligent Performance" equates to research into methods for further sustainable efficiency improvement under the intensified conditions of the race track, lap times, pit stops and reliability – a metier in which Porsche has been demonstrating its success for over 60 years.

The starting number 22 pays homage to the anniversary of a further triumph. Back in the days when overall victories in Le Mans were not yet an entirely routine matter within the Porsche racing department, the pilots Dr. Helmut Marko and Gijs van Lennep were the first to cross the finishing line in 1971's 24-hour classic. The distance record set by their Porsche 917 short-tail coupé – 5335.313 kilometres at an average speed of 222.304 km/h – did not remain unbeaten for an eternity, but for exactly 39 years until 2010. At the time, the 917 in the Martini colours was also an experiment and far ahead of its time: a magnesium space frame set new standards in Porsche's lightweight construction domain.



# HAMANN Victory II turns the Gallardo LP560-4 into a technology and design winner

HAMANN already presented the super sports car Victory based on the first Lamborghini Gallardo. With the latest Gallardo LP560-4, now also the new HAMANN Victory II is introduced. The car body becomes broader and the engine performance as well as the amount of carbon parts is significantly increased.

And what is the most essential part of a Lamborghini? Right, it is the wing doors. And nobody really knows why the Gallardo is not equipped with them straight away. HAMANN offers these for the Victory II. In addition, they offer an entire refinement of the original body design which starts with a new front apron in Race-design with a centre carbon part. With new fenders in the front and fender extensions in the back, the Victory II renders an even more remarkable appearance. Also, the extended side skirts and the air inlet on the roof – available in carbon as well – confirm this impression. The back of the car is enhanced by a diffuser and a newly designed rear wing which pushes the car onto the road at high speeds. HAMANN offers the rear wing either in fibre glass or the ultra light and persistent carbon. On top of that, a carbon layer can be applied to the bonnet.

HAMANN equips the Victory II with 20 inch Edition Race rims with a special varnish in order to emphasize the new dynamic look. At the same time, the reduced unsprung masses improve the handling and the acceleration and braking response. The recommended wheel/tyre combination is 9.5Jx20 inches with 235/30ZR20 tyres at the front and 13Jx20 rims with 325/25ZR20 tyres at the back.

By adjusting the engine electronics, HAMANN squeezes additional performance out of this Italian stallion, increasing its power to 427 kW/580 hp with a maximum torque of 575 Newton metres. Therefore, the HAMANN Victory II reaches an impressive 328 km/h top speed.

The impressive V10-Sound turns even more remarkable by applying an end muffler to the serial end pipes.

The interior of the HAMANN Victory II is enhanced by a 14-part carbon set which includes decorative blends, the steering wheel and the door openers. The HAMANN-sports seats with the carbon back render a perfect seating position. If desired, the HAMANN upholstery department can offer anything to make the customers' hearts beat faster. Personalised floor mats or entire leather equipment, everything is handmade by master craftsmen. Individually designed for you and fitted to your car by experts.





# The 2,000,000th Space Master from Vredestein

The 2,000,000th Space Master was fitted to the rim at Apollo Vredestein in Enschede, on the fully automatic fitting machine designed for the purpose. To celebrate this milestone, the staff of the department concerned were put in the limelight. The Space Master is a unique foldable spare tire which can be inflated into a fully-fledged tire in a few minutes and can be driven on for a distance of up to 3,000 kilometres. That is one of the reasons why the Space Master is fitted as original equipment on a selection of luxury cars from various major car manufacturers. Vredestein is the only tire manufacturer in the world which produces this type of spare tire.

## Milestone through teamwork

Peter Marquering, Space Master Sales Manager, is delighted about the milestone: "In these times this is really something special, and our production, marketing and sales people have all worked incredibly hard over the years to achieve it. You don't reach this kind of milestone just like that; it's a perfect example of teamwork. We are proud that our Space Master is so popular with major A-brand car manufacturers such as Porsche, Volkswagen, Audi and Mercedes. Besides being good for our sales, of course, it also lends a positive image to our brand."

## Innovative

The Vredestein Space Master is an innovative spare tire / wheel combination and a real technological tour de force. When safely stowed away, the Space Master provides significant weight and space savings in comparison with a conventional spare tire. Once in use, the Space Master guarantees the same wheel diameter so that the wheel sensors continue to function undisturbed for navigation, ABS and ESP. In normal circumstances, the Space Master has no effect on the driving behavior and, unlike other systems, relatively long distances can be driven on it.

## Appealing cars

The Space Master comes in thirteen sizes and is fitted as Original Equipment (OE) on the following appealing models, among others: Porsche 911 Carrera 4 Turbo, Porsche Cayenne, Volkswagen Touareg, Mercedes-Benz SLS AMG, GLK, M-class AMG, SLK and SL, Maserati Spider, Maserati Quattroporte, Audi A6 Allroad, A4 Allroad, Q5 and Q7 and Ferrari 599 GTB Fiorano.





## FALKEN Motorsport selects Porsche 911 GT3 R for 2011 Nürburgring 24 Hour assault

Long time participant in the Nürburgring 24 Hour race, FALKEN Motorsport Team, has signalled its intent for this year's event (June 25th-26th) with the decision to run a highly competitive GT3 R specification Porsche 911

The high performance tyre manufacturer's decision to switch to the competitive Porsche follows a successful history of campaigning Japanese sports cars in the ADAC Zurich 24-Hour Race and ties in with increasing activity of the brand in the region. "With FALKEN High Performance Tyres and Porsche, two premium motorsport brands are coming together. This comes at a time when we are increasing our commitment in Europe, with an intention to expand further," says FALKEN's Marketing Director, Satoru Ushida.

Drivers for the 2011 race, an assault that will be used to develop the next generation of FALKEN tyres, are still to be announced but in line with the team's preparations, the selection is likely to focus on those with extensive Nürburgring experience. "It is our aim to improve our race results from the past. Last year we achieved 12th place overall and 3rd place in the SP7 class and put our performance to the test at the highest level," adds Ushida.

The 2011 race will take place on the unique Nordschleife on June 25th-26th. With 33 left-hand and 40 right-hand curves, the famous strip of asphalt snakes through the hilly Eifel landscape. In the 2010 Long-Distance Championship (VLN) held at the track, nine out of the ten races were won by the Porsche 911 GT3 R.



TIRES



## DTM to Use Hankook Racing Tires Exclusively From 2011

Hankook Tire has become the exclusive tire supplier to the international touring car racing series DTM. The contract recently signed between the tire manufacturer and DTM umbrella organisation ITR is initially slated to run for three years. It takes account of both the current set of rules and regulations, valid until the end of 2011, and the future version, which is to apply starting in 2012, and covers the supply of equipment not only to the current teams, Audi and Mercedes-Benz, but also to other vehicle manufacturers as well (BMW from 2012 onward).

This exclusive partnership with the most popular international touring car series heralds a new era in the motor sport activities of Hankook Tire, currently the seventh largest tire manufacturer worldwide. In recent years, the company had focused its track racing motor sport activities on long-distance events to resounding success in spectacular races including the 24-hours classics in Le Mans and on the Nurburgring. From now on the DTM will form the core of the international Hankook motor sport activities in the years to come.

Hyun Shick Cho, Chief Marketing Officer of Hankook Tire: "The DTM is one of the most professional racing series around. Together with Audi and Mercedes-Benz, two of the world's most successful premium car manufacturers, the DTM represents top-level international motor sport. That's why we are very pleased at the trust and confidence that event organisers, vehicle manufacturers, and teams have placed in us and our brand, and we are proud to have been selected as the exclusive tire partner for the years to come."

Hans Werner Aufrecht, 1st Chairman of the Board, ITR e.V. (DTM commercial rights holder and promoter): "We are very happy with the long-term partnership with premium tire manufacturer Hankook. During the negotiations prior to signing this contract, it already became apparent how motivated those in charge at Hankook are while dealing with the DTM project. The performance of the race tires also convinced everyone involved right away. Personally, I am happy that we have found another international corporate group that is willing and able to keep our high pace and our quality standards as an exclusive supplier in the years to come. Hankook has everything it takes for that."

Dr. Wolfgang Ullrich, Head of Audi Motorsport: "We are looking forward to a good co-operation with the DTM's new tire partner. In testing, we got to know a very competent partner and we hope that the experience we have acquired together will be the basis for a long and successful co-operation with Hankook."

Norbert Haug, Vice President Mercedes-Benz Motorsport: "Hankook is an ideal partner for the teams and manufacturers of DTM. The great enthusiasm and commitment of our new tire partner and their representatives is obvious. The technical competence of Hankook for the demanding task to provide all DTM competitors with standardized tires was already proved at the first tests. That this new partnership is highly interesting for the ITR and therefore for all DTM teams from a commercial point of view, rounds off this co-operation in an ideal way."

Mattias Ekstrom, DTM driver (Audi): "I am really looking forward to the upcoming season with the new Hankook tires already. In testing, we had a good feeling right away and we were able to get a lot of positive experience. I am curious to find out how the tires will behave on the various tracks with all the different surfaces, because that is where it really counts!"

Jamie Green DTM driver (Mercedes-Benz): "My first impressions of the new DTM tires are all positive. Hankook has identified the requirements for a DTM tire properly and managed to provide us with a tire with high grip level and good load capacity right away. The first tests with the new tires were great and I am looking forward to work with the new DTM tire partner and to have exciting races in the coming season."



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# Yokohama Rubber's Chinese Tire-Making Subsidiary Embraces Solar Power

The Yokohama Rubber Co., Ltd., announced that Hangzhou Yokohama Tire Co., Ltd., its subsidiary producing and selling tires for passenger cars in China, is installing a photovoltaic power generation system - solar power - for its Head Office administration building and guardhouse. Seven hundred and twenty nine 100-watt panels in a space of approximately 3,000 square meters will supply about 67,000 kWh of electricity annually, about 0.3% of the facility's requirement, and cut CO2 emissions by about ninety four tons per year. The new system is to be operational from February 2011. This will be the first solar power system at a Yokohama Rubber Group company outside of Japan.

Deeming efforts to combat global warming to be a priority among its environmental activities, Yokohama Rubber has announced the challenging target of reducing greenhouse gas emissions by 25% by 2020\*. To achieve that target, Yokohama Rubber is endeavoring to shift to the use of natural energies, to adopt highly efficient equipment and to otherwise aggressively conserve energy. As part of the effort to use natural energy, in addition to the Hiratsuka Factory, photovoltaic power generation systems have been introduced at the Mishima Plant (photovoltaic power) and the Shinshiro-Minami Plant (photovoltaic and wind).

For four consecutive years, beginning in 2006, the Yokohama Rubber Group's domestic companies have achieved greenhouse gas emissions reductions better than Japan's reduction targets under the Kyoto Protocol by introducing co-generation systems at major tire manufacturing plants and improving energy conservation.

\*The benchmark year is 1990. Under the Kyoto Protocol, the benchmark year for HFC, PFC and SF6 is 1995. Greenhouse gas emissions are calculated based on the Calculation and Reporting Manual for Greenhouse Gas Emissions published jointly by the Ministry of the Environment (MOE) and the Ministry of Economy, Trade and Industry (METI).



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# Bridgestone launches GCC-wide tyre safety campaign to reduce number of regional road traffic accidents



Bridgestone Middle East & Africa FZE announced details of its 'Tyre Safety and Eco Station' campaign which urges the region's drivers to check their tyre pressure and tread in a bid to enhance driver safety and reduce the incidence of road traffic accidents. The campaign, which will tour malls across each of the six GCC states over the next six months, reflects not only the high incidence of road fatalities in the region, but also marks the start of the UN's Decade of Action for Road Safety 2011-2020.

"Driving with tyres at incorrect air pressure, or that are worn-out or damaged has serious safety implications," says Mr. Takumi Kakara, Marketing Director, Bridgestone Middle East & Africa. "Our campaign, which will run in major malls across the GCC from February to June this year, will educate consumers on the importance of regular tyre checks and maintenance; focusing on how to properly check tyre air pressure, tread wear, and detect any signs of damage. Not doing so can have deadly impacts; for

example, under-inflated tyres are prone to overheating – a problem which is amplified in the extreme weather conditions experienced by Gulf drivers. Over-inflated tyres also pose a real danger, causing problems with steering and cornering, particularly at high speeds. That's why our message is simple – don't put your family at risk, check your tyres regularly. For regular and professional assistance on tyre care and maintenance, we also recommend that drivers visit their local Bridgestone tyre service centre for help and advice."

The need for the Bridgestone campaign is clear - the World Health Organization's Global Report on Road Safety (2009) recorded road deaths in the Eastern

Mediterranean Region, which includes the GCC, as the joint highest in the world along with African nations. Within the GCC States, the UAE recorded the highest incidence of road fatalities at 37.1 per 100,000 population, far above the global average of 19 per 100,000. Second highest was Saudi Arabia, at 29, then Qatar at 23.7, and Oman at 21.3. Only Kuwait and Bahrain came in below the global average, at 16.9 and 12.1 road deaths per 100,000 people respectively.

As well as pointing out the safety benefits of proper tyre checks and maintenance, the campaign also emphasizes the positive environmental impact of maintaining correct tyre pressure. Driving at the correct pressure reduces fuel consumption, which in turn minimises the environmental impact of a journey, and saves the motorist money.

The 'Tyre Safety and Eco Station' campaign will launch on the first weekend of February in Muscat, Oman. During the roadshow, Bridgestone will distribute Tyre Safety booklets and a free Bridgestone Tyre Safety gauge that measures air pressure and tread depth. The campaign is scheduled to tour all the GCC countries in the coming months, visiting: Doha, Qatar in March; Riyadh, Kingdom of Saudi Arabia in April; Manama, Bahrain in May; Kuwait in May; and finally Dubai, United Arab Emirates in June.

"Our goal is to educate and ensure the safety of drivers across the Gulf by guiding them through a simple process of tyre selection and maintenance," said Mr. Kakara. "Well maintained and fit-for-purpose tyres are an integral part of safe driving. With Bridgestone's advanced tyre safety, coupled with knowledge of correct tyre pressure and treads, drivers and their families can travel in confidence, save money, and help protect the planet."



# Yokohama Tires Fitted as Original Equipment on Audi A7 Sportback

The Yokohama Rubber Co., Ltd., announced that its ADVAN Sport tire for high powered saloon cars, in its global flagship brand "ADVAN" line, has been fitted as original equipment on the Audi A7 Sportback, a premium luxury 4-door coupe from the German manufacturer Audi. Tire sizes are 265/35R20 99Y XL (extra load) for both front and rear. The Audi A7 Sportback is being released in Europe in the autumn in 2010 and worldwide in 2011. The A7 Sportback is the fourth Audi model to have Yokohama tires fitted as original equipment, joining the S6 and S8 in Audi's top-class S series, and the Audi Q7, a large, high-performance SUV.

Being the first model in Audi's A7 series developed for a new market segment, the A7 Sportback is a premium model in comparison with the current A3 and A5. The sporty elegance of a coupe, the comfort of a sedan and the practicality of a station wagon are fused into the A7 Sportback to deliver sporty driving, a high level of a comfortable, quiet ride. There are four V6 engine options: two gasoline units and two diesel units (204 hp - 300 hp). The base price in Germany is about 51,000 euro (about 5,800,000 yen).

The tire fitted to the Audi A7 Sportback was developed jointly with Audi based on Yokohama Rubber's "ADVAN Sport" and bears the mark "AO" (Audi Original) on its sidewall, indicating approval of the tire by Audi. ADVAN Sport tires provide stable running at extreme speeds of over 300 km/h, together with good dry and wet grip, braking, and a comfortable, quiet ride, etc. In addition, the newly fitted tires are environmentally friendly, with improved wear and reduced rolling resistance - another environmentally sound product to which Yokohama Rubber is committed. They have been adopted as original equipment for the Audi S8, the Porsche 911 Carrera 4 and Cayenne, Bentley Motors' Continental series, and AMG models from Mercedes-Benz.

ADVAN is a flagship brand embodying Yokohama's global concept and is sold in Japan and other countries. Currently four lines are available - "ADVAN Sport" for high-powered saloon cars, "ADVAN S.T." for new generation SUVs, "ADVAN NEOVA AD08" for street sport vehicles, and "ADVAN A050" for competitive sports. In January 2011, the premium comfort tire "ADVAN dB" released in Japan in July 2009 will be marketed as well in Asia, Oceania, Central and South America, and Africa.

Yokohama Rubber is also active in joint development with leading global car manufacturers and tuners under the brand name "ADVAN." Recognized for their high levels of performance and quality, the ADVAN Sport and ADVAN S.T. come standard as original equipment on some of the world's leading high-performance automobiles. In motor sports, the ADVAN racing tires have been the designated control tires since 2006 for the FIA World Touring Car Championship (WTCC), the world's top touring car competition.





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TIRES

# Pirelli completes private testing in Abu Dhabi

Pirelli completed its private testing campaign ahead of the 2011 Formula One season, for which the Italian tyre firm has been appointed sole supplier in a three-year agreement to 2013.

Spanish driver Pedro de la Rosa spent four days at the wheel of the Toyota TF109 that has been used to test the Italian rubber since August: two days to run through the entire range of PZero dry tyres and two nights during which he tested the wet and intermediate tyres.

Pirelli's wet weather test made history, as it was the first time that a Formula One car had been run in wet conditions in the dark. In order to replicate rainy conditions, tankers dampened the 3.1-kilometre north loop of the Yas Marina circuit – the venue for the final Grand Prix of the Formula One calendar – with approximately 140,000 litres of water over two evening sessions that lasted from 1800 to midnight. With floodlights covering the length of the track, the Yas Marina circuit boasts the largest bespoke sports lighting facility in the world.

The first wet session was aimed at selecting the wet tyre that will be used by Pirelli during the coming season. Under the intense spotlights used to illuminate the track, De la Rosa completed 13 runs and 119 laps, totalling around 372 kilometres. He completed a similar distance during the second night, but this time focused on testing the intermediate tyre and determining the crossover point, during which it is necessary to make the switch from full wets to intermediates and vice versa.

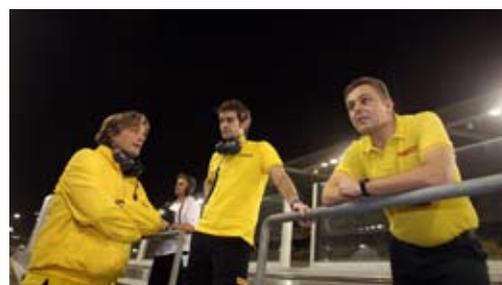
Throughout the two days of dry running in Abu Dhabi that preceded the wet test, Pirelli completed 1400 kilometres of running, going through all four compounds in the dry tyre range, from supersoft to hard. In total, Pirelli completed more than 2000 kilometres in Abu Dhabi to add to the 1100 kilometres racked up in Bahrain last week. This brings the total testing kilometres accumulated by Pirelli since the first tyres took to the Italian circuit of Mugello in August up to more than 20,000.

De la Rosa, who has been Pirelli's official tester since October, commented: "In my opinion, Pirelli is ready now for Formula One. The dry tyre test went very well, and confirmed everything we had learned in Bahrain the week before. But the most original part of the test was when we were running at night on the wet tyres, which was as new an experience for me as it was for everyone else. The most important thing was that the water levels were consistent, which allowed us to have some accurate results from the test. At the end of it, we've come up with two tyres – wet and intermediate – which I believe are both competitive and stable."

Pirelli's motorsport director Paul Hembery added: "It's been an extremely positive test session here in Abu Dhabi, thanks to the fantastic facilities we've had available to us and the usual hard work from Pedro and the rest of our team. We're very proud to have been part of creating a little bit of history by running a Formula One car at night for the first time on wet tyres:

we very much believe that Pirelli will be able to contribute to the spectacle of Formula One in the future and seeing the car kicking up huge plumes of spray under the floodlights has certainly been an amazing sight that we will all remember for a long time. While we are well aware that we are new to Formula One and still have plenty to learn, I'm confident that we can approach the start of this year's official testing next month with a strong package."

The next test will take place at the Spanish circuit of Valencia from February 1-3 with all the Formula One teams: the first time that they will have sampled Pirelli rubber since the two-day test last November following the Abu Dhabi Grand Prix. The teams will then have three more official tests – in Jerez, Barcelona and Bahrain – before the 2011 season starts in March.



# POTENZA S001 tyre to be equipped on the Lexus LFA

Bridgestone Corporation announces that it has begun supplying POTENZA tires to be equipped on the Lexus LFA. Details are as follows.

Vehicle: Lexus LFA

Tire Model: POTENZA S001

Tire size: Front 265/35ZR20 (95Y) - Rear 305/30ZR20 (99Y) w

Market: Japan, United States, Europe, etc

POTENZA S001 tires combine solid handling under both wet and dry conditions with a high level of comfort. Since the launch in 1979 of the first POTENZA tire, the premium POTENZA brand has earned high praise from a variety of customers, especially drivers of high performance cars and motorsports enthusiasts.

The Lexus LFA is a new flagship in the F series performance lineup. This Lexus vehicle combines ultra-responsive performance and refined styling to open up a new world of driving emotion, exhilarating the senses to move the driver in more ways than one. With its precise handling, the LFA makes the driver feel as though they are one with the car, which gives the driver a sense of reassurance. The performance, superb chassis design and meticulous aerodynamics of the Lexus LFA only deepens the emotional satisfaction of the Lexus experience.



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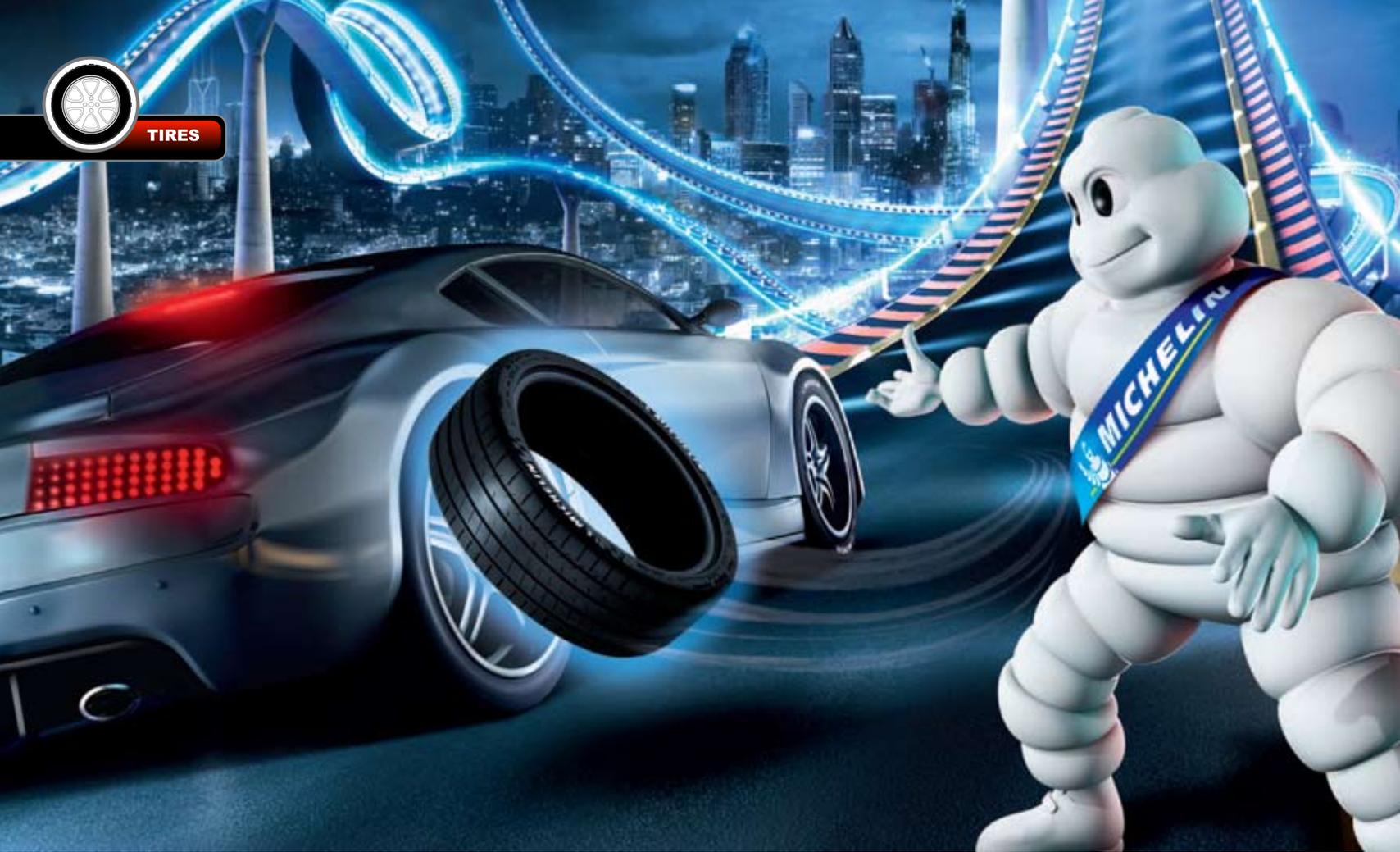
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TIRES



## MICHELIN Pilot Super Sport

# The Fastest Tire in the World

The MICHELIN Pilot Super Sport, the world's fastest series-produced tire on the racetrack(1), was launched worldwide beginning in January 2011.

Designed for the sportiest series-produced cars as well as for vehicles specially tuned for ultra-high performance, this new Michelin tire integrates the full range of expertise and know-how developed by Michelin in the leading international endurance races, and in particular the 24 Hours of Le Mans.

The MICHELIN Pilot Super Sport was designed to accomplish one purpose: deliver the ultimate driving experience while ensuring maximum safety even in extreme conditions of use. This outstanding combination of driving enjoyment and safety performance proved decisive in the product development phases conducted with Porsche, BMW M (the sports division of the Munich-based carmaker) and Ferrari.

The exceptional potential of the MICHELIN Pilot Super Sport, which is designed for the most demanding conditions of use on the road, is derived directly from the skills and capabilities of Michelin's motorsports teams. The technological breakthroughs that have enabled Michelin to score 13 consecutive wins at the 24 Hours of Le Mans have been transferred to the MICHELIN Pilot Super Sport with the goal of providing motorists with exceptional driving enjoyment.

To improve the tire's road-holding and braking ability and thereby its overall safety performance, even in the most extreme conditions, while also providing excellent mileage, Michelin has uniquely combined three technologies, including two developed for tires used at the 24 Hours of Le Mans: the Twaron® fiber belt as well as the Bi-Compound tread band and the Variable Contact Patch 2.0, both of which were derived from innovations validated and used in endurance racing (more technical details on page 7). The combination has produced compelling results that are apt to win over the most demanding manufacturers of cars in the ultra high-performance segment. As a result, the new Michelin tire has key advantages that enable it to rise to the challenge posed by its predecessor, the MICHELIN Pilot Sport PS2, which was certified as original equipment on more than 200 vehicles.

In line with Michelin's innovation strategy, the MICHELIN Pilot Super Sport delivers an optimal balance of several distinct performance characteristics. This ability to combine maximum safety, even in extreme conditions of use, with driving pleasure and excellent mileage is the result of an R&D commitment unrivaled in the tire industry (nearly €500 million a year allocated to the Michelin Technology Center).

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**NEXEN TIRE**

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**TIRES**



**tire fact**

When its time to replace your old tires, you may want to consider purchasing retread tires. This will increase the markets for reuse of old tires and help with limiting the number of old tires that are disposed.

# Toyo Tires Returns as Official Tire of the UFC for 2011

Toyo Tire Corp. announced its return as sponsor and Official Tire of the Ultimate Fighting Championship® (UFC®) for 2011. The Toyo Tires name will once again adorn sides of The Octagon™ during six live UFC Pay-Per-View events. In addition, the Toyo Tires logo will be included on the canvas for select UFC® Fight Night™ events broadcast on VERSUS® and Spike TV®.

The first event to feature the Toyo Tires logo will be UFC® Fight Night™ Fight For the Troops 2 airing live on Spike TV this Saturday at 9pm ET/6pm PT. Toyo Tires will then make its first Pay-Per-View appearance of the year on February 5 at UFC® 126: SILVA VS. BELFORT live from the Mandalay Bay Events Center in Las Vegas.

"Toyo Tires is proud to once again be the Official Tire of UFC," said Stan Chen, manager of events and motorsports, Toyo Tire U.S.A. Corp. "UFC continues to grow, as does their dedicated fan base. This renewed sponsorship places the Toyo Tires name in front of those loyal fans, across North America and the world."

Toyo Tires was the Official Tire of the UFC from 2006 to 2008. The sponsorship began with Ultimate Fight Night™ at the Hard Rock Hotel and Casino in Las Vegas on Jan. 16, 2006. Since that time, UFC has expanded globally and cemented its place as the fastest growing sport in the world. Today, UFC programming is broadcast in over 145 countries and territories, reaching 354 million homes worldwide, in 19 different languages. For more information, or current UFC fight news, visit [UFC.com](http://UFC.com).

To learn more about the full line of products from Toyo Tires preferred by UFC enthusiasts across the country, log on to [toyotires.com](http://toyotires.com). Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

## **Ultimate Fighting Championship® - [www.ufc.com](http://www.ufc.com)**

Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC® produces over twelve UFC live Pay-Per-View events annually and 30 live arena events around the world. UFC programming is distributed in the United States on Viacom, Inc.'s Spike TV and on Comcast, Inc.'s VERSUS network. UFC content is distributed commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. Globally, UFC programming is broadcast in over 145 countries and territories, reaching 354 million homes worldwide, in 19 different languages. Ancillary businesses now include [UFC.com](http://UFC.com) with over 5 million unique visitors per month, the best-selling UFC "Undisputed" videogame franchise distributed by THQ, UFC Gym™, UFC Fight Club affinity program, UFC Fan Expo™ festivals, branded apparel, trading cards, articulated action figures and other media including best-selling DVDs and a U.S. bimonthly magazine.

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# MIDDLE EAST 2011 MOTOR TUNING SHOW

## SHOW HIGHLIGHTS



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TIRES

Smoking  
is highly addictive,  
don't start.



There are plenty of guilty pleasures when it comes to cars and motorcycles, but chief among them has to be the burnout. Sure, you might as well be lighting \$100 bills on fire, and yes, you're not exactly doing the environment or your vehicle any favors, but there's just something magical about sending the rear (or front, though that's usually not nearly as fun) wheels spinning. It seems that Pirelli has taken it upon itself to educate the public about the highly-addictive nature and dangers of lighting up a tire. Remember, kids, do as your told, not as we do.

Pirelli's genius ad company, Y&R, is behind this bevy of spots, and with excellent photography and a little clever word play, they're sure to stick in your mind. So, the next time you go to put your tires through some serious punishment, remember Pirelli's words on the subjects. Think of the tires.

# Pirelli aims to protect **YOUR HEALTH, TIRES**

# TIA adds link to new tire business management book on Its website



"Entrepreneurial Insanity in the Tire Industry" Specifically Written for Tire Industry Business Owners; \$3 from Each Sale Via TIA Website to Go to TIA Foundation

The Tire Industry Association (TIA), one of the world's leading authorities on tires, today announced that tire industry professionals who are interested in purchasing a copy of the new book, "Entrepreneurial Insanity in the Tire Industry," can now click on a link on the TIA home page ([www.tireindustry.org](http://www.tireindustry.org)) to do so.

Additionally, for each book purchased via the TIA website, a \$3 donation will be made to the TIA Foundation.

"Entrepreneurial Insanity in the Tire Industry" was written specifically for the tire business owner, and challenges owners to become true "entrepreneurs," rather than simply "small business owners." It contains insight from tire industry leaders like Morgan Auto Group's Larry Morgan, WECnology President Wayne Crowell and TIA's Executive Vice President Roy Littlefield.

The TIA Foundation is a nonprofit entity of the Tire Industry Association, which funds training and education in the tire industry. Persons interested in making a donation to the TIA Foundation may do so by sending a check (payable to "TIA Foundation") to: TIA Foundation, Tire Industry Association, 1532 Pointer Ridge Place, Suite G, Bowie, MD 20716. All donations to the TIA Foundation are tax-deductible.



## ChinaGRTAE 2011

中国(广饶)国际橡胶轮胎暨汽配展

2<sup>nd</sup> China (Guangrao) International Rubber Tire & Auto Accessory Exhibition



**15, 16 & 17 May 2011**  
Guangrao International Expo Center,  
Shandong, China

**Organizer:**  
China Council for the Promotion of Int'l Trade  
People's Government of Shandong Province

**Exhibition Organizing Committee**  
Tel: +86(0)546-7797255, 7797455, 7797755, 7797855  
Fax: +86(0)546-7799111, 7799333  
Email: [chinagrtyre@chinagr.gov.cn](mailto:chinagrtyre@chinagr.gov.cn)

**Website:** [www.chinagr.gov.cn](http://www.chinagr.gov.cn)

EVENT	DATE	INFORMATION	LOCATION
Tires & Rubber Expo	01- 04 March -2011	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.	Expocentre Fairgrounds, Moscow, Moskva, Russia
Auto Class Expo	02-06 March 2011	Auto Class Expo is an exhibition dedicated to auto after-market services in Romania. Class Auto Show will provide the most efficient way to network and encounter new business partners and customers to the companies and specialists involved in production, distributing and service providing for auto services, carwash, fuel and lubricants, financial services for the auto market.	Nuremberg Exhibition Centre, Nuremberg, Bayern, Germany
Motorrader	03-06 March 2011	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.	Dortmunder Westfalenhallen, Dortmund, Nordrhein-Westfalen, Germany
MOTOR SHOW - Geneva	03-13 March 2011	It is 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. INTERNATIONAL MOTOR SHOW - Genewa will be held at Geneva Palexpo.	GENEVA PALEXPO, Geneva, Switzerland
Car Rental Show	08-09 March 2011	The Car Rental Show is presented by Auto Rental News in conjunction with ACRA American Car Rental Association. It is specially designed for the entire automotive rental market. The exhibition also displays the finest cars, trucks, buses, products and services the automotive industry offers. It promises direct networking with potential vendors, and helps in making Sales.	Las Vegas Hilton, Las Vegas, Nevada, United States Of America

EVENT	DATE	INFORMATION	LOCATION
Bus & Special Vehicles Expo	09-12 March 2011	Event Profile:Bus & Special Vehicles Expo is a leading trade fair for Bus Vehicles and Automotive Industry in India. The Bus & Special Vehicles Expo event will be held between 09 to 12 Mar 2011 at Hyderabad International Trade Exposition Centre(HITEX).	Hyderabad, Andhra Pradesh, India
Automechanika South Africa	09-12 March 2011	Automechanika South Africa is the newest industry event dedicated to all elements of automotive aftermarket including parts, repair, accessories and service. The show will bring together key aftermarket suppliers with thousands of service and repair providers, shop owners, jobbers, wholesalers / distributors, sales agents and apprentices.	Johannesburg Expo Centre, Johannesburg, Gauteng, South Africa
Virginia International Auto Show	11-13 March 2011	International Auto Show-Richmond, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Greater Richmond Convention Center, Richmond, Michigan, United States Of America
Autojumble	09-12 March 2011	Autojumble(Klassesch Technik) is an international exhibition for classic car and automobile industry in Luxembourg. The event will be attract many visitors from different parts of the globe. For 2 days this leading trade show is being organized by LuxExpo.	Luxexpo, Luxemburg, Luxembourg, Luxembourg
Scottish Motorcycle Show	12-13 March 2011	Scottish Motorcycle Show features displays of racing motorcycles, together with appearances by the personalities who ride them and trade stands selling motorcycles and related items.	Royal Highland Centre (RHC), Edinburgh, Scotland, United Kingdom



# The Car of the Future is Always On

Apps, HMI and Personalization will fuel Driving Experiences

Vehicle designs and colors change each year but it is the integration of consumer electronics technologies into the vehicle interior that is really fueling future driving experiences. Continental, one of the world's largest automotive suppliers, is engineering hardware, software and systems that are powering the vehicle with an "Always On" connection and linking drivers and passengers to content and information in new ways. Continental will showcase some of its latest Interior innovations to its automotive customers and consumer electronics partners during the Consumer Electronics Show (CES) being held January 6-9 in Las Vegas, Nevada.

"Continental is meeting with its automotive customers and partners to discuss some of its latest innovations and thinking around in-vehicle experiences. Discussions will center on how the consumer electronics trends that are appearing on the CES show floor can be integrated into the car of the future," said Helmut Matschi, President of Continental's Interior Division and Member of the Continental AG Management Board.

#### Continental connects the Car and delivers new Apps

Several Continental customers are searching for ways to bring apps and content – that is relevant to the driving experience – into the car. Continental is working on a variety of ways to safely and securely deliver information to vehicle occupants to help simplify and enhance the driving experience.

#### AutoLinQ™: What you need, where you need it

Continental has designed its AutoLinQ™ system and is working with some of the biggest names in the consumer electronics industry – Deutsche Telekom, INRIX, NAVIGON, NAVTEQ and Ygomi – to design Android-based applications for the system that enhance vehicle safety, performance and convenience. Continental is working with its technology partners to create and demonstrate selected applications to the automotive industry and will continue to work with its customers to certify all applications for in-vehicle use.

#### Your vehicle: The ultimate mobile device

Continental also is working closely with Nokia on Terminal Mode technology which will enable drivers and passengers to seamlessly connect, display and control mobile phone applications via an in-vehicle dashboard display. The companies are working to significantly improve the usability of services, such as telephony, navigation, social networking and music, in an automotive environment.

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**What if your tire had an app? It could help save fuel & lives**

Inside the company, Continental also is designing unique apps that will help enhance vehicle performance. For example, today, when a vehicle identifies a tire with low pressure, the Tire Pressure Monitoring Systems (TPMS) sends an alert to the driver via a warning lamp on the instrument panel. Also known as a telltale, most drivers do not know what the alert is, how to react to the warning or how to inflate their tires to the correct tire pressure. Continental has set-out to solve the telltale problem by developing a "Filling Assistant" Application that will detect, notify and assist a driver by helping them ensure proper inflation levels. Continental's Filling Assistant application wirelessly links a smartphone to the tire to graphically report pressure information to the vehicle owner.

"The number of applications that can be developed to improve the driving experience, safety and vehicle performance is endless," said Kieran O'Sullivan, Executive Vice President, responsible for Continental's Business Unit Infotainment & Connectivity and Interior Division in North America. "What is critical is to bring only those apps and content that will be of value to the driver and the driving experience. We also need to manage the flow of information to the driver and ensure that the presentation of the information will not distract the driver. Continental's mission is to keep the driver focused on the road and their primary driving task."

**Continental informs the driver and introduces the dashboard to the digital age**

Continental is also working on a variety of HMI concepts that will integrate technologies – high-resolution graphics, powerful processors and capacitive touch controls found in tens of millions of smart phones, game consoles or high-end laptops – into the instrument panel and an integrated center stack. "We are designing curved surfaces, black panel organic displays that will dramatically enhance the interior design styling of vehicles rolling off the production line in 2011 and beyond. The industry will continue to move away from analog controls and buttons to high-resolution graphics, capacitive touch and voice operated systems. This is opening-up a new world of possibilities for interior design teams and enabling them to really use technology to create designs that will appeal to a variety of consumers while helping to enhance the vehicle brand," said Matschi.

One of Continental's areas of expertise is managing the flow of information to the driver. With the right mix of connectivity and HMI technologies, the company is transforming the vehicle interior into a well designed, high-tech, easy-to-use information hub.

**Continental wants to Simplify your Drive, all at lower costs**

Continental's Simplify Your Drive concept is one example of the Company's holistic system design approach that blends connectivity, apps, HMI strategies, new input technologies and personalization to deliver new and never-before-seen experiences to the driver.

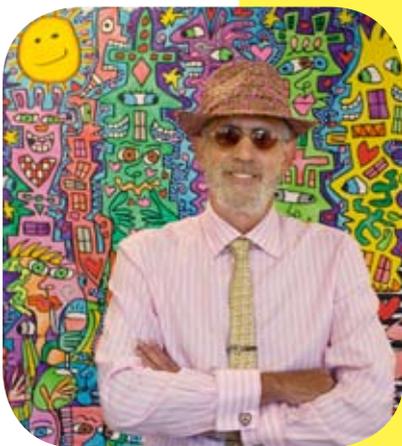
Step inside Continental's Simplify your Drive demonstration vehicle and vehicle occupants can easily personalize their driving experience by switching between preconfigured Eco, Sport and Comfort profiles by using an intuitive three-button interface. Once a driver selects a profile, the look and feel of the vehicle's interior, including its reconfigurable instrument cluster and center console display, will change, as will certain performance attributes of the Chassis & Safety and Powertrain systems.



James Rizzi and Car Visionary Frank M. Rinderknecht join forces

## Contemporary Pop-Art Meets Lifestyle Concept Car

# BamBoo



For the 33rd anniversary of Swiss concept car creator Rinspeed at the Geneva Motor Show founder Frank M. Rinderknecht - as usual - came up with something highly unusual: A special dose of creativity from world metropolis New York City gives both the stand and Rinspeed's latest concept car creation "BamBoo" a special touch, courtesy of indefatigable contemporary pop artist James Rizzi. The inflatable roof of the "BamBoo" is decorated with a hand painted Rizzi beach scene. His unique icon - the Rizzi bird - is also a must: It is attached to the "BamBoo's" roll bar and can change color to communicate the occupants' mood to the outside world - green could stand for "I feel like meeting new people. Where is the next party?"

The "BamBoo" is the only true lifestyle vehicle with electric drive. It doesn't only offer pure pleasure for the eyes, but let's its occupants breathe the intoxicating lavender aromas of the south, the salty breezes of the beach and the sweet resinous fragrances of the pine forests in almost noiseless travel. "BamBoo" represents sheer joy of life, without remorse. Rinderknecht: We were inspired by nature and have designed it for connoisseurs who aim to set themselves apart more with less - being different, living differently, enjoying differently. Naturally different.

If its creators get their wish the "BamBoo" will not remain a one-off but will enter into series production either as an electric or conventionally powered version. It will find its way to car rental locations and into the hands of vacation home occupants around the globe, wherever the sun shines brightly: from the Mediterranean to the Middle East, to Thailand, the Caribbean and to Florida. Purely Saint Tropez.



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PARTS



# Hyundai Previews Innovative, Intuitive and Safe Telematics Technology

Hyundai is set to challenge the conventional wisdom in the auto category again in 2011 with the introduction of an all-new telematics platform – Blue Link®. Hyundai's in-vehicle infotainment system makes new, thoughtful features, enhanced ease-of-use and intelligent packaging options more accessible.

More than thirty different features will be available at launch including unique applications such as a maintenance reminder which helps drivers identify and schedule service, an "eco-coach" that improves efficient driving, restaurant ratings and remote door-lock/unlock capabilities. Blue Link's thoughtful features continue with remote start, which allows you to warm or cool your car before driving; geofencing, which can send a text if a driver has ventured outside prescribed borders; and vehicle slowdown to help police recover a stolen vehicle.



Adding to the industry's most comprehensive suite of new-vehicle protection, Blue Link Assurance includes technologies like automatic crash notification and assistance, SOS and advanced roadside assistance as part of Hyundai Assurance. Hyundai Assurance already offers 5-year/60,000-mile fully transferable bumper-to-bumper warranty, Hyundai's 10-year/100,000-mile powertrain warranty, 5-year complimentary Roadside Assistance, and a job-loss vehicle return program.

"Blue Link combines safety, service and infotainment into a complete package that simplifies drivers' lives," said Barry Ratzlaff, director of customer satisfaction and service business development, Hyundai Motor America. "We've studied how drivers rely on smart phones and

navigation systems as a link to the outside world. Blue Link brings that connectivity to the car with technology like voice texting and POI download, turn-by-turn navigation, and vehicle health reporting. In typical Hyundai fashion, we've developed package options that are both thoughtful and cost-effective."

Drivers will not have to wait long for the arrival of Blue Link on Hyundai models. Debuting this spring on the popular Sonata sedan, Blue Link will be offered as standard equipment. In addition, Hyundai will announce a second exciting Blue Link-equipped, youth-focused model shortly, which will also be available before summer. Hyundai expects Blue Link to be available across the majority of the lineup by the 2013 model year.



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## Premium Buffing pads from Shurhold Industries help vehicle owners achieve a professional finish

### Buff Magic Compounding & Pro Polish Foam Pads gives users the right materials for any job

Shurhold Industries, a leading manufacturer of professional-grade automotive cleaning products and tools, has introduced its Buff Magic Compounding Pad and Pro Polish Foam Pad to the automotive aftermarket. These two premium buffing pads are designed for use with Shurhold's Dual Action Polisher or with any dual action polisher. It is ideal for users who wish to achieve the same high gloss finish as professionals.

Shurhold's Buff Magic Compounding Pad is a general purpose, light cutting pad made of wool. The tightly twisted structure of the wool fibers ensure the pad stays at a consistent level of force for extended periods of operation, producing an even finish from start to end. The short length of the fibers allow for aggressive compounding. The Buff Magic compounding pad is ideally suited for removing oxidation, light scratches, embedded surface grime and headlight restoration. It is ideally suited for use with Buff Magic, Shurhold's surface reconditioner and metal polisher. The Buff Magic Compounding Pad sells for an M.S.R.P. of \$23.98 and includes two pads per pack.

Shurhold's research has found that most foam pads soak up polish too quickly. This makes the polish and pad ineffective because the polish is unable to reach the desired surface. Shurhold's black Pro Polish Foam Pad is designed with compressed cell structure (CCS) technology, which uses strategically placed, partially closed foam cells. There are columns in the center of each cell that release polish as needed onto the working surface.

"The benefits associated with the structure of this pad include a slower rate of polish absorption, making the polish more effective and longer-lasting. There is no pad skipping due to less surface tension, no burns or swirls because of less heat, and greater operator control," said Barry Berhoff, president of Shurhold Industries. "Although these pads may be more expensive than conventional foam pads, they use much less polish and make the job much easier, offsetting the higher cost."

Shurhold's Pro Polish Foam Pad is ideal for removing swirl marks, polishing, and applying sealant and wax. It works best when paired with Shurhold's Pro Polish liquid wax and sealant. Pro Polish Foam Pads sell for an M.S.R.P. of \$23.98 and includes two pads per pack.



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# New MyFord mobile app keeps focus electric owner engaged and in control of Electric car experience



Electric vehicle owners can plug in and walk away from their vehicles while staying connected, thanks to the new MyFord Mobile app being introduced exclusively with the all-new Ford Focus Electric.

The unique new MyFord Mobile technology provides Focus Electric owners in North America with a powerful tool to stay connected, monitor and control their vehicle. Via a smartphone or a secure website, MyFord Mobile allows Focus Electric owners to plan trips, monitor the vehicle's state of charge, receive various alerts for vehicle charging, as well as provides several other features designed to simplify the electric vehicle ownership experience.

It is part of the innovative Ford approach to understand that electric vehicle customers want to be informed and in control of their vehicle at all times, especially while away from the vehicle.

The technology builds on Ford's connectivity leadership and is part of a complete suite of tools designed to give Focus Electric vehicle owners peace of mind through constant connectivity, helping strengthen the unique EV ownership experience.

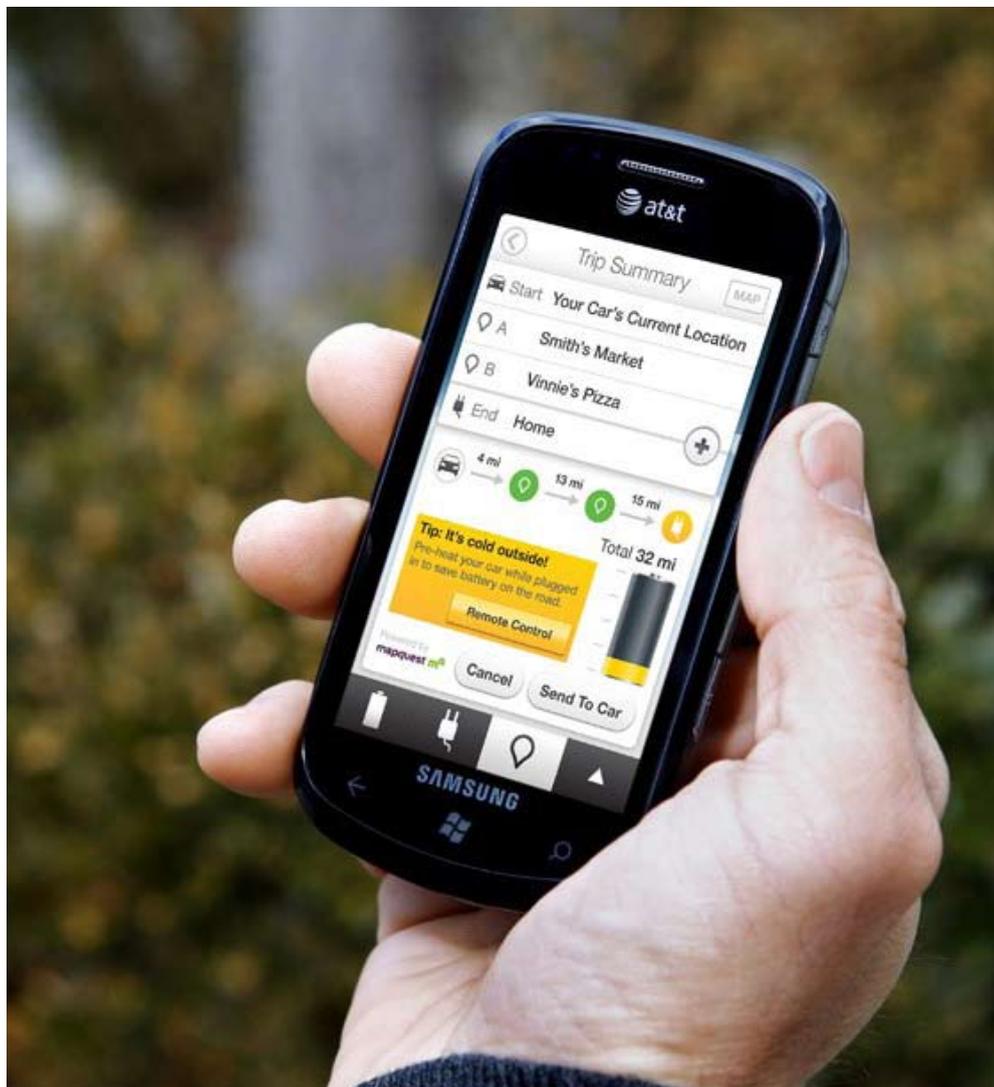
"We're putting battery charge and vehicle range information, along with an interactive, data-driven trip planning app right at customers' fingertips," said Ed Pleet, Ford Connected Services manager. "That's going to get drivers involved and excited about the electric car ownership experience."

MyFord Mobile uses an on-board wireless module integrated into Focus Electric that allows the car to communicate off-board via standard cellular technology. Owners can use any connected mobile phone with a data plan or computer with Internet access when not operating a vehicle to:

- Find current and projected state of charge information including estimated range and the amount of charge time necessary for additional distances
- Program vehicle charging with utility input, allowing the car to start charging immediately or when electricity prices are lowest with the value charging feature, powered by Microsoft
- Using features powered by MapQuest®:
- Locate charging stations and get the destination sent to the vehicle
- Know if the vehicle can reach a specific charge station from its current location with the current charge level
- Create a journey with multiple stops, and determine the likelihood that the car has adequate charge for the full journey
- Find the car by creating a route from a mobile phone to the vehicle
- Receive alerts if the vehicle isn't charging when it's scheduled to, or if charging stops unexpectedly due to a power outage, plug removal or other event
- Receive alerts during recharge when the vehicle has reached a particular preset charge level or has the ability to reach a particular destination
- Engage remote vehicle preconditioning, using grid power to heat or cool the battery and vehicle interior
- Remotely lock/unlock doors
- Use the built-in GPS system to locate the car
- Download performance and system data
- Receive various achievements for driving and ownership milestones that can then be posted to your Facebook or Twitter account
- Fun ways of understanding your driver behavior, with ratings from 'Zen' to 'zippy'
- Receive information personalized to the driver, depending on which key the driver used

#### How the system works

At launch, the MyFord Mobile app will be available for most major smartphones, including BlackBerry, Android and iPhone, along with a mobile web application for compatibility with any phone supporting HTML-5 browser-based access, or features phones with WAP 2.0-supported browsers. The feature also is accessible via a secure Ford website.



Owners will use the smartphone to communicate with a cloud-based secure server, which stores information provided by an embedded wireless module in Focus Electric. Using a cloud-based architecture ensures users will have up-to-the-minute access to information anywhere both they and the vehicle have connectivity.

#### Key component in the electric vehicle ownership experience

MyFord Mobile is a primary feature in the suite of tools Focus Electric owners in North America will have to help them manage the recharge process and involve them engagingly.

They will engage with a version of MyFord Touch™, the Ford driver connect technology, which is being introduced across the all-new Focus family, designed exclusively for electric vehicle owners. The MyFord Touch system in Focus Electric adds an impressive layer of electric vehicle operation information on top of the broader MyFord Touch functionality.

The unique implementation of MyFord Touch offers configurability of vehicle information including battery state of charge, range budget, distance to charge point and expected range surplus. The cluster's MyView option allows drivers to access even more vehicle data such as the electrical demands of vehicle accessories including air conditioning, which can impact driving range.

Working with the charge station manufacturers and MapQuest, Ford will provide Focus Electric owners with the most current, comprehensive charging station information in the country. That information is accessed via MyFord Mobile and can then be communicated to Focus Electric using SYNC's Traffic, Directions and Information Service (TDI) when the vehicle is stationary.

Once SYNC TDI receives a charging station location from MyFord Mobile, turn-by-turn guidance is provided by the in-car map-based Navigation System. In the vehicle, drivers also can get charging station information directly through SYNC TDI simply by connecting to SYNC Services using voice commands.

Additional elements of the ownership experience include a new value charging feature powered by Microsoft that lowers cost of ownership by allowing customers to recharge their vehicles at off-peak or at other reduced rates from their utility through an uncomplicated "set it and forget it" approach.

"Ford recognizes the electric vehicle ownership experience is going to be new for just about everyone," said Pleet. "Our goal is not just to provide the most practical, enjoyable electric car on the market, but also to give drivers the information, applications and resources they need to feel confident about choosing fun, environmentally conscious transportation."



PARTS

# Retrofit your car with the anti-sleep pilot



It's worth noting that the Anti-Sleep Pilot does not use cameras to track the driver's eyes, unlike other systems currently on the market. Right now, the Anti-Sleep Pilot is only available to Danish customers, but buyers of other nationalities can pre-order the device for \$250. Check out the device's site for more information.

A group of Danish designers have come up with an aftermarket device engineered to help drivers keep tabs on their level of fatigue. Called the Anti-Sleep Pilot, the hockey-puck sized piece of tech calculates just how tired the driver is by monitoring a total of 26 different parameters. Multiple profiles can be stored inside, and each driver is made to take a brief test to determine their own personal risk of falling asleep at the wheel. From there, the Anti-Sleep Pilot issues occasional alertness tests wherein the driver is required to touch the device on command.

The Anti-Sleep Pilot also makes use of an accelerometer and a clock to determine how fast the vehicle is moving. If the driver becomes too fatigued, visual and audio warnings will emanate from the device until the driver stops for a ten-minute break. We'd suggest getting a coffee...



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# LG Text Ed video featuring actress Jane Lynch aims to curb texting while driving

LG Mobile Phones revs up parents with final LG Text Ed video, promoting safe mobile phone use behind the wheel

In an eye-opening study conducted by LG Mobile Phones, 70 percent of teens accuse their parents of texting while driving, while only 44 percent of parents actually admitted to the behavior. In a similar study conducted by the Pew Research Center, presented during the Federal Communication Commission's recent Generation Mobile Forum, 40 percent of teens said they've been in a car when the driver used a cell phone in a way that put themselves or others in danger. In the texting while driving video, Lynch confronts a classroom of parents about their own texting and driving bad habits and urges parents to model good behavior for their children. Using humor to get to the heart of the issue, Lynch helps parents help themselves by putting the phone away in the car and encouraging their kids to do the same.

"With 45 percent of teens admitting to texting and driving, it's more important than ever that we provide parents with the tools to educate and promote safe and responsible driving habits," said Tim O'Brien, vice president of consumer and trade marketing. "Through LGTextEd.com, parents have a centralized resource they can use to help keep their children safe when it comes to mobile phone use."

Through the LG Text Ed Web site, [www.lgtexted.com](http://www.lgtexted.com), parents can educate themselves about the dangers of texting while driving as well as learn strategies to use to help protect their children. Parents can also view the full Jane Lynch series including the newest Texting While Driving video on the Web site. LG also encourages parents to visit the LG Text Ed Facebook page, [www.facebook.com/LGTextEd](http://www.facebook.com/LGTextEd), where users can talk to one another, post questions and check up on Lynch's latest classroom lessons.

### LG Text Ed with Jane Lynch

Bringing her trademark intensity and flair to the LG Text Ed campaign, award-winning actress Jane Lynch is working with LG Mobile Phones to raise awareness about risky mobile phone behavior. In a series of comedic vignettes, which can be viewed on [www.LGTextEd.com](http://www.LGTextEd.com), Lynch tackles issues such as sexting, texting while driving, mobile bullying, and other questionable teen behaviors. At the end of each video, Lynch directs parents to [LGTextEd.com](http://LGTextEd.com) where they can find professional advice and guidance to help promote safe and responsible mobile usage among their text- and tech-savvy families. Lynch, a new mom herself, masterfully employs her artistic abilities and the result is a video series that is both humorous and thought-provoking.

### LG Text Ed

The LG Text Ed program, which was launched in early 2010, offers parents a number of articles, tips, videos and other content so they can educate themselves on the dangers of mobile phone misuse, employ strategies to help protect their children from potential problems, and discover how they might be modeling their children's mobile phone behavior. Parents can find additional information on the LG Text Ed initiative and mobile phone misuse by visiting [www.lgtexted.com](http://www.lgtexted.com).



With recent studies citing that mobile distractions such as texting can be even more dangerous than drinking and driving, parents are looking for answers on how to best educate and promote responsible mobile phone use to their teens. As part of her role in the LG Text Ed campaign, an educational program aimed at parents, Jane Lynch shot a series of entertaining and educational viral videos for LG Mobile Phones about mobile phone misuse. With the goal of

educating parents about the importance of talking to their kids about responsible mobile phone use, the LG Text Ed video series addresses issues such as "sexting," mobile harassment and text etiquette, while helping parents learn how to use mobile phones to communicate better with their kids. In the series finale, Jane drives right to the point and addresses the potentially damaging consequences of texting while driving.



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## The blackberry 9780



This particular gadget is having the latest BlackBerry OS 6.0 operating system that handles the processing of the 624 MHz processor. The users are having the freedom to have large number of video files played in streaming as well with the large internal memory of 256 MB storage, 512 MB RAM. The 2.44 inches TFT displays all the graphics options in it. The QWERTY keypad can be very useful with the touch-sensitive optical trackpad for the best of the navigation facilities.

The handset is also having the a 5 MP camera with the advanced features like auto focus, Image stabilizer, Digital zoom. The picture quality is awesome with the best of the resolution in it. The BlackBerry browser helps in getting the best of the internet surfing experience.

## LG Launches World's First And Fastest Dual-Core Smartphone



LG Electronics (LG) today unveiled the LG Optimus 2X, the world's first smartphone with a dual-core processor. Along with more powerful multimedia features, the LG Optimus 2X's high-performance Tegra 2 processor makes for faster, smoother web browsing and applications and lets users multitask with virtually no screen lag.

"Dual-core technology is the next leap forward in mobile technology so this is no small achievement to be the first to offer a smartphone utilizing this technology," said Dr. Jong-seok Park, CEO and President of LG Electronics Mobile Communications Company. "With unique features such as HDMI (High Definition Multimedia Interface) mirroring and exceptional graphics performance, the LG Optimus 2X is proof of LG's commitment to high-end smartphones in 2011."

Developed by graphics processor powerhouse NVIDIA, the dual-core Tegra 2 system-on-a-chip found in the LG Optimus 2X runs at a clock speed of 1GHz and boasts low power consumption and high performance for playing video and audio. Users will experience faster web browsing and smoother gameplay compared with single-core processors running at the same speed as well as instantaneous touch response and seamless multitasking between applications.

## Montblanc John Lennon Success Story Continues



Montblanc celebrated recently the 70th Anniversary of one of the most talented artists ever to write music history. With the launch of the John Lennon Edition Montblanc is ensuring that Lennon's legend not only lives on in his verse, his music, and his artistic legacy, but in the beauty of a timeless writing instrument. In this masterpiece, Montblanc has captured Lennon's incredible soul and philosophy.

Hand engraved on the 18 K gold nib is the symbol of peace. At the focal point of the instrument, where the cap meets the barrel, is a silver plaque engraved with John Lennon's self-portrait - the sketch he scribbled so often in place of a signature - which pays tribute to the memory of the edition's namesake.

Limited to 1940 pieces, marking the year of Lennon's birth, the John Lennon Commemoration Edition 1940 boasts a blue tansanit that crowns the guitar-inspired clip in allusion to Lennon's famous blue glasses. The instrument features a number of symbolic engravings including the release date of the song "Imagine": 02.10.1971, as well as his self-portrait signature. In addition, the rhodium-plated, 18K gold nib bears the sign so often traced in flowers: the peace symbol. The Montblanc John Lennon Edition is available in Montblanc Boutiques worldwide and in the Middle East.



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## Citizen Watch Company's Foray Into Mid-High End Segment A Big Success In UAE



The multi layered transparent dial of Eco-Drive DOME is more than just the major design feature of this model. It also plays a crucial role in absorbing light and conveying its energy. The distinctive design, which features the Eco Drive movement enclosed inside the case, embodies the concept of light energy that you can wear.

Eco-Drive DOME is available in 2 cases black and white, both made of titanium in a limited series of 250pcs each.

The white titanium case (BYE0030-04E) is finished with CITIZEN's unique pearl coating, made of sustainable ingredients in a five-layer multi-coat for resistance to wear. This watch glows with pearl's deep lustre and subtle luxury.

The black titanium case (BY0039-00E) is treated with CITIZEN's unique Multi-way Polish to change expressions at every angle. Then it is coated with wear-proof DLC (Diamond-Like Carbon). The lustre of this watch resembles that of a meteorite in cross-section. Every case is individually hand polished by expert artisans and is different from the other.

## A\*men Cologne for Men by Thierry Mugler



Imagine the most delicious and mouthwatering dessert: The cool tingling aroma of mint, bergamot, and lavender couple with the unique aroma-ingredient Helional to evoke stark austerity, like a metal bowl designed by Philip Stark to serve it; the velvety feel of patchouli with almost licorice hues and a caramel nuance is almost palpable on the tongue marring your senses of smell and taste; the whole is drenched in Milano's most delicious ristretto espresso for a sensual experience that tingles your intelligence as much as your sweet tooth. A\*Men leaves you satisfied but never full, always hankering for more of the same. Succumb!

## The New Ipad Touch



Video calling is in full effect on iPod touch. Now your friends can see what you're up to, when you're up to it. With the tap of a button, you can wave "hi" while standing in a foreign country, get a second opinion on a pair of boots, or have your friends bear witness to the everyday pranks, bets, and dares they otherwise might have missed — new iPod touch to new iPod touch or iPhone 4 over Wi-Fi. And come face to face with even more fun.

Because your iPod touch — and its built-in HD video camera — go with you everywhere, you're always ready to record when the moment strikes. And now you can do it in stunning high definition. An advanced backside illumination sensor delivers brilliant video in both bright and low-light settings. And

when you're done shooting, you can edit and share your movie in just a few taps. With iPod touch, you're the only film crew you need.

Thanks to the Retina display, everything you see and do on iPod touch looks amazing. That's because the Retina display's pixel density is so high your eye is unable to distinguish individual pixels. Which means images in games, movies, and photos pop off the screen. Text in books, web pages, and email is crisp at any size. And everything is sharper. No wonder it's called "cutting edge."



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