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**AMJAD
NEMER**

General manager, Hamann Motorsport

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Smart

Mini Pick-Up Debuts in Detroit auto show



The Audi A1 quattro

AUTOMOTIVE / PAGE 06



Kumho Tire Keeps Sports Fans Cheering

TIRES / PAGE 26



Hyundai lets you play racing game on big screen

PARTS / PAGE 51

The new MINI Roadster heads for the Middle East 10

Chevrolet Puts Next Generation Buyers in Charge 22

Nissan 370Z Wins Middle East Motor Award 2011 24

Goodyear provides prototype tires to Chevrolets 34

New technology of color printing on the sidewalls of tires 36

Winners announced for the What Car Awards 2012 40

Bosch hybrid technology supports eco-innovations 48

GM engineers quiet brake squeal 50

Cadillac Enhances Security Features 52



AMJAD NEMER

General manager, Hamann Motorsport



Where does the name Hamann come from and what's the Hamann story?

Hamann Motorsport was founded by Late Richard Hamann in 1986 in Germany. T Richard Hamann competed in more than 700 races, reached 300 podiums and had 103 victories. He gained commitments in Gruppe C, DTM and Formula 3 and won the Special Touring Car Trophy three times with a BMW M1 which is considered one of the biggest milestones in his racing career. Mr. Hamann was very active in motorsports for more than 20 years and his company uses his racing heritage as a basis for automobile tuning.

What is the philosophy behind Hamann Design?

Hamann designs are born first of functions and then beauty. With the combination of lighter body parts and exhausts, less restrictive exhausts, lower unsprung weight from lighter wheels and improved aerodynamics, Hamann has been able to blend function and beauty to refine cars that become stunningly beautiful while handling and performing better than stock. Hamann products bring out the distinctive personality of the vehicles, they definitely attract attention, and immediately show the elegance, sophistication, and confidence that is characteristic of the Hamann client.

Do you provide bespoke customization or would clients have to buy the hamann kit package "as is"?

Complete tuning packages are available for most of vehicles that cannot be sold as 'stand alone'. We sell individual items separately like wheels, exhausts, interior accessories & spoilers and we also provide bespoke customization on request.

Who are your competitors in the market?

Hamann motorsport is the only tuning company that caters to a wide range of vehicles from BMW, Ferrari, Mini, Fiat, Porsche, Rolls Royce, Aston Martin, Lamborghini to Range Rover. We do have healthy competitors from the Mercedes tuner Brabus, BMW & Mini tuner AC Schnitzer & Porsche tuner Techart

Which markets are you strongest in?

Hamann Motorsport is strongest in Dubai, other strong markets are Russia, Azerbaijan, China & Taiwan.

“Hamann products bring out the distinctive personality of the vehicles, they definitely attract attention, and immediately show the elegance, sophistication, and confidence that is characteristic of the Hamann client.”

Can you list the products and services Hamann provides?

We provide complete tuning packages from aerodynamics, wheels, engine tuning, suspensions, exhaust systems, interior leather & carbon modification. We also provide special paint for vehicles; for example airbrush or foiling.

Do you just provide exterior modifications or do you perform tuning as well?

We provide exterior & interior modification. Engine tuning though is usually done after the warranty period is over because the customer loses warranty if we modify the engine.

What differentiates Hamann with other companies that are having similar services?

All hamann products are designed and made to the highest exacting standard in Europe. Nothing is outsourced or produced out of Europe. The quality is outstanding and is equivalent to car manufacturer level. All hamann parts are fully TUV tested and certified and all assemblies are put together at the Hamann workshop in Germany before shipping to ensure proper fit. For example, spacers always come with the proper lugnuts to ensure proper and safe fit. This is the attention to detail that marks a hamann product.

What warranty do you provide and for how long? How does Hamann modification affect manufacturer warranty?

We provide complete warranty for all our products including paint jobs, wheels and kit for 1 year. The maintenance and service can be done by the car dealership as usual and as long as we do not touch the engine, the manufacturer warranty on the vehicles remains.

Where do most of the ideas and innovations of your vehicles come from?

Most of the ideas for our designs come from the upcoming future technologies which we integrate in our designs. We do get inspiration from concept designs as well.

Where and when is the next show that you would be participating so that our readers could see some Hamann vehicles?

Hamann Motorsport will be participating in the 82nd International motorshow which will be held in Geneva– March 2012.

Where do you see this market going? What are some of your future plans?

The market is surely going forward, growing steadily especially in the Middle East. Future plans are underway to open branches in Qatar, northern Iraq & Iran.

The Audi A1 quattro

The new head of the compact class

Audi is crowning its successful A1 model series with an exclusive top-of-the-line model. The dynamic A1 quattro, limited to just 333 units, moves to the head of the compact class. Its two-liter, turbocharged engine produces 188 kW (256 hp) and 350 Nm (258.15 lb-ft) of torque, which is delivered to all four wheels. The Audi A1 quattro sprints from zero to 100 km/h (62.14 mph) in 5.7 seconds and has a top speed of 245 km/h (152.24 mph).

The A1 quattro is powered by the 2.0 TFSI engine. The 1,984 cc, four-cylinder engine combines gasoline direct injection with turbocharging in the classic Audi manner. Among its highlights are the adjustable intake cam shaft and the two balance shafts, which ensure smooth operation. Maximum torque of 350 Nm (258.15 lb-ft) is continuously available between 2,500 and 4,500 rpm, and peak power (188 kW/256 hp) is developed at 6,000 rpm.

Every detail of the sporty, sonorous four-cylinder engine has been optimized for high performance and low fuel consumption. Common rail injection, a turbocharger with intercooler and a regulated oil pump are just a few examples. The Audi A1 quattro is expected to consume on average less than 8.5 liters of fuel per 100 km (27.67 US mpg). Yet it performs like a top-notch sports car: The standard sprint takes just 5.7 seconds, and top speed is 245 km/h (152.24 mph).

The 2.0 TFSI delivers its power to the quattro permanent all-wheel drive system via a precisely shifting six-speed transmission, bringing Vorsprung durch Technik to the small-car class. The heart of this system is an electronically controlled, hydraulically actuated multi-plate clutch whose package of plates rotates in an oil bath.

During normal driving, the clutch sends most of the engine's power to the front wheels. If traction decreases there, the clutch can transfer torque steplessly to the rear axle in just a few milliseconds by forcing the packages of plates together by a defined amount. A pressure reservoir helps the electric pump to develop the oil pressure. If a wheel on one of the axles should slip, it is braked by the electronic differential lock (EDL).



The placement of the multi-plate clutch at the rear axle provides for a harmonious distribution of the axle loads, and the chassis of the Audi A1 quattro has been adapted to the dynamics of the drivetrain. It is much more tautly tuned than that of the production model. The front suspension is a McPherson construction; a four-link axle is used at the rear. The sensitive and efficient electrohydraulic power steering has a sporty, direct 14.8:1 steering ratio.

The Audi A1 quattro rolls on 8.0 J x 18 cast alloy wheels. They are Glacier White, feature an exclusive turbine design and are fitted with 225/35-series tires. The internally vented front brake discs measure 312 millimeters (12.28 in) in diameter and are gripped by black calipers. The ESP stabilization program includes a sport mode and can be switched off entirely for a trip to the race track, for example.

One look is all it takes to see that the Audi A1 quattro is a very special vehicle. It is available only in Glacier White metallic, and its roof is painted high-gloss black. The front bumper is muscular, the frame and grate of the single-frame grille are high-gloss black. The curved bars in the headlights – the wings – are red. The grille, the roof arch and the rear hatch sport quattro badges.

The rear windows are tinted; the roof flows into a large, two-color wing. The color black accentuates the rear hatch and the diffuser. The LED rear lights are tinted; the rear bumper sports a distinctive look. The exhaust system terminates in two polished dual tailpipes on the left and the right, each measuring 100 millimeters (3.94 in) in diameter. The A1 quattro is 3,987 millimeters (13.08 ft) long, 1,740 millimeters (5.71 ft) wide and 1,416 millimeters (4.65 ft) tall, making it somewhat longer than the model on which it is based. Luggage capacity is 210 liters (7.42 cu ft); folding down the rear seats increases this to 860 liters (30.37 cu ft).

Cool, sporty black dominates the interior of the Audi A1 quattro. The seats and the armrests on the doors are covered in Silk Nappa leather with contrasting red seams. The S sport seats up front have pronounced bolsters, integrated head restraints and a quattro badge on the backrest covers. The seats feature multi-way adjustment. The lower section of the center console shines in high-gloss black; the footrest and the pedal caps are made of brushed stainless steel. Red seams frame the floor mats, and the door sill trims bear A1 quattro badges.

The instrument cluster has a number of eye-catching features, including white needles, a red tachometer, the quattro logo and the color display for the driver information system. The multifunction sport steering wheel is flattened at the bottom, wrapped in leather with contrasting red stitching and sports the car's serial number. The shift lever knob is made of aluminum. Many control elements have an aluminum-look finish.

The Audi A1 quattro will be available from the second half of 2012 and will be supplied to customers with a full range of equipment. It includes many features taken directly from the luxury class, including xenon plus headlights, high-beam assistant, adaptive brake lights, LED interior lighting package, light and rain sensor, automatically dimming interior mirror, rear parking system, automatic air conditioning, alarm system, storage package, convenience key and cruise control.

The infotainment equipment likewise leaves nothing to be desired. It includes a CD changer, a digital radio tuner, the Audi music interface and MMI navigation plus. The Bose sound system drives 14 speakers with 465 watts of power; the woofers in the doors are indirectly lit with light guide LEDs. Audi connect uses the Bluetooth online car phone to connect to the Internet and deliver special web services, including Google Earth, to the car. Passengers can also connect their mobile devices to the integrated WLAN hotspot.



Experience has a new meaning

Donkervoort is presenting a new generation of sports cars



The devotees have been waiting anxiously. Now it's here! After two and a half years of development Donkervoort Automobielen in Lelystad - in close collaboration with Audi Quattro GmbH - has presented the next generation of open sports cars: the Donkervoort GTO.

A combination of beautiful shape, the latest auto techniques and the ultimate experience. With a capacity of 340 to 400 HP and a torque of 450 Nm from about 1600 RPMs. And all this with a total weight of around 700 kilos. Without a doubt one of the fastest sports cars on the European market. And, with the first private preview for Donkervoort Ambassadors from all over Europe, received so enthusiastically that within a few hours approximately half of the first 25 specially designed GTOs were sold.

The GTO is clearly a size larger than its predecessors, the closed GT and the open D8 270RS. About 35 centimetres longer and 15 centimetres wider, to be exact. Necessary to accommodate the massive, longitudinally placed, five cylinder 340 hp 2.5 TFSI Audi motor and at the same time realise an astonishing balance in the design. The GTO is therefore a brand-new designed car. Only sharing 5% of the parts with the D8 270RS and about 30% with the much more recent GT. A milestone in the 34-year history of Donkervoort. With techniques directly derived from the aviation and aerospace industry. The first in a new generation of Donkervoort automobiles, according to Joop Donkervoort. The reason he also put the chassis number back to '0' starting with the GTO.



The first 25 specially designed GTOs are also equipped with a 2.5 TFSI motor, which is 30 kg lighter than the standard Audi variant. Joop Donkervoort about this: 'This weight savings is obtained by redesigning several accessory parts of the motor together with the Audi technicians. For example, amongst others a new intake manifold was developed. Because the intake follows a more favourable route through the motor area it is not only lighter, but has a favourable effect on the achievements of the motor as well. The dashboard in this design of the GTO is equipped with a special race module switch, which can increase the capacity from 340 to 400 HP at once. Connected to this is another Donkervoort novelty: the first car from Lelystad that has 'traction control' on board. Only for when it is raining of course.'

But this too does not end the renewal of the GTO. By joining the steel tubular frame with large carbon composite panels with glue, a unique combination of (significantly increased) rigidity and ultra-light weight was created. The carriage work also consists completely of carbon composite with as unique invention a one piece door (including integrated hinges), which can withstand a sideways blow of about 1500 kilos and of which the hinges can withstand a force of more than 1100 kilos with a total weight of only 980 grams!! A technique derived from the aviation industry and never before applied in a car. Which is also true for the locking devices of the aluminium bonnet. Derived from the American rocket industry, where low weight, easy operation and smooth finishing - just like at Donkervoort - are of essential importance. In addition the undercarriage of the car has been thoroughly revised, the front axle has been equipped with a totally new anti-roll bar and the rear axle construction - to give the GTO extra stability - has a completely new design.

Donkervoort stands for experience, and that term has received a new meaning with the GTO. Tests with the first sample have incontrovertibly proven this. Even though it appears this car is amazingly well manageable. The production of the new car starts in 2012, whereby it is expected that the first specially designed GTOs will be delivered in the summer. The first 'regular' versions are expected on the European roads starting in 2013. The price of the new GTO is between € 100,000 and € 150,000.



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Spontaneous, Open and Irresistible

The new MINI Roadster heads for the Middle East

The all-new MINI Roadster is on its way to the Middle East with its arrival pegged for February 2012. The sixth model to join the MINI portfolio, the compact roadster in MINI style is the first open-top two-seater in the brand's history and embodies sportiness and spontaneous urban driving fun under the open sky.

The reproduction of the hallmark MINI design within the proportions of a roadster gives this MINI an unmistakable and irresistible charisma. Even with the roof closed the MINI Roadster displays an elegant, sweeping silhouette, with the transition from soft-top to rear end highlighting its characteristic three-box design particularly clearly. At the same time, the new model wears its brand identity on its sleeve thanks to unmistakable design features like the hexagonal contours of its radiator grille, the black border around the lower part of the body, chrome trim strips and surrounds, large circular headlights, vertically stacked rear lights positioned on the outer extremes of the rear end, and the eye-catching surrounds of the side indicators on the front side panels.

To further highlight the new Roadster's edgy look, a range of two non-metallic and six metallic paint shades will be available for the exterior of the MINI Roadster while the roof remains in black in keeping with British roadster tradition. Sport Stripes, available in three colours for the bonnet, boot lid and rear apron, allow owners to add an extra personal touch.

The interior is just as eye-catching. The customary MINI variety of seat and upholstery variants include ultra exclusive piped sports seats in the colour shade Toffy. Added to which, black sports seats are also available in Punch Leather with beige-coloured perforations. Trim strips can be ordered in any of six variants, while an extra Chili Red option is also offered for the MINI John Cooper Works Roadster. A choice of five Colour Lines is also available, and MINI lovers may likewise choose to explore the additional, extremely exclusive interior design options offered by the MINI Yours range.

The MINI Roadster underlines its premium character with a high-quality range of standard equipment, including air conditioning, speed-sensitive steering assistance, electrically adjustable exterior mirrors, Park Distance Control, height-adjustable seats and an audio system with MP3-compatible CD player and AUX IN connection. Levels of comfort and individuality can be further enhanced by specifying attractive options such as xenon Adaptive Headlights, black headlight housing, Comfort Access and the Always Open Timer. And the MINI Roadster also offers in-car use of innovative MINI Connected infotainment and communications functions.

The latest generation 1.6 litre, four cylinder engines with TwinPower Turbo technology will be available as the John Cooper Works (211hp), Cooper S (184hp) and Cooper (122hp)

Joining the MINI Cooper and Cooper S, MINI Cooper Cabrio, MINI Clubman, MINI Countryman, MINI Coupe and the MINI John Cooper Works range of models, the new MINI Roadster will be the sixth family member and available from all MINI dealers across the region from this month.



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Smart

Mini Pick-Up Debuts in Detroit auto show

The joy of the open road, expansive landscapes and a love of outdoor activities made large pickups an icon of the American auto scene. Now, in an age of spiraling fuel prices, increased environmental consciousness and the reality of congested cities where parking is a premium, smart reinvents the pick-up in a surprising new package. The smart brand is holding the global unveiling of the smart for-us concept pickup during media days at the North American International Auto Show in Detroit's Cobo Center.

Smart CEO Dr. Annette Winkler says, "We at Smart love pickups – if they are small on the outside, large on the inside, very safe and extremely comfortable. With the smart for-us, a petrol station is no longer needed." With a wink and a smile, the smart "for-us" turns the automotive world upsidedown once again, challenging ideas about what today's urban pickup might look like.

For the first time, the smart for-us translates the practical load layout of a pickup to the reality of 21st century urban traffic. With its small outside dimensions, it could almost go unnoticed in the bed of a typical American pickup. Under the body, it's anything but ordinary: the for-us is agile and lively to drive, with state-of-the-art all-electric power from a 55-kilowatt magneto-electric motor.



The smart for-us has plenty of room for two people and behind them two slits in the cargo bed for the front wheels of two smart ebikes. Electric bikes are range-extending in two respects; The convenient docking station in the cargo bed ensures that the ebike batteries are always charged, and from a trip into town to a nature preserve outing, the smart ebikes enable smart for-us passengers to reach destinations that are out of bounds for cars – for example, park trails and restricted zones in cities.

A sassy, powerful design

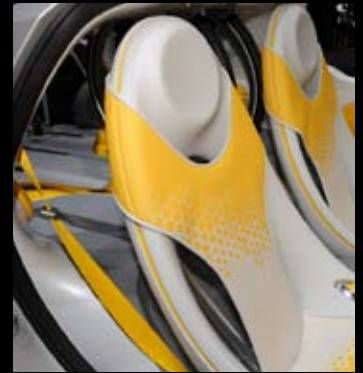
Even a first glance at the design study reveals a new capability, yet the for-us remains true to the smart brand – surprising, sassy and capable. With its high contrast tridion safety cell, the for-us is the epitome of smart. At the same time, the for-us pickup makes a powerful design statement, playing on the macho image of conventional mega-pickups. It greets viewers with a friendly, confident face and with a convex, sensuous body shape. The bold look, complete with a smart emblem on the grille and an underride guard that finishes off the front end, is complemented by body panels which are high-gloss metallic white, while the tridion safety cell has a contrasting textured grey finish.

Ready to reach mountain bike terrain

The for-us sits about two inches higher than a production smart fortwo, suggesting it's ready for off-road driving, for example, to reach mountain bike terrain. At the same time, its extremely short front and rear overhangs make it relatively small overall. When its power tailgate opens, the cargo floor retracts 11 inches, making the three-foot cargo area easy to access. Its wheelbase is 97.7 inches, about two feet longer than the well-known fortwo. Overall, the for-us is 139.6 inches in length, nearly three feet longer than the fortwo, and to emphasize its sturdy look, the track is two inches wider. The smart for-us rolls on Michelin 235 / 55 R18 off-road tires mounted on threespoke wheels with eye-catching fold-out wing nuts that serve to loosen the wheel nuts.

Its parallelogram front and rear lights are striking, with outer rings that serve as turn signals and a row of rod-shaped LEDs for daytime running lights. The arrow-shaped lights are reminiscent of drops streaming across an airplanewindow as it takes off. The modular tail lights can even be opened, revealing storage space for the charging cable or water bottles.

Inside, the cockpit design boasts aerodynamic design for exceptional interior ventilation, with taut surfaces in mother-of-pearl white contrasting with brushed aluminum working parts. Stylish yet uncomplicated, the two seats in the concept car are perfectly smart – highly functional and easy to customize. Open in the middle, the seat shells are covered with an easily removable yellow fabric, giving them a hammock-like seating feel. The soft yellow seat covers include a deep embossed silver hexagon pattern that emphasizes the car's dynamic look. Instead of a conventional rear-view mirror, an integrated video camera displays



The area behind the car on a smart phone that's mounted on a special bracket above the dash.

The electric drive of the smart for-us is based on the new fortwo electric drive model, which will launch in the fall of 2012. Thanks to its 55-kilowatt magnetoelectric motor, the smart for-us is nimble and lively to drive. With 96 pound-feet of torque, the for-us boasts powerful, responsive acceleration and a top speed well over 80 mph. Its state-of-the-art lithium-ion

battery has a capacity of 17.6 kilowatt-hours of electric power. The battery can be recharged from 20 to 80 percent in only 3½ hours, and a full charge takes no more than eight hours.

Conceived as the ultimate city car that's also a blast to drive, the smart fortwo is a trendsetter that's already become an automotive icon. There's even a smart on permanent display in New York City's Museum of Modern Art. Redefining what it means to be a car, and "right-sized" for the times, the smart two-seater is also one of the greenest vehicles on the road, with enthusiastic owners who talk about the car's gotta-have-it qualities and its major fun factor.

The smallest footprint on the road

While the smart fortwo has the smallest footprint of any car in the world, it also boasts surprising head and legroom. Looking over the expansive dash and windshield, the fortwo feels like a medium-sized sedan, but it's only 8.8 feet long. At the same time, state-of-the-art engineering provides exceptional safety that complements its small-on-the-outside-big-on-the-inside practicality.





The world's most successful and sportiest high performance saloon to launch in the Middle East

The new BMW M5 combines compelling track performance with the comprehensive practicality of a luxurious business saloon.

The new BMW M5 is an exceptionally dynamic high-performance sports car with four doors and five seats, a further development of the concept originally initiated in 1984 with the first generation BMW M5.

It features the world premiere of a newly developed BMW M high-performance, high-revving, 4.4-litre V8 engine with an M Twin Power Turbo package. With twin-turbo technology, direct petrol injection and fully variable valve control, the V8 engine produces 560 hp from 6000-7000rpm and a maximum of 680 Nm of torque from 1500rpm.

The result is a lag-free power delivery giving typical M car thrust whilst delivering a significantly improved balance between performance and fuel consumption. The new BMW M5 is capable of accelerating to 100 km/h in 4.4 seconds. Top speed is limited to 250 km/h, but can be raised to 305 km/h with the M Driver's Package. Thanks to use of extensive Efficient Dynamics technology, including Auto Start-Stop and Brake Energy Regeneration, fuel consumption is cut by more than 30 per cent when compared to the previous model.

The new BMW M5 has outstandingly agile handling thanks to its innovative rear axle differential with Active M Differential lock, which enables a fully variable distribution of power between the rear wheels. Individually configured set-ups for the car can be chosen by the driver via the M Drive buttons on the steering wheel - changes can be made to the accelerator response, gearbox response, DSC modes, Dynamic Damper Control and information in the Head-Up Display.

Exterior styling cues of the new BMW M5 feature familiar M aesthetics, which reflects the car's extremely dynamic, yet precisely controllable nature. The front bumper has large air intakes to feed the engine and cool the brakes, the athletically flared wheel arches emphasise the wide track and the aerodynamically optimised rear bumper features a diffuser between the two pairs of twin exhausts. The side view is dominated by the unique double-spoke 19-inch M light-alloy wheels.



A luxurious ambience exists within the sports car cockpit of the new BMW M5's interior. The M sports seats are upholstered in Merino leather, and the cabin features a BMW Individual roof lining in Anthracite. Four-zone automatic climate control ensures all occupants remain comfortable.

Customers can also give their new BMW M5 the personal touch, since virtually the full range of options for the BMW 5 Series Saloon are available including a host of driver assistance systems and mobility services from BMW ConnectedDrive.

Commenting on the upcoming launch of the new model, Joerg Breuer, Managing Director, BMW Group Middle East said: "The number of customers who choose to purchase a BMW M model still continues to grow. However, driving a car boasting the M logo remains an exclusive experience. The new BMW M5 is a very different car from its predecessor in terms of design, comfort, technology and engineering, so we are confident that it's going to be well received."

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Board approves further races for the 911 GT3 R Hybrid



Porsche AG continues to invest in the development of innovative drive technologies in motorsport. A further developed version of the Porsche 911 GT3 R Hybrid will return to race tracks in 2012. With the rolling race laboratory, Porsche aims to gain extra practical experience under racing conditions and make the hybrid drive even more efficient.

"There is no way around the hybrid technology in motorsport," stressed Wolfgang Hatz, Board Member for Research and Development, on Saturday on the occasion of the end of year Porsche 'Night of Champions' celebrations. "With the 911 GT3 R Hybrid project, we have shown how you can test important future technologies on the race track and pave the way for motorsport success in the future. We will continue to determinedly blaze this trail and further develop the hybrid technology."

The Porsche 911 GT3 RSR for the 2012 season celebrated its world debut in front of invited team bosses, race drivers and series organisers. The GT race car, which is now five centimetres wider at the rear and with almost an extra 15 centimetres on the front fenders, will be fielded by Porsche customer teams in the FIA World Endurance Championship, the American Le Mans Series, the Le Mans Series, the International GT Open as well as the Le Mans 24 Hours. In the USA alone, four new vehicles will be fielded by three different teams.

Like in previous years, Porsche supports its most successful customer teams in 2012 with works drivers. The line up of pilots stays the same with Jörg Bergmeister, Timo Bernhard, Romain Dumas, Wolf Henzler, Marco Holzer, Marc Lieb, Richard Lietz, Patrick Long and Patrick Pilet. "To win races you have to have the right race drivers. And there's no doubt that we have them," stated Matthias Müller, Chairman of the Executive Board at Porsche AG.

Most of the Porsche factory pilots kick off the season at the Daytona 24 hour race on 28 January. Jörg Bergmeister and Patrick Long race a Porsche 911 GT3 Cup for Flying Lizard Motorsports. Marco Holzer supports the Alex Job squad, with Wolf Henzler and Patrick Pilet driving for the TRG team. Marc Lieb competes for the accomplished Brumos Racing crew, with Richard Lietz teaming up with Magnus Racing. The Porsche Mobil 1 Supercup Rookie of the Year winner also competes at Daytona. Kévin Estre takes the wheel of a TRG-911.

In 2012, the Porsche Carrera Cup Deutschland heads into its 23rd season and will continue to run as support to the DTM. The contract with the series organisers was recently extended for another three years. Taking over the helm of the long established Porsche Carrera Cup Deutschland is Andrea Hagenbach, who has worked in the organisation of the series for the last 13 years. She takes over from Helmut Greiner who is retiring.

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Mercedes Vito received the airplane interior from Vilner



Vilner transformed the standard Mercedes Vito 120 CDI into a luxurious business class van. It is suitable both for long-distance trips and for receiving official guests. Ride comfort is ensured by the fully soundproofed coupe and the used high quality materials – Amareta, Alcantara and Nappa.

Seats from Mercedes CL with electronic control are built in, combined with machogany armrests and luxurious tables. Special attention is paid to details, such as the rear-view mirror, which is dressed in Amareta, the elaborated ergonomic steering-wheel, the installed plug chargers for mobile phones and the built-in devices, measuring time, temperature and atmospheric pressure.

The first class travel experience is complemented by a Vilner Sound System – Hi-Fi multimedia system, built-in 19" LCD display and ambient illumination in the typical for Mercedes orange color. The installed refrigerator, keeping temperature down to -400, minibar and built-in cup holders add to the full comfort. The impressive appearance is complemented by Bi-xenon headlights, LED lights, eyebrows and effective wheel-rims.



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Maserati GranTurismo S

Limited Edition for the 150th anniversary of Italian

Maserati presented the GranTurismo S Limited Edition at the Bologna Motor Show to celebrate 150 years of Italian unification. With an exclusive limited edition of 12 cars intended for the Italian market, the GranTurismo S Limited Edition is characterised by unique trim levels and contents.

The model's exterior sports the exclusive matt Sebring Blue, which shows off its elegant lines yet also highlights its sporting aggression. These characteristics are also emphasised by the use of carbon elements, in particular the front spoilers, side mirrors, door handles and rear spoiler. The brake calipers are made of hand-polished aluminium and stand out beneath the 20-inch rims, the side skirts are painted matt black, as are the headlights, to lend the car a still more aggressive appearance.

As far as the interior is concerned on the other hand, the blend of sport and elegance is perfectly expressed by elements common to the MC Stradale version. In this case too, carbon finishes frame the instruments and the controls on the dashboard and central tunnel.

Finathec commemorative Centocinquantenario ("150th Anniversary") of Italian Unification plate is located at the base of the central console. This bears the official logo as well as the number of units produced, to confirm the sheer exclusivity of this version.

The entire Maserati range at the stand

The GranTurismo S Limited Edition is accompanied by the entire Maserati range at the stand in Bologna, the very city where Maserati was born in December 97 years ago.

In the stand's sport section, in addition to the car which celebrates the 150th anniversary of Italian unification, stand the GranCabrio Sport, the GranTurismo, the MC Stradale and the GranTurismo MC Trofeo in racing livery.

The GranTurismo S Automatic and the Quattroporte Sport GT S, on the other hand, are to be found in the section of the Maserati stand dedicated to elegance and luxury.

2011: Another winning season for Maserati

Almost a year on, Maserati and Andrea Bertolini are celebrating again. In 2010, Maserati's trophy cabinet made space for the FIA GT1 World Champion title, won together with teammate Michael Bartels in the Maserati MC12. Last October, Andrea Bertolini triumphed again, this time in the International Superstars Series with a Maserati Quattroporte Evo, fielded by the Swiss Team private racing stable.

This success is awaiting confirmation, since the response of the National Court of Appeal has yet to be received, following an appeal presented by one of the teams. Bertolini will take to the track with the Maserati Quattroporte Evo for a display at the Motor Show, before receiving the prize from the organisers of Superstars, as champion.

2012: Third edition of the trofeo Maserati GranTurismo MC

In light of the success of the first two seasons, 2012 will see the third edition of the Trofeo Maserati GranTurismo MC, with events on some of the most famous intercontinental circuits.

The second edition of the Trofeo Maserati GranTurismo MC in 2011 saw David Baldi emerge victorious in the overall standings. Competition was furious throughout the season-long championship, confirming the competitive spirit and magnetism of a competition able to attract gentleman drivers from all over the world. Taking the lead in the table from the very first race at Imola, without ever losing it, the Tuscan driver triumphed after strenuously clocking up the miles over Europe's most prestigious circuits: Imola gave way to Monza, Budapest (Hungary), Spa (Belgium), Donington (Great Britain), Valencia (Spain), followed by a return to Italy, to Vallelunga and then Mugello for the grand finale. AF Corse came out on top in the Team standings, with the Italo-Monegasque duo of Alessandro Chionna and Cedric Sbirrazzuoli.

Adrian Newey, technical director of the Red Bull Racing Formula 1 team, was also among those who signed up for the final round of the Trofeo Maserati GranTurismo MC, together with his friend Joe Macari. They followed this by taking part in the 21st edition of the 6 Hours of Rome, with a Maserati MC12 fielded by the Vittoria Competizione team.

The SONAR logo is located in the top left corner. It features the word "SONAR" in a bold, blue, italicized sans-serif font. A green swoosh underline is positioned beneath the letters "O" and "N".

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Chevrolet Puts Next Generation Buyers in Charge

Two concept coupes designed to inspire ideas and create discussion

Chevrolet introduced two concept coupes at the 2012 North American International Auto Show aimed at inspiring next-generation buyers to take the wheel and suggest ideas for a car they can co-create.

"Chevrolet has always stood for making the aspirational attainable for all generations" said General Motors North America President Mark Reuss. "These two concepts interpret that vision for a new generation. We're seeking out our newest customers' opinions, listening to their advice, and engaging them in new ways."

According to U.S. Census data, there are 80 million American consumers approaching 30. They represent 40 percent of today's potential car-buying public and a combined \$1 trillion in purchasing power.

Over the past year, Chevrolet has conversed with young consumers across the United States. Based on their feedback, the Chevrolet concepts explore the styling and functionality this group of new buyers says they are looking for in a car.

Code 130R, the first Chevrolet concept, is a four-seat coupe with a simple upright profile. Painted in an all-new red metallic paint with matte anodized gold wheels, Code 130R features heritage performance-inspired styling and rear-wheel drive. With an aggressive front fascia, Chevrolet fender flares, straight body side and Chevy crossflag emblem, Code 130R makes a link to Chevrolet's performance heritage.

Code 130R's designers conceived the turbocharged engine to be tuned to work in tandem with eAssist technology. By shutting off the engine at stops, recapturing braking energy, and smoothing torque during acceleration, this concept takes automotive electrification to the next level and balances turbocharged performance with fuel economy.

Tru 140S, the second Chevrolet concept is a front-wheel-drive, "affordable exotic" four-seat sporty coupe. The three-door hatchback was designed to be an attractive-yet-affordable sports car. Shown in an all-new matte white with Chevy performance chrome wheels featuring crossflag emblems, Tru 140S is designed to look confident, exotic, expensive and fast. Tru 140S is based off the same platform as the Chevrolet Cruze and the groundbreaking Chevrolet Volt electric vehicle with extended range.

Tru 140S designers want to demonstrate technologies typically found in more expensive cars, including direct injection and a starter-based stop-start technology, balancing internal combustion and electrification to deliver high value and improved fuel economy.

The concepts share attributes younger buyers say they value:

Sedan-sized functionality in performance coupe form that seats four passengers Interior connectivity and convenience featuring innovative storage, WiFi, smart phone integration with Chevrolet MyLink and heads-up display 40 MPG with a 1.4L Turbo Ecotec engine with approximately 150 horsepower



Possible production price range in the low \$20,000s

"Young customers tell us they want functionality with coupe-like aesthetics. Both the Code and Tru body styles resonated with this audience," said Frank Saucedo, director of the GM North America Advanced Design studio in Los Angeles where the two concepts were developed.

Inside the concepts, connectivity and personalization enable the individualization that the generation says is essential.


"This buyer prizes connectivity. Allowing them to stay connected by integrating their personal devices through MyLink and WiFi enabling the vehicle to be their own docking station," said Saucedo. "The interiors currently exist in 2D only. This allows us the flexibility to continue the discussion and encourage more dialogue as we continue to develop these concepts."

From Detroit, the pair of Chevrolet concepts will travel to major auto shows, key lifestyle events, one-on-one experiences and other venues such as college campuses. Chevrolet also will engage customers using the social media tools that young consumers use to talk with one another.

"For the car company that can successfully engage this generation, there is a tremendous opportunity," said John McFarland, senior manager for Chevrolet Global Marketing, who heads youth research for the brand. "At Chevrolet, we want to build authentic and meaningful relationships with these customers on their terms. We want to hear what they have to say, engage them in our design process, and give them what they want – not what we think they want."



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Nissan 370Z Wins Middle East Motor Award 2011 **Best Sports Convertible** Category

The Nissan 370Z has recently received an award as the 'Best Sports Convertible' from the Middle East Motor Award 2011. The announcement was made at the Sharjah Expo Centre by Mohammed Ben Sulayem, Vice President of the FIA and chairman of the new Arab Council of Touring and Automobile Clubs (ACTAC).

"This is a great achievement for the Nissan brand and we are extremely delighted to receive this recognition," said Yuta Yamazaki, Brand Manager at Nissan Middle East. "The 370Z Roadster is clearly one of the most aggressive models in the sports car market and this is another important milestone for the Z, which has received impressive reviews since it was first introduced to the Middle East."

The awards panel was comprised of distinguished automotive journalists, professional race drivers and off road experts. The nomination and judging process for the second edition of the Awards lasted well over eight months with judging criteria based on various technical and consumer aspects such as vehicle design, handling, safety features, emotional appeal and value for money.

Nissan's Z® range has been the choice of enthusiasts and connoisseurs for generations and have found their ultimate expression in the 370Z Coupe and Roadster. The seductively styled Z® Roadster offers everything the hardtop Z® Coupe does but adds classic open-air sports car driving excitement - more sun, moon and stars - and more refinement than any Z® convertible that has ever come before. Also offered are an array of technology and convenience features, including automatic latching power top and Nissan Intelligent Key™, available cooled seats, Nissan touch screen navigation system and Bluetooth®

Hands-free Phone System. The 2012 370Z Roadster is offered in eight exterior colors in the GCC: Vibrant Red, Pearl White, Magnetic Black, Brilliant Silver, Blade Silver, Monterey Blue, Gun Metallic and Black Rose and is available now from Nissan's GCC retailers.

Open Air, Open Roads – An Unbeatable Combination The Z® Roadster's long list of cutting edge performance-focused technologies includes a standard 328-horsepower 3.7-liter DOHC V6 engine with Variable Valve Event and Lift Control (VVEL), choice of 7-speed automatic transmission or close-ratio 6-speed manual with 'SynchroRev Match' (the world's first synchronized downshift rev matching manual transmission), refined 4-wheel independent suspension and 4-wheel vented disc brakes.



THE FLYER

SLS with 623 hp by Inden Design

An existing icon - and that is the legendary 300 SL of 1954 without any doubt - practically to reinvent, is an almost insurmountable task. But the Mercedes-Benz has "dared" the new edition of the SLS and thus obviously hit a sensitive nerve. The legitimate descendant of the 300 SL was baptized in the name of SLS, it comes from the inimitable pen of AMG and makes a stir everywhere. It is obvious that the weight plays a decisive role in case of such a high flyer. It is not surprising that the shell of the body, designed as a grid frame in aluminum, weighs just

241 kg. Furthermore, the doors with only 18 kg per piece save the budget, just to mention two items from a continuing list. Once again, Joachim Inden from INDEN Design - despite successfully completed removal - came to the idea to optimize one of the vehicles which is suspected to be perfect. The vehicle, a 6.2-liter V8, which has 571 hp and 650 Nm of torque, gets additional 52 hp through significant changes to the exhaust (sportskats and manifold) and software. And there is a set of wheels perfectly fitted to the vehicle, so that the power get to the asphalt surface adequately, all round in the dimension of 10.5 x 20 inches. The front axle dimensions are 265/30-20 and the rear axle dimensions are 295/30-20 on the side of the tire.





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Kumho Tire Keeps Sports Fans Cheering!

Kumho Tire is fully committed to continuing their sports marketing platform and has returned for a second season as the official tire of the NBA's two most high profile teams - The Los Angeles Lakers and The Miami Heat. These two NBA teams join existing Kumho partnerships with the NFL's New York Jets and Buffalo Bills, the US Soccer Federation (both Men's and Women's National Teams) and the University of Southern California Football Team. Kumho Tire's past sponsorships have included Manchester United soccer club of the English Premier League and some high profile NCAA College Football teams - The Ohio State Buckeyes, The University of Texas Longhorns, University of Tennessee Volunteers and the Florida Gators.

Kumho's sports marketing platform has been extended globally as many overseas offices are partnering with sports properties to increase brand awareness and integrate dealers into these efforts:

Kumho Canada - Vancouver Canucks hockey team in NHL

Kumho Europe - Hamburger SV soccer team in Germany's Bundesliga

Kumho Europe - SK Rapid Wien soccer team in Austrian Football (Soccer) League

Kumho Australia - Adelaide Crows soccer team Australian Football (Soccer) League

This condensed NBA season will bring vast amounts of exposure for Kumho Tire for yet another highly anticipated season. Some of the advertising elements included with the Los Angeles Lakers are in-arena signage including the center scorer's table, LED ribbon, the main scoreboard lower halo ring and Kumho video spots played on main scoreboard. Additional elements include celebrity signature contests on full-page Kumho ads placed in Lakers game programs, digital advertisements on Lakers.com and Facebook, on-site activation, ad on ESPN radio and more!

Integrated exposure opportunities with the Miami Heat include many of the same elements such as the in-arena signage, full-page Kumho ads in Heat game programs, and web ads on Heat.com and Facebook. In addition Kumho Tire also has a dedicated Kumho fan zone concession area in the American Airlines Arena, concourse area television signage and commercials, as well as Heat player and dancer appearances throughout the season!

Rick Brennan, V.P. of Marketing for Kumho Tire USA had this to say about the exciting season ahead: "Kumho Tire USA has seen a tremendous impact from our current sports marketing activities. Our brand awareness has grown significantly over the last two years from our activities and we plan on continuing our efforts in 2012."

Juma Al Majid Group Launches Yokohama A.drive Passenger Car Radial Tire

The Tires and Batteries Division of Juma Al Majid Group has launched the new Yokohama A.drive tire. The launch was announced at a launch event in Burj Al Arab Hotel, Dubai on 22nd December' 2011.

The launch was attended by dignitaries from Juma Al Majid Group -Yokohama Team, Yokohama Rubber Company, Mitsubishi Corporation and all major dealers of Yokohama from all over UAE.

Mr. Hassan El Haj, General Manager of Tires and Batteries Division said: "We are proud to introduce the new tire pattern A.drive to the UAE market as we are always keen to provide the best to our customers in terms of quality, performance and price".

"We aim at positioning A.drive (passenger car radial tire pattern) as an improved product in place of A300 pattern with advance technological features from Yokohama." added El Haj.

The Tires and Batteries Division is one of the oldest wings of Juma Al Majid Est's trading domain. It has been associated with Yokohama, the world renowned Japanese brand of automotive tires, as an exclusive distributor of UAE. The partnership with Yokohama Rubber Co. has surpassed more than half a century with upholding the value and spirits of marketing quality products to the market. The division comprises of strong willed workforce in every faculty of Administration, Sales & Marketing and Logistics with adequate infrastructure of Retail outlets and warehousing all around the country.



Yokohama A.drive



Mr. Hassan El Haj, General Manager of Tires and Batteries Division

It's noteworthy that the Juma Al Majid Tires and Batteries Division was awarded with the prestigious "2010 Quarter Million Club Award" in recognition of achieving above 250,000 Units Sales for the Year 2010 in the Category of Passenger Car Radials.

The event showcased a detailed product presentation and Yokohama's company profile by Mr. Ando, General Manager, Yokohama Middle East & Africa Representative Office.

A mesmerizing illusion show caught everybody's eye, as all gathered witnessed the magical launch of A.drive by the illusionist.

PIRELLI SUSTAINABILITY DAY

DURING 'SUSTAINABILITY DAY' SIGNS AGREEMENT WITH MINISTRY OF THE ENVIRONMENT TO REDUCE CLIMATE IMPACT FROM THE PRODUCTION AND USE OF ITS TIRES

Road safety, the consumer's role and attention to the environment as levers for business, were the themes of the international conference held at Pirelli's headquarters

Without action, the World Health Organization estimates 2 million deaths annually by 2020. Economic impact of road accidents in some countries between 1% and 3% of GDP. Awareness of the quality and maintenance of tires is essential for prevention

To improve the safety of its products, for the benefit of people and the environment, each year Pirelli invests 7% of revenues from the Premium segment in R&D, one of the highest levels in the tire sector

Pirelli's plan for the containment of environmental impact entails a commitment to reduce CO2 specific emissions by 15% and water specific withdrawal by over 50% by 2015

Ethical Corporation Study: for almost 90% of interviewees, attention to consumer safety is an essential element of social responsibility and an area of opportunity and innovation. During its "Sustainability Day", Pirelli has signed a voluntary agreement with the Italian Ministry for the Environment and Land and Sea Protection to reduce the climate impact deriving from the activities relative to the production and use of its tires. The agreement was signed by Minister Corrado Clini and Pirelli Chairman Marco Tronchetti Provera during the "Driving Sustainability: a safe road to the future" international conference. The agreement underscores the commitment of the company which through its own technology develops production systems and products which guarantee the reduction of environmental impact, quality and consumer safety. All elements which allow Pirelli to constantly increase its efficiency, also with significant economic benefits, and avail of an additional competitive lever on international markets, above all in those where these features are called for by law and appreciated by the consumer.

"To talk about sustainability today," said Pirelli's Chairman, "means first of all talking about technologies allowing a constant improvement of the quality of our life. The "old" Europe cannot compete with emerging countries from the point of view of production costs and internal demand, but something which can ensure our future, without doubt, is being more advanced in the development of industrial models for a sustainable growth. In this sense, Italy and Europe have developed points of excellence which they export to the rest of the world".

The conference addressed the theme of sustainability understood not as a cost but as an indispensable condition for companies' future, which thanks to avant-garde technologies are able to develop more sustainable and efficient growth models. The debate also encompassed the theme of the consumer's role within an economic system that in recent decades has seen profound changes both in the development models and in the market dynamics. For the economist Jeremy Rifkin, the "prosumer", the new producer-consumer, is the figure who will become ever more prevalent thanks to "distributed capitalism", a complex figure who incarnates different and apparently conflicting interests with which companies must more frequently engage. Reconciling these interests will be a stimulus for companies to identify new models for a sustainable growth.

For Pirelli, growth also means responsibility towards the consumer, both through the protection of the environment and the development of ever safer products. Safety was, in fact, one of the conference's central themes, with contributions from senior institutional, association, academic and corporate officials. As well as Marco Tronchetti Provera and Minister Corrado Clini, the participants included Antonio Tajani, vice president of the European Commission, responsible for Industry and Entrepreneurship, Peter Bakker, president of the World Business Council for Sustainable Development (WBCSD), Nikhil Chandavarkar, Chief of Communication and Outreach, Division of Sustainable Development, United Nations Department of Economic and Social Affairs, Carlo Fidanza, member of the Transport and Tourism Committee of the European Parliament, Francesco Gori, COO of Pirelli, Toby Webb, founder and president of the Ethical Corporation and Jeremy Rifkin, president of the Foundation on Economic Trends. The debate was moderated by Oscar Giannino.

Innovation Award

It has been the showcase for innovations since time immemorial: the international Reifen trade fair. At Messe Essen on June 5 - 8, it will once again be possible to see a large number of innovations for everything to do with tyres, wheels and chassis technology. Messe Essen and Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV - "Federal Association of the Tyre Trade and the Vulcanisers' Skilled Trade") will honour particularly pioneering products and services with the Tyre Innovation Award.

Until March 31, exhibiting companies will, with their innovations, still be able to put themselves forward as candidates in the following categories: "Technology and Products", "Service Concepts and Process Optimisation" as well as "Environmental and Resource Conservation". A manufacturer-independent expert jury will check the submissions according to the criteria of environmental compatibility, sustainability, resource savings, innovation content, economic viability, user benefits, safety, potential for winning over and binding customers as well as optimisation potential for the value added chain.

The awards will be handed over within the framework of the festive opening ceremony on the evening before the fair, June 4. During Reifen, the innovations will be presented to the trade visitors on a separate booth in the Galeria.

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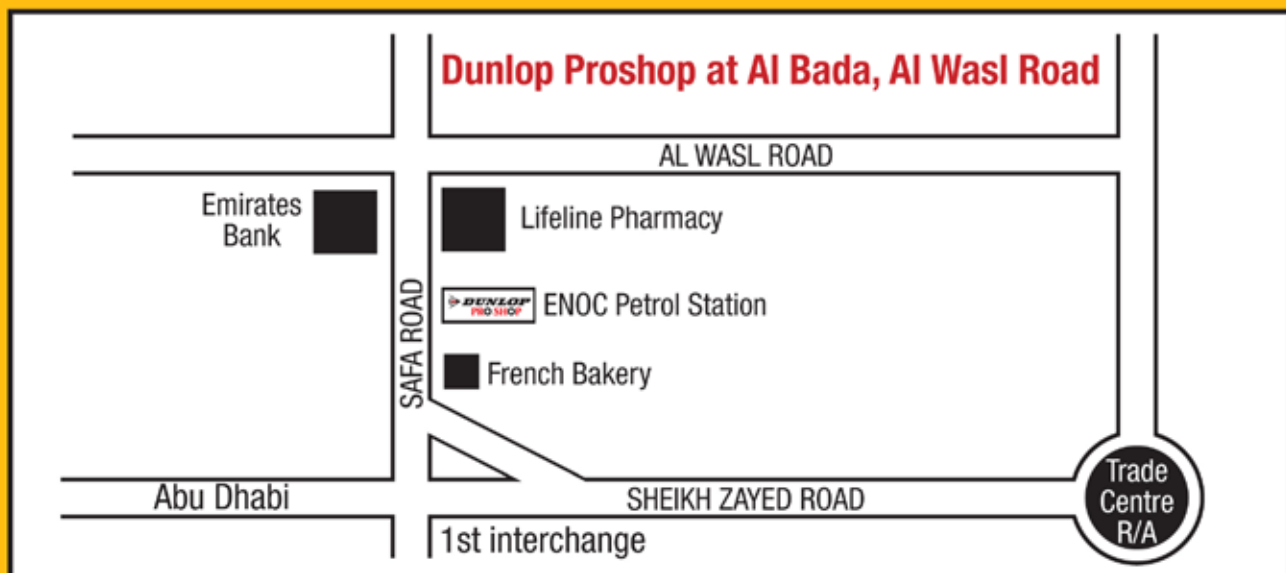


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2012 Dunlop 24 Hours of Dubai

Emirati driver Khalid Al Qubaisi and his Abu Dhabi Black Falcon Mercedes SLS AMG GT3 crossed the finish line at the Dubai Autodrome to win the seventh edition of the Dunlop 24 Hours of Dubai, and doing so scoring one of the most important victories of his career on home soil.

Al Qubaisi teamed up with Sean Edwards, Jeroen Bleekemolen and Thomas Jager to score the first win for Mercedes in the Dubai race. Looking fresh and visibly delighted Al Qubaisi jumped on to the bonnet of his car in parc ferme and punched the air in triumph.

He then, along with his team mates, took part in a Dunlop 24 Hours tradition, namely a trip for the winners to podium on a camel. On the top step of the podium, Al Qubaisi was visibly emotional as the UAE national anthem echoed around Dubai Autodrome.

Afterwards Al Qubaisi spoke to the media, saying: "This was an amazing race and amazing win. My biggest win for sure. A very tough and very, very close race with many behind the scenes incidents. Our problems started early with an engine blow up in practice on the first day. Finding a spare engine was a tough job, but credit to the team they did it. Qualifying went well as we qualified where we wanted to and avoided any penalties."

"It was really nerve wrecking for the whole 24 hours. We had a strategy which was compromised several times with the various Code 60 situations, which played in favour of our rivals. This was annoying and had us nervous. It was really close all the time. Even after we took the lead with five hours to go we were chased hard. Only a few seconds separated the top three for several hours. Like I said, very nerve wrecking."

"We remained confident and disciplined early on in the race and stuck to the game plan, when others were leading and setting a fast pace. It's hard to explain our strategy paid off, then things started falling into place and we found we had a comfortable lead."

"I did the last stint, but I was not nervous at all. The time went fast in the cockpit and I did what I needed to do. We opted to stay safe, I made sure to bring it home. I was very careful, avoided any trouble and in the end it was easy because of the great team work done earlier in the race. I did not feel the pressure or stress, I actually enjoyed it. We broke the record of laps for this event and it is great."

"It shows that we in the UAE are capable of putting a team together of the highest standard, competing with the best and beating the best. We were up against top professional drivers from all around the world. And we showed we can do it. Now we need to get the people behind us, so we can be proud to win for the UAE."

THE BUSIEST FAST-FIT CENTRE IN THE WORLD

Dunlop succeed in 24 hour
record breaking tire-fitting
challenge

During the Dunlop Dubai 24 hour race, all eyes were on the track as supercars battle wheel-to-wheel to gain vital fractions of a second in the battle for victory.

However, behind the scenes, another frantic race took place as Dunlop's technicians worked around the clock to keep the cars racing with a huge tire fitting and servicing operation. The tire company claims this is the biggest tire-fitting operation in the world and is challenging other tire fitters to claim this record.

During the 24 hour race, the Dunlop team fitted over 3500 racing tires. At peak times, during the opening stages of the race when all the cars were competing, the team were fitting, inflating and balancing a Dunlop tire every 15 seconds.

"This is probably the biggest and fastest weekend tire fitting operation in the world. If any tire dealer or fast-fit centre has fitted more than 3500 tires in one day we'd love to hear from them to learn how they did it!" said Jean-Felix Bazelin, General Manager, Dunlop Motorsport.

Dunlop set up a tire fitting production line in a temporary structure in Dubai, which was staffed by expert tyre fitters from seven different countries. Dunlop designed a process flow that included six fitting machines and balancing machines, and even upgraded the motors on the machines to improve fitting speed by 50%.

"When supplying high-profile races, we talk a lot about the technology in our tires. However, none of our success would be possible without the professionalism and efficiency of the Dunlop technicians. Their new record is a victory in the tire-fitting world championship!" added Jean-Felix.



**"Am amazing race
and my biggest win
for sure"** "Khalid Al Qubaisi

"There were six or seven teams that could have easily won the race, all with high calibre drivers. Winning against such a top quality field makes it even better."

"It is fantastic to win this race on my home soil. Dubai Autodrome is a great track, very challenging. It has become one of the top tracks in the region. We really enjoy racing here, and winning even better."

The Abu Dhabi Black Falcon team completed 628 laps, a new event record, around the 5.39 km circuit near Motorcity, and for Mercedes it was a sweet triumph as they also finished second and third with the pair of Heico Motorsport cars finishing second and third respectively.

Bernd Schneider was on duty in the cockpit of both cars. He said after the race, "It was a great race. Not often can you be second and third in the same race. But we did it and I am very pleased for Mercedes and Heico team. Really a perfect race."

In the second place Heico car Schneider was teamed up with Maximilian Buhk, Christian Frankenhout, Max Milsson and Andreas Zuber and in the third placed car he shared the cockpit with Kenneth Heyer, Andreas Simonsen and Rodolfo Gonzalez.

Finishing just off the podium, in fourth, was last year's winning Saudi Falcons by Schubert BMW Z4 GT3 with Prince Abdulaziz Al Faisal and Claudia Hurtgen, Edward Sandstrom and Jorg Muller in the line-up. The car with the number one plate chased hard all race long and at one stage was challenging strongly for a podium. In the end they had to settle for fourth place.

Fifth across the finish line was the Fach Auto Tech 2 Porsche 997 GT3, followed by Stadler Motorsport Porsche 997 GT3 in sixth, Gravity Charouz Racing Mercedes SLS AMG GT3 in seventh and eighth place going to the Reiter Lamborghini Gallardo LP600.



Goodyear provides prototype tires to two concept Chevrolets



This week's North American International Auto Show in Detroit offers numerous examples of experts choosing Goodyear tires because of their superior handling and even good looks.

While many auto manufacturers have again selected Goodyear tires for their new vehicles, a pair of breakthrough cars from Chevrolet are showing off some concept rubber from Goodyear as part of their brand appeal to youthful drivers.

In the Chevrolet stable of preview vehicles displayed at this week's Detroit show, two concept coupes stand out – the Code 130R and the Tru 140S. The two vehicles represent the styling and functionality that next-generation buyers are considering, according to Chevrolet.

Goodyear's Tire Design Studio in Akron developed the special tires for the Code 130R and Tru 140S, working with GM engineers, then providing the one-of-a-kind carved tires for the high-profile auto show fitment.

"Our aim is to support our auto maker customers by providing them tire design and manufacturing know-how that fits with their requirements. While our goal is to capture tire fitment selections on the best high-image vehicles, we know that achievement is possible only through a dedication to providing innovation and quality in our products," said Johann Finkelmeier, Goodyear's vice president, original equipment tires.

"Being chosen to supply the tires for these two fabulous concept cars is a demonstration of Goodyear's ability to provide tires for virtually any type of vehicle."

The Code 130R is a four-seat coupe featuring performance-inspired styling and rear-wheel drive. The concept balances turbocharged performance with fuel economy.

The tread of the complementing tires was designed to have the rubber distribution of a popular Goodyear Eagle ultra-high performance tire, with styling to complement the vehicle. The tread design is asymmetric while being in concert with the center line of the car.

According to Chevrolet, the Tru 140S is a front-wheel-drive, "affordable exotic" four-seat sporty coupe. The tires for the Tru 140S began with the familiar Chevrolet chevron design, evolving into the final design.

The concept tires were manufactured as smooth tread tires in Goodyear's Luxembourg facility, with the eventual distinctive tread designs carved by a programmed laser there. Texture in the tread surface, along with serrations in some of the tread grooves, were added.

"Probably one of the best-kept styling secrets at any major auto show is the artistic work that's presented on the tires of many of the high-profile vehicles," said Paul Maxwell, principal designer in Goodyear's Tire Design Studio. "There is little doubt that the cars are the stars at these auto shows, but the tires ought to get some attention for their strong supporting role."

Among past examples of Goodyear's one-of-a-kind concept tires for auto shows and other activities are the "Snakeskin" tire (for the 1997 Dodge Copperhead concept car), the "big block" tire (for the Ford F-350 "Tonka" truck in 2002), a "Porsche logo" tire (for the 1993 Porsche Boxster concept), a "sweeping" tread design (for the 2006 Chevrolet Camaro concept), and even the "Bat" tire (for the famous Batmobile movie car).

But it isn't all style over substance when it comes to this week's tire fitments at the show.

As vehicle technology and styling continue to improve at an unbelievable pace, any auto enthusiast still knows that one of the most important automotive features is what provides the grip – the tires. That is the part of a vehicle that comes in contact with the pavement, and it is where the energy transfer occurs, according to Maxwell.

Seemingly futuristic run-flat tires and wild-looking concept tires from Goodyear aren't just the result of a tire design engineer's wild imagination. They are requested components for some of the most popular concept vehicles displayed at auto shows, and those vehicles often evolve into reality in the form of production models.

"Concept tire development is important, because it allows us to contribute to automotive design trends that soon may be coming down the road. Communication between the automaker and tiremaker is paramount to keeping image and messages consistent through design," Maxwell said.

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Bridgestone announces development of tire printing technology

New technology of color printing on the sidewalls of tires



Bridgestone Corporation announced that it has developed a revolutionary new printing technology for tires that is different from any tire printing or coloring process on the market.

Until now, white rubber has been used on the sidewalls of tires to manufacture white ribbon and white letter tires. This process requires the use of large amounts of white rubber to prevent discoloration and to also maintain durability. This conventional manufacturing process can also add additional weight to the tire.

Bridgestone's advanced tire printing technology consists of the layer to protect from discoloration as the base, inks newly developed for this technology, and the layer to protect from external damages on the surface. Through this new technology, Bridgestone can realize the more creative showcase of tires while also considering environmental concerns such as fuel efficiency, without any additional weight to the tire.

Bridgestone will continue to explore the many opportunities associated with this new tire printing technology. As an example, original customer designs or photographs could be printed on tire sidewalls and later removed or changed if a customer chooses.

Bridgestone plans to quickly bring this tire printing technology to market.

Nitto Tire Sponsored Documentary

SNOW DREAM - ROOTS OF SAPPORO SNOW FESTIVAL



Nitto Tire, a leading producer of high performance tires has once again partnered with All Nippon Airways (ANA) to bring another fascinating documentary to both international and domestic passengers, called "SNOW DREAM – ROOTS OF SAPPORO SNOW FESTIVAL." The 21-minute documentary, which discusses the origins of the Sapporo Snow Festival, will be available on ANA in-flight entertainment from January through February 2012.

"Snow Dream – Roots of Sapporo Snow Festival" takes a historical and entertaining look at one of the most beloved and popular winter festivals in Japan, the Sapporo Snow Festival. After World War II, the city of Sapporo was left in ruins and suffering. To lift the city's spirit, a group of inexperienced high school students took it upon themselves to rebuild the city by using the local climate and season as inspiration. As a result, they built the first snow statues that would eventually become known as the Sapporo Snow Festival.

For more than 60 years, the Sapporo Snow Festival has been a favorite destination for local Japanese communities, as well as international fans and participants. The event features the world's most beautiful, intricate and complex snow and ice sculptures created by local residents, students and international professional teams.

Nitto Tires worked with "Snow Dream" film makers to document and interview the festival's creators – who are now in their 90's – to ensure that the city's rich history would be preserved for generations to come. Impressed with the film and its interesting history, ANA's Los Angeles general manager, Mr. Hirotaka Hattori volunteered to feature the film in ANA's in-flight entertainment.

"Sapporo is a huge part of Nitto's culture, as our winter tire test track, Saroma Tire Proving Ground has been located in Hokkaido for 19 years," said Tomo Mizutani, president, Nitto Tire USA. "We are proud, active members of the community and wanted to support this film project and make sure that the city and the unique history of its local festival will never be forgotten."

Federal Tires Goes Extra Miles in the 20th Taiwan Excellence Award

In order to enhance the international brand image and reputation of Taiwan in the global business arena of dynamic tire industry, Federal Tire was honored to announce the winner of the 20th Taiwan Excellence Award, which represents Taiwan's ingenuity in product and technological innovation.

Based on four different criteria including R&D, design, quality, and marketing, each product must score evenly well in every category to be advanced to the next stage of judgment. Plus, with international panels of judges who are invited to participate in this honorable selection in which the finalists surface after several evaluations.

"We hope to share with our clients from around the world by achieving such recognition as an innovative, reliable, and worthy name among the tire manufacturers through the backup and involvement of Taiwan Excellence campaign." Taz Yeh, Motorsports Project Manager of Federal Corp. further commented.

FZ-201 R compound semi-sleek racing tire and Couragia F/X asymmetrical tire in support of LSUV under Federal banner have clinched more worldwide accolades in extreme and highly-competitive motorsports competitions than other players particularly in Asian and Oceanic countries, both of which have become renowned lineups in their field. The FZ-201 with a trendy and stylish design has claimed enormous trophies as well as appointed as control tire such as the popular and historical Targa New Zealand Rally Race in 2011 season, and the official title sponsor of Malaysian Super Series & Sepang S1K.

Innovation is the key component of the success of Taiwan brands. For more than 50 years, Federal Tire has been committed to developing a host of best of the best products with outstanding performance, while offering the professional service and care to different market segment that caters to various business needs. We are determined to supply tires both excellent and rewarding which today's driving enthusiasts are looking for.



By implementing new strategies and joining more effective events and activities that is able to generate tremendous added value and benefits from the high-end quality and technology of a tire for our global customers in return, Federal Tire has gone extra miles not only to increase and improve the awareness of Taiwan brand once again, but also bring a fulfillment as well as satisfaction to those thrill seekers on and off track in domestic and overseas markets.

Infinity Tires Foundation

One of the first donors to the Indian High School Fund

The Infinity Foundation recently donated funds to the Indian High School of Dubai (IHS) to help develop its infrastructure and broaden its scholarship programs. By making such donations Infinity tires intends to reinforce their interest in the future leaders of tomorrow and show their strong commitment to making a better and fairer society.

Dubai's IHS was founded in 1961, it has long been considered as one of the leading educational institution in the Gulf and it is ranked among the first learning centers in the Middle East. Today it is run by a board of 28 trustees. Furthermore, it is affiliated to the Central Board of Secondary Education in New Delhi as well as Dubai's Ministry of Education.

It is no surprise then that the Indian High School's student body is famous for being made up of high achievers who

appreciate and value their education.

The school operates from two separate campuses and teaches grades 1 to 12. The school boasts superb facilities such as computer laboratories, health services and a 1800 capacity state-of-the-art Sheikh Rashid Auditorium.

Infinity hopes that its donation will materialize in low student fees and generous scholarships from a school which is intent on offering the best possible services to the communities it serves and which is characterized by its desire

to create "proactive global citizens" as it states on its website.

The Infinity Tires Foundation hopes that actions such as this one will help the education of children in a school which emphasizes the creation of a positive environment for effective learning as one of its objectives, and which strives for scholastic excellence.

Infinity Tires aims for the school's students to benefit from the knowledge and skills needed to succeed in today's global and multicultural environment, and to acquire the technological skill set necessary to succeed in today's marketplace.

ROBBY'S REVENGE TAKES TOYO TIRES TO A DOMINANT STAGE 12 WIN OF THE DAKAR

Robby Gordon has proven once again why he is a true motorsports champion, not just by winning, but dominating Stage 12 of the Dakar™. After a long delay set him back during Stage 11 due to mechanical problems, the American driver attacked Stage 12 with a vengeance. He piloted his #303 SPEED Energy / Toyo Tires HUMMER from a 22nd starting position to first overall – beating the second place finisher by 15 minutes, 18 seconds! To further prove a point, he accomplished that feat by crossing the perilously soft coastal dunes toward Nazca, Peru – streaking past stuck competitors with his two-wheel drive HUMMER equipped with Toyo® Open Country M/T®-R tires.

The 245km Stage 12 travelled north along the Peruvian coast from Arequipa to Nazca. This marks Gordon's second stage win in the 2012 Dakar, having also won Stage 9. Gordon now has six podium finishes in the 2012 version of this Pan American marathon rally. It also shows his determination to finish on the podium in Lima, Peru.

Gordon's teammate Nasser Al-Attiyah was forced to retire during Stage 9 due to mechanical problems. Prior to his retirement, Al-Attiyah and his Toyo Tires equipped #300 Qatar HUMMER won Stages 2 and 7, and finished third in Stage 3. So far in the 2012 Dakar, Toyo Tires has logged four stage wins and captured a total of nine podium finishes.



"Robby Gordon has proven today why Toyo Tires considers him a champion," said Amy Coleman, senior director of marketing, Toyo Tire U.S.A. Corp. "He has the ability to put adversity in his mirrors, while also demonstrating the winning capabilities of our Open Country M/T-R tires."

Gordon currently sits in fourth overall in the Dakar with two days of racing left before finishing in Lima. Saturday's 275km Stage 13 continues along the edge of the Pacific, running from Nazca to Pisco. Sunday's Stage 14 will lead competitors from Pisco to Lima, the capital of Peru where thousands of fans will greet the competitors.



Hankook Tire rolls its 25 millionth tire off the production line in Hungary

Following the successful completion of the 2nd production unit of its European plant in Hungary and well ahead of target date, Hankook Tire announced that the 25 millionth tire rolled off the production line in November 2011. The company's outstanding dynamic growth has been fuelled by the increasing demand for Hankook tires across Europe and the expanding OE supplies to leading car manufacturers.

Hankook Tire invested 550 million Euros to build its state-of-the-art European production site in Hungary, which recently reached its full capacity and now produces up to 12 million tyres per year in addition to providing employment to 2,000 people.

Since the initial opening of the plant in 2007, the capacity has been growing steadily and dynamically: While 6 million tires were produced in 2010; this year's total production is expected to exceed 9 million tyres, going up to 12 million tyres as of 2012.

In the company's ultramodern European plant tyres for passenger cars, SUVs and light trucks in over 500 different specifications are currently being produced. Due to the increasing recognition of Hankook's high product quality across Europe, the manufacturing of UHP tyres is having an ever more significant share in total production. In addition, and giving proof of the excellent production standard, Hankook Tire's OE supply has been showing continuous growth. The manufacturer is delivering directly to the European factories of Volkswagen, Hyundai and KIA. Hankook's OE tyre production rate is currently accounting for a two digit percentage of the total production and is expected to grow further in 2012.

Hankook Tire, as a responsible company is committed to make investments that contribute to the future development of communities and the company. Since establishing the European production site, Hankook Tire has seen educational and social investments as one of its key priorities. A post-graduation Rubber Technology Engineer program in co-operation with the Dunaújváros College was established in February 2009. The same year a tyre manufacturer vocational education and training programme for registered unemployed people was launched in partnership with the local secondary school and regional labour offices.



In order to support its employees further, Hankook decided to create a state-of-the-art facility providing accommodation as well as opportunities for sport and recreation in 2010. The Hankook House built with 6 million Euros worth of investment by now provides 3-star accommodation for 500 employees.

Jin-Wook Choi, European head of Hankook Tire said: "Our state-of-the-art European factory is the heart of our European operation and has key role in our business strategy as Europe is one of the most important markets for Hankook Tire."

"Reaching the 25-millionth-tyre mark in our Hungarian factory is another important milestone in our history in Europe. We are proud of our outstanding achievements and glad that our efforts and the contributions of our highly committed employees have been paying off as the increasing recognition of our high quality products in the possibly most demanding tire market Europe gives proof of," added Sang Il Lee, Managing Director of Hankook Tire Hungary Ltd.

Michelin challenge design announces 2013 theme

HALF! Lightweight with a Passion

Registration is open for the 2013 Michelin Challenge Design competition (www.michelinchallenge.com). Over the years, participants have been challenged to explore safety, alternative powertrains and urban mobility. For next year's challenge, entries will address weight reduction through design, which is becoming a new battleground in the struggle for increasing fuel efficiency.

"As an industry, we've come to an interesting crossroad. Consumers and governments are pushing for dramatic gains in fuel efficiency as the automotive industry is designing and developing lightweight next-generation vehicles," said John Moloney, vice president of original equipment marketing for North and South America. "We look forward to seeing how participants in the 2013 Michelin Challenge Design will respond to these concerns."

Designers create the inspirational forms that drive desire for vehicle ownership or usage, but they also contribute to lightweight vehicle development through choices of materials and using the most-effective manufacturing techniques. More than ever before, successful design requires closer cooperation with engineering, manufacturing and planning.

Through the 2013 challenge, Michelin is looking to bring forward passionate designs that employ innovative vehicle architecture for weight reduction, without compromising safety or comfort.

For the 2013 Michelin Challenge Design, participants are asked to explore lightweight vehicle development by designing a family vehicle. The vehicle must meet consumer demands for safety and comfort, be usable on the current road infrastructure and be feasibly produced using materials, powertrain solutions or manufacturing solutions that are in use today or in development for use in the foreseeable future.

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases.

Winners announced for the What Car Awards 2012

Kia Rio wins the 'Ultra Low Carbon' Award category sponsored by Hankook



Hankook, Associate Sponsor of the What Car? Car of the Year Awards proudly witnessed the new Kia Rio scoop the 'Ultra Low Carbon' award in London. Hankook supply original equipment for Kia, among others the Hankook Kinergy Eco in 185/65 R15 88H for the Kia Rio. Kia were commended for the Rio's 'dramatic progress' in the production of cars with the lowest average CO2 emissions during the last 12 months. Hankook's association with the 'Ultra Low Carbon' award goes hand-in-hand with Hankook's focus on product development to help reduce the CO2 footprint and increase fuel efficiency. With the introduction of the new tyre labelling system coming up there is no better time for Hankook to continue to invest in research and development to ensure we work together to protect the environment.

Hankook are one of the fastest growing tire companies in the world. The brand supplies tires to leading car manufacturers around the world, many of whom were present at the What Car? Awards including Audi, BMW, Volkswagen, Vauxhall, Toyota and Ford. Volkswagen took the overall 'Car of the Year' award for 2012 with their new low emission Volkswagen Up which also walked away with the award for best 'City Car'.

"Hankook is delighted to be the Associate sponsor of the What Car? Awards as such an established and prestigious industry event that is well recognised by both customers and consumers. Our partnership with What Car? has allowed us to align with one of the most authoritative and trusted brands in motoring, firmly positioning the Hankook brand within the industry and raising awareness to an audience of key influencers and decision makers," said Tony Lee, Managing Director of Hankook Tire UK Ltd.



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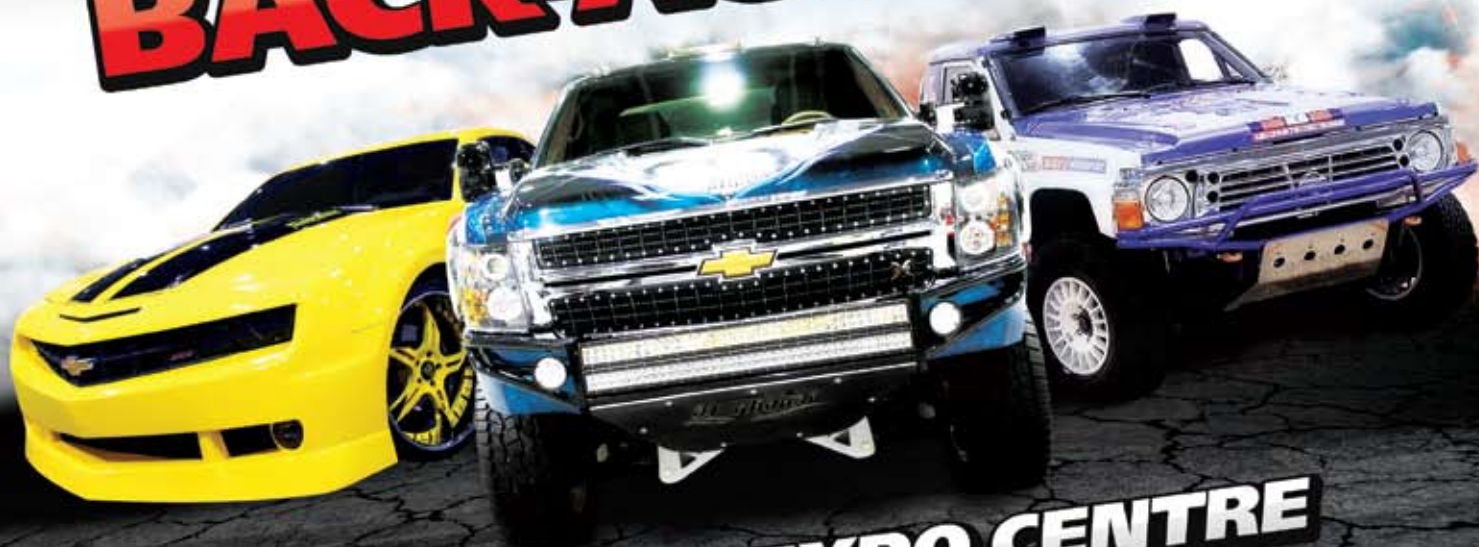


EVENT	DATE	INFORMATION	LOCATION
Motorocasion	01-03-March 2012	Motorocasion, dedicated to the industry of used cars and parts will unite the major players of the industry to establish network with their peers and form favorable tie ups with the buyers. Customers in huge numbers will attend the show for availing great deals on a variety of cars.	Expocoruna, A Coruna, Galicia, Spain
Toronto International RV Show	01-04-March 2012	Toronto International RV Show is the most ideal venue for coming across a wide range of RV parts and accessories. This will be a highly significant event where obsolete parts and accessories will also be available and the attendees will be made aware of the lately developed RV parts and accessories.	International Centre, Toronto, Ontario, Canada
World of Wheels-Chicago	01-04-March 2012	Nearly 500 exhibiting companies will display 500,000 sq.ft. of the newest products for Class 1-8 vocational trucks and equipment. Intensive programs on hybrid vehicles, alternative fuels, truck up fitting, specification writing, and fleet productivity will be offered throughout The Work Truck Show as well as a hybrid and alternative fuel vehicles	Indiana Convention Center, Indianapolis, Indiana, United States Of America
The Work Truck Show	05-08-March 2012	Expomoto is an exhibition gung-ho to the bikes and accessories going to be held in Leiria, Portugal organized by organized by ExpoSalao S.A ,for all the live creatures passionate toward the biking and concern business.	Exposalao Exhibition Center, Leiria, Portugal
Automotive Testing Expo India	06-08-March 2012	Automotive Testing Expo India is India's most relevant and significant trade fair for automotive test, evaluation and quality engineering, and event for any engineer involved in this sector of the automotive industry. The Automotive Testing Expo India will be held at Chennai Trade & Convention Centre, India.	Chennai Trade & Convention Centre, Chennai, Tamil Nadu, India



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EVENT	DATE	INFORMATION	LOCATION
Commercial Vehicles Middle East	06-12-March 2012	Commercial Vehicles Middle East is the region's only specialized event for all types of commercial vehicles, parts and services attracting transport, fleet and logistics managers from regional commercial enterprises and procurement officials from the region's transportation departments. The event will feature an exhibition area, a number of specialized seminars, technical workshops and the region's first ever commercial vehicles display area.	Dubai International Convention & Exhibition Centre, Dubai, United Arab Emirates
Geneva International Motor Show	08-18-March 2012	Geneva International Motor Show is one of the biggest events which will catch attention of car lovers. It will provide an opportunity to showcase the skills in wide variety of techniques and specialism in the same field.	GENEVA PALEXPO, Geneva, Switzerland
Car Rental Show	12-13-March 2012	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
AVTOPROM Russia	13-15-March 2012	AVTOPROM Russia, a mega show of automobile first time of its own in Russia. 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.	Lenexpo Fairgrounds, St. Petersburg, Russia
Autoparts Azerbaijan	13-15-March 2012	Autoparts Azerbaijan is well acclaimed international exhibition for presenting the complete range of the automobile industrial world. It proves to be an optimum platform for demonstrating various products/services in front of visitors from different parts of the world.	Baku Expo Center, the AV-enue: Baku Expo Center, Baku, Azerbaijan

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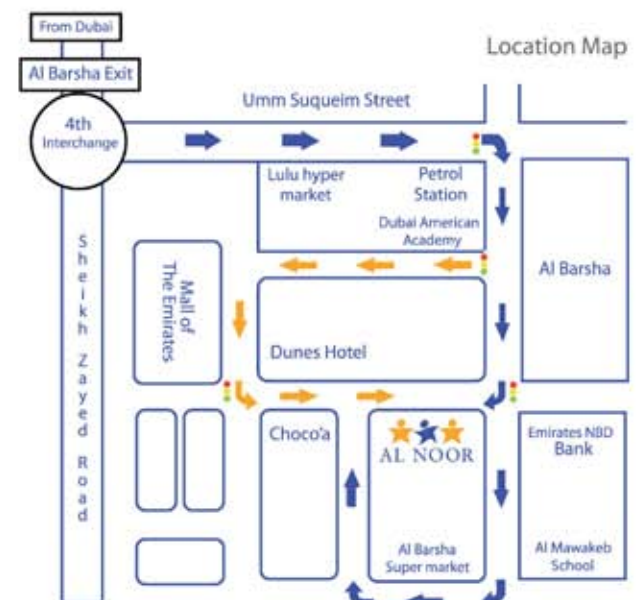
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Continental ensures better road safety with new control elements

To help the driver's eyes return to the road more quickly, Continental has integrated haptic signals into touch-sensitive surfaces. At the 2012 Consumer Electronics Show, the company will show how consumer electronics and infotainment are becoming more and more intertwined in vehicles.

Modern vehicles are supporting motorists with a growing number of new functions. In this context, Continental, the international automotive supplier, is researching more intuitive, safer and simple control options for motorists. The latest development is the integration of haptic feedback into touch-sensitive surfaces. By this means, the driver is able to sense directly whether he has actually activated a "touch element" after touching it. With its innovations, Continental is supporting automotive manufacturers all over the world with the development of modern human-machine interfaces (HMI). The first series orders underline the promising future of this technology, and at the Consumer Electronics Show in Las Vegas in January 2012, Continental show cased several applications for touch elements that provide direct feedback to users.

Gaining ground: Touch-sensitive surfaces in cars

Touchscreen smartphones are enjoying increasing popularity as more and more people rely on their simple and intuitive operability. Motorists are also calling for more touch-sensitive surfaces in cars. Products such as secondary displays, large-scale displays in the central console and touchpads are ideal for facilitating driver interaction via adapted and context-related presentation of information. As early as 2014, Continental expects one in six new cars registered in Western Europe, the USA and Japan to be fitted with touchscreens.

More attention to traffic thanks to haptic feedback

"However, it is not possible to simply transfer the concept of touch-sensitive surface operations from the field of consumer electronics into a car exactly as it is," explains Guido Meier-Arendt, an HMI expert at Continental. "Up to now, feedback was received directly through classic control

elements such as rotary switches or switches and buttons, the eyes, ears and above all the operating hand whereas touch-sensitive displays in cars were disregarded as an important feedback means." To make the operation of touch elements even safer and more effective for motorists – whose primary task is, after all, to keep their eyes on the road – Continental is focusing on tactile (i.e. haptic) feedback from touch-sensitive surfaces. For example, slight counter-pressure from the display on the driver's finger indicates that an operating step has been performed successfully, making it unnecessary for the driver to look at the screen again.

For the haptic feedback, Continental calculates the exact position of the finger in the touch process. Touch sensors on a purely electrical (capacitive), electromechanical (resistive) or optical (via an infra-red sensor) basis perform this task. They reliably locate the position of the finger to less than a millimeter deviation. Depending on the position identified, a decision is made on how haptic feedback is to be provided. Whether a touch element is actually activated also depends on the operating force, which is calculated via further sensors or through signal processing steps on the basis of existing data. The actuators needed to carry out mechanical movements can generate various types of haptics information within a frequency range of up to 200 hertz and more.



Feedback can be provided in forms ranging from slight counter-pressure to vibration, depending on the respective control concept. This allows different feedback strategies to be implemented which are tailored to the manufacturers' requirements. Series of tests have shown that haptics is accepted much better by motorists than visual or acoustic signals. Continental has also made use of this principle in its Accelerator Force Feedback Pedal (AFFP). Thanks to haptic feedback, the world's first active gas pedal in serial production offers a new possibility to provide imminent danger warnings to motorists directly through the feet, for example.

Ready for serial production – for more safety and pleasure to use

Continental has completed the basic pre-development phase and is now in a position to work on specific implementation for new vehicle models together with automotive manufacturers. "Let's say that the combination of touch-sensitive surfaces and haptic feedback is a tangible innovation, that will provide even better support for motorists," declares Eelco Spoelder, Head of the Instrumentation & Driver HMI division. "Our customers can use this technology to improve safety for passengers, but also to create a kind of magic sensation for the operator due to the haptic feedback."



Perfect cornering

BMW M and K2 join to develop a ski in a class of its own.



Perfect handling and absolute control on every bend – that's BMW M on the road and K2 on the piste. It's a winning combination. That is why BMW M has now joined forces with K2 to create a new, 500-pair limited edition of the outstanding K2 SideShow model: the K2 LTD. BMW M Design Edition.

The design of this special edition was inspired by BMW M automobiles, and is similarly suited for maximum performance, uncompromising driving pleasure, and powerful looks that uniquely combine speed and strength.

This ski combines the benefits of a traditional camber with those of a rocker (shovel section bent up). Revolutionary K2 BASELINE® technology from the new K2 Collection gives you power, edge grip and control on account of its camber, while the rocker gives you versatility and turnability. The BASELINE® construction makes the K2 Ski ideal for any terrain, all snow conditions and every subsurface – in other words, the perfect match for BMW M.

Produced in a limited, numbered edition of 500 pairs, these skis can't be purchased, but are one of the prizes in this year's BMW xDrive Cup. As in the successful previous years, winter sports enthusiasts can collect "Badges" at 13 winter sports venues in Germany, Austria, Italy and Switzerland.



The BMW xDrive course offers winter fans an opportunity to try out the intelligent xDrive four-wheel drive system first-hand. Ski and snowboard enthusiasts can compete against one another on a specially marked-out giant slalom, and to post their own personal SkiMovies online in 10 of 13 destinations. If you buy a ski pass in one of the BMW xDrive Partner ski areas you get a Badge in return. You also get a Performance Badge for every 5,000 metres of altitude you cover, and Badges can be earned by skiing down selected routes at the BMW xDrive Cup destinations. If the weather's bad you needn't be idle: at the website www.bmw-xdrive-guide.com you can have a go at finding a hidden link for the Webtour Badge.

Competitors with at least five Badges are entered into a monthly raffle for the K2 LTD. BMW M Design Edition skis. Anyone who collects at least 15 Badges is also entered into a draw for a brand-new BMW X1. And the person who has collected the most Badges by the end of the season can look forward to a one-week BMW Ice Fascination driver training course in Sweden.



Bosch hybrid technology supports eco-innovations

Acknowledgements for the engineering achievements of the French automaker PSA Peugeot Citroën in the field of diesel hybrid technology was given recently in the form of the prestigious "Green Steering Wheel" award. The world's first vehicle to feature a diesel engine combined with an electric motor is the Peugeot 3008 Hybrid 4 and the Citroën DS5. Bosch supplies components for these vehicles' electrical powertrains. Combining a diesel engine with an electric motor reduces fuel consumption by as much as 35 percent. In addition, having the front axle driven by the combustion engine and the rear axle by the electric motor results in four-wheel drive.

PSA Peugeot Citroën worked closely with Bosch to develop the electrical components – motor, power electronics, and high-voltage generator – as well as the special design of the ESP® electronic stability program that is needed for hybrid vehicles. However, this collaboration did not end with development work. Bosch now supplies the hybrid system for the two PSA hybrid vehicles. "Our congratulations to PSA on this important European award. We are pleased to be able to launch this



Franz Fehrenbach, Chairman of the Board of Management Robert Bosch GmbH

innovative technology with a partner like PSA", said Franz Fehrenbach, the chairman of the board of management of Robert Bosch GmbH. A strategic partnership agreement for diesel hybrid technology has been in place between PSA Peugeot Citroën and Robert Bosch GmbH since 2008. Under this agreement, Bosch develops, makes ready for series production, and supplies electric motors and drive electronics for these vehicles.

Each year, on behalf of the sister publications "Auto Bild" and "Bild am Sonntag," a panel of judges awards the Golden Steering Wheel award in various categories. The "Green Steering Wheel" award is conferred in the "environment" category for the best automotive eco-innovation of the year.

When production of the 3008 HYbrid4 gets underway, Peugeot will become the first automaker in the world to launch series production of a hybrid diesel passenger car.

The 3008 HYbrid4 Crossover can cover 100 kilometers on only 3.8 liters of diesel, equivalent to a CO₂ output of just 99 grams per kilometer. But this economy is not achieved at the expense of performance. As a result, the spacious diesel hybrid goes from zero to 100 kilometers per hour in 8.5 seconds.

3008 HYbrid4 can complete short urban journeys with zero noise and exhaust emissions – covering about four kilometers solely in electric mode. Rough terrain and snowy inclines present no problem for the vehicle either, thanks to its elegant all-wheel drive capability. Its efficient HDi engine coupled with the additional range provided by the electric mode help it to make short, economical work of long journeys. When the Peugeot 3008 HYbrid4 reaches a typical speed of over 120 kilometers per hour, the diesel engine takes over fully and the electric drive on the rear axle is disconnected from the powertrain.

The engineers at PSA carried out comprehensive calculations, simulations, and tests – with support from Bosch when it came to the electronic systems – to establish exactly when and how the two drives should work together and what kind of power they would have to provide to meet the driver's requirements as efficiently as possible.

To ensure that ESP® can also provide optimum support in the hybrid vehicles of PSA, both companies worked together to customize the functions specifically for the hybrid drive:

The core element of the electric drive is the Hybrid Power Control Unit (HPCU). In addition to comprising the control software for both electric motors and the hybrid management, the power electronics also function as a pulse inverter that transfers the alternating current generated by the SMG 138/80 to the battery as direct current. Moreover, it acts as a direct-current converter between the vehicle's low-voltage electronic system and the electric motor's high-voltage network.

As the first diesel hybrid and global debut of the axle-split concept, the Peugeot 3008 HYbrid4 is leading the way towards climate- and environment-friendly mobility. Its innovative drive concept shows that driving enjoyment, responsibility, and economy can all go hand in hand – as can electric urban driving, thrilling offroading, and convenient holiday travel with just a few refuelling stops.

Bosch is continuously working on supporting the environment with providing environmentally friendly spare parts over the long term. The innovative products offered by the company are in line with Arab countries' interests in reducing emissions of carbon dioxide.

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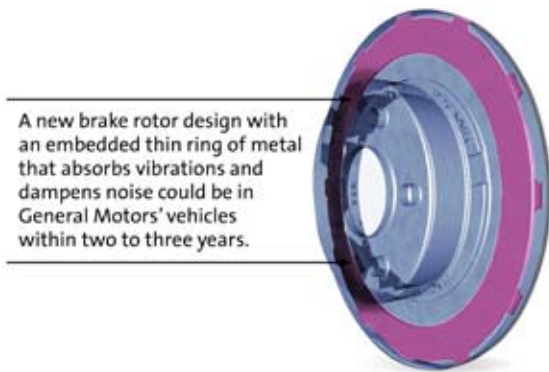
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GM engineers quiet brake squeal

Added insert practically eliminates unwanted brake noise



A new brake rotor design with an embedded thin ring of metal that absorbs vibrations and dampens noise could be in General Motors' vehicles within two to three years.

For car owners and automotive technicians alike, brake squeal is a source of frustration. It's best described as that screeching sound created by what may otherwise be a normally functioning brake. General Motors engineers are developing new technology that could practically eliminate the age-old problem.

The GM-patented design uses a thin ring of metal embedded in the brake rotor to absorb vibrations and mute the squeal. The design is called a Coulomb friction-damped disc brake after the friction-based damping mechanism associated with 18th century physicist Charles-Augustin de Coulomb.

The quieter brake technology comes atop a previously announced corrosion resistant brake technology that will be featured on more than 80 percent of GM's U.S. vehicles by model year 2016 and could save customers more than \$400 over 10 years.

The quieter brake is still being tested by GM engineers but is expected to be available on some cars and trucks within two to three years. The beauty of the Coulomb damped brake is that it allows the brake to simply do its job, said Jim Webster, GM engineering technical expert for rotors.

"When we design brakes, our goal is to make them an extension of the driver," Webster said. "When the brake pedal is applied, the customer shouldn't have to worry about unwanted noises. The car should just stop or slow down within the distance that's expected. The Coulomb damped brake allows the brake to perform quietly as a seamless part of the automobile."

Automotive engineers have been dealing with brake squeal for 100 years. By nature, brakes are a major source of friction, which makes them a potentially significant source of noise. The unwanted noise in a brake is usually created when the brake pads are pressed against the flat face of the rotor to slow or stop the vehicle. The friction of the two surfaces leads to vibrations and noise.

With older brakes, the noise can be an indicator that the pads are getting thin and need to be replaced. But in many cases, especially with new brakes, the squeal is unpleasant but not an indicator of anything mechanically wrong with the system making them unsafe. In current brake systems, noises are minimized primarily through sound-absorbing materials in the brake pads, which can significantly reduce brake squeal but can wear down quickly.

The Coulomb damped brake attacks the problem from the largest noise-generating part of the brake system – the rotor. The rotor, though, is difficult to muffle because it has large unconstrained areas that are free to vibrate. In order to create the new brake, GM engineers developed a proprietary manufacturing process that sandwiches a metal ring inside the rotor.

A special coating for the insert prevents it from melding to the rest of the rotor during casting. This allows the insert to remain free to absorb vibrations and serve as a dampener. It's like putting an object against a ringing bell.

An Augmented reality application by Mercedes benz



Mercedes-Benz has launched two new augmented reality apps for iOS and Android users to let people virtually explore potential future purchases. The apps display 3D models of the Fitnessbike and the C-Class Mercedes Sport, with others to be released later this year.

Augmented Reality gives us the opportunity of presenting things in a new interactive way. It is now possible to experience the Mercedes-Benz Fitnessbike and the C-Class MercedesSport in a new dimension on your mobile device.

The functionality is simple: The real world is filmed by the camera integrated in the mobile device. With the aid of the camera, the app searches for a picture of a card which is especially designed for the app. When the camera recognizes the picture, you can see on the display that the app transfers 3D information on the card.

The Mercedes-Benz Accessories' applications show either the Fitnessbike or the C-Class MercedesSport as a 3D model on the card in the user's hands. By turning the card or moving the camera the model can be regarded from almost every angle, accessories and options can be added to the vehicle for a better visual look.

"The Coulomb damped brake essentially creates a bell that doesn't want to ring," said Jim Schroth, a group manager in GM's manufacturing systems research lab. "By absorbing the vibrations in the rotor with the special insert, we're silencing the bell."

In the short-run, the Coulomb damped brake could dramatically reduce the number of customer complaints with unwanted noise on otherwise normally operating brakes. The Coulomb damped brake would still alert drivers, possibly through electronic sensors, when the brake pads are worn and need to be replaced.

In the long-run, the Coulomb damped brake opens new opportunities for brake design. Future brake systems could use materials with even higher coefficients of friction, meaning stronger grips, because the Coulomb damped brake can eliminate the higher potential for squeal.

"The Coulomb damped brake creates new possibilities because we don't have to worry as much about unwanted noise," Webster said. "It could allow us to create smaller, lighter brake systems that provide even more stopping force than the larger brake systems in some automobiles today."

Hyundai lets you play racing game on Times Square big screen using your iPhone



Hyundai Motor Company launched an interactive racing game called "HYUNDAI RACE" on its prominent Times Square video billboard. Times Square visitors can play the high-quality racing game featuring the all-new Hyundai Veloster on the big screen and simulate the real driving experience.

"HYUNDAI RACE" is controlled by tilting a smart phone, just like turning the steering wheel when driving a car. Players can easily download the controller for "HYUNDAI RACE" from the App Store. Then, by connecting to the free Hyundai WiFi network in Times Square, players can control their vehicle on the big screen just as if they were playing a racing game on their smart phone. When players finish the race, their score will appear on the billboard and show their ranking among other players.

"HYUNDAI RACE" will be on the billboard until the end of this year, and Hyundai will continuously deliver other innovative interactive experiences in Times Square next year.

"HYUNDAI RACE" is a strategy that aligns with Hyundai's new brand direction –

"New Thinking. New Possibilities." – which debuted at 2011 North American International Auto Show in Detroit. The new brand direction aims to provide customers with experiences beyond expectations through innovative thinking.

The all-new 2012 Veloster, which made its debut at the 2011 North American International Auto Show, is another example of Hyundai's new brand direction. The vehicle features an innovative three-door compact coupe design with the functionality of a hatch and a passenger-side forward-hinged rear door. The Veloster racing game is the first in the world to launch with high-quality graphic resolution on the Times Square billboard that offers a realistic driving experience.

"Having a large video display in Times Square certainly creates awareness among consumers through creative graphic elements. But Hyundai's racing game takes engagement to a new level," said Steve Shannon, vice president of Marketing, Hyundai Motor America. "The game invites the audience to interact with Hyundai in the middle of one of the world's busiest venues for commerce and tourism. It's a great example of our innovative marketing at work."

Hyundai has been marketing in New York Times Square along with global leading brands since November 2009. Times Square billboards draw 1.5 million impressions a day in one of the world's most iconic locations for exposing brands.

BlueICE tablets installed in coach buses



The Onboard (PIS) passenger infotainment systems have become a necessity when traveling nowadays, nice executive coach launched an entertainemnet system that lets its clients watch movies, listen to music, play games, browse the internet and read the news. The company has become the first to install the state of the art BLUEICE system in Malaysia.

A tablet is mounted in the back of every seat, with a 7-inch touchscreen that lets passengers access over 30 movies, as well as games, music and internet browsing. The BlueICE tablet runs on Android Froyo 2.2 and all coaches are connected to a mobile broadband service. This allows the technical team to monitor and maintain the system and perform remote content updates. The infotainment system also includes a GPS tracking feature similar to that on airplanes, which provides real-time information like the current location and expected arrival time.

The BlueICE system will be installed on 45 Nice Executive coaches by the end of the first quarter, and the company's chief operating officer hopes this will cause its membership figures to double by the end of the year.

To date, the blue ice system has successfully been installed into hundreds of luxurious coaches in Malaysia & Singapore and they are committed in continuing to service the industry by developing & applying newer on demand technology to meet the ever changing customer's requirement.

Cadillac Enhances 2012 Escalade Security Features

Luxury SUV no longer a pushover for push-away or towing thieves

Just underneath the surface of the 2012 Cadillac Escalade are new security enhancements developed to combat thieves who have pushed and towed the segment-leading luxury SUV to the top of annual most-stolen vehicle lists.

The Escalade is already well-protected against typical drive-away grand theft auto through existing security features and standard OnStar security technology.

"The goal is to make the Escalade a very difficult target for thieves without any added inconvenience for customers," said Bill Biondo, General Motors' global leader for vehicle theft prevention. "The new systems work in the background and few people realize they are there, but they are strong added protections."

The 2012 security enhancements:

- PASS Key 3+, a sophisticated encryption system for the key, key cylinder and ignition system (Deters: Drive-away thefts)
- A more-robust steering column-lock system that makes it nearly impossible to maneuver the Escalade onto a flatbed. (Deters: "push-away" thefts)
- An available inclination sensor that sets off an alarm when the system senses an unwarranted change of the angle of the vehicle, such as would occur with towing, flat-bedding or lifting the vehicle. (Deters: towing, push-away, and wheel thefts)
- An available shock sensor intended to reduce content theft and push-away theft by sounding the alarm when the vehicle is "shocked," such as by breaking window glass. (Deters: Property theft)
- An available new wheel lock system to help prevent the theft of Escalade's wheels and tires.

OnStar provides standard additional security with a remote ignition lock that can prevent the vehicle from starting if a break-in is detected. If a vehicle is stolen, OnStar can also provide vehicle location and remotely slow the vehicle down to assist law enforcement in vehicle recovery.

"Combined, these technologies comprise one of the most-extensive sets of theft-deterrent measures available for this type of vehicle and meet or exceed security specifications among global vehicle security analysts," Biondo said.

an Escalade undetected. Undetected thefts and break-ins will also be more difficult with the added shock sensors and locking devices.

"These types of innovative theft prevention technologies are a significant step in helping to reduce vehicle thefts," said Joe Wehrle, president and CEO of the National Insurance Crime Bureau.

Cadillac and Biondo continually work with U.S. law enforcement agencies to help educate police agencies on the various GM theft prevention systems and to learn the latest tactics used by auto thieves.

"We listen and analyze real-world security information from law enforcement so we can continue to develop effective theft deterrent solutions for our customers," said Biondo.

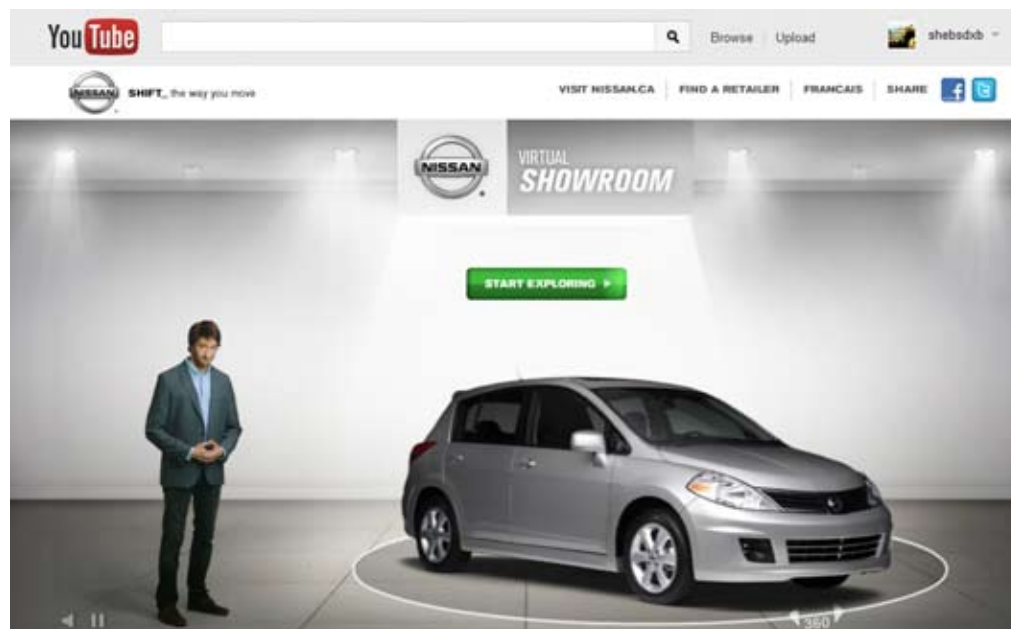
Protecting Yourself Against Grand Theft Auto

Security technologies are an important part of the chess game between law enforcement and car thieves, but drivers are the primary defense against break-ins and thefts. To better keep you and your vehicle secure:

- Do not leave valuables unattended in unlocked cars, or in plain sight
- Park vehicles in well-lit areas or inside locked garages
- Don't leave cars running with the keys in the ignition.
- Do not defeat the ignition/key cylinder immobilizers with aftermarket remote-start systems
- Always lock your vehicle with the key fob, which also sets the alarm system
- Use wheel locks with premium wheels
- Do not leave driver's license, registration or insurance certificate in your car
- Purchase a vehicle with OnStar or the aftermarket OnStar FMV mirror, which will enable your vehicle to be tracked if stolen.



NISSAN VIRTUAL SHOWROOM



Today's marketing is all about interactivity and being innovative in every way possible, that's why Nissan Canada recently launched a virtual showroom that allows potential car buyers to get a detailed look at six of its models, all from the comfort of their own home.

The online tool lives on the Nissan YouTube channel, and was developed with help from the carmaker's creative agency partner TBWA of Toronto.

Users can view the Altima, Sentra, Juke, Versa, Rogue and Titan vehicles at the comfort of their own home/office or literally anywhere. They can see a 360° view of the cars and learn about their innovative technologies and design. A series of short videos highlight specific features like performance, navigation, color, interior and connectivity. This innovative way of featuring their vehicles ensures more hits to their websites. This online tool helps product visibility and information, that would surely lead to an increase in sales.



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Updated SYNC destinations app connects drivers to SYNC on the go, simplifies navigation on the road



Ford Motor Company is launching the next version of SYNC® Destinations, its free mobile app for SYNC Services subscribers, giving Ford vehicle owners the ability to easily send destinations to their vehicle using their smartphone.

With the addition of Ford SYNC AppLink™ support, the app enables drivers to use simple voice commands to get on-the-go traffic reports to any of their favorite destination points. Users can report traffic incidents to share with the entire SYNC Destinations community, get to-the-minute incident reports, and leverage their smartphone's data network to download turn-by-turn directions and destinations directly to their vehicle.

"SYNC Destinations is an indispensable tool that cuts travel times and helps Ford owners save money by using less fuel," said Doug VanDagens, global director of Connected Services, Ford Motor Company. "The app not only makes the SYNC experience better, it makes it easier than ever to navigate with SYNC Services."

Simplified voice-controlled access via AppLink

With the first version of SYNC Destinations, Ford owners had the capability to get on-the-go access to their cloud-based SYNC Services account. Drivers could add, save and manage destinations or Saved Points like they do using www.syncmyride.com. Locations added using SYNC Destinations were easily accessible through SYNC Services in the vehicle.

The new version of SYNC Destinations takes the experience to the next level. Now the SYNC Destinations app combines with SYNC AppLink to leverage the power of the smartphone's data connection to download directions into the vehicle using simple voice commands. Users can also access traffic/incident reports while keeping their hands on the wheel and eyes on the road.

Users simply speak the commands "Mobile Apps," "SYNC Destinations," followed by "Traffic to" and the name of a saved destination to instantly get the fastest route to their destination. The command, "Directions," followed by the name of a saved destination enables users to download voice-guided turn-by-turn directions into the vehicle.

Need to know traffic incidents around your location? Simply say, "Incidents around me" to get a report of all known incidents and events around your current location.

Drivers also can use the SYNC Destinations app's community reporting feature to "Report an accident" to other fellow SYNC Services drivers to forewarn them of potential traffic delays.

Ford vehicle owners who do not have AppLink can still download the new version of SYNC Destinations and enjoy the following new features:

- Access real-time traffic information and incident reports covering every major interstate, highway, arterial and city street in North America
- Gather reliable traffic forecasts that cut travel times and save money by consuming less fuel
- Get comparative traffic reports delivering fast insight into which roads are better or worse than normal for that time of day
- View previously unsaved destinations and convert them into a Saved Point
- Access alternate route options to any Saved Points
- Leverage international language support for Spanish, French, German, Italian, Hungarian and Dutch

SYNC Destinations and SYNC Services navigation are powered by INRIX's traffic intelligence platform and the world's largest community of drivers. INRIX uniquely analyzes real-time data from 50 million vehicles and hundreds of public and private sources to provide SYNC owners with voice-controlled access to the latest traffic reports and best routes based on current and expected conditions. INRIX Traffic Forecasts leverages unique analysis of real-time, historical data with analyses of traffic-impacting local events like holidays, weather, concerts and sporting events to deliver insight into what drivers can expect on the roads hours, days and months in advance.

"We continue to collaborate closely with other companies to make sure SYNC and the app ecosystem built around it remains fresh and exciting for our customers," said Srinu Racha, product manager, SYNC Services, Ford Connected Service Solutions Organization. "SYNC Destinations gives busy, on-the-go SYNC users the convenience of using their smartphone to find, save and send destinations to their vehicle. Then, when in the vehicle, to leverage the smartphone's power and speed and SYNC AppLink to download directions to that destination using simple voice commands."

This new version of SYNC Destinations continues to be a free download for SYNC Services subscribers and will be available for iPhone users on the Apple App Store. Owners with active SYNC Services accounts can download and use this app. This version of SYNC Destinations will also be made available for BlackBerry and Android users in the first quarter of 2012.

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HOT PRODUCTS



THE LG LM9600

Last year LG released only one TV with the LED backlight, but for 2012 it has announced three sizes, from 47 through 60 inches.

All three of the LG LM9600 series offer that rare full-array local dimming LED backlight, but only two—the 47- and 55-inches—utilize the “Nano” structure found on the 2011 55LW9800, which allows for a thinner cabinet design. The non-Nano 60-incher will have a thicker cabinet, although all three will boast the company’s new thin Cinema Screen bezel, measuring “less than 5mm”. These high-end LED TVs will offer all of LG’s other step-up features, including the four-way Magic Motion remote with voice control and LG’s redesigned Smart TV suite.

Kodak Playsport zx5

If you’re going to live with no limits, you need a digital video camera that can deliver the goods in full 1080p HD. The KODAK PLAYSPORT Video Camera / Zx5 is up for the challenge. It’s built to take on the most extreme lifestyles with an insanely tough design—we’re talking shockproof, dustproof, and waterproof to a depth of 10 ft. And built-in image stabilization smooths out even the roughest ride. Whether you’re carving up the mountain or pulling stunts in the skate park, the PLAYSPORT Video Camera / Zx5 is up for anything. And with a touch of the Share button, shocking your social network couldn’t be simpler.



Jake Dyson CSYS LED Task light



The CSYS LED task light is a dimmable LED task light which marries the latest technology with sleek design. It is designed with innovative positioning, refined thermal management and electronics systems producing a bright warm white colour with astonishing efficiency. The thermal management heat pipe technology cools the LED’s to ensure peak performance from the LED’s for 37+ years.

Jake Dyson Studio has spent the last 6 years developing various manufactured motion mechanics and has now put its know-how and R&D into the CSYS LED task light, fulfilling a desire to challenge the status quo of the mechanical movement of existing task lights in the process.

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Xperia™ S is set to deliver a stunning viewing experience with a high resolution screen, full Sony HD, powerful 1.5GHz dual-core processor for faster performance and a 12MP camera that takes pictures in just about 1.5 seconds from standby mode. Sony's new smartphone enables easy connectivity with multiple screens for consumers looking to share and enjoy content on a screen that best suits their situation, whether TV, smartphone, laptop or tablet.

Consumers can now watch their favorite content from the Sony Entertainment Network by connecting their Xperia™ S through HDMI to TV or share photos wirelessly with just one touch. Xperia™ S is also near field communication (NFC) enabled to allow users to share content with each other and enjoy an increasing number of NFC applications and services. Xperia™ S is also PlayStation™ certified, guaranteeing a high quality smartphone gaming experience and access to the PlayStation Store.



The user interface has been restyled to match the minimalistic design of the hardware. The home screen features a new colorful flow background making full usage of HD Reality Display and dual-core processing power.

Street-Smart Fashion with Colour Touch Displays



Swiss fashion brand Swatch presents Swatch Touch 2011, a colourful new collection of trend-setting timekeepers with big-screen LCD dials and a touch-sensitive zone in place of pushbuttons.

On the style front, Swatch Touch 2011 brings streetwise fashion to the wrist, showing inspiration from urban rhythms and electric sounds, boarders up on snow and surf, riders taking life to extremes.

Swatch Touch 2011 models give touch-screen access to six digital functions: time (2 zones, t1 & t2), date, chrono, alarm, timer and beep. Users sweep through the functions with ease using finger-taps and sideways scrolls—no pushbuttons—and can activate the screen's built-in backlight to assure readability under all conditions. Revealing Swiss-made quality throughout, Swatch Touch's 2011 curved plastic glass display and coloured LCD present Arabic numerals in a big, stylish font designed to fit the shape of the watch. Ergonomic in every detail, the smooth integration of the watch head and strap makes Swatch Touch 2011 a real pleasure to wear.



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