



www.tiresandparts.net



ISSUE 100 | FEBRUARY 2015 | DHS 20/- | USD 5.99/-

TIRES & PARTS

AUTOMOTIVE MAGAZINE

ANNIVERSARY

ISSUE



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



5

STEPS TO BECOME A BETTER MOTORIST IN 2015



KHALIFA BIN OMEIR
GROUP CEO, OMEIR BIN YOUSSEF



ASHWANI SHIV
GENERAL MANAGER, AUTOMOTIVE, OMEIR BIN YOUSSEF



A quality brand brought to you by



Automotive Aftermarket Global Player
Tel +971 4 2241423 | Fax +971 4 2241450
Email: info@a-map.net | www.a-map.net

TIRES & AUTOMOTIVE PARTS MAGAZINE



100th Issues

a new web portal

an ongoing success story

...thanks to you readers!



visit our news portal

www.tiresandparts.net

f facebook.com/TiresandParts | **t** twitter.com/TiresParts | **YouTube** youtube.com/channel/TiresandParts

PUBLISHER'S NOTE



It gives me great pleasure to present to you the 100th issue of our magazine. We first went to press nine years ago when the automotive world was definitely a different place, with different priorities, when it was all about the pleasure of driving, style and performance. Now, of course, the focus has shifted - to sustainability, piloted driving and electromobility. It goes without saying that it is the support from our dear readers that keeps us working tirelessly to make every issue of our magazine a jam packed digest of the best stories culled from the automotive world.

The month of January has signaled a good start this year for the automotive industry. Two major shows held last month in the United States heralded key trends in the industry. The Consumer Electronics Show which was held in Las Vegas from January 6 to January 9 served as the platform to showcase electromobility and automated driving concepts. Ford chose to announce its Smart Mobility Plan at CES. New technologies demonstrated at the show included the piloted driving concept pioneered by Audi that makes driving easy even for novices.

The North American International Automobile Show which was held from January 12 to January 25 in Detroit witnessed several impressive product launches. Detroit is the hub of the automotive industry in the United States and is now experiencing a resurgence with encouraging sales figures after the global downturn.

With oil prices at an all time low, gas guzzlers might have been expected to reign supreme. However, contrary to such expectations, most manufacturers highlighted fuel-efficient hybrids and electric cars like the Mercedes-Benz C-350 Hybrid and the Honda Acura NSX which returned as a hybrid. Toyota too chose to join the sustainability bandwagon with its hydrogen fuel cell vehicle, the Mirai.

This shift in focus was probably due to two factors. The cars launched at the show were at the design stage two to three years ago when fuel efficiency and sustainability were the main buzzwords. And of course, no one can predict with any degree of certainty how long the drop in oil prices will last. Hence, there is a possibility that car manufacturers are being smarter than the average consumer in anticipating long term fuel economy standards and demand for fuel-efficient cars.

Hence, gas guzzlers might look good if you are determined to be short sighted, but in the long term, those oil supplies will have to run out some time and you definitely do not want to be the last in the line for the hybrid.

Hamid Moaref
Publisher

U B E R
EVERYONE'S PRIVATE DRIVER™

Head to your next appointment in style on us by downloading and using the Uber app.
Enter the **"Tiresandparts.net"** promo code to get AED 80 off your first Uber ride.
Offer valid only in the UAE.

LX.



Gripens Design



THE CHOICE IS YOURS

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

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


VREDESTEIN

Your peace of mind is our main concern

Use Bosch battery



The most appreciated aspect of your driving experience is the confidence that you will reach your destination safely and without a hitch. The best way to ensure this is to fit a Bosch battery with its innovative design and technologically advanced, cutting edge performance. Bosch batteries provide optimum starting performance and reliable electrical system power supply for all vehicles. The new PowerFrame technology can be relied on for the best cold starting and a longer service life.

www.bosch-automotive.com



BOSCH
Invented for life

Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen
Manju Mathew
Merivict

Sales & Marketing
Ahmad
Aji

Design
Shabeer Aziz
Praful
Vivin

Circulation Assistants
Thaha
Sasi Pillai
Dilfar

Contributors
Peter Baikogli
Arezou Marzara
Farsh Shafikhani
Kristen Koulic

Publishers Note :

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

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

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

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

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

LAMBORGHINI COMMEMORATES PIRELLI PARTNERSHIP WITH NEW AVENTADOR

PAGE 17



AUTOMOTIVE

TIRES

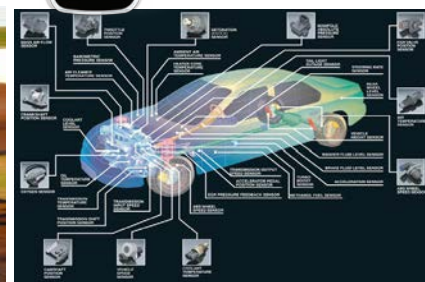
PARTS



Bentley GT3-R makes Dazzling Debut in the UAE PAGE 12



Kenda Races Ahead with TORC 2015 Partnership PAGE 33



Growing Car Services Pave the Way for Bosch's Middle East Expansion PAGE 57

New Touareg Arrives in Dubai and Northern Emirates 14

Lamborghini Commemorates Pirelli Partnership with New Aventador 17

Juma Al Majid Group Launches First Digitalized Showroom in the Middle East for Hyundai 19

ZEETEX Starts New Year with Move to Enter New Markets 30

Bridgestone Opens First Overseas OTR Plant 36

Kumho Boosts Presence in Europe with FC Schalke 04 Deal 38

Drive Safe with Genuine Quality Brake Pads from Global Auto Parts 48

ADNOC to Enter Lube Business in India 57

Hot products 64



KHALIFA BIN OMEIR

GROUP CEO, OMEIR BIN YOUSSEF

Could you share with us a brief history of Omeir Bin Youssef & Sons LLC?

Omeir Bin Youssef Group was founded by two brothers Mr. Khalifa Bin Youssef & Mr. Omeir Bin Youssef in 1956, with its first franchise in 1959. In 1971, Mr. Omeir Bin Youssef became the sole owner of 'OBY & Sons' and 'Omeir Travels'. The Group is one of the most respected business houses in Abu Dhabi and the UAE in varied business sectors (automotive, travel, real estate and engineering & technology), employing 1000+ staff from different nationalities.

The Group has a long history in the automotive field, the first one being with General Motors – Buick Cars in 1959. We have represented many brands in the past and at present, including GM-Buick, Bedford Trucks, MACK Trucks, Samsung, Marshall UK, Ford and Peugeot. Currently, we represent Peugeot for Abu Dhabi and Al-Ain, and have signed as exclusive distributor for Discover International for automotive batteries and Valvoline Lubricants as part of our business expansion in the automotive sector.

What do you consider as the greatest milestone of your company?

Omeir Bin Youssef Group has always valued relationships with principals, customers and all stakeholders. So, customer care and relationship management has always taken precedence over other objectives. We have been well supported by our customers and we are moving our business forward.

A key milestone in recent times was OBY Group being awarded the best distributor in GCC in 2012 by Automobiles Peugeot France based on new cars sales growth, parts sales and customer satisfaction index. Another milestone was the launch of Eco Premium & Bull Range of batteries in September 2014 and Valvoline Lubricants to offer comprehensive tires, lubricants and batteries solution to our customers in the aftermarket segment.

Since your company is based in Abu Dhabi, do you solely target customers in the emirate? Do you have plans to expand your business operations in Dubai?

Currently, our business operations have more focus in Abu Dhabi and Al-Ain. However, we have the entire UAE in our horizon and for the battery product, we have been appointed as the exclusive distributor for the entire country, and we are in the process of expanding our operations not just in Dubai but in the northern emirates as well.

How strong is the battery market in the Middle East, in the UAE in particular?

The Middle East is a very dynamic and growing market, owing to its young population and higher disposable income levels. The UAE has always been perceived as the show window and iconic market in the region. Due to growth and expansion, the replacement channel battery market is estimated at 1.25 million units per annum with strong growth expected over the coming years. We are aiming to be among the top three players in this segment in three years' time.

Just recently, your company launched ECO Power and The Bull batteries. Personally, how does it feel to be the batteries' first-ever exclusive automotive distributor in the Middle East?

We are very excited to be the first exclusive partner for Eco Power and Bull range of batteries in the region. With their unmatched patented technology and our customer reach, we see great potential for these products in the UAE and the region soon.

Could you please elaborate more on the warranty you offer for the two batteries?

We offer a "2-Year Unconditional Free Replacement Warranty" for Eco Premium Batteries for the passenger car segment. For the Bull range of heavy batteries that are meant for commercial applications (heavy trucks, buses and construction equipment), we provide 18-month replacement warranty.

One of the major problems faced by drivers in the UAE during summer is car breakdown. Do you offer or do you have plans to offer programs that will raise their awareness about battery maintenance?

First of all, the breakdown rate for our batteries is extremely low. We have tested these batteries for the last 15-18 months to convince ourselves of their actual performance. For customers who do not use our products at the moment, we are in talks with one of the largest 'Roadside Assistance Provider' to offer them services and support such as battery boost up, recharging as well as new battery installation during distress situation.

Could you share with us the challenges Omeir Bin Youssef & Sons LLC is faced with right now after launching the two batteries? How do you intend to solve those problems?

The major challenges we face at the moment are customer education process and raising awareness. We are working hard on that and it will take some time. However, we have received phenomenal response from customers and interest in the product. Making the product available throughout the country is also a challenge, which we plan to address by expanding our logistical capabilities and working very closely with Discover Energy for product availability and customized solutions for specific customer needs.

What other challenges in the automotive industry are you anticipating to face in the future?

We see two major challenges. With the evolution of the automotive industry, there is more and more electronics in modern cars and additional equipment/gadgets which require more current usage, thereby putting further pressure on automotive batteries, especially during idle and static conditions. Battery manufacturers will have to evolve to make the product more reliable and long lasting as compared to present day conventional products.

Second is the disposal of used batteries, taking into account the growing global environmental concerns. Automotive batteries contain lead, which is cancerous and acid, which spoils and poisons the ground water if not disposed properly. With the growing number of cars especially in the region, these concerns will only grow and require even more Federal efforts as well as social responsibility from consumers and the society to keep our environment clean.

Could you share with us the future products, programs or services that you are planning to launch?

We will be expanding our battery product range to UPS, Telecom and solar applications to offer comprehensive solutions across the industry. In addition, we are launching the lubricants products very soon. Furthermore, we are in discussion with automotive tire product as well as vehicle and automotive-related product manufacturers.

When customers hear the name Omeir Bin Youssef, what are the things you want to enter their mind?

- Trust and reliability (we have been in business for 6 decades).
- Customer service and relationships
- Corporate and social responsibility
- Ethical business practices



What products do you specialize in? Among them, which is the most in demand?

At the moment, OBY & Sons LLC focuses on new cars sales with our Peugeot franchise, a multi brand pre-owned cars operation and lubricants and batteries. However, our product portfolio is expanding and we are in discussion with many global organizations for car brands, leasing solutions and aftermarket products.

In our product range, Peugeot has carved its niche among car buyers due to its product designs, build quality and reliability backed by our customer service and network reach. At the same time, as mentioned, we have received phenomenal response from our newly launched battery products and we are confident of achieving a very respectable market share in a short span of time.

Could you tell us more about your new battery products?

These batteries are manufactured with a unique, award-winning technology (First Prize at Automechanika 2010), which is patented by IQ Power Germany for the next 20+ years. Discover Energy, as a licensed manufacturer for IQ Power, is our partner for these products. This technology extends the product life by more than double, offering tremendous customer value in terms of costs and downtime savings.

Considering the extreme weather conditions in the UAE, how do you think these batteries will meet the customers' ever-increasing demand for a reliable, long-lasting battery?

You are absolutely right. Heat is a killer of automotive batteries. However, due to the unique technology used in these products, our batteries can last up to three times longer as compared to current products in the market.

We are offering our product with a 24-month unconditional replacement warranty, which is double the offering of current market leader brands. This is a reflection of our product quality and our confidence in the product in terms of performance. We believe that once customers test our products, they will be our customers for life.

Could you share with us the technology behind these batteries?

The technology used in these batteries is called 'Electrolyte Mixing'. The main problem in automotive batteries is acid stratification, which simply means that heavy acid gets settled down at the bottom of the battery and water at the top. This results in corrosion of the battery cells, and therefore premature death of the batteries though the cells are still in good condition at the top.

Our technology achieves a homogenous mixing of acid and water throughout the battery and achieves even wear/corrosion of battery cells. Due to this even wear, the battery offers better performance during its life through better current delivery and lasts longer up to three times.

Does ECO POWER and The Bull work for all types of vehicles or are they designed only for a specific type?

We have a complete range of products for automotive applications: Eco & Eco Premium for Passenger Cars and Bull range for commercial vehicles. In addition, we will have EV traction batteries for fork lifts, construction equipment and golf carts as well as specialized products for UPS and solar applications. In a nutshell, we will be offering batteries for any and every possible applications.

These batteries are marketed as environment-friendly. Could you please elaborate more on this?

First of all, our batteries are made of 99% recyclable material. We lay huge emphasis on environmental concerns and would actively play our part to support the environmental initiatives by the UAE Federal government. We are working on introducing a battery collection program where used batteries will be collected and shipped back to the factory. They will be recycled there, including the acid disposal, which is the biggest industry concern at present. In the factory, all the battery parts will be recycled and acid will be converted to powder through a special chemical process, which can then be used in other manufacturing industries. This is again very unique as we will be the only company to offer this to the market.

What do you think were the key factors that made Discover Energy Corp- Canada choose your company as its exclusive battery distributor in the Middle East?

Discover Energy Corp has been in the battery business since 1949. Their and our business' philosophy which is based on trust, relationship, customer service and unique product offering made them join hands with us.

There are several battery brands from the different parts of the world distributed in the UAE. Considering that ECO POWER and The Bull are newly launched in the country, what marketing strategies will you use to make them known?

We are adopting a multipronged strategy to achieve our objectives. For the B2B segment, we are approaching major fleet operators, taxi companies and Federal Public Transportation authorities to introduce our product and offer them customized solutions tailored to their exact needs rather than just offering batteries. We have received tremendous interest and response to this so far.

For the dealer channel segment, we will be working with selected whole sellers and retail outlets to make our product available to the customers.

In addition, we are exploring social media and other conventional channels to raise customer awareness about the products and help them understand their benefits and the cost-saving they will achieve by using our product.

What are the convincing factors for customers to purchase ECO POWER and The Bull? How are they different from the other battery brands available on the market today?

- Our batteries offer a unique technology that delivers reliable performance over their lifespan.
- They have longer life with 2-year free replacement warranty.
- They offer cost-saving over usage and lesser downtime.
- Through our Battery Collection Program, our products are disposed in an environment-friendly way.

Audi Piloted Driving Concept Passes Long Test drive with Flying Colors



Planes have been using cruise control and piloted driving concepts for quite a long while. Traffic on the roads though is much more unpredictable and a lot more crowded. Hence, the automotive industry only recently took to testing such systems.

The new piloted driving concept in the Audi 7 named "Jack" underwent a rigorous 900 kilometer test and passed it with flying colors. A convoy of selected journalists drove from Silicon Valley in California to Las Vegas in Nevada to attend the Consumer Electronics Show held in Vegas. During the drive, they were able to test Jack and experienced the pleasures of piloted driving.

"Jack" proved that it could definitely handle the rigors of real, everyday driving scenarios while providing motorists with a comfortable drive. The cars were driven by members of the public at normal highway speeds for 160 kilometer stints in various traffic situations on public highways. In line with the road laws in California, the motorists were accompanied by experienced Audi test drivers sitting in the passenger seats. The drive was also used to gather data that could help further refine the "Jack" concept.

The piloted driving concept involves the use of a number of production-ready sensors in addition to sensors integrated into the production vehicles to keep an eye on the surroundings and guide the driver accordingly. A 360 degree view of the surroundings is obtained using Adaptive cruise control (ACC) and Audi side assist (ASA) long-range radar sensors. Mid-range radar sensors at the front and the rear of the vehicle are aimed at the left and right of the vehicle. Short-range information is received from four smaller cameras at the front and rear of the vehicle. Laser scanners integrated into the front single frame grille and the rear bumper provide additional information about static or dynamic objects in the area. With the input from the new sensor data system, the piloted driving concept ensures correct moves are made by the vehicle as well as the driver. Another feature is the hi-resolution, wide-angle 3D video camera which will first be used in the new Audi Q7 for keeping an overview of surrounding traffic. Audi is remarkably close to production of the piloted concept and has set aside funds for its inclusion in future models.

The piloted driving concept can completely take over from the driver for speeds ranging from 0 to 110 km/h, make lane changes and pass other cars. For lane changes, it is capable of changing the speed in keeping with the speeds of nearby vehicles. It then proceeds with the lane change if it is judged to be safe. Jack can also brake and accelerate the car independently if needed.

The system is even intelligent enough to recognize a situation where driver assistance is needed, for example, in city environments and ask the driver to take over. For this purpose, it uses a combination of multiple warning signals like a Central Status Indicator (CSI), colored LEDs at the base of the windshield, acoustic warning indicator and signals in the driver information display.

With the introduction of new technologies like the piloted driving concept from Audi, the day is not far off when these technologies will prove to be far better at driving than human drivers even in chaotic city traffic.



Excellent Quality

MADE IN GERMANY

POWERED BY QUALITY



SAE 5W-30

STOP&GO

**Especially formulated
for city traffic**



FIND US AT MAJOR SERVICE CENTERS ACROSS UAE INCLUDING:

AL SERKAL TIRE STOP LOCATIONS:

AL QUSAIS, ASWAQ MALL, AL QUOZ

MADINA MALL, RAS AL KHAIMAH AND FUJAIRAH

EXCLUSIVE DISTRIBUTOR IN U.A.E

PROFICAR LUBRICANTS L.L.C

TEL: 00971-4-3212248, 04-3212250

FAX: 00971-4-2389739 DUBAI U.A.E

BENTLEY GT3-R MAKES DAZZLING DEBUT IN THE UAE



If you thought you could easily get a glimpse of the GT3-R from Bentley, you are mistaken. There are plenty of Lamborghinis and Bugattis in the UAE but Bentley made only 300 GT3-Rs, making them very, very exclusive indeed. The car is inspired by the new Bentley GT3 race car that made its mark by winning the second round of the Blancpain Endurance Series at Silverstone, the first race Bentley has won in the UK in the past 84 years, intensifying the desire of Bentley fans in the Middle East to see the GT-3.

The first GT3-R made its appearance in the UAE appropriately enough, at a track event held at the Yas Marina Circuit in Abu Dhabi.

The car is powered by a retuned version of the company's powerful 4.0-liter twin-turbo V8 engine that was developed for the two-seater GT. The GT-3 has the fastest acceleration ever seen in a Bentley with an output of 572 bhp and 700 Nm of torque. It is also lighter by 100 kg. With the ability to go from 0-60 mph in just 3.6 seconds, the GT3-R can easily match any race car.

In addition to the revised powertrain, Bentley's renowned all-wheel drive system now incorporates torque vectoring for the first time. In combination with the chassis that is optimized for maximum cornering ability, the modified Electronic Stability Control (ESC), high-boost turbochargers and new engine control software, this powertrain makes the Continental GT3 R one of the most responsive and performance-oriented Bentley models. The engine has been paired with the Continental's eight-speed ZF automatic gearbox. The gearbox has shorter output gearing for better acceleration and recalibrated paddle shift functionality. The sound of the Bentley is a unique baritone roar created by the all-new, lightweight titanium exhaust. Braking is highly precise with the Carbon Silicon Carbide (CSiC) braking system.

Robin Peel, Head of Marketing and Communications, MEA and Asia Pacific, commented that Bentley always focused on providing the perfect blend of performance and luxury. The company has been able to take this concept to the next level with the launch of the Continental GT3-R. He expressed his hope that the GT-3 will appeal to those customers in the GCC who want to experience the performance of a race car without any compromise when it comes to level of luxury they normally expect from a Bentley.

Coming to the luxury quotient, the interiors are the last word in luxury with bespoke sports seats that have been fashioned by hand from the finest leather, Alcantara and carbon fiber. The contrast stitching and the diamond-quilted sections of the seats in addition to the vivid green accent for the leather on the seats, instrument panel and door panels make the interiors striking. The GT3-R badging provides the finishing touch.

The front end is distinctive with a new front splitter that is offset by the fixed rear wing fitted to the boot lid – both of which are made of exquisite carbon fiber. The bonnet comes with two vents to improve the cooling, whilst all 300 cars are finished in Glacier White paint, which will be highlighted with the use of two-tone green graphics.

The Bentley GT-3 is fitted with lightweight 21" wheels, which are machine-forged from high-strength alloy and finished in glossy black.



Truck & Bus Radials

CEAT

Partnering in your growth!



12.00R24-20PR PRO S10

- ▶ **All Position Special Rib Lug Design**
- ▶ **Cooler Running compound for excellent speed and heat durability**
- ▶ **Optimized tread design, designed to resist cut chip and rib tearing**
- ▶ **Stronger casing for load durability**

NEW TOUAREG ARRIVES IN DUBAI AND NORTHERN EMIRATES



Al Nabooda Automobiles, which is the exclusive distributor for Volkswagen in Dubai and the Northern Emirates announced the arrival of the new Touareg in its showrooms in Dubai, Sharjah and Fujairah. According to Thierry Seys, General Manager, Al Nabooda Automobiles, Volkswagen, the new Touareg will be positioned as a premium SUV that combines the performance of a sports car and the luxurious features of a top range sedan in one economic package. It offers a thrilling ride both on and off-road and the 2015 model is expected to be just as popular with his customers as the previous models.

The Touareg is one of the most popular premium SUVs in the world with its perfect blend of passenger comfort and off-road capability. Sales of the Touareg have crossed 720,000 units in the past ten years. The 2015 model made its world debut in Beijing and has been thoroughly revamped with the addition of new technical features, greater choice of colors and interiors and changes in the front and rear designs.

The front-end of the Touareg has been completely restructured with larger, more notable trapezoid bi-xenon headlights as a standard feature for all models. New LED daytime running lights will be offered from the SEL package onwards. The re-designed radiator grille in the middle of the car comes with four transverse chrome fins rather than two, with the lower two fins visually extending into the headlights. The new bumper is parallel to the radiator grille and has a more horizontal aspect. It comes with a lower air inlet forming an "A" instead of the previous "V" and segues into side air inlets positioned at the right and left. As an outcome of the changes, the front end looks wider and more striking.

Customers can choose to have a "Chrome & Style" package along with the SEL, and this includes a chrome strip at the front end which extends into the side and rear body sections. Below the strip are new fog lights to go with the new bumper. The front spoiler puts the finishing touch on the aerodynamics of the underbody and the front wheels.

The rear section too has been restyled to coordinate with the look of the front end to give the SUV a fuller, wider look. For the optional "Chrome & Style" package, the bumper comes with a wrap around chrome strip on the V6. A redesigned diffuser has been fitted between the exhaust tailpipes and the LED rear fog lights have been moved to the bumper, which also incorporates the rear reflectors. Other notable visual features include the re-designed VW badge on the boot lid and a sharpened tornado line between the rear lights.

The interiors are super luxurious with a greater choice of upholstery materials like "Vienna leather" and wood accents like "Engineered Ebony". The controls for the Climatronic system, air suspension, adjusting the running gear, the radio-navigation system, the mirrors and the air vents all now consist of aluminium rotary knobs which are stylish and easy to operate. The center console has five elements instead of the previous three to indicate parking distance, hazard warning, status display, airbag indicator and windscreen heating. Another upgrade which will be standard for all Touaregs is the option for the front seat area.

The 2015 Touareg will be available in as many as 12 body colors including five new hues like "Sweet Date Gold" and "Moonlight Blue Metallic".

The most notable technological feature will be that all V6 and V8 Touaregs will have as a standard feature an automatic post-collision braking system to minimize further rolling and chances of a secondary collision in the event of an accident. Other features include a coasting function and bi-xenon headlights.

The all-wheel drive, 17-inch alloy wheels, the cruise control system with multifunction steering wheel, and RCD 550 infotainment system with touchscreen, hold out the promise of a smoother, more comfortable ride. In the V8, customers get the added benefits of engine starting system, anti-theft warning system, keyless entry and exit, fine wood accents and "Vienna leather" in the interior, 18-inch alloy wheels, the "Chrome & Style" design package, and electric opening and closing for the boot lid.

Fuel efficiency has been optimized with the Start-Stop Feature that automatically turns off the engine when the car slows to 7km/h and restarts it when the brake pedal is lifted thus making the engine run only when required. Other innovations to reduce fuel consumption include aerodynamic improvements like air inlet openings in the front and a new wheel spoiler, tires offering lower rolling resistance, adjustment of the standard 8-speed automatic gearbox for lower friction and making the coasting function standard for the V6 versions. Coasting means the engine delinks from the gearbox when the driver takes his foot off the accelerator pedal, and this is possible even at speeds as high as 130 km/h, saving precious petrol.

The new Touareg will initially be available in the Middle East with both V6 and V8 FSI direct-injection petrol engines.

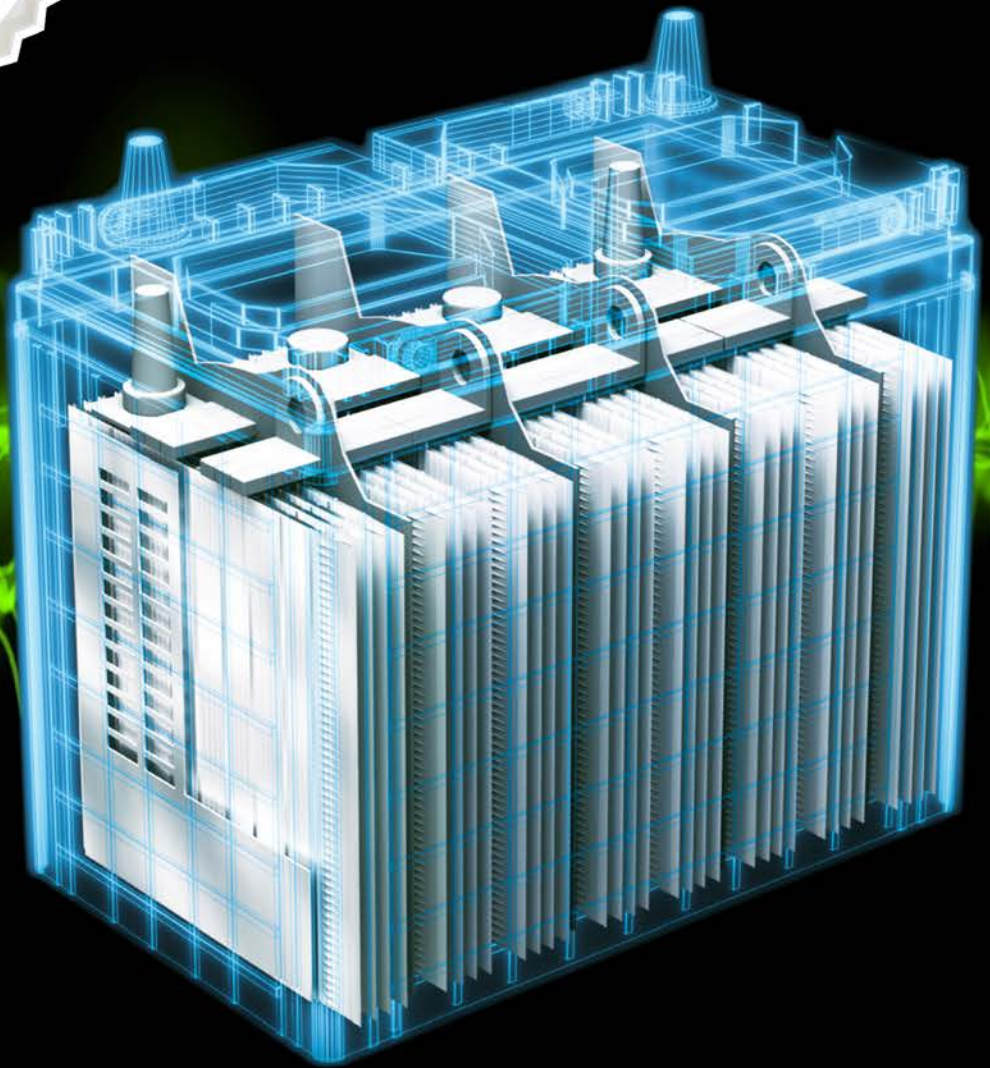


AMARA RAJA
Gotta be a better way



**Johnson
Controls**

**CHECK FOR
SILVER INSIDE.
GET A LONG LIFE.**



Our Differentiators:

- High Cranking Power
- Zero-Maintenance
- High Heat Tolerance
- Vibration Resistance
- Improved Safety
- Long Life
- Highest Reserve Capacity
- Factory Charged - Ready to Use

AMARON[®]
LASTS LONG, REALLY LONG.

5 STEPS TO BECOME A BETTER MOTORIST IN 2015



One of the best bits about January 1 every year is the opportunity it offers to make a fresh start with New Year resolutions. We may not keep all our resolutions, but if we manage to stick to at least a few good ones, life becomes a lot easier in the long run. When it comes to driving, owning and maintaining a vehicle, here are the top five resolutions you can make in this New Year.

Schedule At Least Two Maintenance Checks This Year.

The adage that prevention is better than cure holds true for cars as well. Preventive maintenance checks can cut your costs by a significant margin when it comes to vehicles. Schedule at least two maintenance checks by qualified technicians through the year to make sure that your battery, brakes, car fluids, steering and suspension are all in fine form. During these maintenance checks, a qualified engineer can identify even the smallest glitch so that you do not end up shelling out big bucks for major repairs. Plus the documentation about the regular service checks will help you to get a better price if you decide to sell your car before moving on to another model.

Opt for Smart Driving, not Aggressive Driving

It may give you a temporary rush to tailgate or overtake another driver by driving aggressively. But have you thought about the impact of this kind of aggressive driving on your car? If you are an adrenaline junkie, choose to get your thrills through video games instead. You can increase your fuel efficiency by up to 40 per cent by limiting high speed driving, hard braking and quick starts. The fuel efficiency increases even more if you can keep to the optimal speed range of between 80 and 100 kilometers per hour. Now, what can be better than that?

Keep an Eye on the inflation pressure of your tires

Both under inflation and over inflation are equally harmful with the outcomes being a rocky ride, decrease in fuel efficiency, increased wear and tire of the tires and even punctures and accidents. All tires and cars come with guidelines on the optimal tire pressure. All you have to do is follow them and keep an eye on the tire pressure to keep your fuel and tire costs down and get the best out of your tires.

Avoid Brake and Clutch Repairs and Replacements with Regular Fluid Changes

Replacing and repairing brakes and clutch systems can be a pricey affair. Such repair jobs can be minimized by regularly changing the oil and transmission fluids to keep the brake and clutch systems in good condition. With the price tag for replacing brakes being as high as \$300 (AED 1100) depending on the model, and repairing the clutch system being \$1100 (AED 4000), this is one aspect you just cannot afford to ignore.

Get the White Gloves Out

Cleanliness is next to godliness. Spots and stains are unsightly and can considerably affect the resale value of your car. Dirt and accumulated trash increases the load on the air-conditioning system as well. Use your car care kit, car mats and your vacuum for cleaning the interiors to give you good returns in the long run. Clean up any spills or debris after every long trip and vacuum every week to keep the car spotless.

With these new resolutions, you can lower your maintenance costs, increase the resale value of your car, make driving a lot smoother, cheaper and more thrilling for you in 2015.

LAMBORGHINI COMMEMORATES PIRELLI PARTNERSHIP WITH NEW AVENTADOR

Lamborghini is one of the most renowned brands when it comes to supercars. Its luxury cars satisfy the customers on every level with extremely high levels of performance and striking exterior design. The company has a longstanding partnership with Pirelli. This goes back to the days of the original 350 GTV prototype for which Pirelli provided the tires. Now, the company has come up with a special Aventador to mark this special partnership.

The new special edition Aventador Pirelli Edition is available as both a coupe and a roadster. It retains the high performing characteristics of all Lamborghini cars and has two unique looks to go with the Pirelli theme. The first look has matte black for the roof, pillars, mirrors, engine cover and the intakes. The body will have a high-gloss finish in any one of six colors the customer can choose from. Another alternative is for the roof, pillars, mirrors, engine cover and the intakes to be in glossy black while the rest of the body is painted in one of four matte shades.

Though the two tone combination may vary, all the Aventador Pirelli cars will have a thin, red stripe over the roof, engine cover, mirrors and air intakes, with red brake calipers (yellow for Rosso Mars models) and gloss-black wheels to give a finishing touch to the look. It goes without saying that all the cars will be fitted with Pirelli tires, more specifically P Zeros.

Like all Lamborghini cars, the Aventador special also has interiors that are the last word in luxury with seats in black Alcantara leather that have red stitching along with the Lamborghini and Pirelli crests. The red stripe from the roof and the pillars extend to the seats and the ceiling. A plaque inside identifies these cars as part of the Pirelli special edition series.

The Aventador as usual is powered by a 6.5-liter V12 with an output of 691 horsepower and power going to all four wheels. Deliveries of the Pirelli Editions will begin in the early summer of 2015.



OFFROADING TO BECOME MORE THRILLING WITH THE ARRIVAL OF THE NOMAD

Offroading is a popular pastime in the GCC region. For this reason, the new buggy named Nomad from Ariel, the makers of the popular Atom is set to make waves.

Debuting in Birmingham at the Autosport International show, the Nomad is fitted with a tuned 2.4-litre, long-stroke four-cylinder Honda engine. This engine makes the Nomad one of the fastest buggies ever with the ability to go from 0-60 mph in 3.4 seconds and a top speed of 125 mph. The output of 221 lb ft torque and 235bhp at 7200 rpm makes it a super performer both on and offroad with the ability to handle all types of terrain. The Nomad weighs just 670 kg in spite of being fitted with relatively bigger wheels and tires, heavier suspension, extra roll over protection and the chassis modifications needed for off road use.

Though primarily meant for recreational driving, Ariel boss Simon Saunders thinks that the Nomad may perform creditably even in rally races like the Dakar Rally, though it may not necessarily make it to the list of winners. According to Saunders, after subjecting the Nomad to a number of tests simulating those for a 4x4 on racing circuits and proving grounds, the performance of the Nomad was similar to that of SUVs with regard to all aspects. The Nomad's torque, light weight and compactness offset its deficiency of a four-wheel drive.

With Saunders focusing mainly on the company's Atom, the design and development of the Nomad was spearheaded by his son, Henry Siebert-Saunders, who takes an interest in offroading. He felt that the Nomad may emerge as a winner in comparison to the slow and heavy 4x4s that are normally used for offroading.

Like the Atom, the Nomad too has a basic structure that includes a bronze-welded chassis. In addition, it has an enclosing structure for rollover protection complete with A-pillars for an optional windscreen. The car is fashioned from abbreviated polythene body panels, consisting of an engine cover, a nose cone, engine cover, damper covers, mudguards and bonnet. The standard color for these panels is black, but customers can opt to have different colors for the panels and even for the tubular chassis frames.

Currently, it comes with a one-piece molded seat for two people though here too, there is scope for additional seats if customers want them. The car allows for a fair deal of customization with other add-ons like luggage racks for long trips, roof lights, nerf bar, special exhausts and a wide selection of dampers, brakes and wheel/tire combinations. There are likely to be optional seats, too, although the standard seating arrangement similar to the Atom's one-piece molding for two people is attractive and space-efficient.

The suspension is bulkier to support the bigger wheels and tires and to support longer journeys while the instrument panel, gear lever for the six-speed manual transmission and the pedal box are all similar to those for the Atom.

Siebert-Saunders said, "Inevitably, we will go the same route we have with the Atom, as the Nomad is a fixed set-up at the moment," he said. "We could make the Nomad more adjustable."

Ariel has plans to build 100 Nomads every year, just like the Atom. The advent of the Nomad will lend a new aspect of fun to offroad driving just like the Atom transformed the world of road legal sports cars.



OUTLOOK BRIGHT FOR AUTOMOTIVE MARKET IN EASTERN EUROPE AND CENTRAL ASIA



According to a new study conducted by reputed research firm, Frost & Sullivan, the outlook is very bright for the automotive market in Eastern Europe and Central Asia with plenty of potential for the light vehicles sector. This includes light commercial vehicles and passenger cars. The study included analyses of current and future trends in Tajikistan, Uzbekistan, Turkmenistan, Kyrgyzstan, Azerbaijan, Kazakhstan, Ukraine and Belarus.

The study projected that by 2021, the light vehicles sales in these eight markets will reach almost one million on an annual basis. Commenting on the findings, Anna Ozdelen, Consulting Analyst, Automotive & Transportation, at Frost & Sullivan said that this positive trend is fuelled by several factors such as a growing middle class, greater economic activity, low vehicle density and old vehicle parc. She added that of the countries covered in the study, Ukraine, Kazakhstan, and Uzbekistan are expected to be the toppers in the region when it comes to automotive production and sales.

The top five markets, namely Belarus, Azerbaijan, Kazakhstan, Ukraine and Uzbekistan will account for as much as 98 percent of the sale of light vehicles. With Kazakhstan being located in a key strategic position as the gateway to the Eurasian Economic Union, it is set to attract a major chunk of automotive investment in the region, thus fuelling domestic demand as well.

Though Chinese firms are slowly making headway in both sales and production, Hyundai, Toyota, GM, Volkswagen and Renault-Nissan still account for 75 percent of the total market in 2014 and are the five leading OEMs in the market.

JUMA AL MAJID GROUP LAUNCHES FIRST DIGITALIZED SHOWROOM IN THE MIDDLE EAST FOR HYUNDAI



The Middle East is at the forefront of the digital revolution. The UAE especially has high levels of internet penetration with at least eighty five percent of the people using the internet in one way or the other. Juma Al Majid Group, which is the exclusive distributor for Hyundai Motors in the UAE moved one step ahead of its competitors by launching the first fully digitalized showroom on the Middle East, the Hyundai DigitalStudio.

Commenting on this, Eng. Khaled Issa, the Chief Operating Officer of Juma Al Majid Group said that Hyundai has been the fastest growing brand in the UAE. By bringing digitalization to the Hyundai showroom, the Juma Al Majid Group is highlighting its commitment to making Hyundai a top tier automotive brand in the UAE.

According to Juma Al Majid, digital showrooms and online retailing are becoming increasingly popular across all sectors. It was only a matter of time before the Group adopted these practices in its drive to emerge as a market leader by investing in technologies which bring the future to the present.

Eng. Issa added that the concept of the Hyundai DigitalStudio was developed completely inhouse with the customized software being developed by Juma Al Majid IT, the décor by Juma Al Majid Interiors and the supporting technology being provided by the group's consumer electronics partner, Samsung Gulf.

The Hyundai DigitalStudio is meant for those who would like to check products and services on the internet. It gives customers a chance to compare models, prices, features, color and pricing as well as evaluate options for finance and insurance from different third party providers. The facility is available in the Hyundai showroom in Deira.

The DigitalStudio follows the Hyundai design scheme of 'fluidic sculpture,' in combination with the latest developments with respect to audio, visual, technology and integration.

"Juma Al Majid Group is the first automotive distributor in the region to come up with this technology, which will benefit Hyundai customers in the UAE. This concept goes in line with Hyundai Motor Company's global direction," said Axel Dreyer, President of Juma Al Majid Group – Hyundai Motors. He added that the concept reinforces the idea that Hyundai not only makes cars but also creates new possibilities.

With increasing levels of digital penetration, Juma Al Majid Group believes that customers will switch their preferences from large retail outlets to small spaces having facilities for reviewing products and services digitally. This trend is set to grow exponentially with the ultimate outcome being more sales. With only the Hyundai showroom having this facility, the company has seized the initiative in this regard. A facility like this should soon take the brand to a leadership position in the regional automotive market.

CONVERTIBLE ERA COMING TO A CLOSE



There was a time back in the 1960s and 1970s when an open top signified freedom and the joy of motoring. Driving a convertible allowed you to be closer to nature with the wind in your hair, the sun on your back and greenery flashing by as you drove down the street.

However, according to a report published in Automotive News Europe, customers now prefer being encased in steel and glass to the joys of communing with nature as they drive. The number of convertibles sold has declined from 5.4 percent of the total number of units sold in the first two quarters of 2007 to as low as 3.3 per cent in 2014. This is very bad news for manufacturers of convertible roofs, firms which specialize in folding hardtops and canvas roofs.

A number of reasons are given for this drop including the changing tastes of customers, the proliferation of sunroofs and glass roofs and the market shift to SUVs and crossovers. With customers increasingly becoming conscious of ecology and sustainability, there is a global trend to shift to electric cars like the Tesla. Sunroofs and glass roofs provide the benefits of an open roof without the hassles of taking the top down or paying through the nose for a convertible. The free spirited community of convertible lovers in the past has given way to the materialistic but eco conscious motorists of today. They would opt for a luxury car rather than a convertible.

However, there will still be a few diehard convertible enthusiasts who will mourn the passing of the convertible. Are you one of them?

AL HABTOOR MOTORS EXPANDS FOOTPRINT TO AL AIN WITH MULTIFACETED MITSUBISHI SHOWROOM COMPLEX



To meet the growing demand of Mitsubishi customers in Al Ain, Al Habtoor Motors has launched a state-of-the-art Mitsubishi showroom and after-sales complex. The launch of the new facility is in line with the company's vision to expand its presence in the UAE, especially in the Abu Dhabi region. Recently, Al Habtoor Motors commissioned the globe's largest Mitsubishi showroom having a built up area of 235,000 square feet in Mussafah, Abu Dhabi.

With the addition of the new 121,169-square-foot facility in the industrial hub of Al Ain, Al Habtoor Motors plans to cover all its bases in the Abu Dhabi market.

The grand opening ceremony was attended by dignitaries like Ahmed Al Habtoor, CEO of Al Habtoor Motors, senior executives of Al Habtoor Motors and Toshiaki Nomura, President of MMMEA FZE.

Commenting on the new showroom and after-sales complex, Joe Rogan, Sales Director of Al Habtoor Motors, said that the new complex reflected the company's dedication and commitment to its existing and prospective customers. He added that Al Ain has been experiencing steady growth as an industrial and residential hub. With growing demand for quality passenger and commercial vehicles, it is indeed the right time for Al Habtoor Motors to take the Mitsubishi brand to the next level in the city to give customers there a quality motoring and ownership experience.

The new multi-storied showroom complex features a basement, ground floor and mezzanine. The basement features covered parking area for hundred cars. The ground floor consists of a showroom for Mitsubishi passenger vehicles, an after-sales area with spare parts center and separate service facilities for passenger and commercial vehicles.

The showroom showcases Mitsubishi's victorious spirit with its huge display areas for Mitsubishi's extensive range of models. Its design is fully focused on customer convenience and sporty elegance. Al Habtoor Motors has a longstanding reputation for providing its clients with world-class automobiles backed by efficient after-sales service. This is why the Mitsubishi showroom complex also has separate parts and service sections under one roof.

"We have a very special relationship with the people of the UAE. Al Habtoor Motors and Mitsubishi continue to share a unique and decade-long partnership of trust and success. We are both driven by professionalism, quality and high standards of customer service. We love challenges and we keep challenging our own achievements. This has helped us to reach new frontiers as we continue to expand our network," said Ahmed Al Habtoor, CEO of Al Habtoor Motors.

Toshiaki Nomura, President - MMMEA FZE commented: "A great product cannot be one, if it fails to satisfy the customer. In the case of automobiles, unflinching after-sales support becomes as critical as the sales effort itself. This is where our association with Al Habtoor Motors has helped us ensure that all Mitsubishi customers in the UAE enjoy a great ownership experience. We at Mitsubishi Motors Corporation (MMC) are proud of Al Habtoor Motors' achievements as they continue to expand their network, thus enabling Mitsubishi to maintain its leading position in the UAE market as well as in the region."

Maximum braking power under extreme conditions

Superior performance.
Superior materials.
Superior warranty.



asimco
BRAKE PARTS

A quality brand
brought to you by

ai-map
AL MUGARRAM AUTO PARTS

Automotive Aftermarket Global Player
P.O. Box: 60235, Dubai - UAE
Tel: +971 4 2241423, Fax: +971 4 2241450
Email: info@a-map.net, www.a-map.net

LAND ROVER CELEBRATES END OF DEFENDER PRODUCTION WITH TRIO OF LIMITED EDITIONS



The Land Rover is one of the most exciting vehicles for offroad driving and has been around for more than half a century. Now Jaguar Land Rover is preparing to bid adieu to this iconic model with yearlong celebrations and a trio of limited edition Defenders.

Production of the Defender will come to a close by the end of 2015. The company decided to mark the passing of the model with celebrations for the entire year and three top of the line exclusive limited editions named the Heritage, Autobiography and Adventure. The models were launched with a special one kilometre sand drawing of a Defender at Red Wharf Bay in Anglesey, UK, where the Defender story began. This was the largest such sand drawing that has ever been made.

The drawing was made using a fleet of six Land Rovers with each vehicle towing a harrow to carve out the lines needed to outline a Defender in the sand. The six vehicles represented different looks of the Defender from 1948 to the present day. These included a Land Rover Series I, II and III, a Ninety from the Eighties, a Defender 90 Hard Top and a Defender 110 Station Wagon.

The drawing commemorated the moment when Maurice Wilks, the engineering director of Rover first outlined the shape of the original Land Rover in the sand at the very same spot to explain the idea to his brother, Spencer, the managing director of Rover. Maurice felt the versatile vehicle should easily double as a light tractor and as an off-roader. Thus the name "Land Rover" came into being for the vehicle that ultimately came off the production line as the Defender.

The three new limited edition models named the Autobiography, Heritage and the Adventure each express a different element of the Defender's personality and together form the Defender Celebration Series. All three models are fitted with Land Rover's trusty 2.2-litre diesel engine and are currently available.

According to the Land Rover Vehicle Line Director, Nick Rogers, the Defender has been highly popular for the past 68 years based on its striking shape and rugged features that make it ideal for offroad use. He has now been charged with the task of coming up with a suitable successor for this renowned model.

Land Rover is also considering the option of continuing the production of the Defender in low volumes at an overseas factory after production comes to an end in the UK. These vehicles would be sold outside the EU for use in fleets and for special vehicle applications.

LYKAN HYPERSPORT PROTOTYPE ZERO MAKES GRAND DEBUT AT THE YAS MARINA CIRCUIT



When it comes to hypercars and supercars, the brands that normally come to mind are Bugatti, Lamborghini, Ferrari and the like. The Arab world has plenty of cars and automotive fans, but there are no homegrown supercars. That is all set to change with the grand reveal of the Lykan HyperSport Prototype in a gala event held at the Yas Marina circuit in December.

Manufactured by W Motors, the first Arab manufacturer of high performance luxury sports cars, the car is set to take the automotive world by storm.

The company's founder, Ralph R Debbas first publicly spoke about the Lykan at a private event in July 2012 and he followed through on his promise to deliver the Arab world's first hypercar within a short period of one year. Though the company's assembly and production facilities are currently located in Torino, Italy, these will shortly be moved to the UAE. The headquarters of the company has already been shifted to the Swiss Tower in Jumeirah Lake Towers making W Motors a truly Middle East based company.

The debut event of the Lykan HyperSport Prototype Zero was held on December 17th at Abu Dhabi's Yas Marina Circuit, which plays host to one of the most thrilling Grand Prix races in the world. The event began with a press conference to announce the upcoming partnerships for 2015 followed by a reception that culminated in the grand reveal.

The press conference was attended by the Chairman and CEO of W Motors and key executives from partnership companies like CEO of EEG China, Alan Wu, CEO of Al Ain Class Motors UAE, Abdulla Al Ketbi, CEO of Royal Motors Miami, George Mesa, Jean-Francois Ruchonnet and Director and Head of Innovation of Franck Muller Geneva Nicholas Rudaz.

For a beginner in the automotive industry, the company has a number of high profile partnerships including a deal with the well known Swiss watchmaker Franck Muller for the development of a special limited edition W Motors/Franck Muller watch and customized interior components of the Lykan, a partnership with Encelade Genève for the creation of a new lifestyle label and partnership with Quimera Project for establishing a R&D lab in the UAE as part of the W Motors premises. Distribution partnerships include a deal with EEG China for the China market, and the opening of the company's first showroom in downtown Shanghai by April 2015. Royal Motors will represent W Motors in the United States with the first showroom in North America to be set up by the end of 2015, in Miami, Florida. The exclusive distributor for Lykan hypercars in the UAE and GCC territories will be Al Ain Class Motors and the cars will be showcased in their existing and future showrooms.

The Lykan will make its movie debut in the upcoming Blockbuster from Universal Studios, Fast & Furious 7 as the car driven by the hero, Vin Diesel. The Lykan HyperSport will also have a starring role in more than 8 renowned video games that are played on several platforms including Sony PlayStation 4 Drive Club, Asphalt 8, Fast & Furious 7 and GT Racing 2.

The press conference was followed by a cocktail reception at the Marina Grandstand where the Black Lykan HyperSport Prototype Zero was unveiled to admiring eyes. The Blue Lykan HyperSport model and the original Red Lykan HyperSport Hero car that was driven by Vin Diesel for the Fast and Furious movie were also showcased at the reception.

With the prestigious partnerships that have been announced, the first Arab hypercar is indeed off to a flying start.

FORD F-150 NAMED BEST TRUCK IN NORTH AMERICA



A pickup in the driveway is as American as apple pie. Ford pickups have become a byword for their rugged construction and durability and it was no surprise when the all-new Ford F-150 was named as the best truck/utility vehicle in North America. The company received the honor at the renowned North American International Auto Show held in the hub of automotive production of the United States, Detroit.

Ford won the award for the all-new 2015 Ford F-150 in the face of stiff competition from the Lincoln MKC and the Chevrolet Colorado. The entries for the award were judged on the basis of a number of factors including safety, handling, value, design, innovation and driver satisfaction by a jury of 50 veteran US and Canadian automotive journalists.

Only vehicles which were all-new or were thoroughly revamped were considered for the award. The all-new F-150 is fashioned from an aluminum alloy of military grade and has a high-strength steel frame for minimum weight and maximum durability. It weighs 317.5 kilograms less than the previous model, can tow 500 more kilograms and can haul 240 more kilograms.

The lower weight and the 2.7 liter EcoBoost engine have significantly improved fuel economy of the all-new F-150 in comparison to any other full-size petrol pickup. It has the highest fuel economy ratings as estimated by the EPA with 12.38 L/100km in cities and 9.05 L/100km on the highway. The average mileage is 10.69 L/100km in a combination of highway and urban modes.

Other innovative features of the F-150 include a 360-degree camera view with the help of exterior cameras to help navigate narrow roads and to park, a rearview camera feature for the trailer hitch to help with lining up the truck and a trailer, integrated loading ramps for easy loading, and a remote tailgate button on the key fob for locking, unlocking and releasing the tailgate.

Speaking about the award, Joe Hinrichs, Ford president of The Americas said that it was indeed a great honor to be named as the best truck from such a strong field of vehicles.

In the 22nd edition of the awards, this marks the eighth win for Ford in the Truck/Utility of the Year category, proving that Ford pickups are truly best in class when it comes to pickups.

JAGUAR PLANS PRODUCTION OF NEW CROSSOVER IN SOLIHULL



Detroit has always been the hub of the automotive industry in the United States and hence the Detroit Motor Show is one of the most important auto shows in the region. Renamed as the North American International Auto Show, Jaguar Land Rover used its participation in the renowned show as the opportunity to announce its plans to begin production of a new "performance crossover" at its plant in Solihull in UK.

As an outcome of the production of this model at the plant, the company will increase its expertise in aluminum and other lightweight technologies and create an additional 1,300 jobs. The company had already created 1700 jobs in 2013 when it started production of the Jaguar XE. In the past few years, the number of people working for Jaguar has doubled to over 32,000 on a global basis, with 30,500 employees being located in the UK.

According to a BBC report, the new Jaguar performance crossover will be named the Jaguar F-PACE and is scheduled to be available in the market by 2016. Till recently, the Solihull plant had not manufactured any Jaguar vehicles. The main models manufactured at the plant were the Land Rover Discovery, the bestselling Defender, the Range Rover and Range Rover Sport.

Recently a plant-within-a-plant was set up for the production of the Jaguar XE, which will commence in spring this year. The F-Pace will be the second Jaguar vehicle manufactured at the plant. The company has already invested £1.5 billion in one of Europe's largest aluminum body shops and final assembly hall to support the manufacture of aluminum and other lightweight components for the new model. Jaguar Land Rover had pioneered the use of aluminum in the construction of vehicles back in 2003 with the launch of the seventh generation Jaguar XJ. The company has ambitious plans to come up with 12 significant product actions in 2015.

Jaguar Land Rover is known for offering customers a choice of exciting vehicles created with a special British flair, thus improving the quality of life of both its own employees and of its customers. Speaking about the plans, the company's CEO Dr. Ralf Speth said that the new announcement reinforces the company's commitment to the UK and its drive to help create a high-tech, high-skills economy in the country.

For the first time in the past year, Jaguar had ventured into overseas production with plants in Changshu, China and Itatiaia, Brazil.

Infinity®

powered
by **AL DOBOWI**

**Not all truck tyres
are created equal.**



INF-D904

AL DOBOWI
the future of motion

Al Dobowi Tyre Company
Al Qouz, Dubai, P.O. Box 5576, U.A.E.
Tel.: +971 4 338 8346 Fax: +971 4 338 8347
sales@aldobowi.ae www.aldobowi.ae



AL FUTTAIM MOTORS LAUNCHES FJ CRUISER TRD AT GULF NEWS FUN DRIVE

Holding a remote car key fob to your head doubles its range because the human skull acts as an amplifier.



Back in November 2014, Al Futtai Motors had launched Toyota Racing Development (TRD) kits for tuning the Yaris, the Corolla, the Toyota 86, the Aurion and the Fortuner. The kits are available in aerodynamic and sports variants depending on the preferences of the customer. Now, the FJ Cruiser, a vehicle that is highly popular in the UAE for its ability to handle all types of terrain in offroad driving has joined the pack. Al-Futtai Motors, which is the sole distributor for both Toyota and Toyota Racing Development (TRD) in the UAE launched the FJ Cruiser TRD with a bang at the 29th edition of the annual Gulf News Overnighter Fun Drive event, which was held in Umm Al Quwain on January 9 and 10.

TRD is a Toyota subsidiary that produces tuning and performance components for Toyota vehicles on a global basis with a longstanding history in motorsports. Its engineering excellence has been the mainstay

of Toyota's performance in motorsports events, right from the first event in 1957 and now the company has proved its mettle as a key player in the field of motorsports.

The FJ Cruiser TRD is certainly the TRD vehicle with the best off-road capability in the UAE market and is powered by a V6 engine paired with a 5 speed automatic transmission. The engine has an output of 270 HP and 38.8 kg-m of torque. The 2015 model though a part-time 4x4 is just as good for off-road driving as it is for on-road. It comes with a new crawl control system that is standard for all models, new fog lamps, an outstanding navigation system and an audio controller. Off-road driving is also much easier with the built-in air compressor to re-inflate tires after a spell of off-road driving.

The TRD vehicle comes with components like 17" black alloy wheels, black side sill protectors to minimize the impact of stones and gravel on the underbody when going off-road, a dress up muffler to add an

element of fun, and a TRD front skid plate protector. TRD coil springs and shock absorbers provide better clearance, steering response and ability to take corners. Other features customers will love include a TRD shift knob, TRD mud guards and fender flares.

According to Jon Williams, Managing Director, Al-Futtai Motors, adding a TRD pack is not just about substance, but is also about style. With the launch of the FJ Cruiser TRD, off road enthusiasts in the UAE will be able to make their desert drives more thrilling.

Talking about the addition of the FJ cruiser to the TRD family in the UAE, Kazuya Inagaki, President, Toyota Technocraft Co., Ltd. stated that Toyota's partnership with Al-Futtai Motors has allowed the company to significantly expand its presence in the Middle East, a region which is well known for its passion for off-road driving.

The TRD kit for the FJ Cruiser serves to highlight its offroad capabilities while lending it a stylish touch. With the TRD kit, the FJ Cruiser moves into a class of its own when it comes to conquering even the most difficult desert dunes.

The 2015 FJ Cruiser TRD will be available at all Al-Futtai Motors Toyota showrooms.

ATTURO

PERFORMANCE WITHIN REACH

NEW TIRES FOR 2015

TRAIL BLADE X/ **URBAN ALL TERRAIN**
A UNIQUE COMBINATION OF OFF-ROAD STYLE WITH ON-ROAD MANNERS

COME CHECK US OUT AT THE **SEMA SHOW** BOOTH #44303

AZ850 RFT RUN FLAT TIRE
AVAILABLE IN BOTH RUN FLAT TIRE AND STANDARD CONSTRUCTION

LAUNCH OF NEW MODELS FUELS RAMPANT SPECULATION IN POPULAR CARS



There is immense hype associated with the launch of every model in the automotive industry, whether it is the latest “must have” sports car or an MPV positioned as a family workhorse. In fact, there are many people who make it a point to be the first in line to buy or pre-order a new car just to say they have arrived.

Generally for luxury cars like Lamborghini and popular models, there are months and even years of speculation and hype before details of a new model are released to the public. In some cases, distributors take advance booking and deposits for new models so that customers can ensure that they will definitely get a car from the first batch.

In the case of a typical mainstream family car that will soon be widely available, the new car is soon provided to the eager buyer who will use it as his family car or as a second car. However, the story is different when it comes to the latest luxury or sports cars which normally have limited production runs and where supply is going to be low for a new model.

These cars receive bookings from two kinds of buyers; those who want to own such a car as a lifestyle statement and those who would like to buy such cars and make money by reselling them at a higher price to members of the first group when supply becomes limited. These speculators take advantage of those who want to flash an expensive car as their latest toy by

making them pay an immense premium for the privilege. They normally keep track of the latest models and pre-order one or more cars when they think a particular model is going to be in high demand. Then, when the launch is about to take place, they will advertise these cars for sale to the highest bidder and laugh all the way to the bank.

Depending on how long the scarcity lasts, these cars will continue to command a premium. The most recent model that created a buying frenzy is the Mercedes Benz S Class Coupe. In the run up to the launch and for a short period afterwards, the model was advertised with a 30% increase over the list price by speculators who had pre-ordered cars.

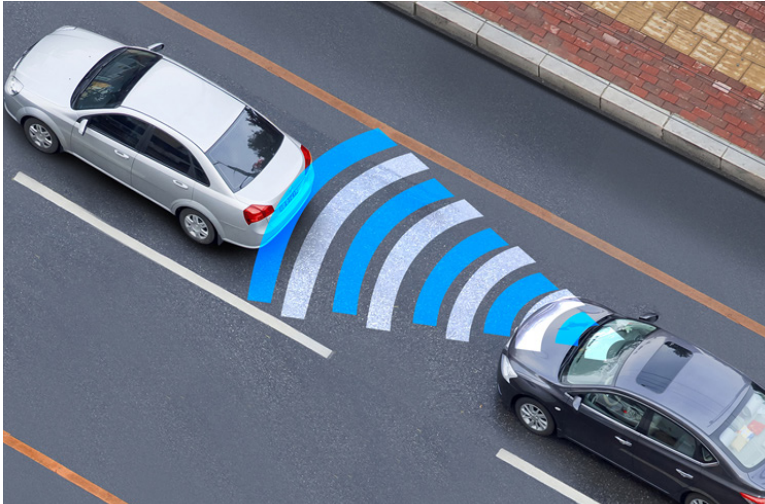
This happens even in the case of used cars when the supply is restricted with the case of the Range Rover being the most common example. Even models that are two to three years old command a price that is 16% more than the list price of a new car.

The worldwide interest in the classic cars has also sparked speculation in this field.

However, speculators should keep in mind that there can be cases when such speculation can backfire leading to immense losses. What looks like a vintage car to one man may look like a pile of junk to another!

Just like art, speculation in both the new and the classic car markets can create plenty of profit. But, as with all kinds of speculation there is always an element of risk that can lead to immense losses if you fail to pick a winner.

SAFE DRIVE SYSTEM MINIMIZES COLLISIONS BY GIVING ADVANCE WARNING TO MOTORISTS



Despite a great number of warnings and preventive measures, distracted driving continues to remain one of the biggest concerns of the automotive industry. Besides conducting campaigns to create awareness among drivers, various technologies have been developed to counter this factor that is a major cause of accidents. One such example is the Safe Drive System that helps drivers maintain a safe distance from other vehicles while driving.

With the help of advanced radars and camera technology, the system constantly monitors the distance between your car and the one in front to avoid collisions. It does a quick analysis 20 times per second and gives a warning in advance if you come too close to another vehicle, even bicycles. The technology offers two products –Premier RD-140 RDR and Premier Plus RD-140 – which have the capability to work efficiently irrespective of weather and light conditions, which is probably its biggest USP.

Both the products are equipped with forward radar display than can sense objects up to 460 feet ahead and give out escalating warnings. When in danger of a collision, the light from a small module fitted above the dashboard begins to flash as the system audibly warns you to slow down. This, however, will not block the driver's field of vision, claims the company.

RD-140 also comes with a camera that continually monitors the car's position in the lane, and alerts the driver when he veers too much to the right or to the left. And while the technology does not offer automatic braking, Rona Aharonson, CEO of Safe Drive System, is hopeful that this will happen in the near future.

The products can be easily installed in any cars manufactured after 2006, which is good news for those who cannot afford new cars but would like to have safety tools in their vehicle. A bit on the expensive side (it costs \$1700 in the US), it can be installed only by company representatives.

The RD-140 and RD-140-RDR will probably help older people as their motor skills and reaction time generally slow down as they age. Thus, a warning in advance makes driving infinitely easier for them. Having said that, the systems can be equally useful to drivers of all ages especially mothers who are known to be the worst offenders when it comes to distracted driving.

3 D PRINTING COMES OF AGE WITH THE STRATI THE FIRST 3 D PRINTED CAR



3 D printing seems to be all the rage in the car industry. We have heard of parts being 3 D printed. At the recent International Manufacturing Technology Show, a company named Local Motors came up with a world first – a model named the Strati which they claim is the world's first 3 D printed car.

It took the company's team four and a half months and 44 hours of printing time to create the Strati, but reports say that upcoming models could be made in as short a time as six weeks, with the time needed for the actual printing cut to 24 hours.

The 3D printed car comes with 49 parts, which is a significant reduction as compared to the thousands of cars that regular cars have. The suspension, engine and battery are not printed, but the entire interiors and the chassis are fashioned from ABS plastic that has been reinforced with carbon fiber.

Local Motors looks forward to shortly making the cars available to the public. In fact, on the company's website, consumers can already subscribe to get notifications once the car is in production, which is projected to be during the next twelve months.

3D printing a vehicle comes with multiple advantages, ensuring that it will be more than a temporary fad. It could result in the production of cheaper repair parts that can be printed on demand. Manufacturers could even use 3 D printing for making relatively cheaper customized versions of a model for varying climatic conditions.

ZEETEX STARTS NEW YEAR WITH MOVE TO ENTER NEW MARKETS



ZEETEX may be a relatively new brand when it comes to the retail auto scene, but the company has already proved it is going places. ZEETEX products which include tires, batteries, lubricants are now available in 85 countries across the world. The brand has intensified its drive to go global in the New Year by participating in one of the major regional trade shows in the world.

ZEETEX had a significant presence at the recent Tokyo Auto Salon which is one the major automotive trade shows held in Japan. Participants generally use the show as a platform to highlight the latest trends and innovations in their products. This year, the show was held at the renowned Makuhari Messe in Tokyo from January 9 to 11 and one of ZEETEX's major clients, AUTOWAY allocated a separate booth to showcase the ZEETEX range of products.

The wide range of ZEETEX tires which included PCR tires for passenger cars, LTR for light trucks, UHP or Ultra High Performance tires, Winter and SUV 4x4 tires received an overwhelmingly positive response from visitors to the show. The stars of the show were the S100 from winter tires, ZT2000 from PCR and the HP1000 from the UHP range.

With Japan being home to some of the leading car manufacturers in the world, the Tokyo Auto Salon is always a show that gives companies a chance to promote their products on a massive scale.

ZEETEX began the year on a promising note by participating in this show and is set to participate in more shows through the year to leverage the increase in brand awareness into greater sales worldwide.

DUNLOP AIRCRAFT TIRES FINALIZES DEAL WITH BOEING



Dunlop Aircraft Tires which is based in Birmingham has announced that it has finalized a deal with Boeing to supply tires for the global fleet of over 270 Boeing C-17 Globemaster III military transport aircraft.

The agreement will cover a period of eight years and includes provision of new and retreaded tires for the main and nose wheels of the global fleet of C-17s. With each aircraft having as many as 14 wheels – 12 on the main landing gear and two on the nose, that adds up to at least 10,000 new and retreaded tires on an annual basis. The worldwide fleet of C-17s includes planes operated by armies of countries like Canada, Australia, India, UAE, Qatar, the United Kingdom and organizations like NATO. The largest fleet is owned by the United States Air Force, which owns more than 220 C-17s.

This is one of the company's biggest deals in its history of 105 years and close on the heels of the announcement that it will shortly be setting up its first facility in the United States for tire distribution and retreading, shows that the company is pursuing an aggressive growth strategy.

According to Ian Edmondson, the chairman of Dunlop Aircraft Tires, the company had won this contract in the face of stiff competition from other tire manufacturers. The company has already significantly increased its capacity for production of new and retreaded aircraft tires to support the new contract. The development of the new tires for the C-17 was completed in a remarkably short time through all stages from the prototype to the final flight testing and the first tires have already been delivered to Boeing.

Randy Liedahl, Boeing's supply chain technical lead engineer said that right from the point Dunlop Aircraft Tires won the contract, it has been very proactive in gearing up for production and supply of the tires to Boeing by making considerable investments in new equipment and people.

Other recent supply deals that Dunlop Aircraft Tires had finalized for military aircraft include those for the Lockheed C-130 Hercules and the new Airbus A400M.

GENUINE QUALITY GUARANTEED!

HIGHEST PERFORMANCE AUTO PARTS AT PRICES THAT WILL DELIGHT



Features & Benefits:

- OE Quality Brake Pads with ISO/TS16949 Certification
- European E-mark Certification
- RMR Shims Fitted as Standard
- Fitting Kits Supplied as Standard
- Extensive Product Range Available from Stock
- Quality Performance
- Special Trade Prices Available
- Covered by GAP Warranty
- Guaranteed to Match OE Quality
- Same Day Free Delivery in the UAE

BRAKE PADS

Global Auto Parts brake pads are guaranteed to be OE quality, durable and easy-to-fit. GAP supplies a wide range of high quality replacement brake pads across the full automotive spectrum. All our genuine quality brake parts come with the latest RMR shim technology as standard & deliver the quality and innovation you would expect from an industry leader. Every set comes with a fitting kit & instructions. All GAP brake pads are covered by our warranty.

P.O.Box: 19879, Dubai, UAE
Mob: +971 56 177 6338
Fax: +971 4 885 6047
E-mail: info@globalautoparts.com
www.globalautoparts.com

TOLL FREE
800 GLOBAL
456225

Follow us on   



BKT DEBUTS REVAMPED WEBSITE TO EXPAND AND ENRICH ONLINE BRAND PRESENCE



BKT, the Indian manufacturer of off-highway tires is in expansion mode. The company has recently sought to expand its marketing reach with high profile marketing partnerships like those with Monster Jam. In another bid to expand its reach, BKT has now launched a revamped website that showcases the company's range of over 2,300 products which are sold in 130 markets all over the world.

The 2.0 version of the bkt-tires.com website effectively caters to browsers from all segments who might be interested in the company with updated information on all products, marketing initiatives, markets and general information about the latest technical developments in the industrial, agricultural and OTR sector. This includes customers, dealers, members of the media and end users who just would like to know more about the company.

Product information can be loaded quite easily and includes images and data sheets of the full BKT range for all segments including gardening, port, industrial, agricultural, ATV and earthmoving applications. Depending on the type of machinery or application, it can be easily sorted for quick access and comparison.

Professional users will also benefit from the new "Tire Care & Safety" section that includes highly practical general information about the mounting, handling and maintenance of Off-Highway tires. BKT distributors and partners across the globe will have access to a reserved area. The virtual press room will be regularly updated with the latest press releases in multiple languages, videos and images to provide information on the latest developments in the company to members of the media.

The company's pages on all social media platforms like Facebook, Twitter, LinkedIn and YouTube have been linked back to the website, which also includes a community, "Around BKT" to act as a virtual meeting place for those who would like to interact with the company. An interactive forum and a corporate blog are available for browsers to share the latest innovations and trends, news, doubts and trivia from the world of Off-Highway tires. The site has been optimized for use across all platforms including mobiles, tablets, desktops and laptops and will be updated on a regular basis. The revamped website is currently available in English with Spanish, German, French and Italian versions to follow shortly.

With the BKT website being updated to showcase the brand effectively to dealers, professional users and the media, the company has taken the BKT brand to the next level.

TOYO TIRES® ADDS SEVEN NEW SIZES TO OPEN COUNTRY R/T RANGE



Toyo's Open Country® R/T range for light trucks and outdoor adventure vehicles had proved to be highly popular when it was introduced last September by the company's US subsidiary, Toyo Tire U.S.A. Corp.

The most outstanding features of the tire are its off road traction, mud biting blocks, stone and mud ejectors and wide shoulder grooves making the tire ideal for offroad use. The tire is just as suitable for onroad use with its blend of durability, innovative design, longer lasting tread and minimal noise. The sidewall is fashioned from an impact resistant compound, and owners can customize the look of their tires by choosing from two distinctive designs.

In fact, the company is so confident of the durability and tread of the tire that it offers a best in class 45,000-mile treadwear warranty in addition to the Toyo Tires No Regrets® 45-Day/500-Mile Trial Offer.

All the tires offered in the range are made within the United States at the Toyo Tires factory in Georgia.

Now, the company has announced that due to the immense popularity of the Open Country R/T range, it will be adding seven new sizes thus bringing the total to 15 sizes including a 37X12.50R22 tire. With the addition of these seven new sizes which almost doubles the number of sizes available, the range will have tires suitable for wheels ranging from 16 to 22 inches in diameter.

MICHELIN CROSSES MILESTONE OF 100 TIREPLUS OUTLETS IN THE GCC



Tire manufacturer Michelin is going places in the GCC. The company recently opened its 100th Tireplus outlet in the region, which also happens to be its 20th Tireplus outlet in the UAE. The official opening of the new store which is located in the Madhab area in Fujairah, was attended by the Tireplus Franchise Manager for Michelin AIM Herve Skrzypczak, and Marwan Abbas, the owner of the shop and Tireplus franchisee.

The Tireplus brand was established in 2002 and though it is a relatively new brand, it has become a global retail brand which is synonymous with trustworthy services for car repair. Though Tireplus outlets normally specialize in Michelin and Goodrich tires, they are generally one-stop shops which provide with a wide range of car services, lubricants, batteries suspension and tires to make life easier for customers. All Tireplus outlets are required to provide a comfortable customer oriented retail environment, operate in compliance with global standards and have to be certified by Michelin experts.

Speaking at the exclusive event that was held to mark the opening of the 100th store, Herve Skrzypczak, Tireplus Franchise Manager for Michelin AIM, said that the opening of the brand's 100th store is in line with Michelin's strategy to expand the network to 180 Tireplus outlets in the GCC by 2018.

Currently, the global Tireplus network covers 15 countries has and 1500 stores. When it comes to the GCC region, Tireplus has 60 branches in KSA and 40 branches in other GCC countries., Dubai, Abu Dhabi, Fujairah, Al Ain and the Northern Emirates have Tireplus stores in the UAE .With the network now crossing 100 stores in the GCC region, Tireplus is truly the first and biggest car maintenance network in the GCC.

KENDA RACES AHEAD WITH TORC 2015 PARTNERSHIP



The Taiwanese tire manufacturer, Kenda Tires has over five decades worth expertise in tire technology for all kinds of vehicles including passenger cars, bicycles, passenger cars, specialty vehicles and ATVs. The Off-Road Championship, which is simply known as TORC is one of the most well known short-course racing series for off-road trucks in North America. In TORC events, 900-horsepower race trucks battle it out till the last stage for the renowned TORC National Championship to offer viewers a thrilling combination of motorsports and action sports. TORC races and the associated action-packed events enjoy high viewership from fans and are broadcast on NBC Sports. TORC has just announced a year long marketing collaboration with Kenda Tires for the 2015 season.

The quality of the tires is important in all racing series and this holds true for TORC as well. According to Series President, BJ Birtwell, having Kenda Tires as a partner will ensure that only tires of the highest quality will be used in the TORC races. The terrain in different laps of the TORC Series varies greatly and the tires used in the race trucks have to withstand a good deal of abuse. The very fact that the tires that are good enough to be used in the TORC races can be purchased off the shelf at the local tire retailer will give Kenda Tires significant mileage. It will confirm to the customer the fact that tires from Kenda will perform and last in all kinds of on and off road situations.

Kenda Tires designs tires that provide enduring value to customers with solid performance and durable designs that can handle a wide range of terrain and climates. Backed by a team of engineers who are constantly coming up with innovations to improve the performance, durability and the fuel economy, tires from Kenda not only confirm to regulations and standards, but often exceed them.

Speaking of the partnership with the TORC series, Liza Hegemier, Kenda Tire Automotive Marketing Manager said TORC would be a great partner to help take the Kenda name to many more households by making the brand part of such a renowned racing tradition. During the eight TORC races which will be held from the month of April to September in places ranging from Dallas in Texas to Crandon in Wisconsin, Kenda will get a chance to showcase its range of tires in some of the toughest racing environments in the world. This will show the public what Kenda tires are made of.

GOODRIDE

PERFORMANCE TYRES



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

Tel: +971-4-2286722 Fax: +971-4-2279076

www.rahala.ae

WEST LAKE

PERFORMANCE TYRES



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

Tel: +971-4-2286722 Fax: +971-4-2279076

www.rahala.ae

REIFEN CHINA 2014 FIGURES INDICATE SHOW CONTINUES TO BE A SUCCESS STORY



A report on Reifen China 2014 which was jointly organized by Messe Essen and the China United Rubber Corporation (CURC) in Shanghai reveals that the popular trade show had 17,500 visitors in 2014, an increase of over 15 percent over the previous year. The number of overseas visitors also showed a significant increase by almost five per cent to 20 per cent of the visitors.

Known to be the leading trade fair for the tire industry in Asia, Reifen China was held from December 3 to 5, 2014 in the Shanghai New International Expo Centre. It served as the venue for almost 120 exhibitors to showcase their innovations and products in the field of tires, wheels and garages. These exhibitors included the top 15 Chinese tire manufacturers. Manufacturers and dealers from other countries also found that the show offered plenty of opportunities to reach their target audiences.

Oliver P. Kuhrt, CEO of Messe Essen expressed his satisfaction with the response to the show, praising the increase in visitor quality and the increasingly international nature of the show. He added that the show will offer greater scope networking with the support of Automechanika worldwide from the 2015 edition.

According to Jan-Marc Köp from inmess GmbH in Bremen, Reifen China presented his company with the perfect platform to highlight his company and its products. It also gave them a chance to meet their Chinese dealers and customers in one place within a short timeframe. Elena Khabibullina, Head of the Export Department at Trading House KAMA in Russia complimented the exhibition team for making the show informative and highly organized. She said that the exhibitors received excellent customer service from the organizers in all aspects ranging from the setup stage to the last day of the show. Reifen 2014 served as a venue for their team to meet a lot of potential customers for their new product, a steel wire tire at the show.

Rubber Tech China, a fair dealing with tire production which had 500 exhibitors took place parallel to the Reifen 2014 show. Together, both trade fairs gave visitors the chance to review products belonging to every stage of the value chain in the tire industry ranging from the tires that come off the production line to retreaded and recycled tires. Reifen China 2015 is slated to be held in Shanghai from November 11 to 13 this year.

BRIDGESTONE OPENS FIRST OVERSEAS OTR PLANT



Bridgestone recently opened its first overseas OTR plant. It is a plant spanning 1.5 million square feet. Located in Aiken County, South Carolina, the Bridgestone Americas Tire Operations Aiken County Off Road Radial Tire Plant covers 550 acres. Bridgestone spent USD 970 million building and outfitting this plant that needs 40 tons of rubber for daily production. The equipment there is three stories high for producing 49-inch tires that weigh 2,800 pounds and are eight feet tall.

The plant is expected to reach its full capacity by 2019 when it will manufacture tires of four sizes with the largest tire measuring 63 inches and weighing 13,000 pounds.

Space is available on the site for further expansion if required. At the opening, Tomohiro Fukuda, the vice president, officer and chief quality officer of specialty tire business for Bridgestone Corp., said that the Aiken County plant will make it easier and cheaper for the company to cater to the demand for giant OTR tires in the U.S., Canada and Latin America.

Gary Garfield, CEO and president of Bridgestone Americas Inc said that this is Bridgestone's largest investment in a single facility in the US. He added that the factory will play a crucial role in manufacturing massive OTR radial tires for vehicles and equipment used in the mining and construction industries.

The first tires came off the production line at the plant in spring 2014. Regular production began in late August after tires produced at the plant were good enough to pass Bridgestone's stringent quality controls and inspection process. The plant is now functioning seven days a week, but not on a 24-hour basis.

According to the operations manager, Adam Barfoot, in addition to the current mixer which is used to mix 1,000-pound batches of rubber compounds, two more mixers will be added to the current equipment. The factory will achieve full capacity in 2017 and will provide 550 jobs

Bridgestone has an OTR tire production facility in Kitakyushu, Japan which is five years old and whose daily capacity was increased recently by 20 tons to about 165 tons a day. However, that expansion in capacity was not adequate to meet the demand and still requires a waiting period of 30 days. Another 30 days are needed to ship OTR tires produced in Japan to North America. Hence, the company felt the need to establish a plant in North America. The plant will also provide Bridgestone with a production alternative in the future to reduce the risk in the event of a natural disaster like an earthquake or a tsunami in Japan

HANKOOK TIRES CHOSEN AS ORIGINAL EQUIPMENT FOR MERCEDES-BENZ V-CLASS



Tire manufacturer Hankook will be supplying two of its tires as original equipment for the Mercedes-Benz V-Class. The MPV will be fitted with Ventus Prime² (size 225/55 R 17 101 V XL) and the Vantra LT (size 205/65 R 16 C 101/103 H) tires. With this venture, the tire maker will be now be expanding into the light truck and minivan segment.

According to a statement from Hankook, both the award-winning tires not only spell safety, but also show significant reduction in noise and rolling resistance while improving the comfort of the drive. The tires are being manufactured in the company's plant in Hungary.

Using multi-tread-radius technology, the tire contour of the 17-inch Ventus Prime² is tailored to suit specific application requirements. Its compact belt design ensures best possible tire contact, courtesy the use of high-strength steel cord material. The use of an innovative nano-silica compound in combination with a customized basic mixture in the tread ensures reduced rolling resistance. Hankook chose to go with a bionic design for the tread for better grip on wet surfaces. The result is a very comfortable ride during extensive testing.

Designed for minivans, the 16-inch Vantra LT is a light truck tire, ideal for local and regional transportation. Armed with innovative technologies – like maximum tread block layout and structure and sidewall protect shield – the tire ensures improved tread life (by up to 12 percent). It also offers improved traction over wet surfaces, which allows safe driving at high speed. Yet it remains fuel efficient with significant reduction in energy losses and, is thus quite economical.

Ho-Youl Pae, Hankook's COO for Europe, showed confidence in the "superior quality" of both the tires, adding that they prove the European plant's potential to supply top quality products for all vehicle segments. He said that he was proud of the fact that the original fitment tires for Mercedes-Benz V-Class will be manufactured completely in Hungary.

Hankook, with seven large-scale production facilities in Korea, China, Hungary and Indonesia, has a distribution network that spans over 180 countries.



Tire Fact

Tires are among the largest source of waste, but they are used in the production of hot melt asphalt, which helps improve road conditions and prolong the life of the road.

ALLIANCE TIRE GROUP EXPANDS PRESENCE WITH ESTABLISHMENT OF THIRD TIRE PLANT



The Alliance Tire Group, which is the world's sixth largest producer of off-highway tires has expanded its presence with the opening of its third tire plant. The plant is located in Dahej, in the Indian state of Gujarat. The new \$150 million factory spanning 115 acres will produce off-highway tires for the global market.

The factory is expected to produce 54,000 tons per year. The plant was opened with a traditional Indian blessing ceremony which was attended by James Clark, the President of Alliance Tire Americas. He, along with members of the ATG board of directors, signed the first tire that came off the factory's production line.

The factory is equipped with the most modern manufacturing and testing equipment. With the goal of minimizing any adverse effects on the environment, the manufacturing process has been optimized to promote fuel efficiency and ensure zero effluent discharge.

The site offers plenty of scope for expansion as the company continues to grow. The plant is expected to achieve its full capacity in early 2016 after further expansion and by then will provide more than 1,500 jobs. Ideally located on the west coast of India, the factory's proximity to ports like Mumbai will significantly reduce the time needed to receive raw materials and ship the tires produced in the plant to their destinations thus ensuring speedy delivery to customers.

KUMHO BOOSTS PRESENCE IN EUROPE WITH FC SCHALKE 04 DEAL



Kumho Tire believes sports sponsorships are an important tool to boost its presence in the market. With basketball being a popular sport in the United States, the company has sponsorship deals with the NBA teams Miami Heats and LA Lakers. In Europe, though it is definitely football that is the most popular sport.

As an extension of its Spanish La Liga football sponsorship deal, Kumho Tire has signed another sponsorship deal to increase its marketing presence in Europe. This new deal is with the Champions League and the FC Schalke 04 team which belongs to the German Bundesliga. The sponsorship contract is valid until the end of the 2016/2017 season and has an option for further renewal if both parties are agreeable.

As an outcome of the sponsorship deal, Kumho will be highlighted through LED signage at FC Schalke 04's home ground, Veltins Arena, and will get other marketing and advertising chances in team-related stories and publications and in the stadium. Kumho will also be supplying tires for the team's bus.

Yong-Sung Kim, managing director of Kumho Tire Europe GmbH, the European subsidiary of Kumho Tire said that he was pleased with the deal for long-term sponsorship of the renowned club FC Schalke 04 in view of the high popularity of the club. He expressed his hope that Kumho could significantly increase its levels of brand recognition with the help of this partnership.

Alexander Jobst, who handles marketing for FC Schalke 04, said that the partnership deal with Kumho, which is one of the leading tire manufacturers in the world confirms the fact that FC Schalke 04 has indeed become a highly popular club.

CS5 TOURING TIRE FROM COOPER WINS PRESTIGIOUS GOOD DESIGN AWARD



The GOOD DESIGN™ Award is one of the most reputed design awards in the world. The awards are organized jointly by The European Centre for Architecture Art Design and Urban Studies and the Chicago Athenaeum: Museum of Architecture and Design and given on an annual basis. The longstanding design competition accepts entries of new products from all categories which are designed and manufactured in the continents of Asia, Europe Africa, South and North America. These entries are judged by a distinguished panel of expert judges based on criteria such as concept, form, design, the material used, use of new technologies, the construction, energy efficiency and impact on the environment. The products which emerge as winners in any category are truly the best in their class and any company would be rightly proud of one of its products bagging the award.

Cooper Tire has just announced that its CS5 premium all-season performance touring tire has earned the 2014 GOOD DESIGN™ Award. It was chosen from several thousand entries which were received from more than 47 countries.

The most notable feature of the CS5 Touring tire is its innovative Wear Square™, a visual tread wear indicator that warns consumers when tires are too worn out that it is time to get their tires replaced. The tire uses a second generation silica tread compound which when combined with an asymmetric tread design shortens stopping distance, improves wet handling, and lowers rolling resistance for improved fuel mileage. The patented Stabiledge technology and the customized 3D Micro-Gauge sipes help vehicles have better road traction and better handling while taking curves.

According to Scott Jamieson, the company's Director of Product Management, getting the GOOD DESIGN™ Award for the new CS5 Touring tire from the most longstanding and recognized program for design excellence highlights Cooper's commitment to producing innovative products that perform. As the first tire to feature the Wear Square tread depth indicator and the most outstanding product in the touring tire range, the CS5 Touring tire richly deserves the GOOD DESIGN award.

MICHELIN BRAND OF CHOICE FOR CARS SHOWCASED AT NAIAS



The North American International Auto Show served as the platform for car manufacturers to showcase their latest models. It also served as the venue for announcing a number of OE fitments including those for the next superstar from Ford, the new Ford GT. The revamped Ford GT will be eagerly anticipated as it will mark the 50th anniversary of the first Ford GT making a clean sweep of all top three prizes at the 1966 24 Hours of Le Mans endurance race. When released to customers in 2016, it will be positioned as a mid-engine supercar with the best possible components, including the 20-inch Michelin Pilot Sport Cup 2 tires designed specifically for the Ford GT having a special structure and compound. The exact dimensions of the tire have not yet been finalized.

The Shelby GT350R Mustang which Ford says is the one Mustang with the greatest similarity to a race car is another car from the Ford marque which was launched at the NAIAS and had Michelin tires. Like the Ford GT, the Shelby GT350R Mustang too will have Michelin Pilot Sport Cup 2 tires to suit the 19x11-inch wheels in the front and the 19x11.5-inch in the back. The GT350 Mustang which was also highlighted at the NAIAS, will have 19-inch versions of another tire from the Michelin range, the Michelin Pilot Super Sport tire.

All the Michelin tires for the Mustangs have been customized with specially designed tread face, sidewall construction and compound.

Michelin did not lag behind when it came to fitments for vehicles from General Motors. Michelin tires have been used as OE tires for the new Cadillac ATS-V coupe, CTS-V saloon and for the new Chevrolet Corvette Z06, which like the Shelby GT350R is being marketed as a race ready car and has been inspired by the latest Chevy race car, the C7.R. In the Chevy Corvette Z06, Michelin's Pilot Super Sport tires have been used in size 285/30 ZR19 for the front wheels and size 335/25 ZR20 for the rear wheels. The Pilot Super Sport Cup tires can be used as an option in the same sizes.

The Michelin homologations were not limited to only American brands. The Pilot Super Sport tire is the OE fitment for two BMW models exhibited at the NAIAS, namely the X5M and X6M, which have been fitted with 21-inch rims.

Speaking about Michelin being the brand of choice by major automakers on the scene, Bob Carroll, vice-president of North American sales for Michelin said that the company was very proud of becoming the preferred technology partner for many of the world's leading automakers. He said engineers at Michelin had worked closely with the technical teams of each of these companies throughout the process of designing and developing tires that would not only be the perfect fit for these vehicles but would also maximize their performance.

He concluded by saying that Michelin bagged these OE fitments on the basis of the fact that instead of seeing tires as just another product, the team at Michelin saw the tires as technology that promoted mobility with hundreds of hours being spent on coming up with the right tire for each vehicle.

RUSSIAN SUBSIDIARY OF YOKOHAMA BEGINS PRODUCTION OF OE TIRES



When the Russian subsidiary of Yokohama Rubber Co., LLC Yokohama R.P.Z., first broke ground in December 2008 for a passenger car tire factory in the country, it was the first passenger car tire plant in Russia owned by a Japanese company. The plant was meant to make tires mainly for the replacement tire market. With Russia turning into one of the biggest markets for the company, Yokohama Rubber kept expanding the capacity of the factory from the initial 700,000 tires per year in 2012 when it started operations to the current 1.6 million tires, an increase of over 2.3 times.

Now Yokohama Rubber Co., Ltd. has announced that in November 2014, the factory had begun production of OE tires as well for passenger cars. The company began production of these tires in response to a direct request from Nissan Russia, which wanted to source more components locally and curb imports. The first OE tires manufactured at the plant were "GEOLANDAR G91" tires for the Nissan X-Trail SUVs made at Nissan Manufacturing in Russia. In addition to these tires, the factory began producing "BluEarth E75" tires for locally made Nissan Teana sedans in December.

The request from Nissan to manufacture Yokohama OE tires within the country reflected the high quality of the tires manufactured at LLC Yokohama R.P.Z. The development and production of OE tires calls for immense technological capabilities and with the addition of OE tires to the product range, LLC Yokohama R.P.Z. has proved its mettle when it comes to quality. This move will help to considerably expand the confidence of customers in the Yokohama brand and will also boost the sales of after-market replacement tires. Yokohama Rubber is hence always striving to get orders for the production of OE tires from automakers having production plants that are located in the vicinity of Yokohama's tire factories.

One of the goals of Yokohama Rubber's medium-term management plan (Grand Design 100) is increasing production of OE tires at its overseas manufacturing facilities. With the production of OE tires beginning at its plant in Russia, Yokohama Rubber is well on its way to achieving this goal.

BRIDGESTONE BACKS CHAMPION RACER ABDO FEGHALI



Bridgestone Middle East and Africa FZE, the subsidiary of Bridgestone in the MEA region has signed a sponsorship deal with renowned Lebanese motorsport champion Abdo Feghali. According to the terms of the partnership, Bridgestone will provide support to Abdo Feghali throughout the 2015 season for his participation in all races and rallies. Feghali is a byword for success in racing of all kinds and is the winner of 18 Lebanese Championship titles, four Middle East Championship titles and the holder of a Guinness world record.

The formal signing ceremony held in Dubai was attended by Abdo Feghali, Shoichi Sakuma, the President of Bridgestone MEA and Shinya Hisada, the Consumer Sales & Marketing Director of Bridgestone MEA.

Commenting on the partnership, Shoichi Sakuma, the President of Bridgestone Middle East and Africa said that as one of the most successful drivers in the region, Abdo Feghali is definitely the right choice to represent and promote the Bridgestone brand to customers by highlighting the quality and performance of Bridgestone tires.

According to Shinya Hisada, the Consumer Sales & Marketing Director of Bridgestone Middle East and Africa, the partnership will serve as a means of promoting new products that will be launched during 2015 with Feghali as the brand ambassador.

Abdo Feghali said Bridgestone tires are capable of delivering the highest levels of safety for both on and offroad use and can withstand even the extreme driving styles that are needed for all types of racing. He expressed his keenness to partner with Bridgestone as the company has always been one of the icons in the world of motorsports with its support for winners in every type of race.



NEXEN WINS TRIO OF AWARDS FOR OUTSTANDING DESIGN

The Nexen Tire Corporation was initially established as the Heung-A-Tire Co. in South Korea in 1942 and has a longstanding history of tire production. Renamed as "Nexen" to signify that the company is going into the next century, Nexen has made it clear that it aims to become one of the top ten tire manufacturers in the world by 2020.

The company has translated words into action with several significant moves. These include establishing U.S. operations in 2005, setting up a massive tire production complex covering 4.65-million-square-feet in Changnyeong, South Korea, another \$1.1 billion factory for producing consumer tires in the Slovak Republic, several high key sports sponsorships, major OE fitments, and the establishment of R & D centers in three countries- the US, China, Germany and South Korea.

With increased spending on R&D, the company has been able to come up with several innovative tires that have won many prestigious design awards in the recent past.

Recently, within a short timeframe, Nexen won a trio of design awards. These include the US Good Design Award for the company's Radian HTX RH5 tire, the Korean Good Design Award for the N'fera RU5 and the Korean Pin Up Design Awards for the N'Blue Premium.

According to Han Min-hyun, Nexen Tire vice president and R&D director, the prestigious design awards, especially the US Good Design Awards highlight the company's commitment to performance and quality from a design perspective.

The Radian HTX RH5 SUV/LTV tire with its ability to provide increased traction off-road, outstanding riding comfort, and higher handling performance emerged as a winner of the U.S. Good Design Award. This awards program is conducted by the European Center for Architecture, Art, Design and Urban Studies in association with the Chicago Athenaeum Museum of Architecture and Design and selects winners after a comprehensive review process.

The Korean Good Design Awards has been instituted jointly by the Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion to recognize products in different categories with innovative design. The awards scheme recognized the N'fera RU5 for its cornering ability, stability, better grip and microgrooves that minimize hydroplaning thus making it an ideal choice for high performance SUVs.

The Pin Up Award is organized by the Korea Association of Industrial Designers in partnership with the Ministry of Trade, Industry and Energy. The N'blue Premium won the Korean Pin up Design Awards.

With the company winning a slew of such awards for innovative designs in its tires, it is well on its way to achieving its goal of becoming one of the world's top ten tire companies.

BKT SET TO REVEAL AGRIMAX SIRIO TIRES AT SIMA 2015



In the past 25 years, Indian tiremaker, BKT, has made a name for itself as a manufacturer of off-highway tires meant for industrial, mining, agricultural, earthmoving, ATV and gardening vehicles. The latest product from the company, Agrimax Sirio tires will be presented at the renowned international agri-business show, SIMA which is scheduled to be held in Paris from 22 to 26 February 2015.

In addition to the Agrimax Sirio tires in 710/70 R 38 and 540/65 R 38 sizes, BKT will be showcasing other best selling tires including the Agrimax Force and the Agrimax Spargo tires.

The Agrimax Force tires have been optimized for high-power tractors with an output exceeding 250 hp while the Agrimax Spargo tires are to be used for sprayers and row crop applications.

The new tire, Agrimax Sirio comes with a large contact patch and significantly lower rolling resistance. It is ideal for use in tractors working in highly demanding conditions and heavy trailers. In addition to the larger footprint, it offers the benefits of lateral stability, a more comfortable drive, excellent steering response and good alignment.

When it comes to tires for tractors, BKT also manufactures the Ridemax tires which have been made completely from steel lending them outstanding stability and resistance. BKT will be showcasing Ridemax IT 696 in 480/80 R 38 size at the SIMA show. The Ridemax tires too have notably low rolling resistance and a tread design that makes them suitable for speeds upto 65 km/h in any terrain. Another remarkable feature of Ridemax tires is their self-cleaning ability which is particularly important for vehicles that are used in both the field and on the road.

In the agricultural sector, farmers are increasingly concerned about the extent of soil compaction. In response to this concern, BKT has designed the Floation range of tires that can be used with equal ease in both the field and on the road. This range includes three tires that will be displayed at the SIMA show; FL 630 SUPER tire in 750/60 R 26.5 size, FL 630 ULTRA in 600/55 R 26.5 size and FL 693 M in 500/50 R 17 size. All the tires belonging to the Floation range have great cornering stability and outstanding maneuverability thanks to the special tread design.

It is not going to be all about tires, though. There will be plenty of entertainment as well, at the BKT stand in Hall 3 during the SIMA show. Amazing football tricks will be displayed by two renowned football freestylers, Noel Christopher and Neil Colin and thousands of footballs will be distributed as giveaways to visitors.

BKT has gone from strength to strength ever since its inception 25 years ago and has a presence today in over 130 countries across the world with an annual turnover of USD 780 million. The company has a strong commitment to research and development with 4.5-5% of the sales turnover being allocated to research. It focuses on enhancing product quality on a continual basis. With its participation in the SIMA show and the launch of the Agrimax Sirio range, BKT will be cementing its position as one of the major players in the Off-highway tire segment.

MICHELIN EXPANDS PRODUCT RANGE WITH HARD SURFACE BACKHOE TIRE

Michelin is one of the leading tire manufacturers in the world and its subsidiary in North America, Michelin North America Inc. has solidified the brand's reputation by adding hard surface radial tires to its product range. The Michelin Bibload Hard Surface tires can be used in compact loaders and telescopic equipment and are currently available for sale at tire dealers throughout North America.

The new tire comes with an innovative tread design which is non-directional and has superior technology to offer longer tread life when used in hard surface applications.

Inspired by Michelin XMCL all-terrain backhoe radial tire, which was made for loose soil applications, the Bibload Hard Surface tires have been modified for asphalt and other solid surface applications. These applications involve a large number of transverse, lateral, and longitudinal movements on roads and in muddy areas. Such surfaces may be hard and covered with snow and water.

In view of these difficult working conditions, the sidewalls have been strengthened. The innovative, multi-directional tread has been patented by Michelin. The BibLoad Hard Surface will be first tire to have diamond-shaped tread blocks composed of beveled



facets. Irrespective of the depth of the tread, these progressive facets make the block more rigid by offering six different grip angles. The tire also has more biting edges due to the presence of sipes making it easier to evacuate mud and remove snow.

Users of the new tire will benefit from its greater stability and comfort due to the rigidity of the tread, longer tire life as an outcome of the optimized footprint, lower costs in comparison to a lugged tread and greater resistance to cuts and punctures due to the reinforced sidewalls.

According to James Crouch, the compact equipment segment marketing manager for Michelin North America, the Michelin BibLoad Hard Surface tire is an excellent snow tire and has higher resistance to punctures thanks to the reinforced casing, steel belts, and radial construction.

The tire has been initially launched this month in two sizes - the 400/70R20 and the 460/70R24. Six more sizes are scheduled to be added through the year.

EVENT	DATE	INFORMATION	LOCATION
EQUIP AUTO Algeria	02-05 Mar 2015	EQUIP AUTO Algeria is one of the key B2B events in the automotive industry. For four decades, the show has been helping exhibitors grow their business in the international aftermarket industry and service markets for all vehicles both in France and EMEA.	Palais des Exposition d'Alger, Algiers, Algeria
Auto & Transport Asia	03-05 Mar 2015	This show provides the local and international business community with a strategic platform to access the dynamic Pakistani, Afghanistan and Central Asian Republic markets. The 2015 edition is anticipated to exhibit more emerging automobile and transport technologies developed in Pakistan and abroad.	Karachi Expo Center, Karachi, Pakistan
Greater Kansas City International Auto Show	04-08 Mar 2015	Exhibitors will significantly benefit from this show as it gives them a chance to establish their presence among their target customers and to take advantage of business opportunities. At this year's edition, the show has in store over 500 new trucks, cars, crossovers, SUVs, minivans and other products and services associated with the industry.	Bartle Hall, Kansas City, USA
Erbil Auto Show	04-07 Mar 2015	This event also offers a platform for marketing and networking, thus giving automotive professionals the best of both worlds. This four-day event is anticipated to gather several local and international visitors.	Erbil International Fair Ground, Erbil, Iraq
Geneva International Motor Show	04-07 Mar 2015	This Show is by far one of the most professionally organized and highly anticipated trade shows in Switzerland. It serves as a perfect medium for industry professionals to interact with each other and discuss the latest market information.	Palexpo Geneva, Geneva, Switzerland
China International Auto Accessories Electronics, Tuning & Care Products Expo	07-10 Mar 2015	This four-day event is one of the leading automotive trade events in China. Focusing exclusively on the country's aftermarket sector, it assembles over 6,000 professional exhibitors from the different parts of the region.	China International Exhibition Center, Beijing, China

automechanika

DUBAI

The largest international automotive aftermarket trade exhibition in the wider Middle East

June 2 – 4, 2015

Drive your business forward in the Middle East & Africa

1,696 Exhibitors from 59 Countries

88% International Exhibitors

28,709 Trade Visitors from 130 Countries*

*2014 actual figures

www.automechanikaDubai.com



messe frankfurt

EVENT	DATE	INFORMATION	LOCATION
Motortec Auto-mechanika Madrid	11-14 Mar 2015	"To be held from March 11 to 14, Motortec is the flagship event for Spain's motoring industry. It offers a line-up of new, upgraded or redesigned concept cars and production models worldwide. With all the things this show has in store, it is something that all motoring fans shouldn't dare to miss.	Feria de Madrid, Comunidad De Madrid, Spain
International Auto Aftermarket Expo	11-13 Mar 2015	To be held for three days at Tokyo International Exhibition Center, International Auto Aftermarket Expo will satisfy the cravings of visitors for a grand showcase of the hottest automotive products. With the 2015 edition promising to have more things in store for everyone, this event anticipates to gather several visitors under one roof.	Tokyo International Exhibition Center, Tokyo, Japan
Automech Formula (Cairo International Motor Show)	12-17 Mar 2015	Automech Formula, also known as Cairo International Motor Show, is one of the leading and most prestigious automotive events in the Middle East and North African (MENA) region. The event is the only automotive trade show in Egypt approved by OICA and UFI.	Cairo International Convention & Exhibition Centre, Cairo, Egypt
Middle East Motor Tuning Show (MEMTS)	12-14 Mar 2015	This three-day show, which will showcase the fresh trends and designs in car customization, is a highly anticipated event in the UAE. Held in Sharjah Expo Center, it attracts a huge number of car enthusiasts from the Middle East. The 2015 edition of this event is expected to have more things in store for both visitors and exhibitors.	Sharjah Expo Centre, Sharjah, UAE
Automotive Testing Expo Korea	17-19 Mar 2015	It is constantly growing and just like other international players, the country is investing heavily in automotive technologies to improve its reliability, quality and international competitiveness. The 2015 edition of Automotive Testing Expo Korea will bring together local and international providers of top test equipment and service as well as premier truck, car and automotive-related product suppliers.	Korea International Exhibition Center (KINTEX), Seoul, South Korea



bkt-tires.com

The valuable choice for your growing needs



INDUSTRIAL & OTR TYRES



EARTHMAX

A force that grows with the expectations of all professional workers: superb traction, cut resistant compound, highly protected casing from cut penetrations thanks to the multi-layer steel belts, fuel efficiency resulting in an extremely longer tire life.

Earthmax range represents the synthesis of the BKT's radial technology for the Industrial & OTR applications: a valuable choice, developed to meet the specific needs of professional users.

BKT's Industrial & OTR tires: the innovative answers of a wide, complete and competitive tire range.

BKT
GROWING TOGETHER

STOP-START CAPABILITY EYED AS MOST VALUABLE INNOVATION FOR FUEL EFFICIENCY IMPROVEMENT

The latest Navigant Research report titled "Automotive Fuel Efficiency Technologies" studies the developing global market for technologies that enhance fuel economy, including global market predictions for light-duty vehicle sales, segmented by number of cylinders, region and powertrain, through 2025.



Several factors, including the ever-growing stringent global standards to restrict carbon dioxide and other greenhouse gases, are pushing automakers to manufacture more efficient vehicles. While the use of alternative electric power and fuels is anticipated to grow continuously, gasoline is expected to remain as the key fuel in the coming years. In fact, the new report reveals that traditional gas-powered vehicles will make up less than 50 percent of late-model vehicles sold on a global basis by 2017.

According to David Alexander, senior research analyst at Navigant Research, no single technology would lead fuel efficiency enhancements over the forecast period through 2025. He emphasized that the attention would instead be on incremental enhancements in transmissions and engines, along with weight reduction in as many places as possible.

In addition, the report shows that the most vital innovation is the wide adoption of stop-start systems, which eliminate idling when the vehicle is not moving and automatically restart the engine when the driver moves from the brake to the accelerator. Given the ability to capture and reuse kinetic energy without the need for a large battery, stop-start vehicles are likely to add functionality to become more of a mild hybrid. Navigant Research anticipates the sale of diesel and gasoline stop-start vehicles to climb 63 million yearly by 2025, constituting 58 percent of all vehicles sold in that year.

Apart from the emerging global market for technologies that enhance fuel economy, the report also analyzes the customer demand and regulatory background related to lightweight materials and engine technology for improving fuel efficiency in vehicles. Moreover, it studies the approach of key automakers, industry players, and suppliers, and assesses how the market for lighter and more efficient technologies will progress.

LG AND MERCEDES-BENZ COLLABORATE ON SMART CAMERA DEVELOPMENT FOR SMART CARS



LG has become more aggressive than ever in terms of investing in the automotive sector. Apart from its Android Auto push and joining the Open Automotive Alliance (OAA) as a member, the South Korean company has now joined hands with Mercedes-Benz for the development of smart camera systems for smart cars that will not just help drivers perform precision-oriented tasks easily, but also help track their well-being and condition.

Sources consider LG as a surprising partner for such an attempt, at least compared to its competitors that offer products in the digital imaging space, such as digital cameras. That being said, the company's broad R&D portfolio already has some tricks in terms of Advanced Drive Assistance Systems (ADAS). It has stereo and single cameras that can offer the required input for systems such as lane keeping, autonomous emergency braking, and the like. In addition, it offers cameras designed to be set up in the car interior to keep track of the driver by determining his biometric status and certain factors such as drowsiness, focus and awareness. The company also boasts its surround view monitoring that can help determine and avoid problems in instances like automated parking.

In the partnership, LG will share with Mercedes its mobile communications and home entertainment technologies, which will be of great use for in-car infotainment systems. The German automaker, on the other hand, will bring to the table its 6D Vision, a collection of technologies offering drivers with a complete 360-degree vision of other cars, pedestrians, and drivers. This technology is said to help LG enhance its own ADAS portfolio.

The two companies have not yet revealed any details of a certain product, whether separately or as a joint product, and there is also no news on how they intend to integrate those technologies into their own smart car groups. LG is an Android Auto OAA member while Mercedes is inclining more towards CarPlay.

IMPROVED DRIVING AND SAFER ROADS, COURTESY CARVI APP



• Lane position • Distance to the car in front • Smooth acceleration and braking

No matter how carefully you drive, the risk of a traffic accident is always there, and hence maximum precautionary measures are necessary. The smartphone app CarVi is one such tool that takes safe driving to the next level. It is, according to the makers, your driving coach, co-pilot, teacher and cheerleader - all rolled into one.

CarVi basically keeps an eye on your driving habits in real-time, providing audio and visual advice when necessary. It will also warn you against potential hazards, for example, a front-end collision from tailgating, hard braking, jackrabbit starts and lane changing. With the help of your smartphone and a single lens camera installed on your vehicle's dashboard, the app uses vision-based safety features to collect data. Using this information, it points out your driving mistakes and suggests ways to rectify them.

The app even keeps track of the progress you have made in your driving skills and then shows how much you have improved! The best part: it does not switch off with the car. In fact, at the end of a trip, it gives the 'skor' or feedback for the day listing both the areas where you did well and where there is room for improvement.

Earlier limited to high-end vehicles, CarVi is easy to install and has brought state-of-the-art driver assist technology within the reach of all drivers. The app's maker, engineer Kevin Lee, hopes that the technology will benefit everyone from driving schools to students to senior citizens. Parents of teenage drivers can also breathe easy knowing that their children are being 'monitored' while on the road. Hopefully, over time, people will alter their driving habits for the better, says Lee.

The app creators began an Indiegogocrowdfunding campaign on Jan 21, 2015, to launch the product.

CONSTRUCTION TIRES & WHEELS



SKID STEER LOADERS



BACKHOE LOADERS



WHEEL EXCAVATORS



TELEHANDLERS



COMPACT WHEEL LOADERS



WHEEL LOADERS



ARTICULATED DUMP TRUCKS



MOTOR GRADERS



COMPACTORS



MINI-DUMPERS

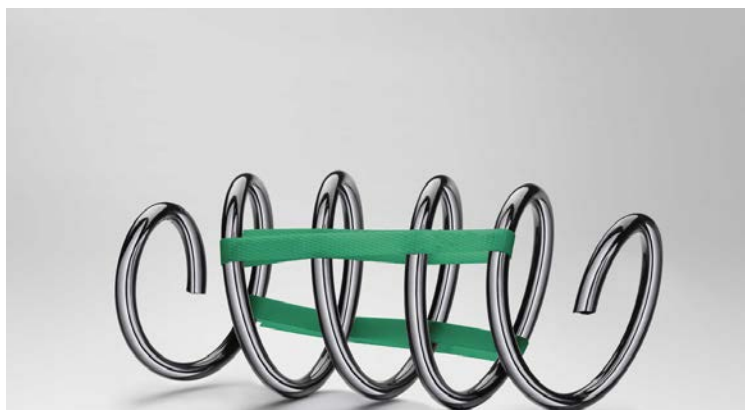


TRUCK-MOUNTED FORKLIFTS

AL SAEEDI

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

RUVILLE'S PRE-TENSIONED SUSPENSION SPRINGS ARRIVE ON THE AFTERMARKET FOR THE FIRST TIME



Schaeffler Automotive Aftermarket does not rest on its laurels. Under its Ruville brand, the company is the first to offer the independent Aftermarket with a wide-ranging set of pre-tensioned suspension springs for passenger cars. Manufactured in accordance with stringent OE guidelines, this patented mounting solution enables garages to perform easy, quick and damage-free front axle spring replacement because a spring compressor is no longer necessary.

The all-new repair solution—which is presently available for select Volkswagen, Skoda, Seat and Audi models—covers over 30 million vehicles on the road today in Europe and will be expanded by further applications during this year. To ensure customer satisfaction, Schaeffler has given its new Ruville products a ten-year guarantee.

Suspension springs play a vital role when it comes to safety, and they undergo extreme load because they expand and contract millions of times. Plus, they are subjected to dirt, stone impacts and corrosive materials such as road salt. Unfortunately, some spring compressors used in the installation of non-pre-tensioned springs can damage the surface coating before the spring starts working as part of the chassis system. As a result, the affected areas start to rust. Not only this has a negative impact on the spring's service life, but can also result in premature spring fracture.

According to Maik Evers, Director Program Management Ruville, Schaeffler Automotive Aftermarket, the Ruville suspension springs are pre-tensioned to the precise length required for mounting, which protects their delicate surfaces from getting damaged during the process of installation because garages no longer need a special tool such as a spring compressor. "Not only can spring replacement be carried out much faster, it is safer and easier than ever before."

Schaeffler Automotive Aftermarket specialists fully recommend the replacement of both suspension springs of a single axle to guarantee the chassis' optimal damping characteristics. If springs of varying service lives and ages are mounted to the same axle, the left and right sides can react differently, which can have a negative impact on both driving and handling safety.

DRIVE SAFE WITH GENUINE QUALITY BRAKE PADS FROM GLOBAL AUTO PARTS

Guaranteed to have OE quality, Global Auto Parts brake pads are durable and easy-to-fit. They are all quality certified under the European Union Regulation 90 (ECE R90), the European standard for replacement brake pads and linings which covers three areas such as production conformance, performance and marking/packaging.



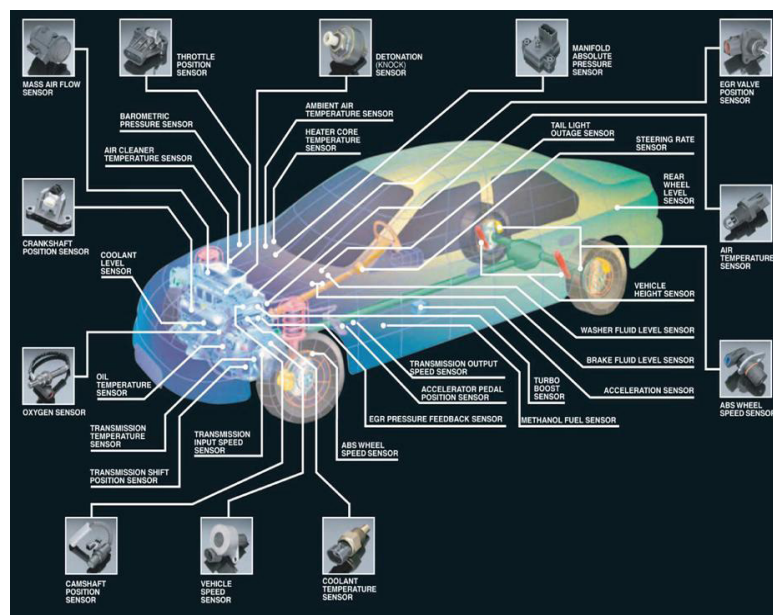
The latest RMR Shim technology also comes as standard in the GAP genuine quality brake parts to deliver the innovation and quality expected from an industry expert. Each set comes complete with a fitting kit and instructions. GAP Brake Pads are manufactured in a computerized and fully automated plant in a zero defect environment to ensure superior performance, friction stability, low fade and low noise.

Moreover, the brake pads come with a 30,000 kms no quibble warranty and are all ISO/TS16949-certified to meet or exceed the manufacturing standards of the vehicle manufacturers' own brake pads.

GAP offers a highly reliable, cost-effective alternative to expensive genuine parts sold by manufacturer agents because of the high quality design and materials used in manufacturing them. The various, individual components of GAP brake pads are designed and perfectly harmonized to work effectively with the vehicles' other braking components so they do not wear off quicker than they were designed to.

With GAP's innovative shrink wrap and box packaging, the units are guaranteed to reach customers in pristine condition without any damages. The Genuine Quality matching design guarantee also ensures a 'like for like' fit for every vehicle type and model. To top it all, GAP offers 'Same Day Free Delivery within the UAE' and a 6-Month Warranty.

GLOBAL SENSORS MARKET FORECASTED TO GROW 9.2 PERCENT BY 2018



Reportsnreports.com claims that green energy technology adoption will be a huge, upcoming trend worldwide. Companies today are heavily investing in the research and development as well as the installation of green energy technologies and applications. Given that sensors are necessary in these applications, which are related to green energy production, the sales of sensors have significantly escalated in the recent years.

A sensor is a device designed to detect and gauge physical quantities and then translate them for digital or analog presentation. It is utilized in display devices to represent certain readings, which can be read by electronic devices such as controllers for further operational assistance. Sensors are employed by multiple industries, including automotive, consumer electronics, process, manufacturing, infrastructure, shipbuilding and aircraft. And as years go by, they find multiple applications across numerous segments.

According to analysts, the global sensors market will grow at a CAGR of 9.2 percent over the 2013-2018 period. The increased use of sensors in the automotive sector is said to be one of the key drivers of the market. Featuring advanced safety functions, sensors play a vital role in this sector as they are used in the body, chassis and powertrain of a vehicle.

However, analysts say that one of the major challenges faced by the market is the extreme competition. Numerous companies manufacture affordable sensors to compete with the bigger brands, thus forcing other manufacturers to do the same.

The top players in the global sensors market are STMicroelectronics NV, OmniVision Technologies Inc., Freescale Semiconductor Inc., Denso Corp., and Bosch GmbH. Other leading vendors in the market include Thermo Fisher Scientific, Sony, Smiths Detection Teledyne Monitor Labs, Siemens, Samsung, RAE Systems, International Sensor Technology, Industrial Scientific, Honeywell International, General Electric, Figaro Engineering, Emerson Electric, Draegerwerk, Delphi Automotive, AMETEK, Alphasense, Alpha MOS and ABB.

HARMAN'S NEW SOUND SETUP PUTS AN END TO IN-CAR ROWS

Arguments over who gets to select the music are common among passengers during road trips. To solve this issue, Harman has developed a fresh in-vehicle setup that enables drivers to create "individual sound zones" (ISZ), each of which can play various sounds with just minimal intervention from other zones.

The premier audio manufacturer's ISZs break the vehicle's interior into virtual, synchronized in-car entertainment systems. The concept is simple: instead of occupants having their music interfered when the navigation system provides a direction or the driver's phone rings, their listening experience can carry on uninterrupted.

The sound zones are created through the existing set up of the vehicle, with the extra twin 50mm directional units incorporated into the flat electrodynamic planar loudspeakers and headrests in the car's headlining.

Harman's digital signal processing has been enhanced to adjust the various sound zones, to eliminate crosstalk between speakers and to precisely direct the sound.

According to Harman, each zone can be adjusted by the individual occupant and while the system does not create total isolation from other noises in the cabin, it restricts intervention to the extent where it must not prove a disruption to every listener's experience.

The ISZ system is now offered to automakers and can be incorporated into any Harman audio system through the amplifier, as well as custom-made for a certain vehicle layout. In addition, it can be paired with the company's cutting-edge HALOsonic active noise cancellation technology, which combats the noise coming from the engine and the road.



AMARON BAGS 'ASIA'S MOST PROMISING BRAND' BY WCRC AND KPMG

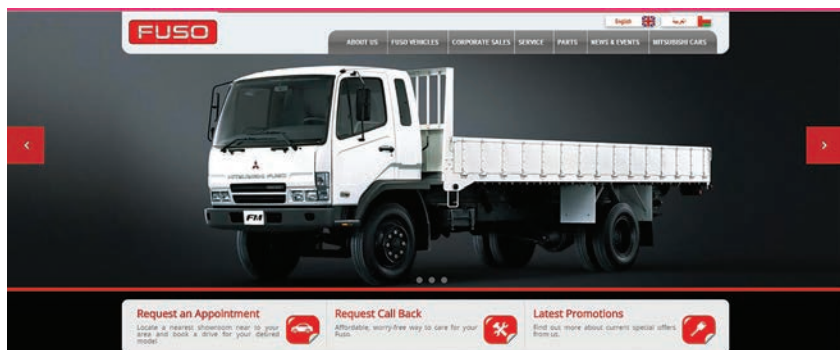


Amaron, the flagship battery brand of Amara Raja Batteries Limited (ARBL), has been recognized as 'Asia's most promising brand' for the year 2013-14 under the automotive category by World Consulting and Research Corporation (WCRC). KPMG acted as the process advisor and evaluator in India. Amaron received the award for its distinction in innovation, thinking, business outlook, customer satisfaction and brand image.

Speaking on the occasion, Mr. Jayadev Galla, Vice Chairman & Managing Director of ARBL, thanked WCRC, KPMG and the eminent jury members for recognizing and rewarding ARBL for its brand values and corporate identity. He also added that ARBL was very honored to be among the renowned brands in the most promising nations in Asia, from across 50 industry categories that came together to celebrate the business environment in the continent.

ARBL is the largest manufacturer of automotive batteries in India with presence in 25 countries in the Indian Ocean Rim. Amaron Batteries works on Johnson Controls technology Platform. AW Rostamani Trading Co. LLC is the exclusive distributor of Amaron Batteries in the UAE.

GAC ROLLS OUT SPARE PARTS DELIVERY VEHICLE FOR DAKHILIYAH CUSTOMERS



Just recently, General Automotive Company (GAC), the exclusive distributor for the Mitsubishi FUSO Truck & Bus Corporation (MFTBC) and Mitsubishi Motors in Oman, has added 'Parts Express' mobile spare parts delivery vehicle into its internal fleet to ensure quick and smooth delivery to customers in Dakhiliyah.

The vehicle will guarantee quick parts support for FUSO and Mitsubishi customers in the region and is also designed to help GAC maintain its constant growth in the parts business in Oman, where the brand has attained huge vehicle sales growth in recent years.

According to Alistair Cooker, the national parts manager of General Automotive Company, vehicle down-time is a huge contributor to profit losses among both private and commercial vehicle owners, and at GAC, they consider themselves to be chief partners in their customer's business and are on a continuous mission to reinforce their response times and customer service procedures.

He also added that as part of this goal, they have launched the dedicated delivery vehicles to further improve their overall after sales capabilities in this quickly expanding area, with quicker parts delivery response times. "Doing so will not only shorten vehicle down-time for our customers, but will also increase our levels of customer service whilst further supporting our parts distribution strategy."

In an effort to completely support its diverse Fuso and Mitsubishi product range, GAC comes with a solid service network setup across the Sultanate for sales and aftersales support. This ensures that no matter where customers are located, they are guaranteed professional and quick service.

GAC, however, faces higher spare parts demand from the Dakhiliya region. The new mobile parts delivery vehicle was rolled out to ensure that the urgent parts requirements of customers are met on time. Moreover, given that GAC is the official distributor for Fuso and Mitsubishi Products in Oman, customers can have assurance that the parts sold are genuine.

The launch of the delivery vehicle is fully in line with the company's customer-centric philosophy. It has always taken the lead in the development of innovative customer loyalty programs and interesting value added services. The company firmly advocates on establishing business alliances and relationships with its expanding portfolio of customers as the organization, along with the Fuso brand, strives to achieve commercial success in Oman.

Just recently, GAC has also unveiled a new website for the Fuso commercial vehicles brand in the country. The website, www.fusooman.com/, offers users with complete information and easy navigation on Fuso's product line, making it easier for customers to access and experience GAC commercial vehicle offerings from Fuso.

DENSO TAKES NAIAS BY STORM WITH SAFETY AND ENVIRONMENT TECHNOLOGIES



DENSO has exhibited at this year's North American International Auto Show (NAIAS) for the 11th consecutive year. As a principal sponsor, the company pulled the covers off its cutting-edge technologies and products in the fields of safety and environment.

Safety: The company grabbed the spotlight with its advanced Human Machine Interface (HMI) and vehicle-to-vehicle and vehicle-to-infrastructure (V2X) technologies, with a simulator that enabled visitors to fully experience the convenience and safety benefits of these technologies. This exciting experience demonstrated how vehicles communicate with personal mobile devices, such as smartphones, to avoid pedestrian accidents. Moreover, DENSO presented an autonomous drive display which offered a preview of how HMI and active safety technologies would make an autonomous drive society possible.

Environment: DENSO also showcased its recently developed standardized HVAC unit, which is smaller and more efficient than its predecessors. It is the globe's first-ever standardized HVAC component that could be used in various vehicles, enabling automakers to realize cost savings. Moreover, the company displayed its Hybrid and Electric Vehicle (HEV) and Gasoline Direct Injection (GDI) technologies.

Smart City: Last but not the least, DENSO exhibited its vision for "smart cities" of the future, and how it could apply its competence beyond the automotive sector. Through a small Smart City diorama, the company brought a future city to life through looping a spectacular projection-mapped animation. The display aimed to show how homes, infrastructure and vehicles could become more energy-efficient and connected.



China Tires Fair 12th INTERNATIONAL

9-11, Apr. 2015

Qingdao Int'l Convention Center
Shandong China

TIRES, WHEELS and MORE ...

www.rubbere.com

ORGANIZER

Shandong Rubber Industry Association
Qingdao Jinnoc International Expo Co., Ltd

Tel: 86-532-55552923(Int'l)

Fax: 86-532-55552903

E-mail: wendi@jinnoc.com





 **Alexia**
Tires

www.alexiatires.com

Bespoke tires

Specifically designed and produced for you.



ART 1100



ART 1200



ART 1300



ART 1400



ART 1500



ART 1600



ART 1700



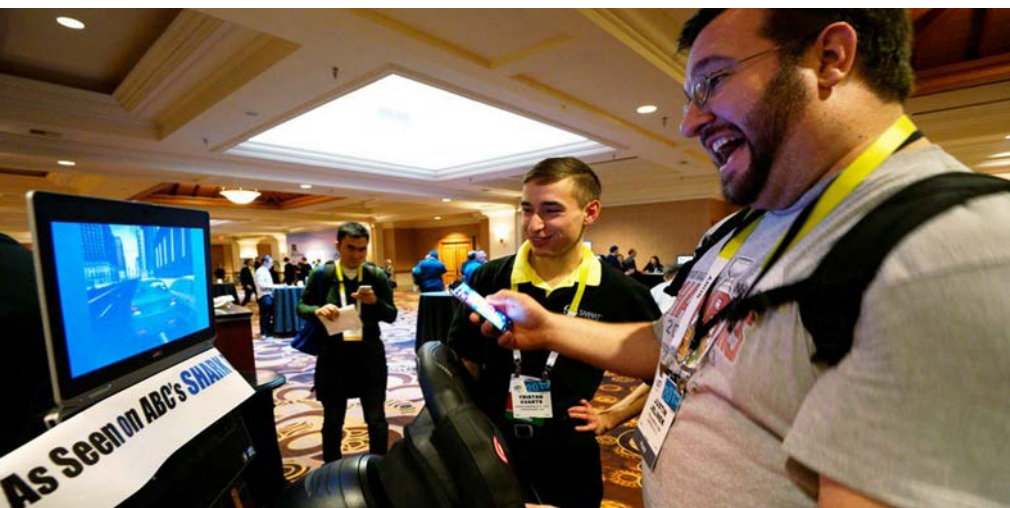
ART 1900

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

Alexia Tires is a global company comprised of passionate designers and engineers who continue to use the latest technology to deliver the most innovative and original tires in the market. With worldwide distribution, Alexia Tires looks forward to further reaching out to the masses with truly one of a kind products and continuing to be trailblazers in the industry.

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

First-Ever Smart Steering Wheel Cover Steals the Scene at CES



The Inventioners, a league of teen entrepreneurs and inventors headed by 19-year-old CEO TJ Everts, has successfully taken this year's Consumer Electronics Show by storm with the debut of the SMARTwheel™, the first-ever intelligent steering wheel cover designed to prevent distracted driving.

As Everts explained, most people think of cell phones when thinking of distracted driving, but the issue is bigger than that, especially for teen drivers. He revealed that he wanted to come up with a tool that would change how people drive, and SMARTwheel™ offers a simple way to ensure that drivers stay focused on the road.

How SMARTwheel™ Works

This patented distracted driving solution snaps into any steering wheel and uses a sensing technology to encourage proper and safe hand position. Unlike devices that record vehicle information, SMARTwheel™ offers real-time feedback to warn drivers of common distracted driving behaviors. This enables them to make the necessary corrections before a potential crash. In addition, the device offers teachable insights wirelessly to a smartphone app, allowing both teens and parents to monitor improvement with just a simple grading system.

The Technology Behind SMARTwheel™

SMARTwheel™ blends advanced linear potentiometers with an exclusive algorithm to study the driver's hand position, motion and contact area. Everts claimed that their technology is set to transform the future of safer driving by simply enabling advanced gesture recognition.

According to Everts, one day, drivers would be able to take control of their mobile phones, vehicles and other devices with the use of simple hand movements, without taking their hands off the SMARTwheel™, or their eyes off the road.

History and Debut

SMARTwheel™ has been promoted by U.S. President Barack Obama, who got a hands-on demo at the White House. The product has also paved the way for the Inventioners to get an offer on Shark Tank, an ABC reality TV show. Following the show, the league moved forward without the Sharks and presented the SMARTwheel™ at the CES and through Indiegogo, a crowdfunding campaign.

"SMARTwheel™ could save thousands of lives each year, and I believe people everywhere will want to help bring it to market," Everts concluded.

The groundbreaking product is set to arrive in stores this year.

Device Reveals Vehicle's Health and Recommends a Reliable Mechanic



Aiming to give motorists a glitch-free road trip, Mechanic Advisor has recently unveiled an innovative device that is designed to make the appearance of the check engine light less frustrating, by giving car owners a gateway to their vehicles' health. The Connection Key offers drivers with the same information available to their local auto repair shop, but what makes it one-of-a-kind is its ability to connect them with an expert, reliable mechanic.

The device works when plugged into the vehicle's standard On-Board Diagnostics (OBD) port, which links to Android and iOS smartphones to offer real-time vehicle data and decode over 20,000 error codes – the same diagnostic tools available to mechanics. In addition, it sends out warnings when it is about time to replace tires or change oils and works with almost any vehicle built from 1996 onwards.

If and when the problem occurs, the companion app will link drivers directly to one or more than 500,000 reliable mechanics, enabling them to get their vehicle into a trusted repair shop easily. In the future, the company intends to enhance the service by using anonymous data to offer valuable information such as issues for certain car models, thus breaking down statistics based on driving habits and location.

According to the company, providing drivers with real-time statistics will not just help raise awareness about their vehicles, but also remove distrust issues surrounding car repairs. When the check engine light flicks on, drivers must simply fire up the app to figure out the problem and contact the right mechanic that can fix the issue, as chosen by the company's online referral engine. Basically, it is a two-way street as the driver can easily spot the problem in the vehicle, and the mechanics can make recommendations backed up to the said information.

Moreover, the Connection Key is created with safety in mind, with all data being encrypted when transferred between the device and the smartphone of the user. The same goes for the web servers used in tracking down the right mechanic.

JAGUAR LAND ROVER TO SET NEW AUTOMOTIVE TREND WITH TRANSPARENT CAR PARTS

Shortly after taking the wraps off its futuristic transparent bonnet concept earlier in 2014, Jaguar Land Rover is once again stealing the spotlight now that it is exploring how to make other parts of its cars disappear. The British automaker is currently looking for ways to enable drivers see through a vehicle's roof support pillars, while also coming up with a cutting-edge ghost car navigation system.



According to Jaguar Land Rover, the "Follow-Me Ghost Car Navigation" system and "360 Virtual Urban Windscreen"—which are designed to enhance safety—are just two of the many technologies it is developing. Making the roof support pillars in a vehicle transparent enables drivers to have better visibility around the vehicle.

In fact, the pillars are not transparent. Using screens embedded on their inside edges to show video feeds taken from outside the car makes it possible for drivers to know what the pillars would be blocking from their view, such as cyclists and pedestrians.

Jaguar Land Rover proposes that the technology will only be active when required. For instance, when a driver is spotted crossing the road, the pillars may become active to ensure the driver sees the individual. Upon moving into view through the windscreen, a red circle that is projected onto the inside of the windscreen can surround individuals and track their path. When connected to the web, the car's head-up display could include information such as parking space availability and petrol station pricing.

The use of the windshield as a head-up display is designed to reduce the amount of time that drivers should look away from the road. This approach is also taken with the automaker's Follow-Me Ghost Car Navigation system, which projects a car's image onto the inside of the windscreen for the driver to follow turn-by-turn. This is completely unique among other navigation systems on the market today that display a route and a map on a screen and gives audio directions.

HELLA PAGID STRESSES IMPORTANCE OF CHANGING BRAKE FLUID REGULARLY

When faced with a life-or-death situation, an excellent driver reaction time prevents casualties. However, not everyone is gifted with this skill, so ensuring that the car's brake system is in tiptop working order is still the best life-saver.

A brake system needs regular maintenance so that during emergencies, all the elements of this intricate system would work together in seamless harmony. The brake fluid is the center of all this, which has an extremely important function. By exerting hydraulic pressure, this fluid transmits and directs the pedal forces to the brake system. However, in order to work perfectly, it has to be changed on a regular basis.



Thomas Gorkow, product manager at Hella Pagid, explained that even the best brake fluids come with a certain period in which they could work effectively. The reason for this is the fluid's hygroscopicity, which absorbs moisture from its surroundings. "This very often happens via the brake hose."

He continued that such absorption increases the amount of water present in the brake fluid and reduces its boiling point. This leads to the formation of steam bubbles, which could result in faster overheating of the brake fluid. "In the worst case, this can cause a complete failure of the brake system."

When changing the brake fluid, German brake expert Hella Pagid highlights the importance of ensuring that the replacement fluid meets automakers' requirements. Also, its composition must be suitable to the particularities of every brake system. To ensure conformity to these requirements, an obligatory classification has been established at an international level in accordance with the United States Department of Transportation (DOT). This classification must be carefully observed by brake fluid producers and suppliers, and therefore, also offers orientation guidelines for the Hella Pagid product range. Included in the brake expert's brake fluids are DOT 5.1 (VE: 0.5l, 1l), DOT 4 LV (VE: 1l, 5l), DOT 4 (VE: 0.25l, 0.5l, 1l, 5l) and DOT 3 (VE: 1l).

Gorkow noted that Hella Pagid is never contented with only the minimum requirements. Their brake fluids significantly surpass the prescribed legal values, and thus they are able to offer a high level of safety in any extreme condition.

Hella Pagid highly recommends changing DOT 3 brake fluid at a 12-month interval while DOT 4 LV, DOT 4 and DOT 5.1 must be changed after two years of use.

Moreover, the company emphasizes that the brake fluid specified by the automaker must be used and any mixing of brake fluids with different DOT specifications must be avoided. Hella Pagid's brake fluid range has been extended by including mounting paste and brake cleaner. These products have been proven and tested, are easy to use, and designed to enhance brake and road traffic safety.

RESEARCHERS UNLOCK MYSTERY BEHIND STRANGE JERKINESS WHEN STEERING VEHICLE



For seven decades, the unexplainable jerkiness that occurs when steering a vehicle has been one of the most puzzling issues in traffic research. Just recently, the research team at Chalmers University of Technology has unraveled this mystery, which may result in the development of vehicle safety systems that can correct risky steering movements prior to their occurrence.

Back in 1947, British researcher Arnold Tustin created the first-ever model for how a driver steers towards a certain target and determined a constant and linear control behavior. When any vehicle is driven, this coincides to the driver gently and constantly following the road with the steering wheel. Called tracking in control theory, this behavior has been the existing car driving theory ever since. Yet, when the linear model is compared with the actual gauged data, some deviations become evident, as a result of jerkiness in the steering signal.

According to Tustin, these deviations are from the constant forecast, but the enigma behind them has remained undiscovered until now. A lecture on neurocognition at Sahlgrenska University Hospital has paved the way for Ola Benderius and his colleague Gustav Markkula from Chalmers University of Technology to get the idea. The lecture focused on the behavioral theory of reaching, which concerns the fundamental human behavior when reaching for something.

When humans move their hands from a certain point to pick up something from another point, the movement's speed has a direct relationship with the distance—the longer the distance, the faster the movement. The result of this is that the time for the movement remains unchanged irrespective of the distance.

Benderius said that they instantly identified this pattern from their measured steered signals. He thought if it was possible for this basic human behavior to control how people steer a car.

With the idea in mind, he took out more than 1,000 hours of truck and car driving from real driving data, which led to 1.3 million steer corrections. 95 percent of these corresponded with the reaching theory. The two researchers found out that steering is not linear when the driver follows the road, but rather, the driver turns the wheel in accordance with the special reaching pattern.

Benderius revealed that it was the answer to the formerly unexplainable jerkiness in the control signal, adding that rather than looking upon steering as constantly following the road, steering corrections appear to be applied in an extremely predetermined manner. Also, the control behavior has shown to be extremely natural, as what he has seen in an earlier research where he looked into driving behavior in 12-year-olds and their parents.

He noted that with the driver model he has developed, foretelling what drivers are going to do with the steering wheel is possible. "It is possible to predict how far the driver is going to turn the wheel, right when the person starts a wheel-turning movement. It's like looking into the future."

The recently published finding may open doors for the development of multiple applications for car support systems to make driving safer. Two examples of potential usage areas are systems for fatigued drivers and smarter anti-skid systems.

Citing a fatigued driver on the verge of running off the road as an example, Benderius explained that when he or she suddenly wakes up and reflexively does a huge corrective maneuver, this potential misjudgment could result in something extremely risky. He continued that since they could now foresee how far the driver is going to turn the wheel, the support system of the vehicle could determine potential misjudgments, thus avoiding accidents.

This fresh knowledge has paved the way for Benderius to come up with a mathematical model that could clarify several noted steering behaviors, which implies that the response of the driver to varying situations could be foretold prior to its occurrence. According to him, the finding would have a huge effect on an entire field of research.

Benderius concluded that control behavior has normally been studied on the basis of technical systems and control theory. "If it is instead studied on the basis of neuroscience with focus on the human, an entire new world opens up. This could push the research field in an entirely different direction".

PIONEER PRESENTS ITS NEW LINE OF TS-D AUTOMOTIVE COMPONENT SPEAKERS



Pioneer Electronics (USA) has recently pulled the covers off the latest generation of its TS-D line of automotive component speaker packages. A result of continuing research and development, the speakers are designed to sustain an outstandingly open and smooth sound quality with accurate staging, bolder vocals, solid bass response and clear separation of instruments while significantly enhancing their installation flexibility and enabling fitment in a broader vehicle range.

Ted Cardenas, vice president of marketing for the Car Electronics Division of Pioneer Electronics (USA) Inc., revealed in a statement that Pioneer is a company of aficionados who love to listen to music, play music and create products that reproduce music with all of the emotion and passion that the artist intended. He added that their newest TS-D speakers continue their history of providing excellent performance and value with an extra advantage of more installation options to fit the majority of SUVs, trucks and cars on the road today.

New Cone and Surround

The TS-D components feature an all-new cone and surround, offering various enhancements ideal for superior performance. The aramid fiber cone boasts a Twaron woven cloth construction. This cloth is hardened and carefully shaped to produce a firm, yet low mass cone with exceptional dampening characteristics. The addition of a bullet-shaped phase plug and elastic polymer surround enables the TS-D woofers to have quicker response with excellent midrange extension and an extremely natural sound.

Small in Size but Big in Sound

The TS-D components are also equipped with 0.9-inch tweeters that sustain a remarkably open, smooth sound quality with silky reproduction of higher frequencies. Included

in the tweeters' design is a soft dome diaphragm and surround made out of lightweight, high quality polyester woven fibers, for enhanced sensitivity and response. Moreover, the tweeter is designed with a bigger rear chamber and rounded over flange, for wider dispersion and expanded frequency range. To precisely fit in the different tweeter locations found in the dashboards and doors, the tweeters feature a mounting depth of just 7/8ths of an inch and a compact 1-1/2 inch outside mounting diameter.

Installation-Friendly Crossover

The crossover network equipped on the TS-D components has also been remodeled to considerably reduce the chassis size while retaining the use of high quality resistors, inductors and capacitors. The compact size enhances installation flexibility, enabling the crossover to precisely fit behind a panel, under the dash or inside a door. There is also a selectable tweeter level switch (-3dB, 0dB, +3dB) that enables the output of the woofer and tweeter to be closely matched.

Flexibility of Installation

The TS-D component package comes with a number of tweeter/woofer installation adapters and tweeter mounts to fit in the top-selling and well-known vehicles today. Included in the TS-D1730C are a couple of 6-3/4" and 6" x 9" tweeter/woofer installation plates designed to mount the tweeter and woofer into factory door locations. In order to perfectly match the speaker locations in several Honda, Scion, and Toyota vehicles, the plates are pre-scored with vehicle-specific cutouts. The TS-D1330C also includes a pair of 6" x 8" tweeter/woofer installation plates intended to mount the tweeter and woofer into several Mazda and Ford applications. These two packages both have tweeter spacers to accommodate angle or flush mounting.

Reports say that the Pioneer TS-D1330C (5-1/4" woofer) and TS-D1730C (6-3/4" woofer) will be offered in March.

ADNOC TO ENTER LUBE BUSINESS IN INDIA

The upcoming penetration of the lubricants market in India will be another feather in Abu Dhabi National Oil Company's (ADNOC) cap. To start with, the leading energy company is targeting the premium passenger car, three-wheeler and motorcycle segments.

Just recently, ADNOC Distribution, the petroleum products marketing arm of the Abu Dhabi government-owned ADNOC Group, has joined hands with Voyager Dynamics for the distribution of the company's products in India. Beginning with the state of Kerala, the company plans to expand its operations to other states such as Delhi, Gujarat, Maharashtra, Tamil Nadu, and Karnataka in just six months.

According to Hari Pillai, director of Voyager Dynamics, they chose Kerala to begin their journey due to the huge presence of Malayalis in the Gulf and the product's resultant brand awareness. He also said that the company anticipates covering the entire country in the next three years.

Voyager Dynamics estimates the total lubricants market in India at around 1.7 million ton, of which the automotive industry will have a share of 1.1 million ton.

George Mattam, business head for South of Voyager Dynamics, revealed in a statement that with their premium quality, high-end synthetic oils, the company is specifically focusing on niche segment. "We hope to bag 15% market share in the lubricants for the premium segment of motorcycles and cars in India in the next five years."

Mattam continued that lubricants for three-wheelers are another main focus area of the company as these vehicles have a huge number in India, citing Malappuram district in Kerala with the largest number of three-wheelers in the country. He concluded that the company is eagerly looking at cruise ships and mining trucks, two segments which offer huge potentials and where ADNOC has the necessary products and expertise.

To provide no-compromise quality, ADNOC will reportedly import all its products from its UAE plant for distribution in India. The company offers an array of products, including hydraulic and industrial lubricants, engine oils and other automotive oils, transformer and turbine oils, and greases and specialized oils, which it markets in the UAE and other countries.

CONNECTIVITY AND INFOTAINMENT SYSTEMS TO BOOST VEHICLE SALES



Touch screens have been in existence for several years. In fact, some of the early navigation systems equipped in cars featured touch screen inputs back in the 1990s. And with the increasing number of touch screen tablets and smartphones, the sales of vehicles with touch screen interfaces will rise from 16.7 million units this year to more than 61 million units in 2021.

Findings of a recent IHS Automotive analysis of user interfaces in upcoming automotive infotainment systems reveal increased global commonality and at the same time, intricacy. Through the years, vehicle manufacturers and suppliers have been developing technologies and features that heavily focus on designing interfaces that users can quickly understand and efficiently operate. The multi-modal interface concept is a huge growth driver in developing new and advanced human machine interface (HMI) platforms.

For Mark Boyadjis, senior analyst and manager for infotainment and HMI at IHS Automotive, the concept is simple; noting that all interactions with a device must be fully accessible by all available input technologies and through all available output technologies.

Through focus on usability and innovation, this concept is propelling growth for all types of automotive HMI technologies across brands, regions and vehicle segments.

At this year's CES, Qualcomm Technologies premiered the full potential of the next-generation full technology concept cars. These cars are based on the 2015 Cadillac XTS and the 2015 Maserati Quattroporte GTS, and have been tailored to bring the Snapdragon Automotive Solutions experience to life.

Nvidia is also largely betting on automobile technology as the global trend is now moving towards the so-called 'internet of things'. The company's Tegra X1 mobile super chip will help in the development of smart cars that identify signs, objects, lanes, images and other things.

A number of automotive HMI technologies are projected to have 20 percent or greater CAGR on global sales. Included in these technologies are gesture recognition, proximity sensing, haptic feedback, head-up displays, touchpads and touch screens.

Boyadjis revealed that most of these technologies have such huge CAGR because they are fresh to the automotive industry and they offer exceptional and valuable usability characteristics that make operating infotainment systems and driving easier for customers.

Meanwhile, IHS reveals that center stack displays are projected to exceed 54 million unit sales in 2018, while a growing number of vehicles will have two or more distinctive displays in their center stack – for vehicle diagnostics, rear cameras, HVAC, infotainment and more.

Sales are eyed to reach all-time highs, as emerging markets such as Eastern Europe, China and Brazil sell more vehicles with supporting local languages. Moreover, while the overall sales of vehicles featuring speech recognition escalate, an increasing amount of the speech recognition technology in vehicles will be located in the cloud.

Boyadjis continued that around half of all vehicles featuring speech recognition globally will also have off-board speech recognition in 2021. "Automotive user Interfaces have considerable growth prospects as automakers work to deploy solutions to meet the expectations of their buyers, while keeping them focused on the road at the same time."

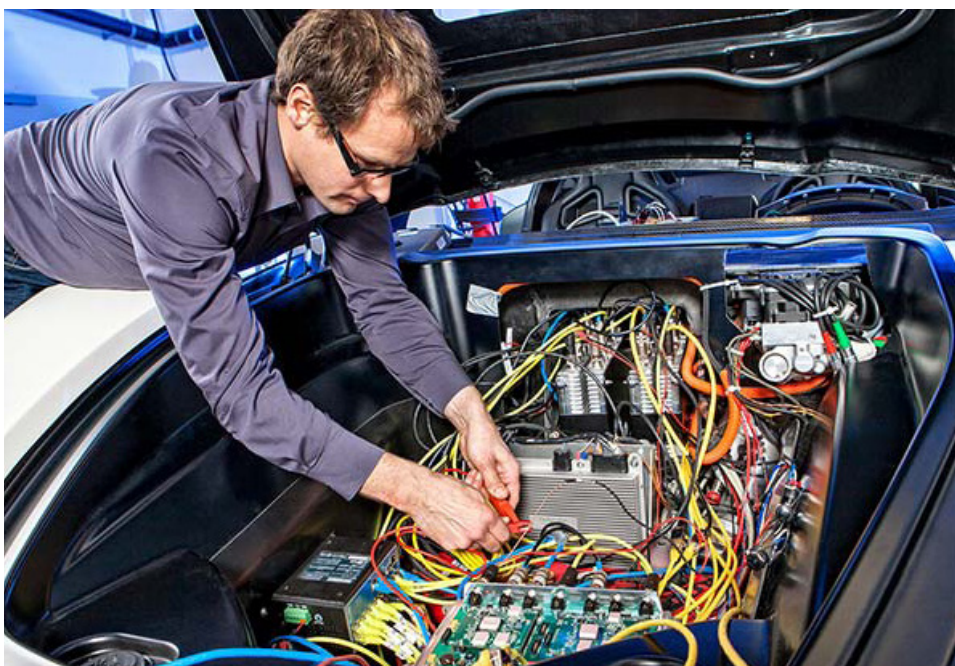
Suppliers are seen to significantly profit from this trend and build on industry momentum.

Siemens Debuts First Series Production EV Featuring Software Control



To end 2014 with a bang, Siemens has taken the wraps off its first electric series production vehicle featuring the central electronics and software architecture, RACE, which stands for Robust and Reliant Automotive Computing Environment for Future cars.

Developed in the research project of the same name, this groundbreaking technology substitutes the entire control system with traditional hardware and a kind of OS for automobiles, thus promising to significantly reduce the development time for vehicles. Another huge benefit offered by the standardized software base is that extra functions can be retrofitted more simply and affordably than before. In addition, vehicle weight will be reduced significantly.



Along with EV manufacturer StreetScooter, experts at Corporate Technology, Siemens' global research unit, have offered the RACE technology to a series production vehicle. A late-model mid-range car comes with around 70 control devices installed in it and several cable meters. Basically, there are a larger number of various interfaces and software applications in every vehicle that interoperate without a common software base. Presently, the air conditioning, navigation and parking sensor system, for instance, each require their own control device, which is connected to other control devices.

The intricacy of this architecture, which has grown over the years, will become less and less clear, and therefore impede innovation. Vehicles equipped with RACE technology now has only one central processing unit, which controls all functions. These are purposely designed with multiple redundancy to ensure safety. With RACE's new capabilities, development time for modern vehicles has now been reduced to 30 percent.

Application for Smart Grids and Trains

The goal of engineers is to easily add new functions in the coming years, in the same way as with Plug & Play on a computer. However, it is impossible today as equipping a car retroactively, say with a rear view camera, calls for significant time and effort for testing.

Thanks to RACE which enables tests for new functions to be integrated and performed digitally, modern components can already be connected to the RACE computer, for instance via Ethernet. These components can be used after new software is downloaded onto one of the control processors. Given that functions no longer require a permanent connection to a control processor, the installation, for instance of new driving or infotainment and assistance functions in the vehicle, will be possible in the form of software.

In addition, fewer control devices and less cable will also have a positive effect on weight, and make cars less susceptible to faults. Specifically, electric cars will profit from this because it increases their range, thereby reducing running costs.

Apart from cars, RACE system architecture is also designed to be transferable to multiple smart grids, unit trains or other complex systems.

LATIN AMERICA FORECASTED TO HAVE THE GLOBE'S MOST SUSTAINABLE VEHICLE POWERTRAIN MIX



2015 started out well for TRW. From its exhibit stand at this year's CES, the American global automotive system supplier announced that it has been chosen by PSA as its driver assist system partner with the debut of the supplier's next-generation camera (S-Cam 3) and radar (AC1000) sensor technologies, either in 'data fusion' systems or individually, across the DS, Citroen and Peugeot vehicle ranges, with production kicking off in 2017. Apart from supplying sensors, TRW has also been granted with full system integration and functional development responsibility.

In a statement, Thierry Metais, global account director for PSA at TRW, said that they were very proud to have been given a prestigious contract which proves their long-standing partnership with PSA and their established competencies in DAS development and innovation.

He revealed that they have been collaborating with PSA to ensure that their technologies would help the automaker meet the increasingly strict future Euro NCAP requirements for active safety. Metais continued that their next generation AC1000 and S-Cam 3 sensors deliver considerably greater functionality and performance capabilities, which both enable their customers to improve the safety of drivers, occupants and other road users and meet upcoming industry requirements.

Commenting on the award, Gilles Le Borgne, head of Research and Development at PSA, said that it is a logical follow-up after the successful debut of TRW systems on the Peugeot 308 and C4 Picasso.

Arriving at PSA vehicle platforms in China and Europe, TRW's DAS sensors will enable adaptive cruise control with stop-and-go functionality, which is designed to stop and speed up the vehicle in stop and go traffic, and lane keeping assist functions, both of which can help improve safety and driver comfort while reducing fatigue and stress.

Metais concluded that they successfully rolled out their current generation radar, the AC100, in 2013 on the Citroen C4 Picasso during the first wave of PSA's DAS debuts, and have now been chosen as the partner for DAS across the 2017 vehicle line-up. "And as a full safety systems supplier – developing brakes, steering, electronics and occupant safety technologies – TRW has the know-how and experience to deliver systems integration expertise for these platforms."

Cadillac to Replace Its Rear-View Mirror with Video Feed



Rear-view mirrors are designed to show drivers what is happening on the road behind them, but these can be blocked by luggage, passengers and headrests. Aiming to save drivers from this inconvenience, Cadillac is now looking into replacing its rear-view mirrors with an HD video feed, which offers an increase of nearly 300 percent in field of vision.

Previously, other automakers have used video feeds in providing drivers with a rear-facing view. Ford, Toyota and Mazda have used a cutaway approach, while Audi has, in some cases, replaced the mirror completely. Though the video feed is designed to enhance the mirror's functionality, it will revert back to being a traditional electrochromatic mirror if required.

According to the automaker, it will use 1280 x 240 resolution TFT-LCD display with 171 pixels per inch. Moreover, it says a high dynamic range video and HD camera will reduce glare and offer a crisper image in low-light situations when compared to conventional rear-view mirrors.

To ensure superior driver visibility, the camera will be mounted outside the vehicle and will have a high quality hydrophobic coating to repel water and keep it clear. If the camera gets covered or damaged, a toggle underneath the mirror will enable the driver to disable the video streaming and revert back to being a traditional mirror.

Cadillac plans to roll out the groundbreaking technology in the 2016 Cadillac CT6.

NEW TECHNOLOGY ENHANCES USERS' EXPERIENCE WITH FORD SYNC 3



Ford and Texas Instruments (TI) have recently partnered on an infotainment solution that improves the way drivers interact with their vehicles.

Ford SYNC® 3, an industry-leading entertainment and communications system, integrates TI's OMAP™ 5 processor, a member of the well-known "Jacinto" family of automotive processors, power management and FPD-Link III serializer/deserializer (SerDes) wired connectivity solutions, as well as the WiLink™ 8Q platform, a single-chip merging GNSS, Bluetooth® 4.0, and high performance Wi-Fi®. All together, these TI devices offer enhanced performance for improved navigation and recognition, Wi-Fi enabled software updates, quality hands-free Bluetooth connectivity, and better driver interactivity.

TI's cutting-edge technology makes the SYNC 3 faster, more intuitive and more user-friendly for drivers by leveraging the following:

•Superior graphics and voice recognition capabilities: The OMAP 5 processor comes with 3D graphics acceleration, which creates a life-like HMI experience, offering ultra-responsiveness for modern displays. Also, a more conversational experience is enabled by using multicore ARM Cortex-A15s coupled with TI's enhanced memory interconnect technology.

•Performance leadership: The OMAP 5 platform offers unrivalled performance and enhanced user experience compared to similar offerings available today. Using the new generation of Imagination Technologies' POWERVR™ graphics cores and ARM® Cortex®-A15 multicore CPUs, Ford is able to provide a system with a sharp user interface and high quality multimedia similar to a superior connected car experience with precise navigation data, Bluetooth and Wi-Fi. To deliver HD audio and video to the color touch screen, TI's FPD-Link III SerDes wired connectivity chipset offers the high-speed connection.

•Established automotive pedigree: TI has been offering integrated circuits to the automotive sector for over three decades, and with more than ten years focused on infotainment, offers Ford an automotive qualified platform. With the sector's broad portfolio of wireless connectivity solutions, the WiLink 8Q family uses TI's history of providing robust, high-performance and user-friendly integrated connectivity solutions, including GNSS location performance and Bluetooth and Wi-Fi coexistence technology. TI also has extra power management solutions that offer functions required to minimize system-level power consumption, and the high-speed video interconnect technology and display of the FPD-Link III SerDes chipsets come with wide-ranging resolutions and interfaces for displays and processors.

•Scalability: The "Jacinto" family of automotive infotainment processors offers flexibility and scalability to meet the needs of the SYNC3 platform, designed to change features with motorists' demands. The SYNC 3 uses the WiLink 8Q's Wi-Fi capabilities to help customers update the software at home, over the air; more in line to processes they use with tablets and smartphones today.

In a statement, Curt Moore, Automotive Processors general manager, TI, revealed that when Ford chose TI as a partner in developing the advanced system, they saw it as a chance to work with an industry leader to leverage their long-standing history in automotive. He also added that through their expansive technical support, they were able to immediately deliver a game-changing product which Ford customers would use today.

Bosch Introduces Unique Interior Packaging Concept for Its Brake Pad Line



Bosch has once again proven that it is the leader in innovation with the launch of a unique towel-wrap interior packaging concept for its popular Blue Disc Brake Pads line.

The fresh concept is based on consumer feedback and extensive market research. It is designed to reduce the amount of interior packaging while protecting the pads and to be more eco-friendly by using a material that can be repurposed by technicians to clean their hands after servicing any vehicle. Currently, the all-new Bosch Towel Wrap is being launched as a running change.

Robert Backode, Director of Product Management, Bosch Brake Components LLC, reveals in a statement that their new Bosch Towel Wrap package is a replacement for the conventional paper and shrink wrapping that was previously used in Bosch packaging with a heavy-duty cotton towel in a distinctive blue color similar to those used by technicians. He also adds that it provides the technician with a quality branded product delivered in a package that makes it easy and convenient to use.

Bosch Blue Disc Brake Pads are basically designed for repair shops that service different makes and models of vehicles. Suitable to the demands of the 'everyday driver' searching for the best value and performance, these brake pads offer complete coverage for European, Asian and domestic vehicles.

VALEO GRABS SPOTLIGHT AT 2015 CES WITH ITS LATEST AUTOMOTIVE INNOVATIONS



Taking advantage of the global popularity of the International CES in Las Vegas, Valeo joined a host of other automotive companies this year to showcase its three leading innovations.

InBlue

The InBlue virtual key efficiently expands the capabilities of its passive entry systems to incorporate new behaviors and uses associated with the internet of things. It requires simple installation and communicates with the vehicle through a virtual key saved in a smartwatch or smartphone via the InBlue platform, which features a security that is on a level with that of a mobile payment system.

InBlue also enables drivers to leave their car keys at home, but still have full access to their vehicle. Using Bluetooth™ technology, it enables remote parking, secure vehicle sharing and access to vehicle data, including fuel level, tire pressure and last location where the vehicle was parked. In addition, it virtually transmits the car key to another person, making vehicle sharing a hassle-free experience.

InBlue is anticipated to arrive in vehicles in 2016.

Cruise4U

Apart from InBlue, Valeo also offered a live demonstration of its Cruise4U automated driving prototype in real traffic at the CES. When activated, drivers can choose either to manually operate the vehicle or allow Cruise4U to take control of braking, accelerating and steering. To prevent crashes, laser scanning technology spots static or moving obstacles.

The French-headquartered company teamed up with IAV, a premier automotive engineering integrator, in the development of the Cruise4U prototype.

Lighting Technologies

Launched at the CES, the advanced, automatic BeamAtic® PremiumLED headlights were presented through a darkroom experience. This lighting technology enhances nighttime visibility, enabling drivers to just leave their high beam on without causing glare to oncoming motorists. Its onboard camera spots and tracks other vehicles, then fine-tunes the high beam to cast a shadowy area around the approaching vehicle while leaving the rest of the road illuminated. BeamAtic® boasts LED lighting benefits, including longer working life and reduced electricity consumption.

Valeo also premiered its Laser Lighting System which enhances nighttime visibility by complementing a spot function to the standard road beam. Touted as the headlamp of the future, the Laser spot produces a visible spot in front of the car while a traditional beam illuminates the road and the surrounding environment. Exclusively aimed at higher speed driving on relatively straight roads, it regulates its intensity to the road type and vehicle speed. Above a certain speed, the brighter beam enables drivers to see farther ahead so they can recognize debris, animals, pedestrians or other obstacles and have enough time to respond properly.

In a statement, Jean-Francois Tarabbia, Senior Vice-President, Research & Development, said that Valeo is dedicated to coming up with technologies that make cars smarter, easier to drive and safer by adapting to the driver and surrounding environment. He claimed that with the increased consumer demand for intuitive driving systems and connected vehicles, technologies such as InBlue, Cruise4U and BeamAtic® would enable drivers to steer in various driving systems and make it easier to interact with other vehicles while providing a fun driving experience.

NEONODE AND AUTOLIV GIVE SNEAK PEEK OF FUTURE STEERING WHEEL TECH

The Consumer Electronics Show held last month has indeed started the year with a bang. Here, Neonode, the expert in optical touch technology, and Autoliv, the global leader in automotive safety specializing in passive and active safety systems, including steering wheels, jointly unveiled the future of automotive human machine interface (HMI).

The collaboration between the two companies has mainly centered on accelerating the development of the next-gen of driver interface concepts focusing on the smooth, intuitive and safe interaction between the driver and the control of the vehicle. The fresh technology offers a light-based "touchless touch" sensing coupled with visual guidance, which does not require drivers to move their hands off the wheel while interacting with the car. It is also claimed to substitute for mechanical switches and enable the car to know where the hands of the driver are exactly placed on the wheel.

Johan Lofvenholm, Group Vice President Product and Process Development at Autoliv, said in a statement that they were pleased to team up with Neonode to integrate its light-based zForce AIR MultiSensing technology into the steering wheel. He added that it would create new possibilities as they improve their capabilities towards automated driving.

According to Thomas Eriksson, CEO at Neonode, Neonode's strength in revolutionary user interfaces, based on its patented optical technology, creates a joint opportunity to steer the industry towards a more powerful and advanced way to interact with vehicle systems. "We are delighted to work with Autoliv. Together, we can create a safer and more enjoyable interaction in the driving environment."

The two companies' joint concept called "zForce DRIVE - Active Sensor Steering Wheel", which is based on Neonode's zForce AIR technology, has successfully captured the interest of attendees at the 2015 CES.

Volvo Joins Low-Emission Trend with Latest 3-Cylinder Engine



Volvo has become more aggressive in its quest for better fuel economy with the development of its all-new three-cylinder engine, which will sit along with the Drive-E four cylinder motors in the Swedish automaker's lineup.

Volvo is the new car manufacturer on the block joining the trend for downsizing, with giant automakers such as Audi, Mini and Ford chasing enhanced fuel efficiency through small three-cylinder engines that challenge the "there's no replacement for displacement" idea.

Basically, the three-cylinder engine is designed to work in a number of various Volvo cars, and uses the company's turbocharging experience to deliver a huge amount of power from the small block.

Currently, the peak power for the engine is said to be 180 hp, a figure higher than the 95 hp that Audi's 1.0-liter, three-cylinder petrol engine generates in the revamped A1.

According to Michael Fleiss, Vice President Powertrain at Volvo Car Group, they have learned a lot from the development of their four-cylinder Drive-E engines and converted it into a highly responsive, solid and powerful premium-quality three-cylinder engine.

Fleiss is confident that the all-new engine will meet Euro 7 emission targets, and claims it comes with a flexible production option as the brand constantly grows. He also reveals that production will take place on the same line that Volvo uses for its four-cylinder engines, which helps in cost reduction.

Lightest Roof from Fehrer Arrives in Passenger Cars



Underlining its commitment to helping automakers achieve their vehicle weight reduction goals, Fehrer, a German automotive interior components manufacturer, has developed an all-new lightweight roof in a sandwich-type design exclusively for the smart fortwo.

The company claims that the component is presently the lightest roof construction for passenger cars on the market. It is made from a material mix that consists of paper honeycomb, glass fiber and polyurethane, covered with a robust thermoplastic outer skin.

The smart fortwo's standard version is equipped with this roof, which is equal to nearly 40 percent of all models and is nearly 30 percent lighter than the conventional roof in the predecessor model. This has been achieved, thanks to the smart combination of structural PUR fiber-composite layers, decorative foil and a core honeycomb structure in a stylish sandwich-type design.

In contrast to conventional composite components, this construction does not entail bonding individual layers in an intricate, multi-stage process, but is produced instead in just a single step. According to Fehrer, this indicates that the component can be produced more efficiently.

The innovative lightweight roof is manufactured at the Fehrer plant in Großlangheim and supplied directly to the Smart production facility in Hambach, where it is mounted on the vehicles.



Temperfect Mug

What would our day be without the daily dose of morning coffee or tea? Yet, waiting for the scalding hot beverage to cool down to the desired temperature can test the patience of any sleep-deprived soul. This is where Temperfect Mug comes to the rescue.

The tumbler, a brilliant, yet simple invention of the US-based Dean Verhoeven not only traps the heat within its walls like any standard travel mug, but also rapidly lowers it to drinkable temperature. The secret lies in the extra layer of insulation in the mug. The non-toxic wall simply absorbs all the excess heat reducing the temperature to around 140 degrees Fahrenheit. As the beverage begins to cool down further, the insulation slowly begins to release the trapped heat in order to keep the temperature uniform for hours.

The 16 oz brushed stainless steel mug is easy to hand-wash thanks to its polished stainless steel interior, although it is not dish-washer safe. It can easily fit into a car cup-holder and is fitted with a shutter rim. According to the makers, deliveries of the Temperfect Mug will begin in the first half of this year. The tumblers are available in three colors – orange, rose and blue – for \$35 to \$45 each. Those willing to spend more can opt for black oxide finish, priced at \$160, Titania ceramic finish (\$280) or hand-engraved black oxide finish for a cool \$400.

Narrative Clip

Taking pictures seems to be everyone's favorite pastime. However, it is impossible to stay constantly glued to the lens, and we often miss good shots. Narrative Clip, a small, square, wearable camera, is just what you need to address this issue.

With this device – that can be clipped on to your clothes – you can now take random pictures—or rather, Narrative Clip automatically clicks a picture every thirty seconds. With 8GB of memory which translates to about 6000 pictures, there is little chance of running out of space. The app works well with iOS and Android, and while it cannot replace your camera or your smartphone, the water-resistant Clip certainly has its novelty value as a 'lifelogging camera'. The GPS ensures that the picture location is recorded and the inbuilt accelerometer guarantees that the images stay upright. You can also double tap manually if you want to capture a particular shot.

On the downside, the 5-megapixel camera does not allow more than a 70-degree field of view. There are also no options for adjusting the settings. Moreover, Narrative Clip does not have a video option or a flash and cannot pair directly with your phone. The only way to see the pictures is to upload them using a data cable on your computer. But all in all, the device, which costs around \$280 and is available in three colors, is quite handy when it comes to seizing the moment.



Goal Zero Switch 10 USB Multi-Tool Kit



The modern man wants to be connected all the time, even when he is off work and spending time with family and friends. Wherever we go, we have our phones, digital cameras, iPads and what not. One or the other gadget runs out of power all the time and you may not be always close to a power source to recharge it. Solve this dilemma with the new Switch 10 USB Multi-Tool from Goal Zero which ensures that even when you are off the grid, you always have a power source. Comprising a plug-and-play 7-watt solar panel to collect energy from the sun, a replaceable, lightweight, lithium-ion battery and a quick charge USB port, you can easily charge any device of your choice. It even has a small fan to cool you in tricky situations and a flashlight to help you find your way in the dark.

MARSHAL

All Round Excellence



Made in Korea

Experience. Growth.

vargaco **ورقا**
TRADING Co. L.L.C
Since 1977

38
years
Experience. Growth.

Head Office

Varga Trading Company L.L.C
Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,
Deira, Dubai, U.A.E Email : info@vargaco.com

Branches

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

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

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

www.vargaco.com

HOT PRODUCTS

Eva Smart Shower Head



Given the water scarcity that the world is facing, a long, luxurious shower is no longer an affordable option. Enter Eva, the Bluetooth-connected smart shower head that will not only help you to save water, but can also help you to track your usage of water. The shower head only allows water to pour when you need it, thus automatically eliminating wastage. For example, it shuts off water as soon as it reaches the desired temperature, notifies you, and only resumes the flow when it senses a presence under the shower head. The flow of water and the force of the jet is automatically adjusted depending on your distance from the shower. Hence, when you step away from under the shower head – for example, to

shampoo – it will temporarily curb the flow.

The Eva smart shower also allows users to pre program the time taken for the shower, the intensity of the water jets in different settings and the temperature of the water. It is even smart enough to give you a reminder if you spend a long time in the shower.

The result is 50 percent reduction in water consumption, the makers claim, adding that the device easily fits well with most existing showers. It comes with a free app that helps you to conserve more water by keeping track of your water usage, habits and savings. There is an option to compare your water usage with that of friends and family members, a fun and friendly way to cut consumption. Now, when you tell your daughter to get out of the shower because she is using too much water, you will have hard data to back up your claim.

Smart Kapp Dry Erase Board



There are very few offices which do not have a whiteboard in the conference room for use during meetings. Now Smart Kapp has come up with the Smart Kapp Dry erase board which brings technology to whiteboards. Normal markers can be used to write on the board but the board itself is highly special. Through an app, it can be connected to a mobile, laptop or a desktop computer using Bluetooth or NFC. The board has both Android and iPhone apps and whatever is written on the board can not only be saved as snapshots in the form of a PDF or an image, it can also be shared with colleagues who are near and far through email and services like Evernote and Dropbox. They can even use their internet browsers to connect to the app and view everything in real time. The board has a stylish glass surface that can be erased easily and does not get stained. A USB port is available for manually transferring the files. Confidentiality is not a problem as the content on the board is deleted as soon as the device is disconnected. So, say goodbye to having to painstakingly writing down everything from the whiteboard and mailing it to colleagues. With the Smart Kapp Dry Erase board that can be paired easily with smartphones, sharing complex information, diagrams and presentation is as easy as ABC. All you need to do is push a button. Yes, it is a little expensive but it can save you lots of time and improves collaboration and communication by a significant extent.



Zeiss VR One Headset

Our enjoyment of a virtual reality experience is highly affected by the quality of the VR headset. The extent of immersion depends highly on what we see and hear during the game and headphones form an integral component of the VR experience.

Hence, it is only fitting that the best VR headset comes from the masters of great optics, Carl Zeiss. The Zeiss VR One is similar to the Samsung Gear VR and Oculus Rift, but has a much lower price tag and piggybacks on your smartphone's processing power and display to give you the 3 D experience of your dreams.

The headset is compatible with smartphones having screen size ranging from 4.7 inches to 5.2 inches though special individual slideout trays need to be used for each phone. As of now, special trays are available for the iPhone 6 and Samsung Galaxy S5 with more trays for other smartphones to be produced shortly. The headphones also come with ventilation openings for better airflow, ports for the device's headphone and charging jacks, a see through front shield for augmented reality apps and even support for eyeglasses if you wear them.

The audio, sensors and display depend to a degree on the smartphone connected to the headphone. The VR One is fitted with a pair of Zeiss precision lenses, giving users about a 100 degree field of view, and a dark transparent shield can be used to hide the smartphone and minimize light even as the camera continues to function. The smartphone sensors are used by the Zeiss VR One for motion tracking.

Along with the headset, the company has released the VR One Media App which allows customers to view the images and videos they have saved on their smartphone, in addition to 2D and 3D YouTube clips. Tapping the left and right sides of the headset, buyers can browse through the content. With Google Streetview already becoming functional in Dubai and shortly coming to other emirates, the software can be integrated with Google Streetview to get a 360 degree panoramic view and even walk forward by tapping the front of the headset.

**Reduces Co2 emmissions as
much as planting 500 trees
& save up to 3% of fuel.**



KENDA

Performance Minded. Value Conscious.

MADE IN TAIWAN

Vezda Eco
KR 30

Kenda tire has reduced CO2 emission by as much as 20g/km with its unique material technology to help protect the environment. It stands for a total reduction of 6tons of CO2 throughout the car's lifecycle, equivalent to the CO2, absorption by 500 trees a year.

The new tire that's saving the planet... quietly.

Experience. Growth.

varga **ورقة**
TRADING Co. L.L.C
Since 1977

35
Years
Experience. Growth.

Head Office

Varga Trading Company L.L.C

Tel : 04 - 2239566, P.O.Box 7830, 603,Twin Tower,

Branches

Varga Trading Company L.L.C (Dubai)

Tel : 04 - 2228080, Al Maktoum Hospital Road
Deira, Dubai, U.A.E

Varga Trading Company L.L.C (Sharjah)

Tel : 06 - 5395612, BMW Road,
Sharjah, U.A.E

Shiraz Tire Trading Co L.L.C (Dubai)

Tel : 04 - 2274686, Al Maktoum Hospital Road
Deira, Dubai, U.A.E

www.vargaco.com

GT RADIAL

Experience the performance
Discover the value.



GT 01

Bagader Trading Est.



مؤسسة باقادر التجارية

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

EXPO 2020
DUBAI UNITED ARAB EMIRATES



إكسبو 2020
دبي، الإمارات العربية المتحدة

DOUBLE HAPPINESS Tyres

TAISHAN TYRES

AUFINE

DRB
德瑞宝轮胎
DERUIBOTIRE

Chengshan

黄海轮胎
YELLOWSEA Tyres

TRIANGLE

DURUN

Starfire
TIRES

VARTA
THE BATTERY EXPERTS

TOKYO

ROCKET
BATTERY
(Agents for Saudi Arabia)

KANSAI

MARTINS
INDUSTRIES