

TIRES & AUTOMOTIVE PARTS MAGAZINE

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MINI SWEEPS THE PODIUM AT DAKAR RALLY



Andreas Bertram

Managing Director of Continental Middle East

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PUBLISHER'S NOTE



February is a really special month of the year for us as this is the month in which we celebrate our anniversary. February 2014 marks the beginning of our eighth year of publication. It has been a very eventful journey with plenty of speedbumps along the way, but here we are, heading into our eighth year with a smile on our faces. So, I would like to begin with a word of thanks to our loyal readers and supporters who have stayed with us for all these years.

I recently changed the tires on my car and could not believe the difference it made to the ride. Many of us take for granted the difference that the tires on the car make to the comfort of the journey. Being the publisher of a magazine on the industry, I should have known better, but even I was taken by surprise at the difference changing my tires made.

We trust 2014 has proved to be a very promising year for our readers. We also hope you have managed to stick to your New Year resolutions so far, especially the one to drive safer this year. Hazardous driving has become a fact of life on the roads here. There has been increasing consciousness about need for road safety in the UAE. As per the latest reports, more than five million road offences were recorded in 2013, 600,000 more than in 2012. The recent 57 vehicle pileup on Al Ain-Abu Dhabi road in which at least 14 people were injured drives this point home.

There have been campaigns and roadshows by Dubai Police and many companies such as Goodyear and Bridgestone but these were one-time campaigns. Road safety here is going to get a permanent face with the new website called RoadSafetyUAE.com. Turn to page 29 to find out more about this new site that is dedicated to raising public awareness about road safety.

Even people who are not aware about Goodyear are aware of the Goodyear blimp. It became an iconic feature of sports and news broadcasting not only in the US but also for global events like the Olympics. So, it is only fitting that Mickey Wittman who pioneered the use of the Goodyear Blimp was recently inducted into the Sports Broadcasting Hall of Fame. We have more about Mickey Wittman and the Goodyear blimp in our tires section.

To conclude on a light note, ever heard of a belt buckle that costs more than a mid-size sedan? Bugatti believes there will be plenty of takers for its new handcrafted \$84,000 belt buckle. Don't be surprised if it turns out to be the latest must have accessory in men's fashion this year.

Hamid Moaref

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TIRES

PARTS



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Continental

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مرحبا



Andreas Bertram

Managing Director of Continental Middle East

Can you tell us a little bit about yourself and your work history prior to joining Continental? What is your background?

I hold a Masters degree in Geography and Economics and joined Continental in 1995. After having worked in different areas like Logistics, Controlling, Marketing and Sales Coordination I moved into the Marketing & Sales function in 2005 and took over the responsibility of the Regional Office here in Dubai in 2010.

What have been the high points and the low points of your career with Continental? What do you enjoy most about working with Continental?

The main reason that I have stayed with Continental for nearly two decades is the wide variety of experiences I've enjoyed in my different roles within the company. The job offers excellent development opportunities in a diverse multinational environment. To have the opportunity to work together with a highly motivated team of people of different nationalities and cultural background here in the Middle East is surely one of the high points of my career.

What are the main challenges you see for the tire sector for the next 12 months in the Middle East?

The world is changing very fast, especially here in the Middle East. As well as a changing political situation in certain countries, which has a direct impact on the economy, there have also been a number of changes in the regulations within the automotive sector.

The main challenges we face are the GSO certifications and the sensitivity of the market regarding tire age. Ultimately, the age has no real effect on the tires' characteristics as our logistical partners ensure our tires are stored safely and properly during the journey here and likewise our distributors are trained to handle them with care and store them appropriately in the showroom.

How has Continental positioned itself in the Middle East market? Are you having any special strategy for this market?

Globally we are the no. 4 in the tire industry. Coming from a very strong position in the European Original Equipment and Replacement business our target for the Middle East market is to achieve a podium position among the premium suppliers in the region. As we are relatively new to the region compared to our competitors, our strategy involves raising brand awareness. We offer premium products and the Middle East is a market which values premium, so we are confident that we will be able to increase our market share as customers understand quite how good our tires are.

In what way is the Middle East tire market different from the market in Europe or North America?

The extreme conditions which tires are subjected to in the Middle East region make it stand out from Europe or North America. The combination of heat, overload, rough road conditions, especially in the rural areas, and a lack of awareness when it comes to proper tire maintenance require us to approach the market differently.

What kind of marketing campaigns have you done in the Middle East to boost the Continental brand? Have they yielded good results? Are you planning any new campaigns?

Our main focus for the time being is on brand awareness since we do not have a long history in the region, unlike some of our competitors. One of the strategic platforms we will use is the 2014 FIFA World Cup™ in Brazil, for which Continental is one of the Official Sponsors. This sponsorship activity has already resulted in tangible higher brand recognition on a global level, which was supported already by our engagements as an Official Sponsor of the 2006/2010 FIFA World Cup and the UEFA EURO 2008/2012. Knowing how much the region loves football, this is a strong opportunity for us.

You have recently opened a new service company in Morocco. How has this helped you to strengthen your presence in the region?

The key to grow in the region is to be as close as possible to customers in the market in order to understand their specific needs, and to be able to react to changes as quickly as possible. The new service company in Morocco provides us with that direct market access.

Continental has more than 15 brands of tires including commercial and industrial tires. How important are fleet sales in the UAE and what measures have you taken to improve fleet sales?

We believe that fleet customers have special requirements that are beyond the pure product characteristics. The appropriate approach to meet their needs is to offer a service solution rather than just the product. We are constantly developing this solution-driven concept together with our local partners and in close cooperation with key fleets to offer the full benefits of a premium package, such as axle weight load studies, recommendation for correct air pressure maintenance, tire rotation advice, product training and also a complete solution on how to reduce the overall driving costs in their fleet.

You recently launched a complete range of tires for port fleets. What differentiates the Continental range from other brands in this sector? Have you used any new technological innovations in these tires?

Continental's Specialty Tires division offers best-in-class products. We are continuously developing these products to optimize the cost-per-operating-hour for our clients and to support the target of lowest overall driving costs.

With the new range, we were looking to find a way to make tires that are capable of withstanding the extreme conditions of port environments while showing exceptional performance features regarding safety and cost efficiency. The result is the revolutionary V.ply technology. Extensive field-tests, carried out in ports worldwide during 2012 and 2013 have shown exceptional safety properties, shorter breaking distance, high tilting stability, and faster steering response of V.ply tires. The reduced rolling resistance helps to reduce fuel consumption, heat built up in port operations, and tire wear which results in an overall longer service life eventually.

Considering the UAE is a regional logistical hub, what has the customer response been to this new range?

We are happy having received excellent feedback so far from the clients, so we can say our expectations have been met.

In one press release you mentioned a Tire Strategy 2025. Can you please tell us about this strategy in more detail?

The Vision & Strategy 2025 is describing the growth path of our Division Tires in the long run. Based on the increase of our production capacities we want to create a better global balance of our manufacturing footprint and improve our market position in all regions. The challenge is to break it down to each business unit and market level and to translate it into activities which will secure the realization of this target.

What are the main factors that customers should consider when choosing a tire?

Apart from the right tire specification for the respective car model, the tire should be selected according to the specific needs of each and every car driver. Different requirements can include short braking distance, smooth driving and comfort or sport tires that provide high steering control. Off-roading is also very popular in this region so this also needs to be considered - Continental covers all these aspects within our extensive range of premium tires.

What are the common misconceptions customers have regarding tires?

There is a big misconception existing regarding the country of origin and tire age here in the region. A significant number of car drivers believe that tires produced in certain parts of the world are of a different standard. For a premium manufacturer like Continental there is no compromise on quality. Each tire, irrespective of the country

Can you please suggest a few measures customers can take to ensure that their tires last longer?

The key to fully benefit from the product characteristics of a newly purchased tire is to maintain the proper inflation pressure. Due to the high temperatures in this region the inflation pressure of a tire drops much more quickly than in other parts of the world, which can lead to unexpected movements of the tire on the rim and heat build-up in certain areas. This can reduce the tire life substantially and even lead to spontaneous tire failures. Therefore tire pressure must be regularly monitored.

How important is research and development at Continental? Can you mention a few technological innovations Continental has introduced in their tires?

R&D activities within Continental is one of the corner stones, which has helped us secure our leading position in the industry. Thanks to Continental's close cooperation with leading car manufacturers, we have introduced many innovations such as ContiSeal technology, SSR technology and other extended mobility systems, as well as tire pressure monitoring systems. Currently Continental is working on using rubber from dandelion roots, which will contribute to more environmental friendly processes especially when it comes to logistics.

Continental has also been able to introduce products which are specific to certain industries, such as the range of port tires that Continental Specialty Tires launched this year.

What are the main trends in the tire industry at the moment in the Middle East? Do you feel positive about the general outlook for the market here in the Middle East and globally?

The positive fact is that we are part of a growing market environment here in the Middle East. Continental headquarters in Germany has recognized the growth potential and we are now feeling the substantial increase in support, which is extremely important for us to achieve the defined growth targets for the region. If the political situation in certain key markets stabilizes, then we will certainly continue to record double digit year-on-year growth.

BUGATTI



BUGATTI COMES TO HONG KONG

Bugatti, the renowned French car maker has a long history of more than 100 years in the production of luxury cars. The brand is currently owned by the Volkswagen Group, which bought the company in 1998. The Bugatti Veyron is one of the most popular luxury car models with the 400th Veyron being sold recently.

The luxury car maker has announced its presence in the Far East and Asia Pacific region by opening its first exclusive showroom in Hong Kong in partnership with the Chinese entrepreneur Milesen Guo. With this new showroom, Bugatti's dealer network will now cover more than 30 dealerships in 19 countries. The company plans to follow up the opening of the showroom with the establishment of a service center later on in the year.

Bugatti's two storied showroom is located in the center of Hong Kong's financial and business district and has been built in Bugatti's signature design style. The ground floor houses an exhibition area of 80 square meters for the display of the latest Bugatti models behind a curved glass window while the 90 square meter first floor consists of a customer lounge and configuration area, complete with color and trim samples where customers can discuss their own specific requirements with trained sales personnel to customize their Bugatti.



"Hong Kong is an important location for Bugatti," said Dr. Stefan Brungs, member of the board of Bugatti Automobiles S.A.S. and in charge of Sales, Marketing and Customer Service, at the inauguration of the new showroom. "The new showroom gives us the opportunity to even better look after our customers, and in a more personal way. Our partner Milesen Guo has created a true jewelry box which is the perfect stage for our luxury brand. We very much thank Mr Guo for his commitment and look forward to the collaboration with him and his team."

Milesen Guo, owner and General Manager of Bugatti Hong Kong stated that he was honored to become Bugatti's distributor as he considered a Bugatti to be a moving piece of art.

Bugatti also has plans to open a 1,200 square meter Service Center within this year. This service center will function as the main hub for Bugatti's Customer Care in the Far East and all Bugatti customers in the region will thus get a chance to get their Bugattis serviced and maintained in Hong Kong.

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The world's longest car is a limousine that is 100 ft long, has 26 tires and is hinged in the middle.

FIRE AND ICE EMERGES AS WINNER OF PORSCHE'S AMATEUR FILM COMPETITION



Porsche invited fans to participate in an amateur 90-second short film competition on the Porsche Panamera in which they were asked to showcase the car as not just a guilty pleasure but as a thrilling ride with its own contradictions.

The company received hundreds of entries and from these, ten finalists were asked to create a second film to be eligible for the grand prize.

The winning entry entitled "Fire and Ice" was directed by Ross Cohen and pictured fire being used to carve a Porsche Panamera from an ice sculpture. The film is truly a study in contrasts with a stunning depiction of the way the hot flames of the blowtorch shape the cold ice. It employs trick photography and was actually filmed in reverse. The video is worth watching and has already received thousands of hits on YouTube.

"Fire and Ice" also received a direct entry to participate in the Chicago International Film Festival and was uploaded on Porsche's YouTube channel.

Nissan's Launches Eye-catching Promotional Contest for the Rogue



Nissan is in the process of launching the revamped Rogue in the US for 2014 and has just launched an eye-catching promotional contest called the Briefcase to publicize the Rogue. The opening shot shows a man getting into a hired Rogue at the end of a long day at work. The driver of the hire car ends up accepting a briefcase from a motorcyclist and this culminates in a high speed car chase. Even a helicopter gets involved in the climax of this chase in which a man instructs the terrified passenger to "Open the briefcase".

Viewers of the video then get a chance to click through to a contest on Nissan's facebook page in which three Rogues are up for grabs if they find a key in the briefcase. If they share the video, they get more chances to participate in the contest and the more they share it on social media or through email, the more chances they get. This is one unique feature of the campaign of this clever campaign that was put in conceptualized by TBWA\Chiat\Day LA.

"Who doesn't want a little adventure and intrigue every now and then?" said Jon Brancheau, vice president, Marketing Communications & Media, Nissan North America. "We thought this would be a fun way to get our fans excited and show off the all-new Nissan Rogue at the same time."

A 30-second version of the video will be aired on TV and a 90-second version that will be exhibited in cinema theaters in the U.S. The James Bond inspired campaign is set to become an online success with 11,000 views in just five days.



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MINI SWEEPS THE PODIUM AT DAKAR RALLY

Mini was in the spotlight at the 2014 Dakar Rally with a clean sweep of the podium. Joan "Nani" Roma emerged as the victor in a yellow MINI ALL4 finishing 5:32 minutes ahead of his teammates MINI driver Stéphane Peterhansel in a black MINI ALL4 who placed second and Nasser Al-Attiyah in a mostly white MINI ALL4 Racing who finished third. This is MINI's third consecutive win in the Dakar Rally since the company's debut in 2011.

Nani Roma is a first time winner at the Dakar Rally, though he had won the motorbike version in 2004 while it was still held in Africa. "I'm so relieved and happy," Roma said. "It was my big goal to win the Dakar not only on a motorbike but also in a car. A dream came true for me and I want to thank everybody at X-raid and MINI for their great work!" He added that the MINI ALL4's quality and reliability and the navigating ability of his navigator Michel Perin were the chief reasons for his success.

The 2014 Dakar Rally is one of the most challenging rally races with a route that is 9,374 kilometers long from Rosario in Argentina to Valparaíso in Chile on the Pacific coast. In the race, the drivers face a wide range of weather conditions and terrain.

All eleven MINI cars that participated in the Dakar Rally made it to the finish with seven cars finishing in the top ten. This served to highlight the reliability of the British marque.



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GALLARDO GIVES WAY TO THE HURACAN



The last Gallardo, one of Lamborghini's best selling models that reigned supreme in the past decade came off the assembly lines in November. Lamborghini has now unveiled a worthy successor to the Gallardo, the Huracán LP610-4 in the festive season.

The new Lamborghini model is inspired by the boldly designed Aventador with a sharp edges and a low-slung profile. It will be the first model in this genre to be fitted with state of the art LED lights. The Huracan is powered by a powerful 5.2 –liter, direct-injected V10 engine that provides 413 pound-feet of torque and 610 bhp. The car has a four-wheel drive and is fitted with a seven-speed dual-clutch gearbox. It can be driven in three modes depending on the driver's preferences, the weather and the road conditions; Strada, Sport or Corsa and the driver can shift between the three modes through a switch on the steering.

The Huracan can go from 0-100 kilometers per hour in just 3.2 seconds with a top speed of 325 kilometers per hour. For a Lamborghini, the car is remarkably eco-friendly with a stop-start engine and fuel efficiency of 12.5 liters per 100 kilometers.

The car continues the Lamborghini tradition of names from the world of bullfighting. The Spanish bull Huracan was well known for his aggressive attacks and courage under fire.

The official global debut of the Huracan will be at the Geneva Motor Show in March 2014 with the first delivery being planned for spring 2014.

The Huracan will have tough competition from the SRT Viper, McLaren F1, Bugatti Veyron, Porsche 918 Spyder ,Chevrolet Corvette ZR-1, Ferrari 458 Spider and of course, the Lamborghini Aventador. It remains to be seen if the Huracan will prove to be as successful as the Gallardo.

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BMW AND TOYOTA TEAM UP TO WORK ON NEW SPORTS CAR



BMW and Toyota had signed a Memorandum of Understanding back in June 2012 according to which they had agreed to work jointly on “architecture and components for a future sports vehicle”. Now BMW’s development chief Herbert Diess has officially confirmed in an interview to a German newspaper that the two major auto companies will work together on fuel cell systems and lightweight components. They will also be collaborating on two mid size sports cars that will be built using a common platform but stay true to the original spirit of the two brands.

“We have agreed on a joint architecture for a sports car. What is important is that there will be two different vehicles that are authentic to the two brands,” BMW Development Chief Herbert Diess stated.

Based on comments made by Toyota’s Tatsuya Tada, the chief engineer of the GT86/FR-S program, it is believed that Toyota’s sports car will be based on the Supra. Toyota unveiled a concept sports car based on this platform at the Detroit Auto Show, the F1.

When it comes to BMW, things are not as clear. The company may go for an entirely new model or may possibly redesign the Z4 Coupe to come up with a sports car that fits the bill.



PEUGEOT'S VARIN NEW PRESIDENT OF EUROPEAN AUTOMOBILE MANUFACTURERS' ASSOCIATION



In an announcement that was made in December following a meeting of the Board of Directors, the European Automobile Manufacturers Association revealed that from 1 January 2014, Philippe Varin, CEO of PSA Peugeot Citroën, will be the new President of ACEA. He will take over from Sergio Marchione, CEO of Fiat SpA and CEO and Chairman of Chrysler Group LLC, who led the organization as its president during 2012 and 2013.

Mr Varin will continue in this position until the end of his tenure as CEO of PSA Peugeot Citroën. The European Automobile Manufacturers Association is a powerful lobbying group at the EU level that was established in 1991 and includes 15 major car, truck and bus manufacturers like Renault, IVECO SpA, Daimler, Volkswagen and Scania AB.

Mr. Varin is taking over as president at a difficult time for the auto industry in Europe with new car sales dropping by 3% in the first 10 months of 2013 as compared to the same period in 2012. His own company, PSA Peugeot Citroën is currently holding talks with the Chinese company, Dongfeng Motor Corporation that is interested in acquiring a stake in the French car maker.

AUDI ANNOUNCES \$30.3 BILLION EXPANSION DRIVE

Audi, a division of Volkswagen AG, the world's second-biggest manufacturer of luxury cars, in its bid to move to the top position in the luxury segment has unveiled plans to go an expansion drive costing 22 billion euros (\$30.3 billion) through 2018. The plan involves adding new models such as electric cars. Of the 30.3 billion, about 70 per cent will be directed towards development of new technologies and new models.

Audi crossed a significant milestone when the company delivered 1.5 million cars and SUVs in 2013, two years ahead of the planned schedule. The new target is to sell 2 million vehicles on an annual basis.

"We are now decisively steering toward our next milestone," CEO Rupert Stadler said in the statement. "This is why we're keeping our foot on the gas pedal regarding investments."

The outlay of 30.3 billion amounts to an annual spend of 4.4 billion euros, up from the previous budgeted amount of 4.3 billion euros with the number of models increasing to 60 from the 49 that currently exist by 2020. The new models will include the third generation of the Audi TT coupe that will be available from 2014 and the newly launched electric- and natural gas-powered versions of the A3 Sportback. Audi will also extend its SUV lineup with the subcompact Q1 in 2016. New production facilities will be set up in China, Brazil and Mexico and the current plants in Germany will be thoroughly revamped and upgraded.

"With this investment program we are launching our next stage of growth," Audi CFO Axel Strohriegel said in the statement.

With this new initiative, Volkswagen is planning to outsell the market leader in luxury cars, BMW AG by the end of the decade. The Volkswagen AG Group as a whole has an 84.2 billion-euro investment program to improve its position in global sales vis-a-vis other auto giants such as Toyota Motor Corp. and General Motors.

BMW too has gone on expansion drive to retain its top position. The company launched 25 vehicles in 2013 including 10 totally new models, such as the Rolls-Royce Wraith. Daimler's Mercedes which is in the third spot will also be launching 13 all-new models by 2020 and setting up a 200 million euro research and testing center in Geisingen-Immendingen in southern Germany.

With all players in the luxury car market stepping up their game, it remains to be seen who will win the battle in the years to come.



Hyundai integrates Google Glass in its Genesis

Wearable technology has finally arrived in the automobile world, not just in fancy high end luxury cars but also in cars meant for the average customer. Hyundai has just announced that its new 2015 Genesis sedan will be fitted with the Blue Link infotainment system that is compatible with Google Glass.

"As a leader in connected car technology, we're always exploring new ways to use technology to enhance the ownership experience for our customers. Wearables are a great way to extend the experience outside of the vehicle by leveraging these small screens to quickly access remote features and deliver timely vehicle information," said Barry Ratzlaff, the executive director of Customer Connect and Service Business Development for Hyundai. He added that millions of commands were sent to Hyundai vehicles in the past year through the Blue Link mobile application and with the latest addition of Google Glass, Hyundai owners will find driving to be more convenient.

All customers have to do is download a cloud-based Blue Link Glassware app and then they can see little "cards" that will pop up on the Google Glass interface in their Genesis to give them information like reminders of maintenance checks. Other popular Blue Link features include remote start, remote unlocking and vehicle finder that will be available shortly. Places of interest to visit can be added to the navigation system with Google Send-to-Car. Maintenance appointments can also be scheduled via Google Glass.

Hyundai has always been quick to adopt new technologies. The Equus sedan the company had launched in 2010 had an iPad application that completely digitized the owner's manual and made it interactive. Just this last summer, for those cars that are not equipped with the Blue Link app, the company had launched a Car Care app that permits owners to keep tabs on the maintenance schedule, read vehicle manuals and schedule service.



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BENTLEY POSTS RECORD SALES IN 2013

On a global basis, Bentley has cemented its position as the world's leading manufacturer of luxury cars with the highest sales ever recorded in the company's 95-year history. Bentley Motors announced a 19% increase in global deliveries in 2013 with 10,120 cars being delivered, an increase of 1610 over the last year.

The Americas region remained the top seller with delivery of 3,140 cars. China has proved it is a force to reckon with, emerging as the second biggest market with sales of 2,191 cars. The Middle East region experienced record growth with 1,185 cars sold, including the special edition Mulsanne that was launched specifically for the region. Germany and the United Kingdom continued their growth streak with robust sales growth. 86% of Bentley's production was shipped abroad. The network of global dealers too increased by 11% to 193 showrooms located in different parts of the world.



Bentley's Chairman and Chief Executive, Dr Wolfgang Schreiber

Commenting on the sales in 2013, Bentley's Chairman and Chief Executive, Dr Wolfgang Schreiber, said:

"2013 marks our fourth consecutive year of double-digit growth, establishing ourselves as the most sought after luxury car brand in the world. We continue to win new customers and we are confident that 2014 will be another successful year for Bentley. People all over the world love the unique combination of luxury and performance of our cars."

Bentley's success in 2013 was powered by the introduction of several new models that caught the eye of the discerning customer. 2013 saw the launch of the all new Bentley Flying Spur, which the company claimed was the fastest and most powerful Bentley four-door model ever. In the last four months of 2013 alone, 2,005 Flying Spurs were delivered to customers, a spectacular success by any standards as its predecessor the Continental Flying Spur had average annual sales of 2,700 cars in the seven years of its existence.

Bentley has also started making deliveries of another new model, the powerful open-top Continental GT Speed Convertible. With this new model, the Continental family now has four members.

With the latest figures that shows its market share to be 25% even while the demand for luxury cars has shrunk by 6%, the Bentley marquee has definitely proved its strength in spite of adverse conditions.



DAIMLER ACQUIRES 5% STAKE IN ASTON MARTIN AS PART OF WIDER PARTNERSHIP AGREEMENT

Competition in the luxury car market is hotting up with Aston Martin, Ferrari, Maserati and Bentley battling it out for the top position. Bentley is expanding its range of sports cars like the Continental GT Speed. Volkswagen unveiled plans to build the most expensive SUV. Rolls Royce too is focusing on more powerful and performance oriented cars like the Wraith coupe.

Aston Martin is the only global luxury car manufacturer that was not supported by a bigger group. Bentley can draw upon the resources and profits of the Volkswagen group while Rolls Royce too leans on BMW for technical and financial support. Aston Martin on the other hand had a 9% drop in profit and 10% fall in sales in 2012 as compared to the previous year.

However, this scenario is set to change for Aston Martin. The company has announced that it will be sharing technology with Daimler Benz. The Mercedes-AMG GmbH division will partner with Aston Martin to develop a new range of V8 engines for the company's sports cars. AMG, which is based in Stuttgart is known for its hand-crafted engines embossed with the signature badge of the technician who assembled it and makes Benz's most expensive models. The two companies will also collaborate on the development and supply of electronic and electric components.

As part of the deal, Daimler will get a 5% stake in the company without voting rights and observer status on Aston Martin's board of directors. The company will also get to be a part of the ultra-luxury car segment.

"This agreement is a real win-win for both sides," Tobias Moers, head of Mercedes-AMG, said as part of joint statement issued by both companies.

Aston Martin had announced plans to invest 500 million pounds (\$819 million) over the next four years in January 2013.

alf LEAFs as well. The majority of the cars were Nissan LEAFs and half LEAFs.



FIAT ACQUIRES COMPLETE CONTROL OF CHRYSLER



Fiat CEO Sergio Marchionne

Fiat North America had acquired a 20% share in Chrysler when the company came out of bankruptcy in 2009. Then it progressively increased its stake to 58.54 per cent. The company will now acquire the balance 41.46 per cent of shares owned by the United Auto Workers' VEBA trust fund in a \$4.35 billion deal. The payment for the deal consists of \$3.65 billion in cash of which \$1.9 billion will be funded by Chrysler and rest from Fiat.

After the closure of the deal on January 20th, the VBA Trust that provides benefits to the employees will receive \$700 million in installments spread over four years. This will help Chrysler to avoid going down the IPO route as the company will now be wholly owned by Fiat. After the announcement was made, shares in Fiat surged by over 15%.

Under Fiat's management, Chrysler has recovered well financially from the bankruptcy phase with both the Jeep Cherokees and Dodge Rams turning out to be bestsellers. Chrysler's sales increased by 9.3% in the first 11 months of 2013. Fiat is doing well in developing markets such as Brazil though European sales are not very encouraging with a market share that is slightly higher than 5 per cent.

"The unified ownership structure will now allow us to fully execute our vision of creating a global automaker that is truly unique in terms of mix of experience, perspective and know-how, a solid and open organization that will ensure all employees a challenging and rewarding environment," Fiat CEO Sergio Marchionne said in a statement.

As an outcome of the deal, all Chrysler plants will adopt the "best practices" and technologies of Fiat factories from across the globe. Fiat-Chrysler will now become the seventh biggest auto manufacturer on the global scene. In the face of growing competition from the top auto manufacturers in Germany and growing powerhouses such as China, we are waiting eagerly to see how the merged company Fiat-Chrysler will fare in the market.

Mercedes-Benz Joins Wearable Technology Bandwagon



Ever had the nagging feeling a few minutes after you have parked the car and walked into a meeting that you may have left the car unlocked or left the lights on? Well Mercedes Benz drivers will soon be able to rest easy.

Wearable technology is the latest fashion fad and automakers have been quick to use this trend to their benefit. Nissan was the first off the mark with its take on Google Glass and the Nismo smartwatch. Mercedes-Benz is not far behind. The company had launched its own app for Google Glass in September and has recently announced a partnership with Silicon Valley based Pebble Technologies to work on a new app named Digital DriveStyle that will integrate multiple technologies and vehicle diagnostics into a wearable device like the Pebble Smartwatch.

Both companies will benefit greatly from the deal with Mercedes-Benz using this technology to make their cars more attractive to buyers and Pebble using this partnership as another avenue to drive their growth.

Users of the Digital DriveStyle app will be informed by the display of the device about the location of the car, whether the fuel needs to be topped up and if the doors have been left unlocked. Even while inside the car, the app will warn drivers through V2V technology of any upcoming hazards such as accidents and road construction and help them control the audio system, re-route the navigation system or activate Siri through their Pebble smartwatch.

Mercedes-Benz hopes to unveil this new technology at the Consumer Electronics Show in Las Vegas in 2014.

Currently, it is not considered advisable to use mobiles or other handheld devices in the car. But this new technology will make such devices more of a driving aid than a hindrance. The day is not far off when such devices will be able to connect and communicate seamlessly with each other, the surroundings and the driver.

HYUNDAI MOTOR AMERICA GETS NEW CEO



Hyundai Motor America has announced that the company's president and CEO, John Krafcik, will be leaving the company as of January 1, 2014 after completing his contract. David Zuchowski, the current executive VP of sales will take over as the new CEO.

Under Krafcik's leadership, Hyundai successfully revamped its image and transformed itself from a company that was known as a maker of cheap, budget cars to a leading brand with stylish models. He was instrumental in this transformation that made Hyundai

a market leader with increases in sales volume and market share. Under his management, the 2009 Hyundai Genesis and 2012 Elantra were picked as the North American Car of the year and many of the company's models were selected as the Top Safety Picks by the Insurance Institute for Highway Safety.

"On behalf of Hyundai Motor Company, we sincerely thank John for his visionary leadership and relentless pursuit of customer satisfaction, which has driven Hyundai's record growth over the past five years," said Im Tak Uk, the COO and executive vice president of HMA's parent company, Hyundai Motor Company.

Zuchowski is an experienced auto industry professional with more than 33 years of experience under his belt, starting in sales at Ford, moving on to Mazda and finally joining Hyundai as the VP of sales in 2007.

"I am both humbled and excited to lead Hyundai Motor America into the next chapter by continuing to build on John's great legacy, and focusing on what matters most – building the highest quality, safest and most diverse fleet of models that customers love," said Zuchowski.

Mercedes Emerges as Top Seller of Luxury Vehicles in the US



Warding off a late surge by BMW, Mercedes has emerged as the top seller of luxury cars in the year 2013 in the fiercely competitive luxury car market in the US. BMW had the top position in the past two years.

The main factor that caused Mercedes sales to peak was the launch of the relatively affordable CLA-Class. The revamped E-class and the ever popular S-Class too contributed significantly to the total annual sales of 312, 534 units. In December alone, 33, 007 Mercedes vehicles were sold.

On the other hand, BMW came a close second with annual sales of 309, 280 vehicles. BMW almost made it to the top with record sales in Decembers but did not quite manage to close the gap.

"We saw record sales, flexed our muscles across the entire product line from top to bottom and brought the customer experience to an all-time high," said Steve Cannon, Mercedes USA's CEO. "While we don't have individual figures, it seems at first blush that the CLA was really the car that pushed Mercedes over the top."

Since its launch in late September, the CLA-Class was proved to be a best seller with 2,300 cars being sold in the first week alone. Cannon had stated in comments made a few weeks ago that the CLA was "our best launch in 20 years." Now all we need to know is whether Mercedes will manage to retain the top spot in 2014. With the new GLA too set to make waves, we think that is quite likely.

Arabian Automobiles to hire 250 Additional Staff as Part of Expansion Drive



Arabian Automobiles, the exclusive dealer for Nissan, Infiniti and Renault in Dubai and Northern Emirates is on an expansion drive with plans to hire more than 250 staff in 2014. The additional staff will be employed in the aftersales and pre-delivery inspection centers. According to M.K. Rajkumar, the company's Director of Aftersales and Trading, Arabian Automobiles will be opening another two aftersales centers; a 24 x 7 center for elite customers in Al Quoz in Dubai and another in Northern Emirates.

Of the 250 new hires, about 175 will be on the technical side including denters, painters and electricians while the rest will work in support functions like customer service and as service advisors.

Mr. Rajkumar said "In January, we'll be going to Philippines, India, Sri Lanka, Jordan and Lebanon for recruitment in addition to the local hiring that we'll do for the new centers, so that we get a good mix of talent," he said, adding that "we'll bring majority of staff from outside to get fresh experienced people. We generally end up with 20 per cent local recruitment and the rest from outside."

Michel Ayat, the CEO of Arabia Automobiles, said the company will be focusing more on New Dubai areas with both new showrooms and aftersales centers planned in the area due to the significant increase in population there.

There are also plans to open a big pre-delivery inspection centre in Dubai Industrial City by 2015. "The tendering is happening now and around 60 people are working in the centre." Added Mr. Rajkumar.

Arabian Automobiles was recently in the news for bagging Nissan's aftersales operational excellence award six times in a row.

Nissan GT Academy Returns to Middle East in 2014

Gran Turismo games are a highly popular series of racing video games that were developed by Polyphony Digital for Playstation Systems.

On a global basis, from 2008, Nissan, the renowned Japanese car manufacturer had partnered with Sony Playstation to develop a unique Gran Turismo (GT) Academy in which participants got to test their real world racing skills in a hotly contested competition. Participants have to go through many rounds within the Gran Turismo game that is currently in its six generation. The finalists then get to participate in a Regional Final with the winners gaining entry into a Race Camp where they are



assessed on their fitness, mental attitude and car control. The best contestant in the Race Camp gets top class training behind the wheels of a Nissan 370Z GT race car. GTT Academy has now expanded to the level where several competitions are held all over the world.

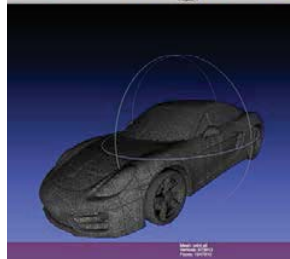
In the Middle East, the GT Academy was launched in 2013 and the 2013 winner, Salman Al-Khatter, fine tuned his racing skills to taste success as a race car driver at the world class 2013 Britcar 1000 km race, his very first race.

Nissan has now announced that GT Academy will return in 2014 to offer the same opportunity to all racing fans who think they can make a mark in motorsports.

"GT Academy is a unique programme offering Playstation gamers the chance to move from virtual racing on Gran Turismo to the reality of being a professional racing driver," said Darren Cox, Nissan Global Director of Motorsport. "The success of GT Academy around the world is demonstrated by the careers winning entrants go on to forge in the tough cut-and-thrust of competitive motorsport. GT Academy Middle East winner, Salman, has so far lived up to those high standards and we eagerly anticipate welcoming the region's next competitors to Race Camp."

Samir Cherfan, Director, Managing Director, Nissan Middle East added that the GT Academy Middle East had been a tremendous success in its inaugural year, 2013 with thousands of competitors exhibiting the Nissan spirit of excitement and innovation. He urged all racing fans to grab this once-in-a-lifetime chance to prove their skills and get an opportunity to transfer their ability to the real racing arena.

Porsche Gives Fans a Chance to Customize miniature models with 3 D Printing



Porsche customers and fans now have a unique chance to customize their mini Porsche models with 3 D printing. In an industry first, the company has made the data files (the .STL file) for the Cayman S available as a free download online.

Fans have the opportunity to showcase their creativity by using 3 D printers to personalize their cars and sharing the photos by pasting the link or using the hash tag #3DCayman on Twitter. The company posted a video on its YouTube channel that shows how a person with basic computer and design skills can build a fairly realistic looking Cayman S model complete with rubber-like tires.

With the Car Configurator that is available on the Porsche website, customers can choose from an array of options for the model, the external and internal colors, seats and accessories.

Initiatives like these pave the way for more use of 3 D printing in the future, possibly for smaller parts. The use of 3 D printing in such situations can bring great benefits to both the industrial 3 D printing and automotive industries.



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Dubai Taxi Corporation Adds 1,638 new Toyota vehicles to its fleet in 2014



Al-Futtaim Motors, the exclusive distributor for Toyota vehicles in the UAE recently finalized a deal with Dubai Taxi Corporation (DTC) to supply an additional 1,638 Toyota Camry and Innova cars.

The contract was signed in the presence of Mr. Ahmed Hashem Bahrozian, the CEO of Licensing Agency Roads Transport Authority, Mr. Jon Williams, the Managing Director of Al-Futtaim Motors and senior officials from RTA, DTC and Al-Futtaim Motors.

Mr. Jon Williams stated at the function "We are honoured to have been awarded over 90% of Dubai Taxi Corporation's newest tender. This demonstrates the trust that our partners have in the quality of our vehicles and the dedicated customer service we provide on a daily basis."

He went on to say that with this addition, Toyota Camry and Innova will account for as much as 85% of the present DTC fleet. This highlights the fact they are some of the most fuel efficient, safest and most reliable cars in the GG with the highest residual value and lowest total cost of ownership.

Mr. Ahmed Hashem Bahrozian, CEO of Licensing Agency Roads Transport Authority, Head of DTC Supervisory Committee stated that the new deal cemented the partnership between Al Futtaim Motors and the DTC. He added that the Toyota cars used by the RTC have proved to be reliable, durable and economical providing excellent value for money without any major issues. He hoped that the new addition to the fleet would help RTC serve its customers better.

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New Educational Platform on Road Safety Platform goes live in the UAE

Fast driving is a part of the regional culture in the UAE and this has led to many concerns about road safety. Each resident here will have a number of horror stories to share about rash drivers on the roads.

There are several areas of concern such as speeding, jumping red lights, not wearing seatbelts, poor maintenance of cars and tires and blatant disregard for safety precautions such as wearing seatbelts. Dubai Police and many companies such as Goodyear and Bridgestone have conducted campaigns and roadshows to increase awareness about road safety. But so far, there have been no longstanding or permanent campaigns in this regard.

This is set to change with the launch of a new website called RoadSafetyUAE.com. The website will have a lot of content relating to road safety and will be a forum for users, authorities and all other stakeholders to interact and share their knowledge, proposals and views regarding this topic. Unlike other initiatives and campaigns, this will be a permanent platform.

The founder of RoadSafetyUAE.com, Thomas Edelmann states: "I personally feel that everyone is responsible safe driving habits, therefore RoadSafetyUAE.com has been launched to try educating people on the current situation and imparting information to them on how to drive more responsibility. This is a serious matter that involves lives."

In the beginning, the website will highlight 30 short articles dealing with issues that are particularly relevant in the UAE such as speeding, tips to change lanes properly, tire safety and proper use of indicators.

Users of the platform can provide comments and improvement on the editorial content and can also suggest new and additional topics. CSR aware companies can 'adopt' a topic relevant to them and communicate it, helping to 'make a difference'. In addition to the Topic section, there is the blog function 'Stories' where users can share their thoughts, experiences and happenings with the community.

Edelmann continues: "Having lived in the UAE for 13 years, I have observed the need to help improve safety on the UAE roads. The local governments and independent companies have launched campaigns with the aim to educate people on the importance of safe driving. These campaigns have been effective and still play a role, but more needs to be done for Dubai to reach its aim of zero fatalities on the roads by 2020."

RoadSafetyUAE.com engages with official entities and has already achieved the support of RTA, with more entities to join the platform soon. As part of their CSR campaigns, many leading companies like Michelin, BMW, Emarat Petroleum, Daman National Health Insurance and Gargash Mercedes-Benz have been supported this website right from its inception.

With the country winning the Expo 2020 bid and having ambitious plans to become a top tourist destination, it is important that more attention is paid to road safety in the UAE.

Hyundai Launches 2014 Elantra in the Middle East



Hyundai's new, revamped 2014 Elantra featuring an improved 6-speed transmission is now available across the Middle East. The Elantra is one of the most popular models Hyundai has launched in the recent past. It has already made its mark in the Middle East automotive market with sales figures crossing 71,000 units in the first nine months of 2013. The model was also judged to be the best in its class for three consecutive years at the prestigious annual North American Residual Value Awards awarded by ALG, a measure of the Elantra's quality and reliability.

The 2014 model sticks to the basic design but features several upgrades such as a new radiator grille, bumper and projection headlamps with LED lights, front fog lights, and a black dual-tone rear bumper. Customers can opt for chrome mouldings on the side. They can also choose from three types of alloy wheels or opt to have a set of steel wheels. All the wheel options are flangeless to match with the sleek, clean design of the car which is 22 mm longer than the previous model.

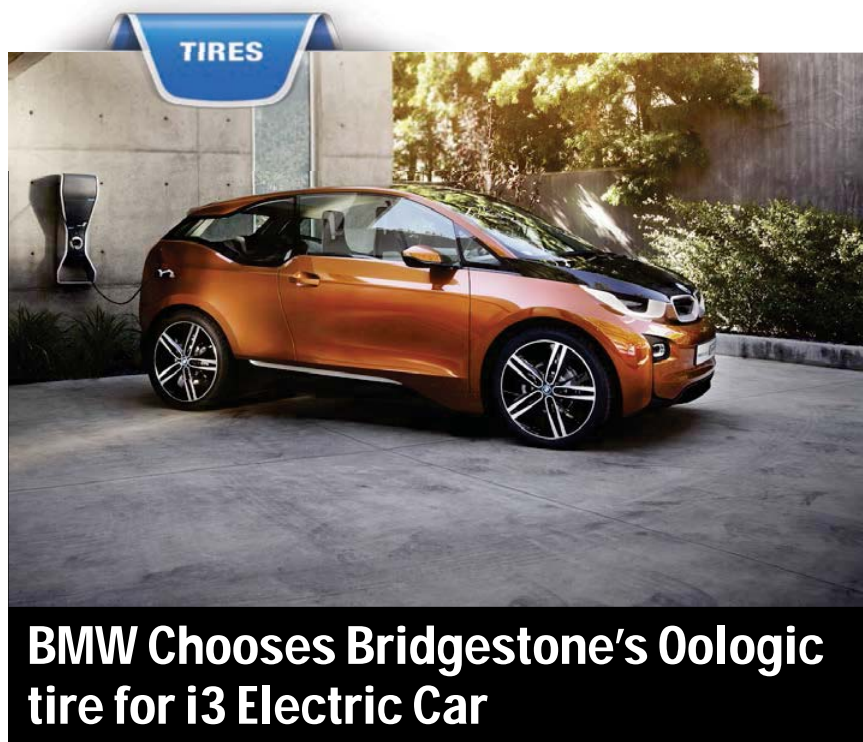
The interiors too have been thoroughly overhauled with stainless steel doorsteps leading into the cabin, an advanced information system complete with a 3.4" OLED display screen, dual knobs for audio and AC functions and optimum positioning of the air conditioning air vents for better air circulation. Another premium feature is the cooled glovebox which is handy for keeping drinks in the long hot summers here.

Customers can choose from woven or knit covers for the seats or even opt for pure leather covers. They can also choose to have customized fully automatic air conditioning and a 4.3 " color TFT LCD touch screen with a rear view camera instead of the standard mono LCD for the audio screen.

Other advanced features that are currently available in some markets and may become available in the Middle East include a 7" touch screen navigation system and front seats that are ventilated to keep them cool.

The Elantra is equipped with Hyundai's Flex Steer system that gives drivers the choice of three types of steering calibrations - normal, comfort and sport - depending on the kind of ride they need. In the Middle East, the model comes with either a 150ps 1.8L engine or 130ps 1.6L engine.

The Hyundai Elantra 2014 will be available in six color variants in the Middle East; coffee bean brown, satin amber, brilliant red, sea blue, dazzling blue and stone blue.



BMW Chooses Bridgestone's Oologic tire for i3 Electric Car

One of Bridgestone's concept tires that we had written about in an earlier issue – the oologic (or long and narrow) tire will make an appearance on roads soon, thanks to BMW. BMW has chosen the oologic tire for its pathbreaking electric car, the i3.

BMW which is primarily known for luxury cars has struck out on a different path when it comes to the i3 electric car which demonstrates remarkably high levels of performance and fuel efficiency. This entirely new car needed an equally innovative tire to go with the car.

Bridgestone has had a longstanding partnership with BMW for the past 17 years, both on and off the motorsport arena. This partnership has

covered a number of OE fitments, joint technological innovations such as Run-Flat tires, exclusive collaboration on BMW's Driving Experience and has now culminated in working jointly on a range of oologic tires for the new BMW i3 for which Bridgestone has used all its technical expertise.

The oologic car with a larger diameter, higher belt tension and a narrower tread design proved to be a perfect match as it holds out the promise of significantly lower rolling resistance and better aerodynamics.

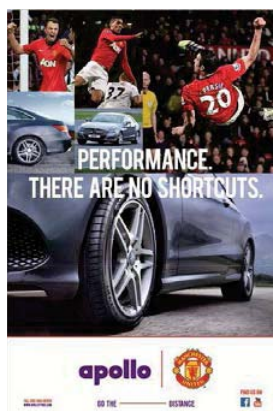
It is markedly less susceptible to excessive movement or "deformation" during driving and hence is more fuel efficient. At the same time, it does not compromise when it comes to the road grip or safety due to the tire's long contact patch, innovative tread design and the compound even in adverse wet and dry weather conditions.

Both BMW and Bridgestone share a commitment to having energy efficiency and safety as their top priorities when it comes to their products. One of Bridgestone's long-term goals is to contribute to a globally agreed-upon target of 50% reduction in CO2 emissions by 2050 and to reduce the environmental impact of its products through their entire manufacturing process and life cycle.

Franco Annunziato, CEO and President of Bridgestone Europe said about the collaboration "The BMW i3 is very much a car for the future. Developing a unique tire for this unique vehicle was therefore an enormously challenging but also rewarding experience. Energy efficiency is an important development criteria for all our tires at Bridgestone. However, it becomes an even more critical factor in an electric car. Which is why we have put all our knowhow, skill and passion into developing this unique tire concept. One that we are confident delivers the premium performance, safety and economy towards consumers who have come to expect it from both brands."

The BMW i3 was launched in November 2013 and was factory fitted with the Ecopia EP500 ologic tire. The tire is available in four sizes - 155/70 R19 84Q, 175/60 R19 86Q, 155/60 R20 80Q and 175/55 R20 85Q. Two varieties are available for use in winter conditions; the BLIZZAK LM-500 ologic, a lamellen tire and the BLIZZAK NV ologic, a studless tire (with Multicell® (2) compound for Nordic conditions).

APOLLO UNLEASHES NEW PROMOTIONAL CAMPAIGN ACROSS UK AND INDIA



Apollo Tires has begun the New year with a bang. The company has just launched a new corporate promotional campaign created by Brooklyn Brothers with the catchy tagline 'There are no shortcuts'. The campaign will cover all mediums including outdoor, print, digital, television and cinema in the UK and India.

Cleverly using Apollo's sponsorship of the famous English football team Manchester United, the company draws parallels between the values needed for success on the football field and in the tire industry. The central theme is that success is hard won and needs quite a lot of effort.

The campaign has been created and conceptualized by Brooklyn Brothers. The campaign is being launched simultaneously in the UK and India.

Commenting on the new campaign launch, Marco Paracciani, Chief Marketing Officer, Apollo Tires Ltd said, "This is one more step towards our journey of making Apollo a globally recognized brand. There are no shortcuts to achieve that goal as there are none to achieve great performance, be it on the road, on a sports pitch, at work or in life in general. Manchester United shares the same view; hence we believe we have a very genuine and unique proposition that will resonate strongly with our customers and target audiences."

Apollo Tires had turned around the fortunes of the high profile European performance tire brand Vredestein after acquiring the Dutch company when it filed for bankruptcy in 2009. The company just launched Vredestein in India last month and is trying hard to expand its presence on the global tire scene. The failed bid to acquire Cooper Tires resulted in some adverse publicity but with this new promotional campaign the company is set to refurbish its image.



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Michelin Partners with TVS Group to opens two retreading plants in India

Michelin has partnered with TVS Tread, the retreading division of TVS to open two tire retreading plants in the state of Tamil Nadu in India. Michelin radial tires are known for the strength of their casings. In both factories, Michelin's expertise will be used to produce the company's Recamic brand tread for using on Michelin casings of customers. For non Michelin brand casings, the factories will manufacture TVS treads. They will also manufacture Racamic treads for use on Michelin owned casings. These will be sold through agents who are partners in the Michelin Truck Service Network.



The TVS Group is India's leading manufacturer and supplier of automotive components. The group also has 50 divisions dealing with related sectors such as vehicle finance, manufacture of two and three wheelers and sale and service of commercial vehicles and tires.

The two certified retreading plants for commercial tires are in Chennai and Salem. Both the cities are fast turning into industrial hubs that are located close to current and upcoming companies that could be good customers for retreaded tires. The establishment of these two plants will provide customers with new options to obtain quality retreads. In the long run, they will be able to reduce fuel costs and increase the mileage of tires by using retreaded tires. Large transporters with fleets of trucks and buses will be able to make considerable savings when it comes to their operational costs.

Thom Clark, MD, Michelin India said, "Due to the recent fluctuations in the raw material prices, vehicle operators need to extract the maximum performance out of every single radial tire on their fleet. We expect to leverage our partnership with TVS to help grow the retread industry in the country and also expand our footprint in India".

V N Ramamoorthy, the CEO, TVS TREAD stated that with Michelin being the world's leading provider of radial tyres and retreading solutions, TVS TREAD will be able to provide excellent retread solutions to companies in Tamil Nadu dealing with commercial fleets.

Mitas signs long-term agreement with CLAAS for supply of tires

At the Agritechnica trade fair, Mitas, one of Europe's leading manufacturers of agricultural tires signed a long-term agreement with CLAAS, for supplying Continental and Mitas branded farm tires to CLAAS. CLAAS is a Germany based manufacturer of agricultural combines and tractors and is one of the main players in this sector. As an outcome of the signing of this agreement,

both companies can streamline the manufacturing and logistics processes for supplying Mitas products to different facilities of the CLAAS group

"Our aim is to achieve the greatest possible satisfaction of CLAAS and their customers," said Jens Steinhardt, Mitas' Key Account Manager.

Andrew Mabin, Mitas' Marketing and Sales Director stated on concluding the deal "Our cooperation with CLAAS is excellent. We are continuing our collaboration, which dates back to 2004, when Mitas acquired the Continental farm tyre manufacturing division," said.

He added that this longstanding partnership between the two companies is proved by the fact that Mitas won CLAAS's Supplier of the Year award in 2011 for the innovative design of the company's CHO tire.

Currently, Mitas tires and the Continental tires supplied by Mitas are used as the OEM fitment for CLAAS's range of combines, tractors and forage harvesters in factories across Germany, France, Russia and the United States. Mitas has become one of their major sources of supply for tires on a global basis.





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Mercedes-AMG Chooses Dunlop's Sport Maxx RT for New CLA 45 AMG



Dunlop has announced that its ultra high performance tire based on racing technology, the Sport Maxx RT tire, has been chosen as the OEM fitment for Mercedes-AMG's new model, the CLA 45 AMG. The Sport Maxx RT which has been specially designed for this model will be fitted on the sports coupe in 235/35ZR19 91Y XL MO.

Several of Dunlop's Sport Maxx Race and Sport MAXX RT tires have been chosen as OEM fitments for Mercedes-AMG models like the A45 AMG, the C63 AMG Coupe Black Series and SLS AMG GT. All Dunlop Tires have been designed with the most modern compounds, processes or technologies that have benefited from the 125 years Dunlop has spent in the motorsport arena in famous races like Le Mans, Silverstone and Nurburgring.

The classy CLA 45 AMG is truly a world class performer that offers a thrilling ride with its four-cylinder turbocharged engine that yields 360 hp and maximum torque of 450 Newton meters. Such a powerful car needs tires to match and the Sport Maxx RT is the right choice with its excellent grip on dry and wet roads, high handling capabilities and outstanding braking performance.

"The fitment on the new CLA 45 AMG is another example of our ability to deliver new levels of excellence to high performance driving," Guillaume Carli, Marketing Manager at Dunlop EMEA. "Our Sport MAXX RT tires deliver excellent performance, enabling the massive power generated by the CLA 45 AMG to be transferred to the road in an optimal manner."

Kumho Launches First Self Sealing Tire



Kumho is a Korean tire maker that is fast emerging as one of the leading tire manufacturers on the global scene and is the second largest such company in South Korea. Many companies such as Pirelli and Continental have introduced runflat tires.

Kumho has come up with its very own self-sealing tire with 'K-Seal' technology in its Kumho Majesty Solus range and these tires will be available in three sizes – 275/40ZR19 XL 105W, 245/45ZR19 XL 102W and 235/45ZR17 XL 97W.

With a technology that is similar to Continental's ContiSeal technology, Kumho's new tires use special gel technology to seal punctures that are 5 mm or less in diameter. The company worked for more than two years on developing this new technology with which tires can maintain steady air pressure in spite of small punctures. This will reduce maintenance and the overall cost of tires in the long term.

"Tests have shown almost no change in air pressure even when the tire is completely punctured by sharp objects such as nails," a Kumho spokesperson said.

He went on to add that the self-sealing tires will be about 30 per cent more expensive and 10 per cent heavier than conventional tires of the same size. However, they will still be two to three times cheaper than high-end imported self-sealing tires while providing users with a comfortable ride.

Kumho will be mainly targeting customers who already drive cars equipped with self-sealing tires.

Pirelli Returns to Rallying with a Bang



At Autosport International, Pirelli showcased its new range of FIA World Rally Championship (WRC) tires ahead of the tire maker's return to world rallying. The Italian tire manufacturer will thus join Michelin, DMACK and Hankook as sponsors in the world's most important rally championship series.

Four cars took centerstage at the Pirelli stand during the show including a McLaren MP4 12C which has Pirelli tires as the factory fitted tires. Other cars on display included a McLaren GT3 with Pirelli tires to represent the Dutch Supercar Challenge, and a Ferrari 458 that was used in the Ferrari Open and GT Cup Championships. Pirelli is the official tire supplier for both the Ferrari Open and the GT Cup Championships. The final car was a Skoda Fabia S2000 equipped with Pirelli tires that won the 2013 European Rally Championship. The Skoda Fabia was displayed to mark Pirelli's long awaited return to the World Rally Championship.

Other attractions at the Pirelli stand included a sales counter for branded Pirelli F1 merchandise at promotional prices, a Pirelli F1 simulator and chances to participate in a hotly contested Batak game with attractive prizes for winners.

Pirelli had earlier left the world of rally racing at the end of 2010 to focus on Formula 1 racing. Prior to that, Pirelli had been the World Rally Championship's control tire supplier for three years.

Commenting on Pirelli's return to racing, FIA's rally director Jarmo Mahonen said, "We are obviously very pleased to have competition between four manufacturers next year, three of whom are already supporting our championships. Having Pirelli return to the series is also very positive, and together these four brands will provide a great platform for open competition as well as choice and variety for our competitors."



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Apollo Tires Partners with Porsche to Develop Special Spoiler for Porsche 911



The research team of Apollo Tires worked jointly with Porsche to develop a customized front wheel spoiler for the Porsche 911 turbo and 911 turbo S models that were launched recently. The bespoke spoiler named 'Air Master by Vredestein', has been integrated into the Porsche Active Aerodynamics system and the copyright of its design is protected by patents that have been issued to both Porsche and Apollo Tires.

Apollo Tires was in the news recently as the first company to manufacture an all weather tire using rubber derived from the Russian Dandelion, as a part of the EU-PEARLS project. This was part of the initiative to find alternatives to the natural rubber from rubber trees that is sourced mainly from Asian countries like Malaysia and Indonesia.

Commenting on this technologically advanced spoiler that was designed for the 911 Porsche, Peter Snel, the Chief of R&D (PV) for Apollo Tires Ltd, said that the variable front spoiler was fashioned from a specially developed EPDM (ethylene propylene diene monomer) rubber that is flexible enough to adapt to the variable aerodynamics across all weather conditions and ambient temperatures.

When the car is moving at a low speed, the spoiler retracts beneath the bumper to allow for maximum ground clearance, so that the 911 turbo can move smoothly over speed bumps. When the speed is higher, the spoiler appears externally to direct the airflow around the wheels for optimal performance and to save fuel consumption. In the performance mode, the spoiler is fully extended to exert extra down force on the front wheels which, in combination with the fully extracted rear wing, causes exceptional road-holding.

Several air chambers give the spoiler the pneumatic power and the desired shape. A dedicated multidisciplinary team with members from Apollo Tires R&D and Apollo Vredestein manufacturing worked jointly on the design and the technological aspects of the spoiler with all production processes being developed on an internal basis. A special production unit was set up by Apollo for manufacturing these spoilers.

Goodyear Middle East and Africa Appoints Matthias Urban as Consumer Sales and Marketing Director

Goodyear is one of the world's oldest top tire manufacturers with a long standing commitment to safety and performance. Goodyear employs about 71,000 people and manufactures its products in 53 facilities in 22 countries around the world.

Goodyear Middle East and Africa, the company's subsidiary in the MEA region has appointed Matthias Urban as its new Consumer Sales and Marketing Director. He will be based in Dubai and in his new role will focus on developing marketing and sales strategies for the consumer segment. The consumer segment covers passenger tires, off-road tires and light trucks.

Urban is an experienced tire industry professional with 17 years of experience under his belt. He worked for a renowned European Alloy Rim manufacturer before working in key management, strategy, sales and operational positions across Europe, Africa and the Middle East for both Goodyear and Dunlop.

"It is with great pleasure that I take on this role to drive the sales and marketing in the Middle East and Africa. This region has become a strategic focus for Goodyear especially with our recent advancements in tire technology that are specifically engineered to beat the summer heat. I look forward to the opportunities that lie ahead," commented Matthias on his appointment.

Michelin Launches Tires that Get Better with Age

It is a well known fact tires get to be softer and less reliable with age. Michelin is set to totally change this concept with the introduction of its new Michelin Premier A/S tires having EverGrip technology. With this new technology, tires can still maintain superior traction on wet roads even as they age.

The company launched its new range of tires at the North American International Auto Show in Detroit. The new line of tires is made of a special rubber compound with a combo of silica and sunflower oil that provides improved road traction in wet conditions. The silica increases the wet traction while the sunflower oil makes sure the grip

is good even at lower temperatures. They have concealed grooves that are revealed as the tires wear out, and specially shaped rain grooves around the rim of the tire that keep expanding with use. Hence, even as the rain grooves become smaller, they will still be able to displace the same amount of water.

"The Michelin Premier A/S tire represents a significant breakthrough in automotive safety," said Scott Clark, COO of Michelin North America's passenger and light truck tire division. "With our truly revolutionary

advancements in tire technology, we are able to directly address the effects of tire wear on traction and have been able to break the traditional paradigm."

The new tires will be manufactured at Michelin's plants in Lexington, Greenville, Pictou County and Bridgewater. Another great advantage is that these tires will be available in 32 different sizes from 185/65R15 to 245/45R18 for a wide range of vehicles including Ford Fusion, Toyota Camry and Cadillac CTS and come along with a 60,000-mile warranty.

With tires like these, customers need no longer worry about decreased road safety or lower traction as tires wear out.



CANADIAN TIRE LAUNCHES CHAMELEON CONCEPT TIRE THAT CHANGES COLOR WITH THE WEATHER



The tire has a white colored rubber sidewall strip that has chemicals which turn from white to a bright blue at 70 C. With this visual cue, even before you step outside the house, you can look out of the window and check on the color of your tires to know if it is really cold and time to change your tires. You really don't need to wait until the first snowfall.

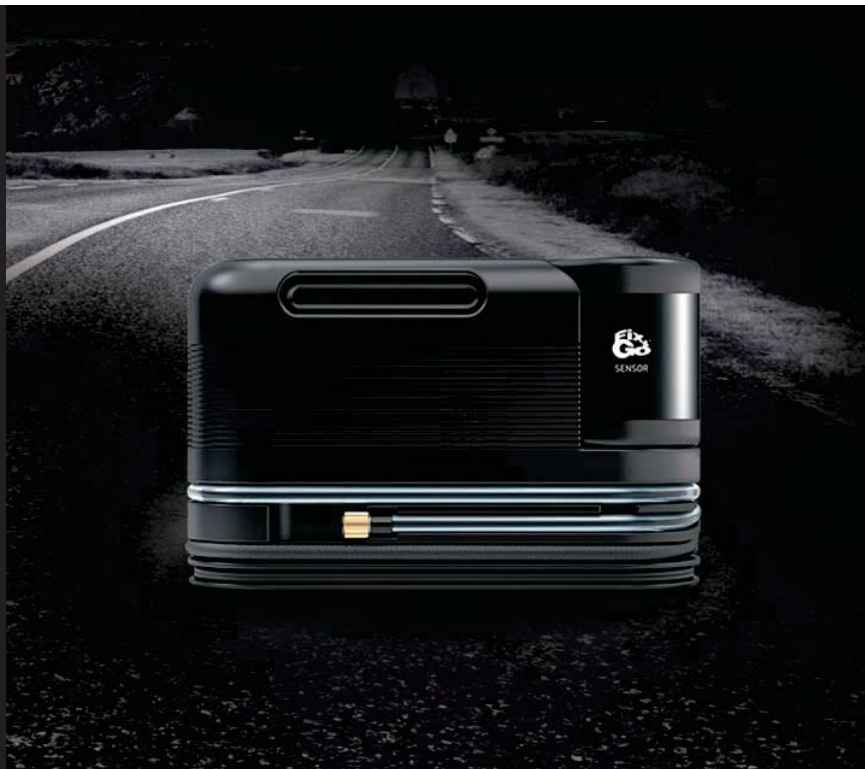
If drivers make the mistake of not switching to winter tires when temperatures fall below 70C, the all season tires they use can become quite hard at the lower temperatures. When they become harder, they become less elastic and provide less traction endangering the drivers. Winter tires on the other hand, are made especially for use in cold weather and provide good grip even in icy conditions.

"With over 90 years of experience in Canadian winters, we understand the unique challenges that drivers face on winter roads across the country," said Melissa Arbour, Senior Category Business Manager, Tires, Wheels and Accessories, Canadian Tire Corporation, Limited. "As with innovations like this concept tire, we continually search for the most advanced winter driving products to provide Canadian drivers with peace of mind and help to make sure families reach their destinations safely."

In countries that experience severe climatic conditions during winter, one point that confuses most drivers is when they should switch from summer tires to winter tires to make driving easier, smoother and safer. Canadian Tire has come up with a new product that may just end all this confusion.

The company partnered with leading research firm to develop an all-season temperature sensitive concept tire that changes color to indicate that winter is around even before temperatures start to fall.

Al Habtoor Motors Brings Innovative Puncture Repair Kits to UAE



Al Habtoor Motors had set up a Tires & Batteries Division in December 2013 to offer their customers in the region a selection of the leading automotive tires, batteries and batteries from the top brands in the world. This division is now the exclusive GCC wholesale and retail distributor for Sumo and Avon brands of tires, and the UAE distributor for General Tires. Other brands for which this division handles wholesale and retail sales include Fix & Go tire repair kits on a GCC basis and the UAE sales of Energizer batteries. The Tires & Batteries Division not only offers quality products but also offers professional aftersales support for its entire product range.

"Our long years in the automotive industry as the dealer for renowned brands of automobiles have given us a close rapport with our customers and naturally we understand their needs better. We have observed that over the years, car owners are on the lookout for new tires and batteries to keep their vehicles running smoothly. We as the official dealer of some of the most popular brands of vehicles decided to launch branded world class tires, accessories and batteries to meet our customer's needs," said Mr. Neil Coolledge, General Manager of Tires & Batteries Division and SpeedFit Group.

One new product that the Tires and Batteries Division of Al Habtoor Motors is launching in the UAE is the Fix & Go puncture repair kit. The company has been appointed as the first ever distributor of Fix & Go worldwide across the GCC. The brand was officially launched during a press conference held during Automechanika Dubai in June.

Normally, the idea of changing a punctured car on the roadside in the hot and difficult weather conditions of the GCC is a challenge for even the toughest person. The Fix & Go kit includes a non toxic sealant with a shelf life of five years and a powerful compressor to inject the sealant into the tire. The compressor can be powered by the vehicle's cigarette lighter holder. Thus, Fix & Go eliminates the need to change the tire as soon as it is punctured and temporarily seals the tire such that it is in a condition that is good enough to last till you are able to reach the nearest garage. With the advanced Fix & Go range that weighs hardly two kilos, it is possible to fix a flat tire in just five minutes whereas normally at least 45 minutes is needed to change a flat tire. The process is so simple that anyone, man, woman or child can easily fix a flat tire.

Fix & Go tire repair kit is an innovative concept for tire repair and eliminates the need to always carry a spare tire in your vehicle, thus reducing load and increasing cargo space. It also enhances the road safety aspect as your safety will no longer be adversely affected due to having a flat tire. Fix & Go tire puncture repair kits have been in the market for the past 15 years and have been supplied as standard OEMs for 24 leading brands such as Maserati, Ford, Cadillac, Opel and Ferrari.

Mr. Coolledge added that the Tires & Batteries Division is looking for dealers across the GCC for all their brands.

Ho-Youl Pae takes Over as New COO of Hankook Europe

Hankook has appointed Ho-Youl Pae, the current senior vice president for the marketing strategy planning division as the new COO of Hankook Europe. He will be taking over from Jin-Wook Choi who will taking up an advisory role at the company's global headquarters in Seoul.



Pae has been with the company from 1986 and has over 15 years experience in managing sales and marketing activities for various overseas offices for Hankook. With 28 years of industry experience including his stint with Hankook, he has considerable knowledge about the European automotive market and was one of the key people involved in the tremendous growth Hankook has experienced in Europe. He had also helped in raising the company's profile in North America during his tenure with Hankook Tire America as the marketing team manager and chief operating officer.

"Our products performance and quality already fulfills even the highest demands, proven by various original equipment fitments from globally leading premium car manufacturers like BMW and Mercedes-Benz," said Pae.

He added that the company will continue to focus on keeping customers informed about Hankook's wide range of tires that are not only technologically advanced but are also environment friendly. They are made in Europe for European drivers and Hankook will continue to focus on increasing brand awareness and enhancing its image in the European market.

Nexen Bags OEM Fitment for Two Skoda Models



Tire Fact

It takes half a barrel of crude oil to produce the rubber in just 1 truck tire.

Nexen Tires was recently in the news for gaining the OEM fitment for Volkswagen Polo. The company has now added two more OEM fitments to this growing list. It has just been announced that Nexen's N'blue HD tires have been chosen by Skoda, owned by the Volkswagen Group as the OE fitment for the Octavia and Rapid models.

This OEM fitment is an achievement that Nexen can be really proud of as the Octavia is Skoda's bestselling model and accounts for at least one-third of the company's total sales. It is also the most popular imported car in Germany. The Rapide which was launched last October is one of the first models that was unveiled as part of Skoda's new branding strategy and will be one of the auto manufacturer's most important models.



These cars will be manufactured by Skoda at the company's factory in Mlada Boleslav in the Czech Republic where they will also be fitted with the N'Blue HD tires.

The N'Blue tire is an eco-friendly tire that has been recognized by the British auto magazine, Auto Express as one of the eight leading tire brands for its excellent steering stability, fuel efficiency and high performance.

Nexen Tire expects to continue to see its brand awareness improve in the European market due to the new OE supply contract, which follows hot on the heels of the one for Volkswagen Polo announced earlier this month.

Michelin Takes On Tereos as New Research Partner in BioButterfly Project

The BioButterfly project is an initiative in which renowned tire manufacturer Michelin partnered with companies such leading global companies such as French research company IFPEN (IFP Energies nouvelles) and engineering company Axens to work on technologies to convert biomass into butadiene as an alternative to natural rubber.

Michelin has now co-opted Tereos as a new research partner in the upstream phase of the BioButterfly initiative to pool the skills and resources of the two companies in order to supply the industrial alcohol needed for the project from agricultural raw materials.



The two companies will jointly work on a detailed scheme to develop a well defined supply chain for the long-term supply of industrial quantities of biomass for the project.

Michelin has considerable technical and industrial expertise in the fields of chemistry and applied chemical engineering, especially when it comes to the chemical processes involved in the manufacture of tires.

Tereos is a Frenchagro-industrial cooperative that specializes in the supply and conversion of agricultural raw materials such as beets, cereals and sugarcane into alcohol. It is Europe's main producer of alcohol and has a wide range of technical expertise in the field of alcohol production with multiple research projects that are currently underway for second-generation alcohol production.

"To consolidate the deployment of its innovation strategy, Michelin is joining forces with a major player in the industrial supply of agricultural raw materials with the goal of using biomass in its tire-production processes," said Jean-Christophe Guerin, who is head of the Michelin's Materials Division.

Alexis Duval, Chairman of the Tereos Supervisory Board stated that the company was pleased to partner with Michelin for such a promising project that focuses on sustainable development.

Bridgestone Holds Draw for 2014 Copa America Football Competition



Bridgestone, the main sponsor of the hotly contested Copa Bridgestone Libertadores football competition in South America held the draw for the 2014 tournament in collaboration with the South American Football Confederation (CONMEBOL) at the Convention Center of the South American Football Confederation in Luque city in Asuncion, Paraguay. This marked the kickoff of the tournament.

South America is the smallest confederation in FIFA with only 10 member football associations, but it is a powerhouse of talent when it comes to football. Teams from the continent have won the FIFA World Cup nine times, the Intercontinental Cup 22 times and the FIFA Club World Cup three times. Argentina and Uruguay have also won two Olympic gold medals each.

The 2014 Copa America cup will be the 55th edition of this premier tournament that is organized by CONMEBOL. Eleven teams which are have made their mark on the international soccer scene will be participating in the tournament: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay and Venezuela.

"To CONMEBOL, it is a matter of satisfaction to have the contribution of Bridgestone as a first line sponsor in our beloved Copa Libertadores," said Eugenio Figueredo, President of the South American Football Confederation (CONMEBOL). "We are aware of the fact that the development of soccer in South America has a close link with our sponsors, who rely on a product of superior quality."

Matias Borges, Consumer Sales and Marketing Director for Bridgestone Latin America stated that fans across Latin America share a common passion for football and Bridgestone too has the same passion for producing leading products. He added that the 2014 championship kickoff will inspire a slew of new promotional programs across South America.

Bridgestone and CONMEBOL signed the five-year sponsorship agreement back in December 2012 and the company will continue to be the title sponsor till 2017. Through this sponsorship of the Copa Bridgestone Libertadores, Bridgestone is seeking to strengthen its commitment to sports and other eye-catching events which unite fans from different countries without barriers of distance or language.

In tandem with this sponsorship, Bridgestone has launched a number of commercial and promotional activities such as amateur soccer contests to convey the excitement of the soccer fever to both fans and motorists. These promotions have been extended to social media networks with plenty of opportunities for fans to get freebies such as free tickets for games, including the finals. The same pattern of promotions will take place for the 2014 edition of the Copa America with a wide array of contests and activities for fans in all the participating countries.

In line with its CSR mission, Bridgestone's seven South American subsidiaries will also be making several donations to communities and institutions, and developing soccer schools for children.

Cooper Acquires New Research Partner for BRDI

Cooper Tire & Rubber Company had made news in June 2012 when the company had received a \$6.9 million grant from the U.S. Department of Agriculture (USDA) and the U.S. Department of Energy (DOE) along with consortium partners, Yulex Corporation, Arizona State University (ASU), and the Agricultural Research Service (ARS) for a project called Biomass Research



and Development Initiative (BRDI). The main focus of the project is to develop plant-based polymers as a substitute for rubber and petroleum-based synthetic materials in the manufacture of tires from the desert shrub guayule and to also investigate the potential of guayule as a source of biofuel.

A new member has now been added to the consortium with PanAridus replacing Yulex as the primary manufacturer of rubber from guayule for the project. PanAridus is a bio-agriculture company based in Arizona that has considerable expertise in production of rubber from guayule. As their contribution to the project, the company will try to develop technologies to make the production of natural rubber from guayule commercially viable.

Commenting on the development Chuck Yurkovich, Cooper's vice president of global research and development stated, "PanAridus brings significant expertise related to guayule seed and agronomic technology that will be extremely beneficial as the consortium continues progress toward our objectives." He added that with the inclusion of PanAridus in the project, the BRDI initiative will have access to a reliable source of materials.

"PanAridus is honored to be part of such an esteemed group of colleagues working towards a goal of providing the first sustainable source of domestically produced natural rubber in our nation's history," said Mike Fraley, founder and CEO.

HANKOOK INVESTS MILLIONS IN EXPANSION OF INDONESIAN PLANT

Well known South Korean tire manufacturer Hankook Tire Co. is on an expansion drive in its quest to be one of the world's top tire manufacturers with plans to invest \$357.24 million or 380.18 billion Won for expanding its factory in Indonesia by the end of 2015. The company had mentioned this development in a routine filing it had made as a part of legal requirements at the Korea Exchange (KRX) and said the investment would be made through its Indonesian subsidiary, Hankook Tire Indonesia over the next two years. Hankook's plant in Indonesia is its seventh such manufacturing facility.

Hankook's plant was set up in September 2013 in Cikarang, West Java on a 60-hectare plot with an initial outlay of \$353 million. The company's target is to reach an annual production capacity of six million tires mostly for passenger vehicles and light trucks. About 30% of this production will be sold in the local market while the balance 70 percent will be exported to other developing markets in Middle East, Southeast Asia and North America. Seung Hwa Suh, Hankook's vice chairman and chief executive had stated at the plant's opening that the company had plans to invest close to \$1.1 billion in Indonesia through 2018.

Last year, Hankook had announced that it would be spending \$800 million on setting up its factory in the U.S. The tire manufacturer had announced back in September that the site for the company's first plant in the US would be in Tennessee.



Hankook is not the only company that is counting on Indonesia's growing importance as a market for automotive products. Astra Otoparts, a subsidiary of Astra International, partnered with Pirelli Tyres last year to form a company called Evoluzione Tyre which has spent Rp 1.3 trillion (\$107.9 million) on setting up a new tire factory in Subang, West Java for manufacturing motorcycle tires. The Subang factory is slated to commence production by the end of 2014. The plant will initially produce two million motorcycle tires on an annual basis with the output being ramped up to reach seven million tires a year. As per a statement issued by the company, about 60% of the plant's production is meant for export to other markets.

With a growing middle class and a strong economy, car sales in Indonesia have increased by 10% over the past to 1.23 million units in 2013. Motorcycle sales too have increased by 8.8% in 2013 to 7.77 million units.



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EVENT	DATE	INFORMATION	LOCATION
Cleveland Auto Show	1-9 March 2014	Held annually at the end of February and the beginning of March, the Cleveland Auto Show showcases over 1,000 concept, classic and production vehicles, as well as draws more than 600,000 visitors.	I-X Center, 1 I-X Center Dr. Cleveland, OH, USA
Tyrexpo Africa	4-6 March 2014	Tyrexpo Africa offers the visitor a technology showcase covering materials and equipment through the complete spectrum of the tire manufacturing process. Tyrexpo Africa also offers visitors, exhibitors, and conference delegates an unrivalled networking opportunity within the Tire manufacturing sector.	Sandton Convention Centre , Johannesburg, South Africa
Greater Kansas City International Auto Show	5-9 March 2014	This auto show displays more than 500 late-model minivans, crossovers, SUVs, trucks and cars. With product specialists ready to provide accurate information and demonstrations, this event offers a 5-day day exploration and interactive experience to visitors.	Bartle Hall Convention Center, Kansas City, MO, USA
Oklahoma City International Auto Show	6-9 March 2014	The Oklahoma City International Auto Show gives visitors a chance to see pre-production cars and hybrid vehicles, concept cars and trucks.	Oklahoma State Fair Park, Oklahoma City, OK
Geneva International Motor Show	6-16 March 2014	Organized by the Organisation Internationale des Constructeurs d'Automobiles, the Geneva Motor Show is considered as one of the most important major international auto shows as it serves as a level playing field for the globe's leading automakers.	Geneva, Palexpo, Geneva, Switzerland
Twin Cities Auto Show	8-16 March 2014	Produced by Greater Metropolitan Automobile Dealers Association (GMADA), 2014 Twin Cities Auto Show will feature an estimated \$15 million in imported and domestic automobiles, SUVs and trucks.	Minneapolis Convention Center, South, Minneapolis, MN, USA



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EVENT	DATE	INFORMATION	LOCATION
Rubber Technology Expo	12-15 March 2014	Rubber Technology Expo 2014 is a trade exhibition focusing on rubber & latex technology and tire manufacturing technology. This expo is a must visit for everyone involved with rubber industries. Two technical conferences will be held along with this expo.	Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand
Columbus International Auto Show	13-16 March 2014	The 2014 Columbus International Auto Show will exhibit the latest vehicles and technologies from 40 different automakers. Showgoers can also expect to see high-flying BMX stunts.	Greater Columbus Convention Center Columbus, OH, USA
Tyre and Rubber Indonesia	19-22 March 2014	Tyre & Rubber Indonesia will be held for a period of four days in Jakarta, Indonesia and is a must attend event for the vehicle & auto parts traders, importers, exporters, wholesalers, distributor, wholesalers, traders and automobile vehicle and tyre traders.	Jakarta International Expo (JIExpo) Jakarta, Indonesia
Virginia Motor Trend International Auto Show	21-23 March 2014	The Virginia Motor Trend International Auto Show is a three-day event held at the Columbus International Auto Show featuring the latest vehicle debuts.	Greater Richmond Convention Center, Richmond, VA
Atlanta International Auto Show	26-30 March 2014	The Atlanta International Auto Show is an annual exhibition of more than 400 late-model domestic and import vehicles, including sport utility vehicles, vans, light trucks, 4WDs, limited production cars, economy cars, luxury cars, convertibles, electric vehicles, hybrids, family cars, etc.	Georgia World Congress Center Atlanta, GA, USA

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GM Uses Digital Technology to Stay Ahead of Competitors

In a bid to improve quality and keep tabs on competitors, General Motors uses light scanners on a regular basis (three dozen times a year) to analyze new models of competitors, their technologies and components with precise 3 D images. Using these images and the data obtained through dismantling and studying the parts, the company then works on troubleshooting issues with its own models, reducing costs and improving quality. The scanning is not carried out on all models but only on selected models that have innovative technologies or are completely new.

"3D scanning is a time-efficient and cost-effective way of keeping up with rapid advancements being made all over the industry," said Larry Pecar, senior supervisor, GM Competitive Benchmarking. "The technology also allows us to gain a better understanding of the reasons for other automakers' recalls so that we are better able to avoid making the same mistakes."

The company has been using this technology for over ten years in its drive to improve quality. Technicians scan the vehicle surface with a red, white or blue light pattern and an advanced camera or sensor is used for capturing the details of the dimensions of the parts and their construction. Generally, blue and white light is used for scanning the entire vehicle like the exteriors and bright blue light scanners are used for the interiors and components under the hood and the body of the vehicle. White light scanning is comparatively older technology and less effective than blue light. Red light is generally used in cases where the components and parts have been removed from the vehicles and are examined externally.

By using data obtained through both blue and red light scanning, engineers are able to get the complete details about all the parts in the vehicle. The information from 3D scanning is also used in R&D for designing and developing new vehicles. Full scale models can be created by computer controlled milling machines using data from scans of clay models. For recreating small parts quickly, it is easier to feed the data obtained through scanning into a 3 D printer.

"By comparing the scan of a finished product to the original math model we can identify the source of fit and finish problems. In some cases even squeaks and rattles can be avoided or quickly addressed," Pecar said. "There is no place for a quality issue to hide."



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Audi R18 E-Tron Quattro Now Features Laser Headlights



R18 E-Tron Quattro, the racing car successor to the R15 TDI, is the first-ever car from Audi to feature laser lights. The car's lighting system utilizes a blue laser beam to backlight a yellow phosphorus crystal lens, but the beam emitted by the headlights is actually white.

Audi claims that the laser lights offer more homogenous lighting, and anticipates applying the the very same technology to its production cars. As laser light is monochromatic, it does not project across all spectrum areas such as the light emitted from regular sources. This produces a more focused beam and greater light density, giving the racer a better and safer car racing experience.

The automotive news website Motor Authority though feels Audi might be missing out by not using technological knowledge to help racers use laser lights to attack other cars. This might possibly make racers like Le Mans more exciting. While the R18 E-Tron Quattro cannot shoot down its race track challengers with its laser lights, it is anticipated to impress racers and racing enthusiasts in its debut at Silverstone Circuit on the 20th of April.

According to Audi, the laser headlights are just one of the new set of technologies to be showcased by the 2014-season R18 race car. Though it shares the look and name of its precursors, it has been completely revamped to meet LMP1's new regulations.

"By using this new lighting technology Audi is setting yet another milestone at Le Mans," says Dr. Ulrich Hackenberg, Member of the Management Board for Technical Development of AUDI AG. "Laser light will also open up completely new possibilities for our production models in the future. Once more, motorsport at Audi accelerates a new technical development for our customers."

In the 2013 R18, the front axle is connected to an e-tron Quattro hybrid system, while the rear wheels are powered by a V6 TDI mid-engine. The car utilizes a flywheel system designed for storing energy that is recovered from the braking process. The new R18 is also equipped with a second hybrid system that is integrated to the engine's turbocharger. It transforms the thermal energy from the exhaust gas flow into electricity that goes directly to the flywheel storage. To improve acceleration, the reserve of the flywheel can be sent to either the electric turbocharger or to the front axle motor.

The R18 E-Tron Quattro will have the same turbodiesel hybrid powertrain as last June's race winner, but with many improvements such as a much lighter chassis and a new electric turbocharger.

In addition to Audi, German automaker BMW is also working on its own laser-light technology, which it intends to launch on the 2015 i8 plug-in hybrid sports car. According to the company, the laser lights will be provided as an option for the car's hi-beams.

CONTINENTAL PARTNERS WITH IBM TO BRING CUTTING EDGE TECHNOLOGY TO CARS



All car manufacturers are currently focusing on bringing technological innovations into the car to make the driving process as smooth and as safe as possible. With roads, traffic and driving conditions becoming more hazardous, these technological features have fast become a necessity.

Continental has now teamed up with IBM to emerge as a leader when it comes to offering a connected car experience. Continental had first made an announcement about this partnership at the 2013 Frankfurt IAA International Motor Show. At CES 2014, Continental will display initial product concepts of the cooperation, which include Connected Electronic Horizon and Smart Speech technologies.

At the CES 2014 Continental and IBM demonstrated how the Connected eHorizon platform they developed jointly assists vehicles to "look around the corner" for a safer and smoother drive. The platform consists of advanced vehicle sensors, automotive apps and smartphones that will open cars and provide seamlessly integrated displays and will eventually pave the way to fully automated driving.

"Not only are drivers demanding a more digital lifestyle, connecting the vehicle is opening up a vast field of opportunities for services to make driving safer, more efficient and more comfortable," said Helmut Matschi, Head of Continental's Interior Division and Member of the Executive Board. "Together with IBM we can now demonstrate new possibilities for the fully connected vehicle."

The leading companies in their respective fields will work jointly on developing software and engineering services for an embedded vehicle client and a back-end platform that will support intelligent Transportation Systems. Along with highly scalable cloud platform services, with this new technology automobile manufacturers can provide users with a wide range of in-car services.

Matchi added that the expected outcome of the joint collaboration was to provide advanced services that could be seamlessly added to the IT-infrastructure that is already in place. The 'Electronic Horizon' platform will focus on technological features that will assist drivers in anticipating the hazards on the road ahead so that they can adjust their driving style to have a safer, more comfortable journey. The technology uses digital maps to map the route thus extending the short term and long term horizon of the driver.

At the moment, Electronic Horizon technology uses static maps data to map out the most efficient driving strategy. With the introduction of the Connected eHorizon, crowdsourcing and online information will make the maps dynamic and more accurate. Using this information and advanced sensors, the Electronic Horizon can give vehicles the ability to receive and send real-time information. Thus vehicles will be equipped with the ability to 'look around the corner' and eventually be able to drive themselves, hopefully not too far into the future.

This will cause significant reduction in accidents caused due to errors in human judgement and help drivers to use their time in the car more wisely and effectively.

Continental has set ambitious goals when mapping out its pathway to achieving Automated Driving: partially Automated Driving by 2016; highly Automated Driving by 2020; and, fully Automated Driving by 2025.

The Connected Car

Combining Continental's deep understanding of speech interfaces in the vehicle with IBM's interactive dialog and content finding solution will create a more intelligent cloud-based voice solution compared to existing in-vehicle voice systems. The goal is to use IBM's smart speech solution to create interactive artificial intelligence based communication between the vehicle and the driver to deliver a highly personalized solution where dialogue vehicles and occupants is unique to each user, their context, their interactions and usage history as well as the vehicle status. "Cloud-based functions open the possibilities of future vehicles," added Matschi. "The future interior and the future safety functionalities of vehicles will also depend on the way the car is connected. Continental and IBM are working toward bringing a wide range of new innovative solutions to help drivers manage information and drive safely."

Valvoline Introduces First-Ever Engine Oil Exclusively Developed for the Middle East



Valvoline™, the well known producer, marketer and distributor of industrial and automotive products and services, has recently launched Engine Armour™, the first-ever line of fully synthetic engine oils exclusively developed for the Middle East.

Engine Armour's patented ThermalShield™ technology has been tested and proved to be better than similar products from other companies in terms of protecting engines and sustaining their performance in the sandy and hot driving environments in the Middle East and Africa (MEA) region.

"Valvoline's Engine Armour is a unique product in the market," said Keith Johnson, MEA general manager. "Its Thermal Shield additive technology superbly prevents the onset of oxidation of oil, which is the main cause of oil degradation in extreme temperatures. The product was tested against all major lubricants in the region and the results showed it outperformed comparative brands by 70 percent. It delivers unprecedented, first-rate engine protection for our customers."

He further added that the result of the consumer research they conducted in the UAE was very positive, implying that a product offering performance and protection suited to local conditions is in-demand.

To cover engines vehicles of all types of models, age, type and age, the Engine Armour is available in viscosity grades such as 20W-50, 10W-40 and SAE 5W-40. With its advanced formulation, it is anticipated to change the face of engine performance and maintenance in the Middle East and Africa.

Frost & Sullivan Predicts Rise in Revenue of Wheel End Brake Components Aftermarket



With more and more rural areas turning into towns and cities and more vehicles on the roads, there is more stop-and-go traffic than ever before. The outcome is higher wear and tear in wheel end brake parts, which opens up a huge opportunity for the class 4-8 commercial car wheel end brake components aftermarket.

Frost & Sullivan's Strategic Analysis of the North American Class 4-8 Commercial Vehicle Wheel End Brake Components Aftermarket reveals that the market gained \$705.8 million revenue in 2012 and projects that this will reach \$906.5 million by 2019. The analysis covers wheel hubs, calipers, rotors and drums. Among these product segments, hydraulic brake rotors and pneumatic drum brakes are the main revenue drivers.

In spite of being at an advanced stage, the class 4-8 wheel end market is anticipated to meet tighter regulations and to comply with CSA 2010 norms. High fleet equipment standards and maintenance practices are in place to protect cargo and reduce accidents. This factor along with the aging truck population has escalated the demand for aftermarket maintenance and service.

"Technological advancements with a focus on the reduction in weight and form factor along with the advancement in the safety and durability of future wheel end components are a must," said Frost & Sullivan Automotive & Transportation Industry Analyst Wallace Lau. "Such improvements could also arrest the tapering of profit margins caused by the increasing instability in the price and availability of steel and other inputs."

Local manufacturers will need to allow for the ownership cost when planning market positioning techniques. This will allow them to account for increasing transportation costs and fuel prices as well as to secure increased brand value and higher margins.

"Furthermore, intense market competition from low-cost imports is pressuring domestic manufacturers to lower their prices to compete over the short-term," said Lau. "Domestic players are expected to implement strategic plans to combat this issue using a good-better-best product portfolio to meet the unique needs of all fleet price points, age of trucks, and needs."

These first-class, yet varied product portfolios, along with competitive pricing strategies, should offset the challenges posed by distributors' strong purchasing power, high price sensitivity and insufficient product differentiation. In turn, this will propel distribution channel revenue in the OE service channel.

Lau explained that pricing is the key factor for competence in a mature market. He also added that one way to boost price competitiveness is through outsourcing from low-cost regions. However, it is important to enforce strict assurance examination for the brand integrity's protection.

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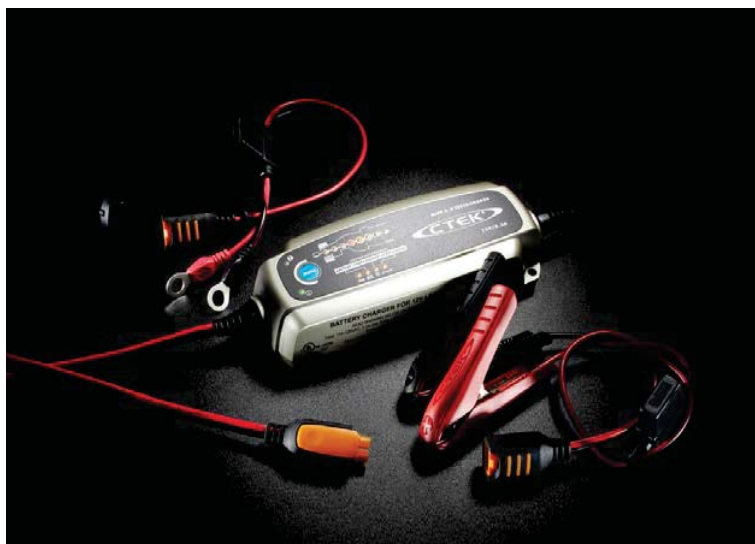
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CTEK MUS4.3 Manufactures Charger Combining Alternator Testing Functions and Battery

The CTEK MUS 4.3 Test and Charge, an exceptional battery charger designed to provide consumers with a comprehensive overview of the state of their vehicle's charging system. It combines a technologically innovative micro-processor controlled battery charger with an alternator test function and battery. This will cover all the consumer's needs when it comes to charging, testing and maintenance of batteries.

The charger offers outstanding performance on batteries with output ranging from 1.2Ah to 110Ah. Featuring a patented automatic desulfation program, it solves an array of battery problems. It even comes with a special reconditioning function for the revival and restoration of stratified and discharged batteries. To keep the charger in fine form on a long term basis, it has a patented Float/Pulse maintenance feature. To test the battery's voltage, alternator performance and start power, three easy-to-use programs are available, which provide a complete picture of the car charging system and battery.

Users will the option of using the product in "Snowflake" and "Recond" modes either together or separately in both 4.3A and 0.8A programs.



The MUS 4.3 Test and Charge is completely automatic for charging all types of 12 volt lead-acid batteries. Currently, it is offered with a five-year warranty. With its revolutionary technology that offers an easy, quick and effective solution to battery problems for owners, CTEK is confident that the product will prove to be an outperformer.

Bugatti x Roland Iten Belt Buckle



Ever heard of a belt which costs more than an average car and has no holes? Well, this is exactly what Bugatti has come up with in partnership with Roland Iten. The Bugatti x Roland Iten Belt Buckle is one pricey belt at \$84,000, but you nevertheless get to claim that you own a Bugatti.

It is made with the same painstaking attention to detail that Bugatti exhibits in its luxury cars. The entire production process is carried out in Geneva, Switzerland by experienced master craftsmen and supervised by the famous designer Roland Iten himself.

Using a ratcheting mechanism that is generally used for precision watches, you can pull your belt tight without any holes. Featuring a number of hand-tooled bridges, cogs, wheels, springs, and pinions, the belt is truly a marvel of engineering. With 100 expensive components finished in titanium, stainless steel, rose gold, and sapphire crystals, there are only 44 Bugatti x Roland Iten Belts. So, you need to really rush to get your Bugatti belt if you want to own one. The belt buckle comes in three sizes: 87.29, 99.45 and 108.98 cm. With five gears, the belt can be finely calibrated to any size within a 22 mm range for a really snug fit.



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Latest Monroe Brakes Catalogue Emphasizes Expansion of Brand's Friction Product Line



Monroe Brakes friction product line, Tenneco's leading brand of ride performance products continues to expand its applications and product categories, with its latest master catalogue featuring the a number of additional friction product lines and multiple part numbers for modern applications.

The 2013-2014 catalogue showcases the continued growth of the Monroe brand's Total Solution ultra-premium brake pad line, which now covers 97% of both domestic and international nameplate applications. The Total Solution pads come with several premium features such as sensory locking plate backing plates, noise elimination hardware, and

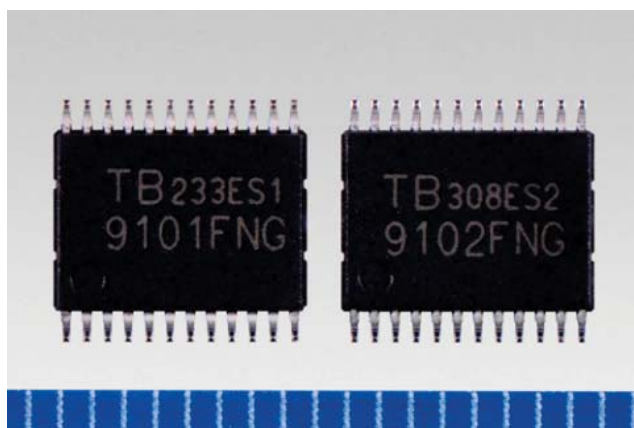
electronic wire wear sensors to help service providers deliver effective brake repairs on a daily basis. Levers and pins are also included in Monroe ultra-premium brake shoes for every application.

The latest catalogue also features Monroe ProSolution brake pads and the completely new Monroe Severe Solution friction line for emergency vehicles, buses, vans and trucks. The ProSolution line offers a range of premium-technology brake pads at mid-level prices. Many pad sets in the line come with noise elimination hardware.

The Severe Solution line, on the other hand, is an ultra premium line of up to 88 part numbers with outstanding quality and coverage designed for severe-duty applications. The premium technologies in this line include the Monroe SLP backing plate that assists in increasing friction-pad-to-backing-plate retention in extreme braking environments.

To provide customers with everything they need, Tenneco also presents a small accessory line of special-design foreign application electronic wire wear sensors that have not been included in the pad set box. However, for other applications, Monroe wire wear sensors are included in the box with Total Solution pad sets.

Small-Size DC Motor Driver ICs from Toshiba Reduce Power Consumption in Auto Applications



Toshiba America Electronic Components (TAEC), a company which specializes in partnering with technology companies to create innovative designs has recently started making deliveries of its automotive top-grade TB9102FNG and TB9101FNG small-size brushed DC motor drivers for in-vehicle brushed DC motor applications. In order to be compatible with the power requirements of small motors used in the electronic systems of recent models, the devices are carefully produced in a fine pitch BiCD process and provide low ON resistance.

"Automotive applications like air-conditioner valves, door mirrors, and windows need small, power-conscious motors," said Deepak Mithani, Mixed Signal Business Unit Director at TAEC. He also added that Toshiba will continue expanding its range of motor drivers to support the requirements of electronic systems installed in next-generation automobiles.

The TB9102FNG has 0.5 ohm (Typ) while the TB9101FNG offers 0.6 ohm (Typ) ON resistance. These ICs also include a small, flat SSOP24 package that reduces the mounting area to about one-third that of corresponding products. The smaller package also contributes to the printed circuit boards' (PCBs) miniaturization reducing the board space requirements by a huge extent. Circuits are integrated in both devices to spot issues like over-current and over-voltage conditions, and report them to a host microcontroller. In addition, the TB9102FNG can support as many as six motors, while the TB9101FNG can drive two motors connected to as many applications.

Schaeffler Adds Acoustic Testing Facility for Competence Center Acoustics



To boost production of innovative products for different applications, particularly in the automotive sector, Schaeffler has recently added an acoustic testing facility to the Technical Development Center in its Herzogenaurach-based facility. A “wobble room” and 3 test rooms have been installed in the 180-square meter floor space of the center, which is equipped with advanced measurement and computer technology.

“This is an audible and tangible further extension of expertise at Schaeffler. With the new Herzogenaurach acoustic center, we have created optimal conditions to further optimize the globally networked development activities at Schaeffler and adapt to customer needs even better than before,” said CTO Prof. Dr. Peter Gutzmer.

Customers focus more on low friction combined with the quiet operation of the system components in the field of drive technology. This is true for electric motors and other devices in both residential and office environments.

In the Competence Center Acoustics, Schaeffler engineers examine the source of unpleasant noise with the use of the most advanced analytical processes and provide valuable clues as to how and where noise is produced and what needs to be done to eliminate it right at the outset. Common tasks include investigating vibration behavior and airborne sound in the vehicle drive train as well as in the chassis and its components, like roll stabilizers and ball screw drives. Moreover, the engineers also inspect rolling bearings and plain bearings of all designs and types utilized in household applications, medical technology, railway, hydroelectric power plants, wind turbines and production machinery.



According to Testing Competence Center Acoustics Manager Dr. Alfred Pecher, their extensive equipment consists of a high-quality air- and structure-borne sound sensor system, vibrometry, high-speed cameras and multiple calculating and simulation tools including analysis software.

The test rooms include including a huge acoustic vehicle test bay, a shop with wide-ranging adaptation selections and a room for fatigue exams. One of the unique features of the test rooms is the “room-in-room concept” where spring-mounted cuboids or “rooms” that cover a 30 to 50-square meter floor space can be moved individually in relation to the rest of the building. The biggest room weighs over 130 tons and the interior rooms’ walls are made of high density special bricks from Sweden. Interior ceilings and test room walls were lined with 35-cm thick acoustic broadband compact absorbers to make them highly thick to meet the acoustic staff’s strict requirements.

“Thanks to this constructional measure it has also been possible to reduce noise intruding into the test rooms from outside, such as the sounds of trucks passing by, to a minimum and to obtain technically accurate measurement results,” said Dr. Alfred Pecher.

Senior Vice President of Corporate R&D Competence and Service Dr. Arbogast Grunau, compliments the Schaeffler Group’s acoustic network, including the Competence Center Acoustics team, as a service and development partner for all types of vibration and sound testing as well as corresponding optimization.

According to him, the development of this center is the culmination of years of knowledge obtained through the work carried out in this center will be spread throughout the globe through seminars and training sessions.

“In this way we make an important contribution to Schaeffler’s global alignment, true to our motto ‘Together we move the world’ – here with a particular focus on noise optimization.” said Dr. Arbogast Grunau, Senior Vice President Corporate R & D Competence and Service.



Audi Produces Armchair to Showcase Design Expertise



Following in Bentley's footsteps, Audi is using furniture to showcase the company's expertise in design. Personally designed by Walter de Silva, the head of the design at Volkswagen Group Design, the Audi armchair used all the expertise of the company's design team that handles the design of cars as varied as Bugatti and Skoda to come up with the perfect armchair.

The Audi armchair is the ideal blend of practicality and style with a lightweight design and leather upholstery. The project was carried out at the Audi Concept Design Studio in Munich, Germany where many designers labored for hours to create mockups based on de Silva's initial sketches.

The end product was an armchair named "Luft" (the German word for "air") fashioned from an aluminum backrest that effectively acts as the "chassis" of the chair which is richly upholstered in leather to give a feel of comfort and luxury.

The Luft armchair is produced by Audi in partnership with the Italian leather company Poltrona Frau that also has an automotive connection. Poltrona Frau produces leather and components for renowned companies like Bugatti, BMW and Ferrari.

Experienced craftsmen at Poltrona use both handcraft and specialized production techniques to produce the Audi armchair.



NARVA LED DRIVING LIGHT BARS SET NEW AUTOMOTIVE LIGHTING STANDARD



Exclusively engineered for the toughest off-road conditions in Australia, Narva's LED Driving Light Bars range is setting the new standard in the automotive lighting industry, as it offers outstanding performance and reliability, providing a bright white light from high powered 5W 'Cree' XPG LEDs.

The LED driving light bars feature a 5000°K color temperature closer to that of natural daylight, thus significantly reducing eye fatigue and increasing comfort and safety when driving at night. Since Narva only fits premium-grade 'Cree' XPG LEDs in its products, the driving light bars are anticipated to work perfectly even in the most difficult driving environments.

Coupled with a precision reflector, the LEDs offer a notably wide spread of light. The result is outstanding illumination both to the sides of the road and straight ahead, which in turn helps the driver to a greater extent in identifying wildlife and road hazards. Another feature that contributes to safety is the LED light bars' speedy full strength illumination, without any time lag for warming up.

Furthermore, LED features low current usage, an important consideration for vehicles such as 4-wheel drives (4WD) which usually need battery power for other electric accessories like communication devices, fridge and winches. A durable

and maintenance-free line up, Narva's LED driving light bars lasts for 50,000 life hours and are resistant to impact and vibration, preventing damage even during difficult driving situations. They also come with a five year warranty for the LEDs.

In line with Narva's reputation for manufacturing first-rate products, the bars are fashioned from durable extruded aluminum housing, a heavy-duty mounting system and unbreakable polycarbonate lenses, making them capable of meeting even the toughest demands.

The driving light bars also feature solid, slimline dimensions making them perfect for installation in nudge bars, bull bars as well as below or above roof racks. For increased versatility, the adjustable cross slider multi-angle mounting system is compatible with pre-existing mounting holes and enables the bar to be fitted easily in any position; pendant, vertical or upright. The stainless steel fittings make the bars rust proof.

Tested in Narva's state-of-the-art laboratory, the LED driving light bars have sealing systems that protect them against water entry. They are IP68-rated and fully submersible in water. For greater reliability and convenience, the bars also offer a hard wired cable with Deutsch connector.

Narva offers the LED driving light bars in an array of outputs and sizes, ranging from 3,900 lumen to 17,600 lumen.

Nissan Unveils Plans to Change the Chemical Composition of the Leaf's Battery Pack



Japanese automaker Nissan is confident that it can produce a longer-lasting battery pack for its Leaf in 2014 by changing the chemical composition of the components used in the battery.

According to Billy Hayes, Nissan's Vice President for the Global Electric Vehicle Business, the planned change in the chemical composition, which is still under review, is likely to make the Li-ion battery more resistant to hot-weather ageing.

"We're working on an improved chemistry to improve the longevity of the batteries, especially in these prolonged extreme heat situations," said Hayes. He added that they are optimistic about its use for replacements going forward.

Hayes also revealed that upon approval, the new chemistry would be produced at Nissan's battery module and Leaf assembly plant in Smyrna, Tennessee in the first half of 2014.

New Mexico and Arizona-based Leaf owners have complained that their batteries seem to be aging quicker than what the automaker envisioned. To address such complaints, Nissan has promised to replace underperforming batteries.

Hayes further explained that the new battery composition will not prolong the Leaf's driving range, which typically averages 73 miles on a single charge but will definitely help in delaying the battery's degradation over its lifetime.

Electric vehicle batteries are manufactured in a baking process in which 48 cell modules are sealed, electrolyte-injected and allowed to age. Altering the chemicals in the battery can lead to differences in cost, weight, performance and other characteristics.

Nissan Chief Planning Officer Andy Palmer said the Leaf battery has already undergone two other product improvements since it went into production in Smyrna in 2012, to reduce cost and weight. He projected that after the planned change in the chemical composition in 2014, the Nissan Leaf will have two more generations in the next two years.

Meanwhile, according to Palmer, the Japanese automaker is working on other electric vehicle batteries, and other battery-powered models. In 2014, the automaker will unveil a lithium-powered NV200 compact cargo van. It is also planning to develop an EV sports vehicle based on the BladeGlider concept.

Honda's Uni-Cub Redefines Personal Mobility



Renowned auto manufacturer Honda had first launched the Unicub in May 2012 as a personal mobility device that offers greater freedom of movement in a home and office setting with its saddle type seat, balance control technology and the unique Honda Omni Traction Drive System that made steering the device a lot easier. The device was based on technology that was developed during Honda's research into humanoid robots. With the Uni-Cub, users had the option of moving in any direction they chose whether it was forward, backward or side to side just by shifting their body weight in the direction they wanted to go.

The Unicub was tested in collaboration with the National Museum of Emerging Science and Innovation (Miraikan) in Japan. Miraikan staffers and visitors used the device for their transportation within the museum. The improved version, Unicub- β was designed based on the feedback received from these tests. It is a smaller, lighter, more compact version that can be controlled not only by shifting the body weight but also through an app that comes along with the device.

The Uni-Cub β is powered by a Lithium-ion battery that once charged can keep it going for up to 6 km per hour for 6 kilometers. The Uni-Cub offers those who are disabled more freedom of movement as compared to wheelchairs with their smaller, lighter design, softer seats and greater functionality. The UniCub- β is also fitted with a stand making it easier for users to get on and off the device.

Seeing Machines Partners with Royal Beuk for Automated Fatigue Monitoring System Deployment



Seeing Machines, a leading Australian technology company, has recently signed an agreement with Royal Beuk, a renowned European Coach & Tour operator, for the distribution of automated Fatigue Monitoring Systems to enhance driver alertness and protect coach passengers. The system will be the first such system in the world for automatic detection and monitoring of to increase the safety of coach passengers and reduce the risk of coach crashes.

The partnership between the two companies will contribute further to the success of Seeing Machines in the global transportation market. In May 2013, the company announced a partnership with Caterpillar Inc. that has led to the global availability of its Fatigue Monitoring Systems through the company's network of authorized dealers. An announcement was made in a few months later in August that 110 BHP Billiton mining trucks would be fitted with this innovative eye-tracking technology.

As an outcome of this partnership, Royal Beuk will install Seeing Machines' Fatigue Monitoring System in its own fleet of coaches in addition to the trucks and coaches of partner companies. Initially, they will be fitted in a preliminary batch of 20 coaches with the use of the technology gradually expanding to cover its fleet of 60 coaches by the end of the 9-month assessment period. The coaches chosen for the preliminary phase will be the long-distance coaches used for journeys within European countries and trucks transporting toxic chemicals.

Several improvements may be made to the Fatigue Monitoring System based on its performance during the assessment and it may be further modified for use in cars as well as trucks and coaches. Royal Beuk will take on the role of chief European distributor of the systems for truck and coach fleets across Europe.

"Although coach transportation is statistically proven to be the safest way of travelling, there is always a risk," said Marc Beuk, Research & Development Manager of Royal Beuk. "Driver fatigue is something that we can protect against to an extent through training and good working practices, but 'risk never sleeps'. The use of the Fatigue Monitoring Systems on our and other coaches is about eliminating that risk. It is most critical on the long-distance journeys, where we might be taking children to a holiday destination for example, and our aim is to have the fatigue detection technology in place ahead of this year's winter sports season."

The Fatigue Monitoring System is based on Seeing Machines' patented eye-tracking technology that can detect if a driver is showing signs of drowsiness or distraction. Utilizing sensing equipment that needs no re-calibration for different drivers, the system monitors and analyzes head alignment

for possible driver distraction while tracking eye behavior for micro sleep detection. The system has a provision for warnings through in-cab alerts, or for alerts to be given to the operations management team for direct action.

"Eye tracking technology has a major part to play in keeping drivers and passengers safe on the roads," said Ken Kroeger, the CEO of Seeing Machines.

He added that the technology has already been proven in dangerous environments such as open cut mines and is now set to benefit those travelling on public roads. He also revealed that while coach travel is associated with lower risks than other modes of transport, accidents caused by distraction or driver fatigue still happen. This collaboration with Royal Beuk is one step forward in making travel safer for passengers and drivers using Europe's coaches.

Design Engineering Launches Boom Mat Kit to Keep Cars Quiet and Cool



In Design Engineering Inc.'s goal to keep cars quiet and cool, it has recently launched the Boom Mat Thermal & Acoustic Interior Kit, which has been proved to be effective in reducing vibration noise and heat transfers in both small and medium-sized cars.

The Boom Mat Thermal and Acoustic Interior Kit consists of a 27 sq. ft. Under Carpet Lite that blocks 85% of the heat from the car's exhaust and the transmission or the engine; one 18 oz. spray-on can that can be used to reduce the noise in hard-to-reach areas like undercarriage, fender wells, or trunk interiors; and 25 sq. ft. of damping material specifically developed to reduce rattles, squeaks and structure-borne vibration in rear quarters, firewalls and floors. The damping material can also be used on door skins to provide a solid "thud" sound on closing the doors.

With the supreme quality offered by Design Engineering's thermal and acoustic interior kit, car owners and passengers alike will be able to enjoy a better and smoother ride.

Driven Racing Oil Launches Latest Break-in, Gear, Shock Fluid



Driven Racing Oil™, a renowned manufacturer of engine oils, lubricants and coolant system products, has recently added to its car fluid line the BR40, a 10W-40 engine oil that is formulated with the same phosphorus and zinc as the manufacturer's original break-in oil and comes with special features designed for the latest auto parts. Also added in the line are the limited slip gear oil 75W-90, race concentrate carb defender and SHX Shock fluid.

"With new oxygenated fuels and tool steel ring technology, we needed a break-in oil that could keep up with these new parts," said Lake Speed Jr., Certified Lubrication Specialist at Driven Racing Oil™. "While the original BR30 was designed for flat tappets, with the BR40 we optimized an oil that was better for these fuels and rings."

According to Speed, Jr., the 75W-90 gear oil is primarily intended for limited slip differentials though it works well with clutch-type differentials as well. It is foaming-resistant, retains viscosity under high loads and extreme heat, and can be used for many different purposes from autocross to off road trucks. Users can also expect the same technology as a NASCAR-proven gear lube, with the added benefit of limited slip functionality. Another great advantage is that friction modifiers do not need to be added.

The Carb Defender fuel additive, is designed for protection against ethanol corrosion caused by ethanol blended pump gas. "The race concentrate Carb Defender builds off the original Carb defender and goes to a more concentrated formula that will not only treat an ethanol or E85 race fuel, but will also handle straight methanol," said Speed Jr.

Conventional shock fluid viscosity changes not only with heat, but also with the sheer rate – the speed of the shock affects the rate at which the oil thins. However, the SHX Shock Fluid is another new product, the first of its kind, a high viscosity index shock fluid which is affected only to a very small extent by the temperature or the intensity of the shock, giving the shock tuner a higher degree of control.

The latest products added by Driven Racing to its car fluid line are anticipated to meet the growing demand of car owners for a long-lasting, high-performing, fuel-efficient engine.



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TSW Launches New 6-Spoke 2014 Rouen Wheel



In the past decade, the concepts of tire combo and staggered-size wheel pioneered by Corvette and Porsche have expanded significantly, as more automakers discover the performance benefits of mounting slightly wider rubber on the vehicle's rear axle. In its pursuit to offer first-class wheels with impressive design, TSW Allow Wheels has mastered these technologies and now, with the launch of its 2014 Rouen wheel, it has successfully extended the aftermarket's largest staggered wheel lineup.

"Only TSW makes it so easy for owners of cars and trucks that came factory-equipped with wider sets on the rear axle to find fully compatible custom replacement wheels," explained TSW Alloy president, Terence Scheckter. "And for those owners with a more traditional layout, our lineup of staggered wheels makes it easy to enhance their vehicle's performance and street appeal," Scheckter added.

According to Scheckter, the staggered approach implies more rubber meets the road at the drive train's business end, increasing both lateral and linear acceleration as well as traction. Staggered wheels also provide cars with a more customized look and aggressive stance. Thus, TSW offers the Rouen in a variety of sizes, ranging from 18" to 22" matched with rear wheels one inch to one and half inch wider than front wheels. With 18 wheel widths in four diameters and five different bolt patterns, there is a Rouen wheel for an array of SUVs, trucks and cars.

The Rouen sports a timeless yet progressive design, with 6 beefy split spokes. Available in matte black as well as in silver with a chrome stainless lip and brushed face, there are enough options to every type of car owner. As with all TSW rims, the all-new 2014 Rouen supports tire pressure-monitoring systems, houses factory lug bolts and OE center caps, and is hub-centric for a smooth, noiseless ride and longer tire life.

Volkswagen Teams Up with Protean for In-Wheel Electric Motor Development



As more and more electric vehicles become available on the automotive market, car manufacturers are still working on the best way to utilize electric drivetrains. German automaker Volkswagen is currently developing in-wheel electric motors in partnership with Protean.

For several years, Protean has been developing in-wheel electric motors, showcasing its wares on cars such as the BRABUS Technology Project Hybrid. In the latest project, according to Green Car Reports, the company and FAW-Volkswagen—VW's Chinese subsidiary—will develop a rear-wheel drivetrain for the latest electric Bora compact sedan model.

The Bora—Jetta's rebadged version—will get an output of 100HP from each motor that weighs 75 pounds. According to Protean, the motors offer the highest torque density in comparison to the leading electric drive systems today. It is also not required to store additional weight outside the battery of the car, as the control electronics and power of the motors are packaged within the motors.

There is also high regenerative braking energy which collects as much as 85% of the car's kinetic energy during braking, while the entire wheel assembly fits inside 18-inch diameter wheels. In spite of the in-wheel weight penalty, the 100 HP output is quite impressive.

Protean and FAW-Volkswagen have been working on the project for months. Protean expects to start mass production in 2014 after testing, but the exact date has not yet been disclosed.

SLP Launches Latest Cold Intake Kits for 2010-2014 Camaro Models



Street Legal Performance (SLP), a leading manufacturer of quality performance enhancements for contemporary American muscle cars, Firebirds and Camaros, has recently launched its latest Blackwing Cold Air Induction Kits for the newest Camaro V6 and V8 platforms of models '12-'14 ZL1, '13-'14 1LE, and '10-'14 3.6L V6. Made in the US, the kits comply with the highest OEM-quality standards for superior finish and fit, as well as for quick bolt-on installation. They come with a reusable Blackwing Air Filter that is washable for easy maintenance.

To bring out the car's optimum performance, the cold intake kits, injection-molded in black with Blackwing logo, operate on the basis of three fundamental principles such as extra thermal isolation for air flowing into the air tube, high-flow tubing from the air box to the engine and high-flow air filtration media.

According to SLP Product Manager Kevin Woodruff, Blackwing cold air kits are always a solid choice when conducting a Camaro performance upgrade. "This is true whether you're on a budget or in a time crunch, or if you're adding this as a part of a larger upgrade."

Suitable both for naturally aspirated and supercharged applications, the kits can be used as substitutes for the power-hungry factory intake system and do not require calibration. They also come with a comprehensive manual and hardware.

Case Study Reveals Impressive Performance of Delo Extended Life Coolant, Delo 400 Engine Oil



Delo 400 Engine Oil with ISOSYN® Technology offers R.E. West Transportation trucks with optimal protection

R.E. West Transportation is a logistics provider in the US with a fleet of 300 trailers and 120 trucks. A family-owned business, R.E. "Bob" West established the company in 1969, and has utilized Delo Extended Life Coolant and Delo Lubricants for years. The company's trucks are exposed to tough driving environments, but the outstanding protection offered by Delo products help them to attain high mileage on a regular basis without much requirement for servicing other than regular checks. One truck was particularly noteworthy as it crossed over a million miles and there were no service issues at all.

To demonstrate this truck's condition, its Detroit Diesel Series 60 engine was disassembled by a team which included R.E. West Transportation's own auto mechanics and those from Clarke Power Services, during a three-day inspection. Despite the 1.5 million mileage, the use of Delo Extended Life Coolants and Delo Lubricants kept the engine components in outstanding condition. When inspected, the cylinder rings, engine bearings and camshaft also revealed minimal wear. The cylinder liners did not show any trace of full cross-hatch and cavitation, and the pistons held no hazardous carbon deposits.

R.E. West Maintenance Manager Dustin Stricker, one of the team members who was present at the inspection attested then engine components looked good enough to last for another million plus miles.

The secret behind the remarkable performance of Delo oils' is ISOSYN® Technology, which blends the finest base oils with high performance additives increasing the level of service protection. In the long run, this helps to reduce operating costs, enhance engine durability and extend service protection for companies such as R.E. West.

"We're delighted with the performance of the Delo 400 with ISOSYN Technology," said Chevron Senior Scientist James McGeehan.

R.E. West Transportation also replaced window regulators, door latches, door hinges and other spare parts, but not the rear ends, transmission and the engine. According to West, they think that Delo played a huge role in that aspect.

This case study that demonstrated the superior performance of Delo Extended Life Coolant and Delo 400 engine oil offers further proof of Chevron's unmatched expertise in automotive chemistry.

Chevron Products Company, maker of the popular Delo brand of advanced coolants, lubricants and engine oils, has recently released a case study revealing the impressive performance of Delo Extended Life Coolant and Delo 400 engine oil in a Detroit Diesel Series 60 engine utilized by R.E. West Transportation. The two products are said to be the primary contributing factors for the milestone achieved when the engine crossed as many as 1.5 million miles with just minimal wear.

WABCO Chosen to Supply Pneumatic Anti-lock Braking System Series for IVECO Trucks



For the first time ever, top-tier international commercial vehicle parts supplier WABCO Holdings Inc. has been chosen to supply its latest pneumatic anti-lock braking system integrated with electronic stability control ESCsmart for IVECO's new line of Eurocargo Euro 6 medium-duty trucks. IVECO, based in Turin, Italy is part of the CNH Industrial Group and is one the world's top manufacturers of commercial vehicles. As far back as October 2011, WABCO had signed a multi-year series production agreement with IVECO to supply its technologically advanced products for use in IVECO vehicles from 2013.

From the creation of ABS for commercial vehicles in 1981, WABCO has gone the extra mile after launching its ESC in 2001. With the company's ESC systems, specifically its latest version, over 500,000 dangerous driving situations were averted worldwide on an annual basis.

WABCO's latest pneumatic ABS technology generation integrated with ESCsmart enhances the vehicle's directional stability and protects it against spin-out, skidding and roll-over during dangerous driving situations. Truck drivers and fleets can benefit from the ESC's optimal performance on the road as it easily adapts to varying vehicle characteristics. Bus and truck manufacturers, also benefit from the technology as it simplifies vehicle assembly and end-of-line processes in series production across a wide range of vehicle types.

"WABCO further demonstrates technology leadership as together with IVECO we bring advanced anti-lock braking systems integrated with smarter electronic stability technology to the market on IVECO's new range of Eurocargo Euro 6 medium-duty trucks," said Bodo Klein, WABCO Vice President, Vehicle Dynamics and Control Systems.

He added that IVECO can thus respond faster to market needs by taking less time to introduce new vehicle types as WABCO's anti-lock braking systems improve end-of-line manufacturing efficiency and enhance vehicle safety.

In addition to braking system technologies, WABCO also supplies vehicle control modules, adaptive cruise control, air compressor technology and other safety components to IVECO's heavy-duty trucks.



Chevrolet Corvette Fans Get to Record Every Move



Chevy Corvette fans now have the option of recording their every move and sharing the data to compare their coolness quotient with that of other fans. General Motors announced at the Consumer Electronics Show in Los Angeles that all new Corvettes from 2015 will be equipped with a Performance Data Recorder. The Recorder was developed in partnership with Cosworth, the British motorsports technology company that supplies the Corvette Racing team with data acquisition and telemetry electronics systems.

The Recorder consists of a microphone in the cabin, a GPS receiver that operates at 5 Hz and is five times faster than the dashboard navigation system in addition to a high-definition 720p video camera in the windshield header that records events from the driver's point of view. The Recorder is also connected to the car's Controller Area Network (CAN) and captures vehicle information such as engine speed and braking force from the network to provide a comprehensive picture.

"The Performance Data Recorder combines the ability to record and share drive videos with the power of a professional-level motorsports telemetry system," said Tadge Juechter, Corvette chief engineer. "Drivers can easily record and share their experiences driving down the Tail of the Dragon or lapping Road Atlanta. In addition, with the included telemetry software users can analyze their laps in incredible detail, and find opportunities to improve their driving and lap times."

With this new Performance Data Recorder, Corvette owners can record their drive along with the telemetry data and save the footage on the SD card that is available in the glove box. Thus the Recorder simultaneously captures the audio, video and the telemetry data. Four modes are available for the telemetry data; Track, Sport, Touring and Performance. The recording can be viewed on the dashboard display. Chevy Corvette owners can also download the recording on their computers to share with other motorheads via social media. They can also use the Cosworth Toolbox software that comes with the Performance Data Recorder to analyze the data obtained through the Recorder and improve their performance and techniques on the road.

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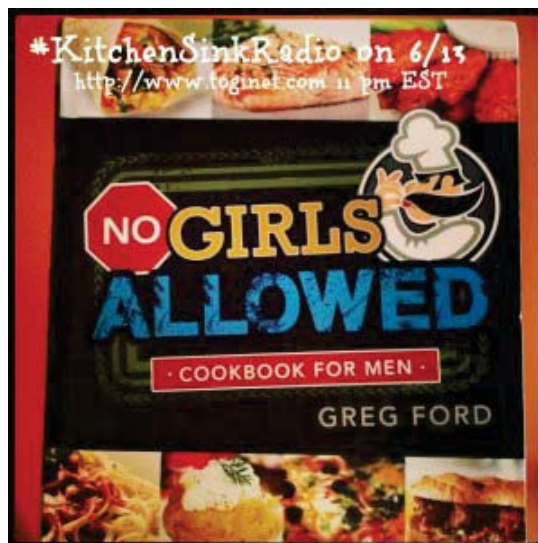


GIVENCHY GENTLEMEN ONLY

Right from the time Monsieur De Givenchy was launched in 1959, Givenchy's range of fragrances for men has successfully captured the hearts of all men who aspire to be seen as true gentlemen. Givenchy Gentlemen Only is the latest men's fragrance from the renowned fashion house. It is a classic scent that highlights freshness with its top notes of birch leaf, nutmeg, pink pepper and green mandarin. The middle notes are woody with a combination of cedar, vetiver and patchouli. The base notes enhance the essential masculine aspect with touches of musk and incense.

Givenchy Gentlemen Only is a clean, crisp and subtle scent with quality ingredients whose fragrance will last the whole day. It should be your fragrance of choice if you want to project the image of the classy, cool, charming, unflappable guy at the office. The scent is available as 50 and 100 ml Eau de Toilette, aftershave lotion, and as deodorant in spray and stick forms.

NO GIRLS ALLOWED COOKBOOK



Tasks like DIY projects and taking out the garbage are all fine. But cooking is where most red blooded guys draw the line. Plus, it is not really fun to cook for one.

First time author Greg Ford has launched a book "No Girls Allowed: Cookbook for Men" that might just change this perception. No metrosexual man can afford to ignore this book with simple, straightforward recipes that are really tough to mess up. With catchy titles like "Spontaneous Combustion Soup", these recipes sound like they might be fun to cook and to taste.

The cook book has an appealing layout with delectable photos and 12 separate sections based on the type of food like sandwiches, soups, barbecue, breakfast dishes and desserts. With recipes to make small portions, cooking hearty meals for one or even two is no longer an issue. Each recipe begins with a humorous quote to start you on your fun journey and has an ingredient list and directions in bold letters. The afterword with cooking tips, list of spices and conversion tables will be a huge plus for kitchen novices. Your success with these easy recipes will arm you with the confidence you need to tackle more complex dishes as you proceed to conquer the kitchen.

RavPower's Element External Battery



Wherever we go, we need batteries to power all the devices we carry, whether it is our iPads, digital cameras, laptops or our iPods. RavPower have launched their Element External Battery that takes care of all your battery needs for a reasonable price. The molded aeronautic casing that encloses top quality battery cells has a sleek finish. The Element External Battery is not only cheap but also light at 8 ounces and has a 10,000 mAh battery that is powerful enough to juice up an iPad or recharge an iPhone five times over. The intelligent LED display helps you keep tabs on the battery status. It can also be used to simultaneously recharge multiple devices. So, get a break from the charger wars and buy one quick.

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POLK WOODBOURNE SPEAKER

Polk Woodbourne Speaker is a sleek, wireless, wood-enclosed, all-in-one speaker system with no attached wires or loose ends. A reasonably powerful speaker system with an onboard 4-channel amplifier, two one-inch 20-watt silk polymer dome tweeters and two 5.25-inch 70-watt polypropylene mid woofers, the system has an attractive retro look due to the MDF enclosure that has a wooden veneer. Dolby Digital processing makes the sound loud and clear. It offers seamless connectivity through a number of options such as Bluetooth, USB, stereo, ethernet and Airplay. The curved lattice grill at the front adds a touch of class.



SleepPhones

Now many gadgets like iPhones and iPads make it easy to listen to your favorite music, audio books or white noise as you drift off to sleep. One problem with using these devices is that you can get all tangled up in cables if you are a restless sleeper and the ear buds easily slip out of place. You usually end up waking with a stiff neck or an earache.

The new SleepPhones that are designed by a doctor are supersoft, comfortable, fleecy fabric headbands that fit snugly around your head. They have two built in padded speakers on either side to replace ambient noise with the music of your choice. Earphones are thin enough not to be felt but are highly durable. Users can position one speaker over one ear and slide the other speaker to ensure a proper fit. The speakers have a 3.5 mm jack on a 120 cm long cord with a Velcro cord wrap that gives you plenty of leeway to move around. Toss and turn as much as you like and the SleepPhones still remain in place, no matter what position you sleep in. They can also double as a sleep mask. Optional accessories include a volume control cord, braided fabric cord and a microphone and volume control cord. The built-in microphone can be used to answer calls on the phone without getting out of bed. The stereo sound quality is good enough to listen to soothing music or an audio book. An environment friendly product, the SleepPhones is made of machine washable fabric and has removable speakers. It has lead free components and Polartec recyclable plastic non-pilling wicking fleece. The clever patented headphone design and comfortable fit definitely makes the SleepPhones a product to watch out for.



Refined Hardware Robber Baron Watch

Men do not need frills or fancy accessories for their watches. What they need is a strong but elegant timepiece. This is exactly what Refined Hardware provides in its limited edition Robber Baron Watch that comes with a handbuilt Swiss movement, is made from the finest American steel and has a 6-piece forged design. Each watch is individually numbered with its very own manual and is packaged in a handmade carbon box. The Robber Baron watch has three dimensional numerals, a finely engraved bezel and a crown of pure sapphire. The hands of the watch are finished in gold and reflective enough to tell the time even in the dark. Instead of a normal strap, there is an adjustable mesh band. With watches like these, Refined Hardware watches will soon become as much of a status symbol as a Rolex.



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