

TIRES & PARTS

Magazine

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YEAR
2011

THE WORLD'S MOST SUCCESSFUL GT RACE CAR



Jean Atik

Marketing Manager, Land Rover Middle East North Africa & Pakistan



LG'SWorld's
First Dual-Core
Smartphone



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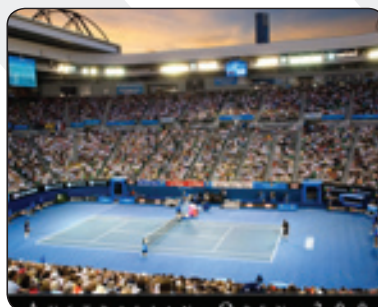
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AUTOMOTIVE



TIRES



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



Could you please tell us where the name Evoque from land rover came from and what it means? (if it has any meaning)?

The Range Rover Evoque is a very different offering for Land Rover. It is an additional nameplate and the first Coupe to be offered under the Range Rover brand. Therefore, it was important to give the vehicle an individual identity within the Range Rover line-up, yet one which matches the vehicle's urban elegance. We wanted to create a new name which was innovative and different. A name which implies exclusivity and evokes emotions.

The Range Rover Evoque will be sold in over 160 markets therefore we conducted extensive market research and we found that 'Evoque' was instantly recognisable through language boundaries and throughout the world. Evoque is cosmopolitan and cross-continental, sophisticated and upmarket and proved to be the strongest candidate.



Jean Atik

Marketing Manager, Land Rover Middle East North Africa & Pakistan

What is your highest selling vehicle?

Globally, the LR2 is our highest selling vehicle and is a well established Land Rover product. It is acclaimed the world over for the space, practicality, capability and comfort that it offers to consumers.

In the Middle East and North Africa region our highest selling vehicle is the Range Rover.

All major vehicle companies are developing greener vehicles such as hybrids and so forth, what (green) vehicles does land rover have to offer and/or have in the pipeline?

Jaguar Land Rover is involved in a number of advanced research projects which are being undertaken by different consortiums with funding from the UK Government's Technology Strategy Board. While they may be assigned to Jaguar or Land Rover in TSB funding papers, they are all Jaguar Land Rover advanced research projects, not pre-production demonstrators for specific brands or vehicles.

Additionally, Jaguar Land Rover will be offsetting over 300,000 tonnes of tailpipe CO2 emissions from sales of its cars in the Middle East, North Africa & Pakistan region via our leading CO2 offset programme. The amount offset will be invested in environmental projects in the developing world to help transform communities.

The total offset covers the first 72,000km of 14,883 new Land Rover models sold between October 2008 to date in the MENAP region. The CO2 offset programme, run by JP Morgan Climate Care, an internationally respected CO2 offset provider, is part of a transitional mechanism the company is using whilst it works to improve carbon management across the business. The company's global sustainability strategy is focused on minimising the environmental impact of its products and operations, and includes tough global targets to reduce waste, energy and overall carbon emissions. It has already committed to investing £800 million globally in developing environmental technologies for its cars and in improving manufacturing processes.



Due to the world wide economic recession many companies have been forced to downgrade and cut costs, how has this affected land rover?

Land Rover came back very strongly in 2010. Following a difficult year for the industry in 2009 our single biggest problem now is trying to keep up with customer demand.

That growth has been driven by the introduction of new Range Rover models earlier this year. Range Rover continues to be very popular in the region and the upgrades to the vehicles appearance, on-board technology and performance have given us a terrific boost.

Generally we have seen relatively little organic growth in 2010; all the growth has been driven by new models, and we are benefiting from that.

Does Land rover in the UAE offer any special deals or packages such as customization or aftermarket wheels with the Vehicles? If not would they be wanting to offer it in the near future?

We provide a 5 year manufacturer's warranty as standard on all our vehicles, and of course our dealers across the region have competitive offers and packages to further meet the needs of our customers. In regards to customization this is at the discretion of owners to adapt their vehicles although all our vehicles come with a variety of styling and engine packages.

What would be the evoque's selling feature? ie, why would someone choose the evoque?

The Evoque offers classic Range Rover design cues, with a bold new interpretation that provoke a strong emotional reaction. Combine this with its smaller size and serious approach to sustainability, the Evoque will attract a new generation of customers who may have never considered an SUV before.

What do you see as Land rover biggest achievements over the last 25 years?

Well, this year has been important for Land Rover especially for Range Rover and has been a year to celebrate many achievements of the last 4 decades. The Range Rover turned 40 in 2010 and that is huge milestone. The car now encompasses a number of generations and that has to be recognized as an achievement for us in the last 25 years.

Where do you see the market going this year?

Despite the recent slow down in growth the GCC continues to be a great place to do business. As a company it is one of largest and most important market groupings. Our focus will be on continuing to drive awareness and appreciation of our new model range, developing our network and continuously improving our after-sales service to customers.

Custom-Tailored Designer Suit

The BRABUS WIDESTAR Wide Version for the Mercedes SLS

Lending an exclusive automobile an even more dominant presence is the domain of BRABUS. The new BRABUS WIDESTAR wide version represents a custom-tailored designer suit for the Mercedes SLS AMG. In addition to the extravagant high-tech carbon-fiber body program for the gullwing the tuner also offers ultralight forged wheels, an electronically adjustable Ride Control smooth-ride suspension, a titanium high-performance exhaust system with electronically controlled sound management and custom BRABUS interiors.

To give the SLS an even more muscular appearance the BRABUS designers have developed custom-tailored BRABUS WIDESTAR components for the rear axle. Like all other body components they are made from extremely light yet very strong carbon fibers identical to the ones used in Formula 1 racing. The add-on parts for the rear fenders and the rear fascia create an even more spectacular look and make room for special wheels that widen the rear track by 20 millimeters for even further improved driving dynamics.

The suspension engineers developed custom-tailored versions of the ultralight BRABUS Monoblock F PLATINUM EDITION forged wheels in sizes 9.5Jx20 in front and 11Jx21 on the rear axle for the wide version of the SLS. These wheels are available with a brushed-design or ceramics-polished surface and can also be painted in any desired color. The staggered wheels with 20- and 21-inch diameters on front and rear axles further emphasize the wedge-shaped look of the sports car.

Despite the wheels' bigger size they deliver a weight reduction of up to 12 percent compared to the SLS production wheels. The reduced unsprung weight further results in even more agile handling. BRABUS technology partners Pirelli and YOKOHAMA supply the optimal high-performance tires in sizes 275/30 ZR 20 and 295/25 ZR 21.

The wide version is rounded out by aerodynamic-enhancement components developed in the wind tunnel. All BRABUS aerodynamic-enhancement components are made from carbon fibers and are available with a matte or glossy clear-coated finish for a true racing look. Optionally these components can be painted in body or contrasting color.

To further reduce lift on front and rear axle BRABUS equips the SLS with a front spoiler for the production front fascia, a rear spoiler and a rear diffuser. Together these components create an even better aerodynamic balance. Two BRABUS covers for the upper air dams of the bumper and side air outlets for the rear fascia are further visual details of the BRABUS WIDESTAR version.

The work of the BRABUS designers also gives the sides of the gullwing more profile and further improved aerodynamic efficiency. The rocker panels were sculpted to optimize the airflow between front and rear axle and to create a perfect transition to the WIDESTAR components on the rear axle. Integrated entrance lights ensure safe entering and exiting of the vehicle in the dark.

The BRABUS air outlets for the front fenders add more of sporty touches. At night they draw attention with their integrated blue-illuminated BRABUS logos that are activated via the keyless fob or by pulling on a door handle.





The ride-height lowering by up to 30 millimeters (1.2 inches) also plays an important role in the striking appearance of the BRABUS-modified SLS. The BRABUS suspension is height-adjustable and was developed in cooperation with technology partner BILSTEIN. At the push of a button its integrated Ride Control function also offers a smoother ride than the production car. From the cockpit the driver can at any time - even while driving - switch between damper settings that offer a more comfortable or a sportier ride than the production car. For sporty-minded SLS owners BRABUS offers stiffer sway bars for front and rear axle that reduce body roll for even more precise handling. The BRABUS high-performance exhaust system with four slanted exhaust tips with diameters of 84 millimeters (3.3 inches) is somewhat atypical for traditional tuning. Its sound management, controlled by the driver and activated by a pneumatic flap, includes a 'coming home' setting that is quieter than the production exhaust. In 'sport' mode the 6.3-liter eight-cylinder engine produces an even more powerful exhaust note than with the production exhaust. The BRABUS exhaust system is manufactured from extremely lightweight titanium and weighs 12 kilograms (26 lbs.) or 40 percent less than the production exhaust. Another welcome by-product of this exhaust is an increase in power output by 10 hp / 7.4 kW.

BRABUS offers a multitude of exclusive custom interior options for the two-seater car as well. Carbon-fiber inlays in any desired color and matte anodized aluminum pedals and foot rest add sporty highlights.

The ergonomically shaped sport steering wheel is made from a combination of leather and Alcantara and provides especially good grip for further improved road feedback. The speedometer with 400-km/h scale (250 mph) already hints at the car's future performance with BRABUS engine tuning.

The BRABUS upholstery shop offers a sheer endless multitude of colors and designs for the masterfully crafted SLS interiors made from the finest leathers and Alcantara. These interiors can be custom-tailored to suit each SLS owner's personal taste down to the last detail.





Debut for the 2011 version of the world's most successful GT race car



The Porsche 911 GT3 RSR takes off into the new motorsport season with extensive modifications. The 2011 version of the world's most successful GT race car celebrated its international premiere at the "Night of Champions" party held at the R&D Centre in Weissach to mark the end of the motorsport season. Priority in the further development of the GT3 RSR was given to the newly designed aerodynamics at the front and rear, changes to the suspension kinematics and to the engine.

The 4.0-litre, six-cylinder boxer engine now delivers 455 hp (355 kW) at 7,800 revs, five horsepower more than its predecessor. The power increase results from an engine management system which adapts even better to different fuel grades, as well as a redesigned exhaust system and a modified air intake housing. Moreover, the driveability of the famously efficient engine has undergone further improvements. Maximum revs remain unchanged at 9,400 rpm.

Clearly visible are the modifications to the front. A new front lip provides higher downforce at the front axle. The front wheels are now wider with the rims growing from 11 to 12 inches giving additional grip and less of an understeering tendency. The position of the rear wing and the shape of the wing mounting also underwent optimisation and were adapted to the new rear fairing with additional air outlet louvers.

The rear lid was also redesigned for optimised air ducting. Like the 911 GT3 Cup and the GT3 R, the RSR has now been equipped with the LED rear lights taken from the latest 911 road-legal cars.

The 911 GT3 RSR joins the 911 GT3 R and the 911 GT3 Cup as the top model of Porsche Motorsport's product range. The successful long distance racer from Weissach can be ordered now at a price of 410,000 Euro plus country-specific value added tax. All 2011 modifications are available as a kit for GT3 RSR cars from the 2010 season.

Technical description Porsche GT3 RSR (2011 model year)

Engine

Water-cooled six-cylinder boxer engine; 3,996 cc; stroke 80.4 mm; bore 102.7 mm; 455 hp (335 kW) at 7,800 rpm; max. torque 450 Nm; air restrictors 2 x 28.6 mm; max. revs 9,400 rpm; four valve

technology; dry sump lubrication; individual throttle butterflies; fuel injection.

Transmission

Porsche six-speed gearbox with sequential jaw-type shift; oil/water heat exchanger, single-mass flywheel; hydraulic disengagement lever; three-plate carbon-fibre clutch; rear wheel drive; limited slip differential 45/65 percent.

Body

Monocoque body (basis GT3 RS) of hot-galvanised steel; aerodynamically optimised front end with front spoiler; aerodynamically optimised front underfloor; adjustable rear wing; 90-litre FT3 safety fuel tank with fast filling function; air jack; welded-in safety cage; race seat (driver's side only) with flame retardant upholstery; six-point seat belt adapted for use of the HANS Head and Neck Support; electric fire extinguishing system.

Suspension

Front axle: McPherson spring strut axle; Sachs four-way gas pressure dampers; double coil springs (main and auxiliary); front axle arms adjustable for camber; adjustable sword-type anti-roll bar; power steering.

Rear: Multi-arm axle with rigidly mounted axle sub-frame; Sachs four-way gas pressure dampers; double coil springs (main and auxiliary); rear axle tie-bar reinforced and infinitely adjustable; adjustable sword-type anti-roll bar. Complete suspension infinitely adjustable (height, camber, track).

Brake system

Brake system with balance bar control.

Front: Single-piece six-piston aluminium fixed callipers; inner vented, 380 mm diameter; racing brake pads.

Rear: Single-piece four-piston aluminium fixed callipers; inner vented, 355 mm diameter; racing brake pads.

Wheels

Front: Three-piece BBS light-alloy wheels (12J x 18 ET 34); central bolt.

Rear: Three-piece BBS light-alloy wheels (13J x 18 ET 12.5); central bolt.

Electrical system

Motec display with integrated data recording; multi-function display with integrated gearshift indicator; adjustable traction control; battery: 12 volt, 80 Ah, 140 Ah alternator.



Tesla teams with digital artist Gartel turn Roadster into art for Art Basel

Tesla Motors and digital artist Laurence Gartel have transformed the Tesla Roadster, the only electric supercar on the road, into a true work of art. Wrapped in Gartel's visually-stunning artwork, the one-of-a-kind Roadster was displayed and toured around Miami Beach through last week as part of Miami's annual Art Basel festival.

Tesla and Gartel are natural partners, both capitalizing on new technologies to break ground in the automotive and art worlds. Just as Tesla pioneered uncompromised electric driving with the Roadster, Gartel introduced the world to new types of digital art in the 1970s. His work has since been featured at the Museum of Modern Art and the Smithsonian, among others.

"I was in shock when I took off like a rocket," says Gartel, who fell in love with the Roadster the first time he drove it. "This vehicle takes off like it's heading to Mars and you don't hear a thing. No burning of fossil fuels either. It's an extraordinary car."

The wrapped Roadster was on display at Gartel's Art Basel celebration at the Nikki Beach club in Miami Beach on Friday, Dec. 3.

Accelerating from 0 to 60 mph in just 3.7 seconds without using a drop of gasoline, the Tesla Roadster proves that drivers don't need to sacrifice style, beauty or performance in order to own an electric car.



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McLaren Automotive MP4-12C makes its UAE debut

McLaren Automotive's debut high-end, high-performance sports car, the MP4-12C, has been revealed in the United Arab Emirates for the first time. The highly anticipated model from the British manufacturer was unveiled at a special event for VIPs and media at the prestigious Armani Hotel in Dubai.

The innovative 12C marks the beginning of a new era in core-segment sports cars. This two-seat, mid-engine model features a revolutionary one-piece, carbon-fibre chassis structure, the carbon MonoCell. It is the first time a car has featured a one-piece, carbon-fibre structure; a strong and lightweight engineering solution that comes straight from the world of motorsport.

The 12C introduces new standards not just in handling, ride and outright performance, but also safety, economy and practicality in an already competitive sector. The 12C is equipped with a bespoke McLaren 3.8-litre, V8 twin-turbo engine producing around 600 bhp, and driven through a unique McLaren seven-speed, Seamless Shift, dual-clutch gearbox (SSG). Yet when it comes to CO2 emissions per horsepower, the MP4-12C is even more efficient than a hybrid car.

At the unveiling of the company's debut model, Frank Stephenson, McLaren Automotive's design director said: "The 12C makes no secret of its close relationship with F1 technology. At McLaren we have been building cars for decades. With the 12C, we worked on incorporating the leading edge technologies that the McLaren Group has built up through the years. This project underlines our commitment to innovation, engineering, safety and most of all reliability. I believe the 12C will prove to be a great success", concluded Stephenson.

Ian Gorsuch, McLaren Automotive's Regional Director for the Middle East, Africa and Asia Pacific, said: "We are thrilled to finally present the MP4-12C to the UAE market. When it comes to high-performance sports cars, customers in the UAE are exceptionally well-informed and passionate. There has already been great interest in the 12C in the country, and we are all looking forward to the car going on sale here in summer 2011."

"Al Habtoor Motors has been chosen to represent McLaren Automotive in the UAE, based on its extensive experience, unique heritage and reputation for excellence in customer service in the Emirati luxury car market, and will sell the 12C from show rooms in both Abu Dhabi and Dubai", concluded Gorsuch.

Sultan Al Habtoor, President of Al Habtoor Motors said: "The arrival of the 12C marks the start of a new era for Al Habtoor Automotive. We are very pleased to be part of this special day, and look forward to delivering the car to customers across the UAE. The initial response to the car has been overwhelmingly positive, and we are confident that the car will be a major success in the country."

Al Habtoor Motors is now part of a worldwide network of 35 retail outlets, and will start selling the 12C from summer 2011. Additionally, Al Habtoor Motors will host a fully equipped official service centre that is staffed by technicians who have received full technical training at McLaren's headquarters in the UK.

The 12C has received over 3,000 expressions of interest registered on www.mclarenautomotive.com with much interest from car enthusiasts in the UAE.

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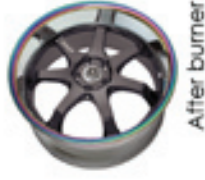
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The STARTECH Land Rover Defender 90 Yachting Edition

From the marina directly into rough terrain: The STARTECH Land Rover Defender 90 Yachting Edition looks as great at the marina as it does on magnificent boulevards or when venturing off road.

Painted bright white, the premium leather/Alcantara interior dyed navy blue, foot wells and trunk clad in the finest teak - the English off-roader with lavish STARTECH design perfectly transfers maritime ambiance into the automobile.

Wide tires in size 265/75 R 16 bring three additional centimeters of tread in contact with the road and give the Land Rover an even brawnier appearance. To complement the wider tires the STARTECH designers developed new running boards with integrated entrance lights that are activated via the keyless fob or by opening one of the doors.

The exterior appearance of the STARTECH Yachting Edition further includes such tasteful details as the SVX front grille and headlight covers painted in body color.

Getting into the STARTECH Land Rover Defender 90 Yachting Edition, made easier by the STARTECH running boards, is a very special experience. The captain and his crew are welcomed by classic yacht design, which uses genuine oiled teak following the best ship-building traditions. This fine material lends the trunk and the foot wells a unique air.



The company upholstery shop attended to the remaining interior of the Defender 90 and transformed it from a rather mundane cockpit into an exclusively appointed wellness space.

The finest navy-blue leather with white contrasting seams refines door and side panels alike and adorns dashboard, center console and the Recaro sport seats. The new seats offer much better lateral support than the stock seats. But that's not all: Their leather upholstery is masterfully sewn using white baseball-style cross stitching and adds a modern contrast to the classic Land Rover interior. The shells of the seatbacks are painted white to match the exterior.

The headliner is made from Alcantara dyed the same color as the leather appointments. Precision-sewn white seams add magnificent highlights here as well.

Among the numerous other loving STARTECH details are an ergonomically shaped sport steering wheel, shifter, emergency brake and reduction gear lever all covered with navy-blue leather and a Yachting Edition plaque on the center console.

Rounding out the STARTECH treatment is a high-end sound system calibrated to the Defender interior. The sound system also features an integrated touch screen navigation system.





Turbos run off of the engine's exhaust, but how are superchargers operated?

Belt driven. Superchargers are belt driven, unlike turbos. They also take in air more quickly with no lag.



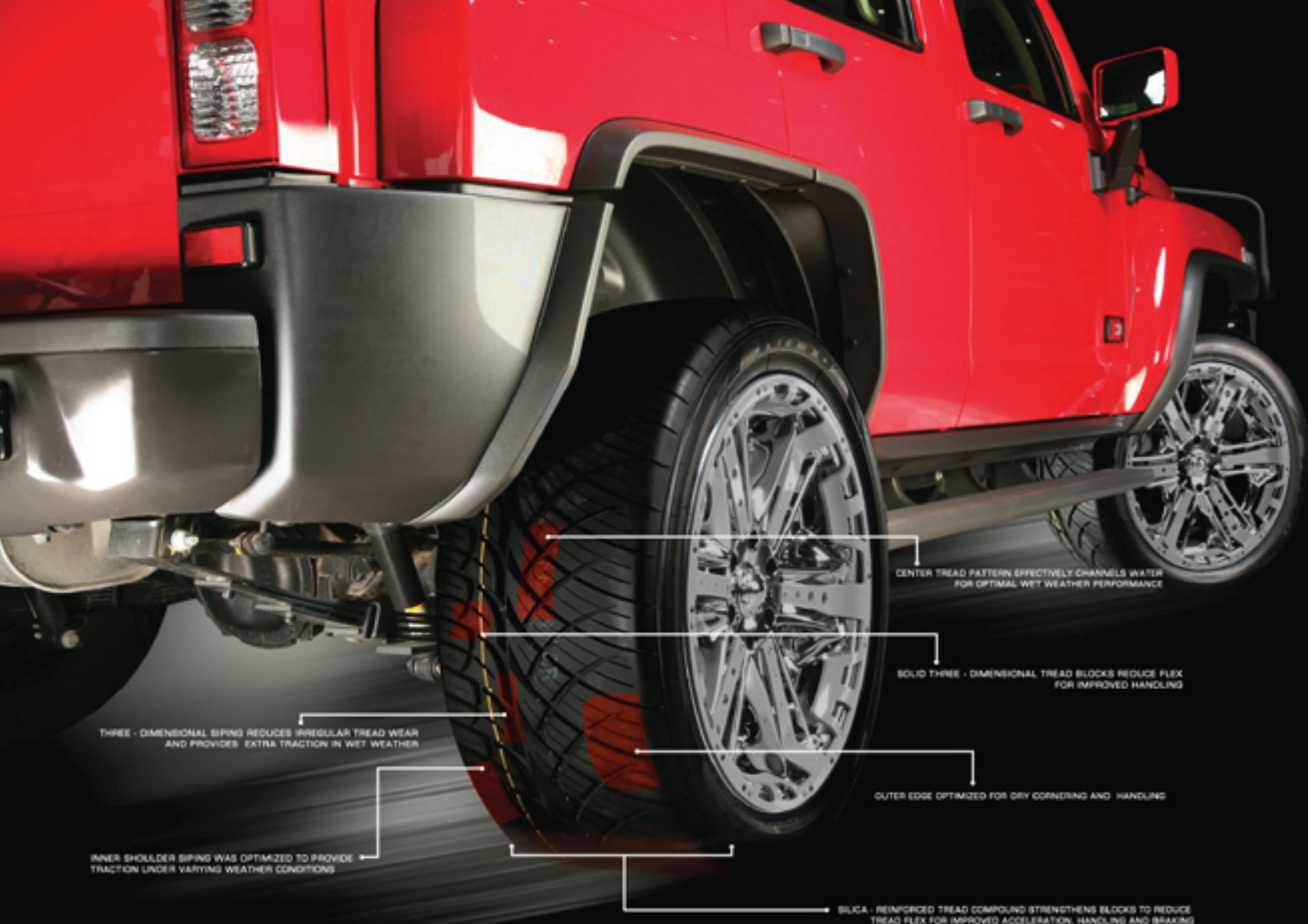
Jaguar showcases **Fastest XKR** ever at Abu Dhabi International Motorshow

Robin Colgan, Managing Director of Jaguar Land Rover Middle East North Africa and Pakistan reveals the Special Edition Jaguar XKR at the Abu Dhabi International Motorshow. This latest dramatic evolution the iconic XK delivers a significantly increased maximum speed – up to 280km/h from 250km/h – and bold exterior styling changes that create the ultimate supercharged Jaguar.

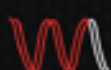
This Special Edition XKR Coupe showcases two new optional performance and styling packs – Speed Pack and Black Pack – introduced to the XK range at 2011 Model Year and is available for purchase through authorised Jaguar importers throughout the region.

“This Special Edition XKR expresses Jaguar’s mission of creating cars that offer an exhilarating drive without compromising on beauty and elegance. We’re excited to share this with guests of the Abu Dhabi International Motorshow,” comments Robin Colgan, Managing Director of Jaguar Land Rover MENA.

In addition to the Special Edition XKR, Jaguar also displayed its stunning 2011 line up which includes the award winning XF and the all-new XJ which has generated outstanding reviews and caused waves in showrooms around the Middle East and North Africa.



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Changeover at MINI Design

Gert Volker Hildebrand hands over the running of the MINI Design
Warming at the end of the year.



ign

n team to Anders



After 10 successful years at MINI Design, Gert Volker Hildebrand is handing over the running of the MINI Design studio to Anders Warming at the end of 2010. Gert Hildebrand will be leaving the company on 31.12.2010.

Gert Volker Hildebrand (57) has been responsible for the complete design development of the MINI brand since January 2001 and, with his design team, has shaped the development of the MINI brand portfolio. Over the last 10 years, the head of the MINI Design studio has provided the impetus for countless MINI vehicle concepts and for the entire design development. Alongside the further development of the third generation of the classic MINI, the MINI Cabrio and MINI Clubman were also created under his leadership. This year, Gert Hildebrand and his team added a real 4-door version to the MINI brand: the MINI Countryman, launched in September.



The MINI Coupé and MINI Roadster concepts presented in 2009, which will be appearing on the market in 2011 and 2012, were also created in the MINI Design studio under his guidance. Apart from designing cars, Gert Volker Hildebrand has also devoted himself to encouraging young designers and to talking about design in institutions and to the public.

Anders Warming, head of Exterior Design, BMW Automobiles, started working for DesignworksUSA in California in 1997. Following this, the 38-year-old Dane was employed in various positions as an automobile designer before coming to Munich in 2005 as Team Leader, Advanced Design, BMW Group. In 2007, he took over as head of Exterior Design, BMW Automobiles. Under his leadership, the BMW Z4, BMW 5 Series and the BMW Concept 6 Series Coupé, presented at the Paris Auto Show, were created.

"I would like to wish Gert Hildebrand all the best for the future and thank him for working with us so well and so successfully", says Adrian van Hooydonk, head of BMW Group Design. "Anders Warming has the expertise, the necessary experience and the intuition to take the MINI brand, with the support of the entire MINI Design team, into a ever more successful future."



ADIMS 2010 was a big success for many of the exhibitors, giving them results measurable in terms of new customers generated and raising brand and product awareness. Among the companies benefiting from placing its products in front of the tens of thousands of visitors was Japanese manufacturer Subaru, which was making its first appearance at the show for many years.

"We have had a great response from the public, especially with regard to the WRX STI model," said Hafiz Vakil, General Manager of Al Adiyat Automobiles LLC, which represents Subaru in Abu Dhabi and Al Ain. "The show has definitely raised awareness of the Subaru brand in visitors' minds. We look forward to converting this into increased sales over the coming weeks. Indeed, off the back of the interest generated here, we anticipate running out of STI stock by the end of the month."

One of the busiest stands was that of Toyota. Hugh Dickerson, Senior General Manager, Al-Futtaim Motors Toyota said: "We are delighted to have been able to contribute to the success of the motor show through our star attractions – the FT 86G sports car concept and the launch of the new sports coupé, the Zelas. Once word got out on press day that we had unveiled these exciting new products, visitors were coming to our stand specifically to see these models.

Abu Dhabi International Motor Show (ADIMS) 2010 closed its doors on Saturday 11th of December having reported a successful five days for both exhibitors and visitors. The show, which provided some 20 Middle East and UAE car premiers from over 60 exhibitors, also featured a wide range of activities for all the family at Abu Dhabi National Exhibition Centre (ADNEC).

Held under the patronage of His Highness Lt. Gen. Sheikh Saif Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior UAE, and organised by Reed Exhibitions, the event saw the likes of the Range Rover Evoque, Camaro convertible, Toyota FT-86G and Mazda Kazamai visit the UAE for the first time.



"Abu Dhabi is a key market for Al-Futtaim Motors and this was a fantastic opportunity to showcase our entire market-leading range in front of Abu Dhabi's car-enthusiastic population. Overall the show generated not only substantial interest in our range, but also saw a lot of orders being placed during the show itself. This will give us a good start to 2011."

An additional feature of ADIMS 2010 was the opportunity for visitors to actually participate in a variety of other exciting, automotive-related activities. These ranged from a Red Bull Pit Stop game and racing simulators on the Ford, Toyota and Yaris Marina Circuit stands to a Toyota SUV experience course and specially designed karting track, both set up outdoors. Such was the enthusiasm for the karting that it operated at virtually full capacity for all five days.

Visiting on the final day of the show, Mohammed Al Mazroui, from Abu Dhabi, said: "This is the second time I have come to the show this year. I came with my family on the first day, but today I am here with my friends – we have come specifically to race each other on the karting circuit and to try out the Ford Mustang simulator. We are also looking to compete against each other on the Red Bull Pit Stop game."

Tessa Morgan, from South Africa, had travelled with her car enthusiast husband and two children. She said: "The show is great, especially all the family-orientated activities. I can just let my son go and play on all the simulators, which he loves. There's a really good selection of cars on display and the whole set-up is really nicely done."

Peter McConnell, director of Abu Dhabi International Motor Show 2010, said: "Abu Dhabi is a key market for the Middle East, so we are delighted that visitors to Abu Dhabi International Motor Show have been able to experience major new models from industry heavyweights such as General Motors, Toyota, Ford and Hyundai, as well as the many other exciting interactive activities we introduced this year."









AUTOMOTIVE



Cadillac returns to Racing with CTS-V Coupe

Two teams set to compete in SCCA World Challenge GT Series

Cadillac announced that it will return to racing in 2011 with a race-prepared version of its CTS-V Coupe competing in the Sports Car Club of America World Challenge, North America's top production-based racecar series.

The move returns Cadillac to a series where it competed from 2004 to 2007. Competing in the GT Class with the CTS-V Sport Sedan, Cadillac captured the Manufacturer's Championship in 2005 and 2007 and the Driver's Championship in 2005.

Cadillac will field two teams in the upcoming SCCA World Challenge GT Class with a racecar based on the CTS-V Coupe. The CTS-V line, which also includes the CTS-V Sedan and CTS-V Wagon, was recently named to Car and Driver magazine's 10 Best list for 2011.

"Returning to racing in the SCCA World Challenge is a great way to demonstrate the performance and capability of the CTS-V Coupe," said Don Butler, vice president for Cadillac marketing. "The racecars in this series are production based, which allows us to validate our performance against the best of our competitors on the track, and not just the showroom."

Cadillac is working with Pratt & Miller, a New Hudson, Mich., engineering firm which specializes in motorsports, to develop the CTS-V Coupe racecar. While some of the production CTS-V components will be modified due to the unique demands of racing or to meet the SCCA series' technical rules, every effort is taken to maintain as much production content as possible.

"The SCCA World Challenge lends itself well to a natural transfer of knowledge," said Jim Campbell, GM vice president for Performance Vehicles and Motorsports. "The series will become a key test-bed for Cadillac. We anticipate using what we learn on the racetrack to ensure the V-Series stays on the cutting-edge of performance."



The first event in the SCCA World Challenge is March 25-27 in St. Petersburg, Fla. Johnny O'Connell, a three-time GT1 champion in the America Le Mans Series, and Andy Pilgrim, who won the 2005 SCCA World Challenge GT class in a Cadillac, will be behind the wheel of the CTS-V racecars.

Introduced for the 2003 model year, the CTS-V has quickly earned a reputation among luxury sports car buyers. For the 2011 model year, Cadillac added the CTS-V Coupe and the CTS-V Sport Wagon to the CTS-V Sport Sedan, creating an impressive family of performance vehicles. The CTS-Vs feature Brembo brakes, a supercharged 6.2L V8 delivering 556 horsepower and a Magnetic Ride Control suspension system that can read and react to the road 1,000 times a second.

Started in 1944, the SCCA organizes and supports racing at all levels from amateur to professional. The World Challenge series is designed to provide teams, manufacturers and aftermarket suppliers a competitive production-based race series in which to prove their products. The races follow a 50-minute maximum time limit, with the number of laps and total distance determined by track configuration, lap times and race conditions.





TIRES

New I phone, Android Apps connect trucking industry with Michelin truck tires



Michelin Americas Truck Tires (MATT) introduced two new mobile truck tire applications in the U.S. and Canada for Apple iPhone and Android-based smartphones. The new apps join the existing Blackberry application introduced in August, as well as the existing Michelin OnCall emergency road service and online dealer and service locator in Michelin's "Wherever You Go" offering.

"With the introduction of these iPhone and Android apps, smartphone users across the trucking industry now have easy access to Michelin product and service locations," said Jaye Young, U.S. country marketing manager, MATT. "With today's on-the-go, real-time business environment, we are delivering information directly to our customers wherever they go."

According to the tire maker, using GPS location and Google Maps technology, the iPhone and Android applications provide the location of the nearest Michelin truck tire or service provider, as well as information about that location. Users can call Michelin OnCall ERS directly from the app or search for a provider by category, including emergency road service, travel plazas, onsite tire service or MRT retread locations. The applications also can display service providers based on an entered location other than the current GPS location. Users have the ability to call the service provider, obtain driving directions to the provider or save the provider's information to their device's contacts or address book.

The iPhone app is designed to also work on iPod Touch devices, with similar functionality when connected to Wi-Fi, but without the GPS-based services, the company added.

TIA expresses disappointment with WTO decision concerning Chinese tire tariff



The Tire Industry Association (TIA), one of the leading global authorities on tires, announced their disappointment with the World Trade Organization (WTO) decision to dismiss a complaint against the tariff the U.S. government imposed on passenger and light truck tires imported from China. The U.S. enacted this tariff in September of 2009, and it is in effect for three years.

TIA also reiterated their call for United States Trade Representative (USTR) Ron Kirk to establish a comprehensive, independent, verifiable system for quantifying the effects of the tariff. Backers of this tariff claim that it will protect American tire manufacturing jobs, whereas TIA believes there is no reliable data to support claims that the tariff has actually protected these jobs; it has only harmed American tire dealers, wholesalers and ultimately, the consumer.

"We are hopeful that the WTO appellate hearing panel will see that this tariff is misguided and ineffective; that it has not saved American tire manufacturing jobs and has only hurt American consumers at a time when they can least afford it," said TIA Executive Vice President Roy Littlefield. Littlefield went on to say, "It is no secret that since this misguided tariff took effect last year, most tire manufacturers have raised their prices, and we know of no U.S. tire manufacturing jobs that this tariff has been proven to have saved. As a matter of fact, we would urge USTR Kirk to engage TIA members to learn firsthand the effect these tariffs have had on the American motorist. Our message to Mr. Kirk is simple: All you have now are competing opinions, and that's no way to administer a critical trade issue. Set up a fair, independent and verifiable system to discover the true effectiveness of the tariffs."

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TIRES

Federal Announces the Launch of its Latest Couragia F/X Asymmetric Tire



Federal has unveiled an innovative new tire line into its Couragia Adventure series to continue our emphasis on its SUV tire expertise. Being the latest addition to the Couragia SUV range- the Couragia F/X tire is designed to deliver steering precision, powerful controllability, and uniquely long mileage for a comfortable ride. This new application product, with its asymmetrical design, is demanded by drivers of today's upscale vehicles to offer a "superior alternative" in terms of grip and driving stability that fulfills every need for the U.S. and European LSUVs.

The impressive performance characteristics of the Couragia F/X include remarkably short wet and dry braking distances, precise handling, and high cornering responsiveness which were specifically tailored to meet the requirements of high performance LSUV vehicles such as the Porsche Cayenne, BMW X5 & X6, Lexus RX 450h, Cadillac SRX, Mercedes Benz ML, Audi Q7, and Range Rover Sport, etc. It incorporates three new developments to provide superior 3"E" road performance: Extremely stability under high speed, Excellent grip for dry and wet road conditions, and Exceptionally smooth and quiet ride to best suit the need for supporting the 3"H" of LSUV: High horse power, High center of gravity, and High chassis.

The Couragia F/X asymmetric tire is the perfect balance of function and fashion! From the stylish look of the asymmetric tread to the combination of tenacious grip and maneuverability, the tire also sports a perfectly wide and stability-improved footprint. Additionally, it features a scuff rib that enhances toughness of the sidewall against external stresses to protect the rim from damage. The traction is accomplished by using stiff interconnected blocks design, increasing the amount of edges in the tire contact patch. With a strong character derived from its aggressive tread pattern, the Couragia F/X, in concordance with true Federal spirit, adds much to the personality prowess of the vehicle on which it is fitted.

With a view in maximizing the versatility of the Couragia F/X's performance, Federal engineers focused their attention on the tread compound with a mixture of Ultra-grip, High Styrene Rubber (SBR), Super-rigid, Nanotechnology Carbon Black, and New High Distribution Silica – all are applied not only to ensure a good mileage performance but also to achieve a higher level of wet traction. The newly evolved Disorder Pitch Evolution Theory (D.P.E.T.) utilizes computer simulation to layer out the optimal ratio among five different tire blocks and calculate the most desirable sound frequency, resulting in an ultimate low rolling noise level while driving. The tire has further adopted a clear EU tire labeling and the improvement in tire information for consumers at the point of sale to be accordance with the government regulations and our commitment to the environment.

The new Couragia F/X will initially be available in numerous popular sizes ranging from 17-inch to 20-inch rim diameter, with customizing sector for V-, W-, and Y-rated tires (from 240 km/h to 300 km/h) in Federal Tires' key markets at your local Federal Tire dealers.

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TIRES



Toyo Proxes A20 Selected as OE Tire on 2011 Scion tC



Toyo Tires® announced that their Toyo® Proxes® A20™ has been selected as original equipment on the 2011 Scion tC. This tire helps to achieve a high level of balance between performance and safety, with an improvement in both handling and braking. In addition, its low rolling resistance design helps to reduce fuel consumption for a greener planet.

The all-season, 225/45R18 Proxes A20 continues to deliver good performance in inclement weather, even in the snow. Its modern tread design delivers quiet operation on the roadways along with a comfortable ride.

The 180-horsepower 2011 Scion tC can also be ordered with a wheel and tire package featuring the all-season Toyo® Proxes® 4. A set of low-profile, 235/35ZR19 Proxes 4 tires are wrapped around 19-inch TRD (Toyota Racing Development) alloy wheels for more aggressive handling and style.

To learn more about the full line of innovative products from Toyo Tires, log on to toyotires.com. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

Bridgestone Hosts the Opening Ceremony for the new Global Training Center building

Bridgestone Corporation held the opening ceremony for the completion of the new building for the Bridgestone Institute of Global Training (referred to as the BIG-T hereafter) in Hiroo, Tokyo.

BIG-T was established in 2008 near the Bridgestone Headquarter in Tokyo and was created as a facility for global human resources development and information sharing within the Bridgestone Group.

Bridgestone has created a process to quickly implement management policies and develop superior human resources in order to optimize its resources company-wide and foster the growth of the Bridgestone

group. Accordingly, the company is utilizing the Global-Manufacturing Education Center (G-MEC) to train employees involved in the all areas of manufacturing including education experts at its training centers located in each region around the world to enhance the local human resources activities.

With the opening of this permanent base for the development of the human resources the Group believes that it has completed the facilities that will be needed to develop its global human resources and it will be able to more effectively communicate its management policies globally.

Moving forward, Bridgestone will strengthen initiatives for human resources development and communications on a global basis and which will further enhance its business activities.



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Bringing race track technology to public road - Bridgestone POTENZA

Bridgestone's rich motorsport heritage, including its successful 14 years in Formula One, has led the company at the fore-front of innovation and development with a multitude of tyre technology advancement for its popular sports tyre mark –POTENZA.

The Bridgestone POTENZA brand was born in the spirit of motor racing and developed by Bridgestone to meet the requirements for circuit handling and sports driving. Bridgestone's product excellence and experience in racing technology has seen the brand as the sports tyre partner for Sports Racing Series such as Formula One, GP2, and the Super GT series.

The Bridgestone POTENZA brand has maintained its high reputation among sports racing enthusiasts and owners of sports cars and specialty cars as the premium sports tyre. It is the factory-fitting choice for the world's best known makers of high-performance cars for various models of Porsche, Ferrari, Aston Martin, Maserati, Lexus, Audi, Mercedes, and BMW.

The POTENZA brand boasts an evolution in its design and technology, and the line-up consists of the following POTENZA models capturing the passion of all drivers who continually strive to improve their driving skills.

The POTENZA RE001 'ADRENALIN', delivers increased stability & precision in sports driving with a sharp, smooth response the moment the steering wheel is turned, delivering sporty performance and a sporty feel, whether driving in town or on the road.

The POTENZA RE050 is perfectly responsive boasting exceptional road handling and cornering at higher speeds, high-level control and safety in the wet conditions. Bridgestone's Run Flat Technology (RFT), incorporated in POTENZA RE050 adds safety to driving pleasure.

In the first quarter of 2011, Bridgestone will launch its latest technology advanced POTENZA tyres in the region: the successor for RE050, POTENZA S001, the ultra high-performance sports tyre with cutting-edge tyre technology transforming sports driving into supreme opulence; and the successor to RE001 –ADRENALIN RE002 –with its powerful control emphasizing stability in all situations, precise and accurate reaction and road manageability on various road surfaces.



These new and coming POTENZA designs meet and exceed continuing trends to fuel efficient motoring than the previous POTENZA generation and reduce rolling resistance. Pattern noise is diminished by the even road contact suppressing surface noise, enhancing the driver's experience and improving the overall impact on the environment, meeting Bridgestone's Environmental philosophy of ensuring a healthy environment for current and future generations.

Being ubiquitous throughout motorsport, the Bridgestone POTENZA tyres will continue to impress sports driving enthusiasts by meeting the challenge of evolving driving experience and realizing the greatest racing-inspired performance of today.

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TIRES



tire fact

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Hankook Tire to Build Global Sixth Plant in China To Boost Global Production Capacity



Hankook Tire, currently the seventh largest and one of the fastest growing tyre companies in the world, announced that it will build its global sixth manufacturing plant in Chongqing Municipal of China. The newest sixth plant, which will be also Hankook's third plant in China, is expected to solidify its current leading position globally, particularly in the Chinese market, and to boost its production scale to become the world's fifth largest tyre company within a few years. The agreement also signifies Hankook Tire's global strategy to achieve ongoing growth by establishing a solid production platform.

Hankook Tire's sixth plant will be a significant production base in response to the growing demands in the global market. The new plant will be located in Liang Jiang Xin Qu of Chongqing Municipal, which is southwest of China's biggest industrial and commercial center. A total of USD 954 million will be invested to build the sixth production base and will cover an area of approximately 530,000 m². It will break ground in the first quarter of 2011 and is expected to be completed by the end of 2015.

Upon completion, the new plant will produce a total number of 11.5 million passenger car and truck-and-bus tyres, generating sales of USD 1 billion annually. It will also create about 4,600 new jobs in the region.

"Hankook Tire is one of the world's most dynamically growing tyre companies," said Mr. Seung Hwa Suh, Vice Chairman & CEO. "With the establishment of our global sixth plant, we have taken another step towards our goal to strengthen our global foothold and to become a leading global tyre company. We will continue to seek for future investment opportunities in order to improve our production capacity and productivity, and will also show our commitment to the local communities," Mr. Suh added.

Currently, Hankook Tire is operating five production facilities around the globe - two in Korea (Geumsan and Daejeon), two in China (Jiaxing and Jiangsu), and one in Hungary (Rácalmás) - at 100% capacity since the third quarter of last year. The five plants have a total production capacity of 87 million units per year. With an additional sixth plant, the production capacity is expected to increase to 100 million units per year.

Hankook Tire has been maintaining its place as the seventh largest tyre company since 2006, while achieving an annual sales growth rate of 13.9% over the past 10 years.



Maxxis to Sponsor Australian Open

Tire manufacturer Maxxis has signed a two-year deal to sponsor the Australian Open, the largest sports event in the southern hemisphere and the first of the grand slam tournaments each year.

In addition to being an Official Sponsor of the first grand slam event of the calendar year, Maxxis will be the Official Tire of the Australian Open, which next takes place in Melbourne from 17-30 January 2011.

Under the terms of the deal Maxxis will have signage on Rod Laver Arena (Centre Court) and will be entitled to use the Australian Open logo in marketing materials and promotional activities. The sponsorship gives Maxxis exposure to consumers around the world with the event broadcast in 157 countries in 2010 drawing an audience estimated at more than half a billion people. The tournament also attracts a large spectator audience, with this year's Australian Open welcoming more than 653,000 tennis fans.

Last year Roger Federer beat Britain's Andy Murray to win his fourth Australian Open crown. Serena Williams collected her fifth. The trophies have some of the greatest names in tennis history etched on them including Rafael Nadal, Pete Sampras, Rod Laver, Ken Rosewall, John Newcombe, Andre Agassi, Roy Emerson, Margaret Court, Steffi Graf, Martina Navratilova and Evonne Cawley.

Maxxis is delighted to sponsor such a prestigious sporting event, which is popular around the world, and looks forward to seeing some of the world's best tennis players compete in the Australian Open in 2011 and 2012.

Maxxis International has supplied high quality tires to both original equipment and aftermarket customers for over 43 years, with a product range that includes tires for automotive, light truck, motorcycle, ATV, bicycle, turf and industrial use. The company has operations in Asia, Europe and North America and its products are distributed in approximately 170 countries.



Yokohama Rubber Turns to Solar Power at its R & D Center

Tokyo - The Yokohama Rubber Co., Ltd., announced that it installed a photovoltaic power generation system[※]; solar power[※]; at the Research and Development Integrated Center (RADIC) at its Hiratsuka Factory with diverse product lines. One hundred twenty 87-watt panels in a space of approximately 90 square meters will supply about 8,000 kWh of electricity annually, cutting CO2 emissions by about three tons per year. The new system is to be operational from Thursday, December 23. The Hiratsuka Factory has employed photovoltaic and wind-powered generation since 2009, though on a smaller scale.

Deeming efforts to combat global warming to be a priority among its environmental activities, Yokohama Rubber has announced the challenging target of reducing greenhouse gas emissions by 25% by 2020*. To achieve that target, Yokohama Rubber is endeavoring to shift to the use of natural energies, to adopt highly efficient equipment and to otherwise

aggressively conserve energy. As part of the effort to use natural energy, in addition to the Hiratsuka Factory, photovoltaic power generation systems have been introduced at the Mishima Plant (photovoltaic power) and the Shinshiro-Minami Plant (photovoltaic and wind). Overseas, a system has been installed at Hangzhou Yokohama Tire Co., Ltd., Yokohama Rubber's subsidiary producing and selling tires for passenger cars in China, and is scheduled to start operation in February 2011. Hereafter, similar shifts will be made domestically and internationally.

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

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

Continental Tires Race on the iPhone



With the ContiTireRace, the first tire race can now be run on the iPhone. The free app can be found in the iTunes Store. The goal of the game is to take the race track with ContiWinterContact TS 830 as quickly as possible, collecting valuable points along the way that give the rolling tires additional speed and thus better lap times. The race can be "run" using either the keys or by tilting the phone. Snowy and icy roads suitable to the season and winter tire model make it all the more exciting. Players who have registered by December 20 have the chance to win one of three PlayStation 3 units to be raffled by Continental. All registered players can view their results on the iPhone and see who will be the champion. The app is available in English and German.

"With the ContiTireRace, we want to gather experience in the area of eGames and position Continental as brand in the app store," explains Carola Natzel, Manager Business Development E-Business at Continental. "Of course we would like to get young technology fans in particular interested in our company and its products."



ChinaGRTAE 2011

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2nd China (Guangrao) International Rubber Tire & Auto Accessory Exhibition



15, 16 & 17 May 2011

Guangrao International Expo Center,
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EVENT	DATE	INFORMATION	LOCATION
Retromobile Paris	02-06 Feb 2011	Retromobile Paris is the only trade fair in Paris, which because of its summer dates can offer classic car owners an outstanding inbound journey and presentation conditions. It will be held at Paris Porte de Versailles from 02 to 06 feb 2011.	Paris Porte de Versailles, Paris, Ile-De-France, France
London Motorcycle Show	03-06 Feb 2011	London Motorcycle Show features displays of racing motorcycles, together with appearances by the personalities who ride them and trade stands selling motorcycles and related items.	ExCeL Exhibition Centre, London, England, United Kingdom
Michigan International Auto Show	04-06 Feb 2011	Being convoked at DeVos Place, Grand Rapids, USA, Michigan International Auto Show is titled as one of the largest show for Automobile industry. It is 4 days show which will offer a deep and an-depth survey of the latest developments of the Automotive sector. Cars & Commercial Vehicles, Coach & Auto Bodies Builders, Two & Three Wheelers manufacturers, importers & exporters of Vehicle accessories, special equipment, tuning.	DeVos Place, Grand Rapids, Michigan, United States Of America
Motor Show & Festival	04-06 Feb 2011	Motor Show & Festival will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories being present, offering you a perfect chance to show case your products.	Feria de Zaragoza, Zaragoza, Spain
Gulf Bike Expo	10-12 Feb 2011	The Gulf Bike Expo is one of the most prioritized event for the Automotive industry of United Arab estates. It will be held at the Dubai Festival City, in UAE. For 3 days will have all the leading names of the related industry showcasing their products and services under various themes such as All Terrain Vehicles, Clothing & Apparel, Custom Bikes, Custom Parts & Accessories, Entertainment System.	Dubai Festival City, Dubai, United Arab Emirates

EVENT	DATE	INFORMATION	LOCATION
Automotoracing	11-13 Feb 2011	Automotoracing is the newest Italian exhibition all devoted to modern racing and rally cars and motor sport competitions. Important constructors show their latest creations along with professional preparators and spare parts providers. An impressive, high-quality event held in Turin Exhibition Centre Lingotto Fiere.	Lingotto Fiere, Turin, Piemonte, Italy
Chicago Auto Show	11-20 Feb 2011	It exhibits full range of various domestic and various imported passenger cars, trucks, sport utility vehicles, experimental and concept cars etc. More than 1000 different accessories, competition vehicles, antique & collector cars are displayed by leading companies from both domestic and international arena.	McCormick Place Convention Center, Chicago, Illinois, United States Of America
Tire Technology Expo	15-17 Feb 2011	Tire Technology Expo is the world's most important Tire Manufacturing Technology Exhibition and Conference. It offers the visitor a technology showcase covering materials and equipment through the complete spectrum of the tire manufacturing process.	Cologne Exhibition Centre, Cologne, Nordrhein-Westfalen, Germany
SWISS-MOTO	17-20Feb 2011	SWISS-MOTO for the motorcycle and scooter industry is no longer inconceivable. 63,000 visitors came to the 2009 motorcycle Mecca of Switzerland not miss Four days were novelties vehicle, custom bikes, accessories and clothing in the center.	Messezentrum Zurich, Zurich, Switzerland
AutoRama-Dallas	18-20 Feb 2011	AutoRama-Dallas is a leading platform related to the Cars, Auto Parts & Motor Accessories. Who will be series exhibition in the different city of USA. It is not only committed to be different, but will attract a larger number of trade buyers & visitors.	Dallas Market Hall (Dallas Market Center), Dallas, Texas, United States Of America



PARTS



Dubai Taxi – RTA Al Dobowi, and Atlas BX Celebrated Years of Partnership.

Al Dobowi hosted a Dinner Conference / Technical Seminar together with AtlasBX, manufacturers of Hankook batteries. The event was held at Le Meridien Hotel, Dubai on 5 December 2010.

The event highlighted the 25 years of partnership between AtlasBX and Al Dobowi in addressing the motive power needs of the UAE market. Similarly recognized is the 6 years of partnership between DTC-RTA and Al Dobowi in providing Hankook specialized batteries specifically for DTC taxi fleet. Also collaborating with above milestones are the forthcoming 35th year of Al Dobowi presence in the UAE and the recent celebration of the 39th National Day of UAE.

Mr. Abdul Aziz Abdulla Malik, CEO of Dubai Taxi Corporation is the chief guest, alongside with other DTC-RTA Directors, Government Department Officials, and Battery Dealer Companies. Mr. Nam Kook Kim and Mr. Seung Jun Choi from AtlasBX Korea also graced the event.

Mr. Surender Singh Kandhari, Chairman of Al Dobowi Group, gave the welcome remarks. He shared that in his 35 years of journey, Dubai has provided an outstanding avenue to grow and expand the business globally. Al Dobowi, which is “The Man from Dubai” in Arabic, exemplifies Mr. Kandhari’s regard and association with Dubai. He ended his speech by thanking all the people who has helped in enabling the continued and prosperous growth of Al Dobowi. This was later on followed by the Technical Presentation of AtlasBX Korea that focused on the technologically advance system of producing batteries and its core competencies.

Mr. Abdul Aziz Abdulla Malik later on expressed his appreciation for the high quality products and excellent services Al Dobowi has been providing. Mr. Malik pointed out the advanced technology that AtlasBX has been implementing in its production facilities is what the current market needs. And he looks forward to a sustained level of professionalism and excellence from Al Dobowi and AtlasBX in providing Hankook batteries to DTC Taxi vehicles.

Mr. Surender Singh Kandhari personally handed Tokens of Appreciation to Mr. Abdul Aziz Abdulla Malik and to other DTC-RTA guests. Mr. Kandhari also gave commemorative items to 12 Battery Dealer companies for their 15 years of Hankook battery dealership in the UAE.





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AUDI AG

Solar energy for the e-tron

Audi is to use solar energy for future mobility: at the Company's main plant in Ingolstadt, Audi e-tron models will in future have their batteries charged with current obtained directly from photovoltaic equipment on the plant site. The Company is greatly extending its solar energy capacity: by the end of the year additional photovoltaic modules will have been installed on a 7,500 square meter area of the new Audi A3 body construction building's roof.

"This concept shows that Audi is tackling the topic of electromobility systematically," said Plant Manager Peter Kössler. The photovoltaic installation uses innovative thin-layer modules that satisfy the most stringent environmental protection, efficiency and flexibility standards. "We aim to set the standards in every area," added Kössler.

Audi is again extending its cooperation with Green City Energy: in 2009 this Munich-based company installed photovoltaic modules on an area of 11,600 square meters at the Ingolstadt plant. Audi has now made an additional 7,500 square meters of roof area available on the Audi A3 body construction building, with a peak output rating of 500 kilowatts. Approximately 460 MWh of electricity can be obtained from this new installation, enough to satisfy the annual needs of around 180 households. The extension increases the total annual output from all the plant's installations of this type to about 1,500 MWh, of which approximately one third is used directly where it is generated.

This is the first time that solar energy generated on site has been used directly in Audi's electricity network. As well as the new battery charging stations for electric cars, other production facilities will also use this green electricity. By reducing transmission losses, consumption at the generating point makes a worthwhile contribution to energy generation according to climate-friendly principles.

Audi also makes use of solar energy at its second German production plant in Neckarsulm. The photovoltaic installation there is located on the roofs of several garage parking facilities, and generates more than 1,000 MWh of electrical energy annually.



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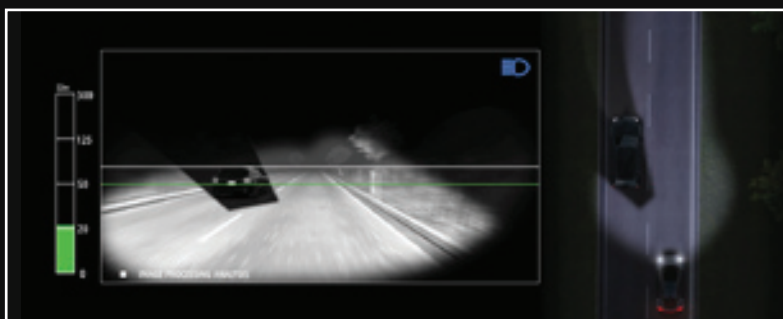
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First launch for Valeo's BeamAtic Premium lighting system with Volkswagen



Valeo equips the new Volkswagen Phaeton with its revolutionary BeamAtic® Premium adaptive lighting system.

While high beam headlamps light the road more effectively than low beams, they must give way to low beams quickly as soon as another vehicle approaches. With the new BeamAtic® Premium automatic adaptive lighting system, maximum light is maintained everywhere except in the zone where the other vehicle is located. Visibility is therefore comparable to high beam, and other drivers are not dazzled. Automatic switching between high and low beams also improves driving comfort and safety.

In high beam mode, each of the headlamps generates a cone of light which lights up the entire road. When passing or overtaking another vehicle, the latter is detected and located by a camera equipped with powerful image processing software. The system then uses a mobile shield to block out the part of the beam occupied by the other vehicle, and tracks its trajectory. The vehicle passed or overtaken is therefore no longer in the light, and its driver is never dazzled, because from their viewpoint the BeamAtic® Premium lights look just like low beams. For the user, however, the road appears to be fully illuminated, as it would be with high beam headlamps.



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CRASHVERTISE

The unconventional marketing revolution
is just around the corner.



Pile-ups, crossroad accidents, off-road crashes, the oddest and spectacular road accidents now can be turned into perfect advertising media to successfully spread brand messages. This is the idea behind Crashvertise, an all new guerrilla marketing trend by which “the crash is the message”: stunning and newsable, entertaining contents that go viral on web and media.

Every day more than 220,000 road accidents happen; “unexpected” events which draw attention breaking the ordinary. Crashvertise engages eyewitness, curious bystanders and the ones involved into crashes - active agents of a real time scene made by a special team of models who turns road accidents into emotional advertising happenings. As a web 2.0 philosophy, part of profits from Crashvertise campaigns are shared between people who promptly point out car accidents through social networks like facebook and twitter or the ones who decide to make crashes happen.

A global strategy which is perfect to promote several products and services – insurances, cars, eyewear, energy drinks – and social campaigns about road safety or responsible drinking. An infographic map on www.crashvertise.com shows to



investors from all over the world which are the best Crashvertise market areas. Despite global road safety strategies, countries like United States, Japan, South Africa, Mexico, Germany, UK and Italy are top of the list with high road accidents number and small year-over-year decrease.

Low rates, revenue sharing among consumers and high impact campaigns: the unconventional marketing revolution is just around the corner with Crashvertise. Cutting-edge companies cannot miss the chance.





PARTS



Outback Solutions

Modular Roller Drawer Systems by ARB

After months of intense research and development, ARB 4x4 Accessories has announced the release of a new range of roller drawer systems. Featuring a sleek, modern design, high quality components and the ability to create a fully customised system, the Outback Solutions Modular Roller Drawer System by ARB is the answer to every storage need.

ARB recognised the need in the market for a fully modular roller drawer range that provided value for money and would allow vehicle owners to custom-build a storage solution to suit their individual needs. This vision resulted in over 200 unique configurations and the opportunity for customers to select modules based on both their requirements and vehicle while reducing redundant areas and providing increased storage space.

Suitable for many vehicles including wagons, utilities, buses and trailers, the modular nature of the range means that each system is quick and easy to alter should the need arise. With a simple, bolt-together assembly, the units can be installed as singles, doubles (side by side) and stacked. Three module types are available — a drawer, a drawer with a roller floor and a roller floor — however the entire range is made up of eleven modules in total, comprising of a selection of different widths and lengths. The third module, the roller floor, sits only 140mm off the floor, allowing a fridge to be mounted down low for easy access while also maximising space with a small tray underneath providing additional storage.



Each module features a unique self locking anti roll back system for superior safety and convenience. Once the drawer is rolled out to its full extension the unit will lock into place, ensuring it cannot close unintentionally. Unlike other units on the market which rely on locking pins, this feature is an automatic process that is simple to disengage. In addition, each drawer incorporates key lockable push-pull slam shut handles for ease of use and maximum security.

Utilising purpose folded stainless steel drawer runners to ensure smooth operation, the drawers also feature a cross folded floor ensuring maximum support for items placed within each compartment. With a hardwearing and attractive trim, the roller drawer systems are finished with aluminium edging and long lasting, UV stable commercial carpet to compliment modern vehicle interiors.

Sold exclusively by ARB, the Outback Solutions range is backed by a comprehensive 2 year warranty and is available at selected ARB stores and stockists throughout the country. Speak to one of ARB's trained sales staff to find the most appropriate system for your requirements.

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Bosch Navigation App

New iPhone navigation application 3D map enables quick orientation



Bosch delved into its long years of know-how in navigation technology to recently develop an innovative application program with a new navigation software program specifically for the iPhone. It satisfies in-vehicle demands for clear-cut operating menus and easy orientation as well as for precise, reliable route guidance. And what's more, the new iPhone application from Bosch also offers different driver assistance functions, including such features as a stylized, three-dimensional map view with distinctive landmarks, warnings when the vehicle's speed approaching a curve is too high and Eco navigation, which allows the choice of a fuel-optimized route.

The download and the installation of the application are directly available through the iTunes app store.

A map that focuses on what's most important: 3D artMap

The Bosch navigation app map view displays distinctive landmarks, such as prominent buildings or bridges, in 3D. Less important details off the route are kept in the background, thus allowing drivers to easily compare the map view with the real surroundings and orient themselves quickly - particularly in combination with the precise spoken driving recommendations and the lane assistant, which helps to always keep the driver in the right lane.

Easy to use and understand: Multitouch affords intuitive operation. In the field of portable navigation solutions for the iPhone, the Bosch navigation app also offers a brand-new feature for the first time: quick and easy operation using Multitouch. The map view follows the user's fingers when scrolling, sliding, zooming or rotating the map and its 3D contents with no delay. In addition, the details of a route can also be seen in different scales or from different angles.

An assistance function for greater driving safety: the curve warning assistant. The current map data also provides the Bosch engineers with information that is ideal for linking navigation with driver-assistance functions. With the help of innovative algorithms, for example, the system is able to warn the driver that the vehicle is traveling too fast when approaching a curve. The application uses its knowledge of curve geometry to recognize any danger at an early point in time. As a result, the Bosch navigation app provides information on approaching bends and emits an acoustic warning if a certain curve speed is currently exceeded. In other words, there aren't really any critical curves anymore, there are only critical speeds for any particular curve.

An assistance function for energy-efficient driving: the Eco route

The Bosch route selection function now also includes Eco navigation to offer an ecologically and economically optimized route. On the basis of enhanced navigation data, this feature evaluates different road attributes, which can include such things as the number of towns or places to be passed through or intersections along the route. With the help of these route recommendations based on individual route profiles, the Bosch navigation app is able to reduce fuel consumption, which translates as a considerable reduction in fuel costs as well as in CO2 emissions.

Social network client: your friends are always there.

Last but certainly not least, the new Bosch application also boasts another special feature: vehicle passengers can keep their friends and acquaintances right "up to speed" on their own personal Facebook or Twitter pages with respect to their current vehicle position, the driving destination and remaining driving time and also add a short text. This is a quick and easy way to keep your friends informed should there be any delay in your arrival.

Bosch prototypes have been navigating their way around Germany since 1983. The iPhone is a portable platform that is well able to accommodate the demanding, trusted Bosch navigation software. Bosch engineers already applied for the first patents for vehicle navigation as early as in 1978. Five years later, the company then presented the "Electronic Travel Pilot for Car Drivers" (EVA - Elektronischer Verkehrslotse für Autofahrer), the world's first navigator for road traffic. The EVA prototypes at that time were already capable of route guidance using visual and spoken driving recommendations.

And in 1989, Bosch launched the TravelPilot IDS, the first mass-produced destination-finding system, onto the European market. It used a screen map to provide information on the vehicle position and the destination. Finally, since the mid 1990s, the highly precise navigation systems from Bosch have also been communicating driving recommendations with easy-to-understand voice output throughout Europe and beyond.

New application for the iPhone

With its intuitive operation and the stylized 3D map view, with routes that are calculated quickly and with high precision and innovative driver assistance functions, the Bosch navigation app for the iPhone will be new on the market starting in December 2010. This portable, universal application program is sure to blaze new trails as well as tap into new target groups and destinations.

The best all-round VÄTH three-part forged wheel V3

The most modern technologies from VÄTH works in Hösbach, the world's leading tuner for Mercedes luxury sedans and sports cars. Today VÄTH Automobiltechnik presents not a new sports car but its new alloy wheel.

VÄTH offers forged wheel V3 with a classic Y-spoke design and the ultimate sport-look. The 20- and 21-inch alloy wheels VÄTH V3 in all widths, ETs and colors (only with star on the centre) are available now. Through its forged centers, VÄTH has achieved low weight, high strength and a sporty / elegant look. Furthermore, the outer rims are made of stainless steel and highly polished.



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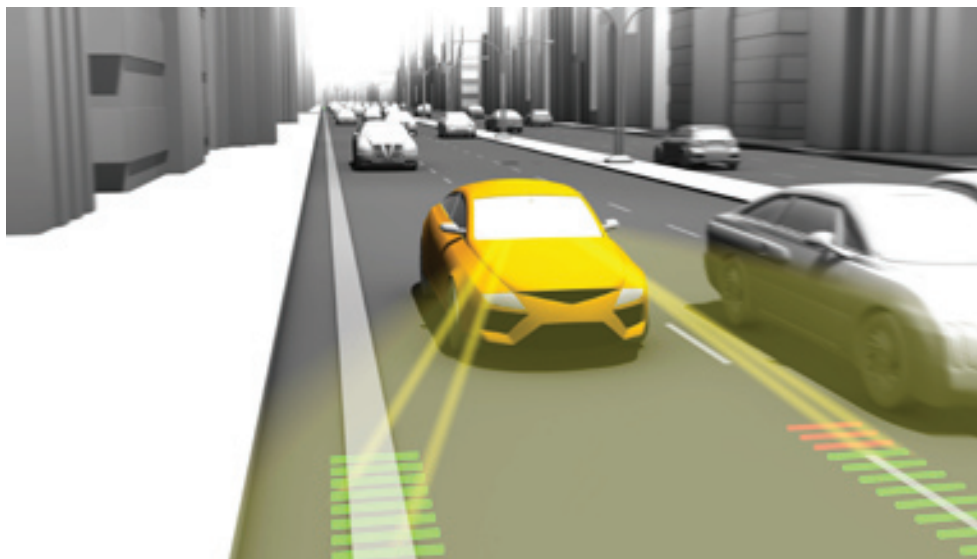
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Continental components figure prominently in the new Ford Focus and C-MAX



A range of innovative advanced driver assistance systems are making their debut in compact cars. An emergency-brake assist is available for the first time ever. Continental also provides the PEPS remote locking and authorization system, diesel injectors, engine controls, tires and service set.

Innovative technologies by international automotive supplier Continental figure prominently in the most recent generation of the all-new Ford Focus and the Ford C-MAX multi-activity vehicle (MAV). The latter shares a common platform with the Focus. This marks the first time that an emergency brake assist is available on a compact car. Continental was not only involved in the early design and development stages but will also be represented with production facilities at major locations throughout the world. The global Ford Focus is being built in five plants on three different continents; since Continental is a major supplier of vehicle systems, the company will also manufacture in the same regions.

Emergency brake assist, camera-based assistance systems and an entire braking system

The all-new Ford Focus is making its debut featuring a variety of advanced driver assistance systems that have never been offered to such an extent. What's more, the emergency brake assist, which automatically stops the vehicle if there is a danger of a rear-end collision at speeds of up to 30 kilometers per hour, is appearing in a compact car for the first time. The Chassis & Safety Division provides the sensor technology for monitoring the immediate vicinity in front of the vehicle (short-range lidar sensor). Additional assistance systems available on the Focus are the lane departure warning, driver drowsiness warning, high beam control and traffic sign recognition. These systems work with a camera that surveys the area in front of the vehicle while reading roadway markings and traffic signs. Continental developed the camera system as well as the signal processor.

Continental has traditionally been strong in the area of braking technology. The braking system on the Focus and C-MAX from Continental includes front and rear calipers, brake booster, all brake hoses, wheel-speed sensors, and Electronic Stability Control (ESC). Additional features of the electronic safety and stability program include torque vectoring control, which distributes forces for greater stability and agility, a hill-start assist, and trailer stability control.

Convenient entry with PEPS

The Interior Division is Ford's main partner for access control systems on the Focus and C-MAX. Continental has been mass-producing its Passive Entry & Passive Start (PEPS) since the late 1990s, while Ford was one of the world's first manufacturers to include such systems in its compact cars. PEPS allows the driver to unlock the car simply by touching the door handle and to start the car at the push of a button, all without the need of a key. The system includes signal receivers and antennas for the authorization systems. The effort needed to mount the PEPS system has diminished thanks to improved (and also smaller) antennas. What's more, PEPS's quicker reaction times enhance driver convenience. Continental also provides conventional keys incorporating remote control and multi-channel technology, providing better protection against interference and door control modules on both models as well.

Engine-control devices, software, sensors, and injection systems

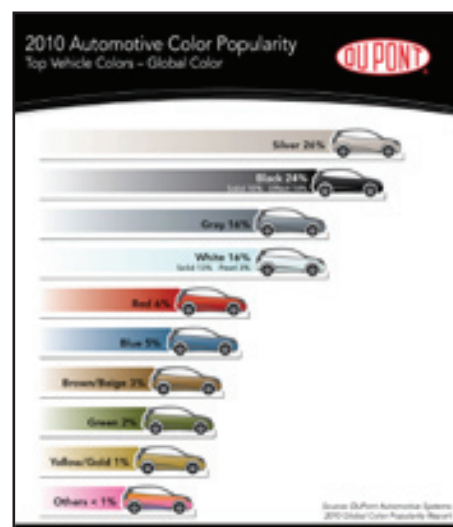
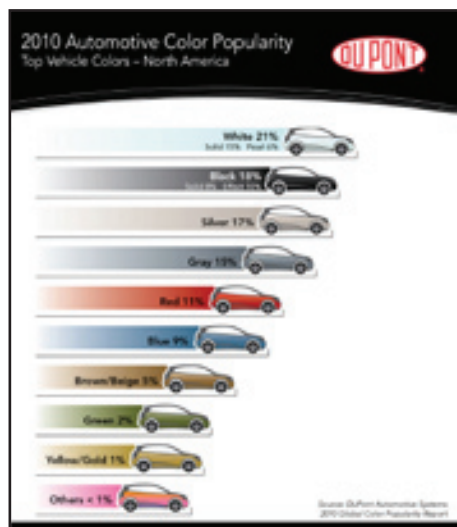
Products from Continental's Powertrain Division figure prominently in the all-new Ford Focus. Among them are injection systems for 1.6 liter diesel engines, consisting of a high-pressure pump, piezo injectors, and sensors. Engine-Control Units (ECU) and software developed and manufactured by Continental regulate both gasoline and diesel engines. Still other components that Continental supplies for the Focus and C-MAX are engine knock sensors, cam and crank position sensors, and electric throttle valves for diesel engines.

Tires, hoses, and foil for vehicle interior

ContiTech contributed charge air hoses, cooling water hoses, and diaphragms for fuel management to the all-new Ford Focus. Axle boots and steering gaiters round out the picture. Yorn® PVC expanded vinyl by Continental's subsidiary Benecke-Kaliko covers parts of the interior of the C-MAX. Continental's tire division contributes a major share of the original equipment on the Ford Focus in the form of ContiPremiumContact 2 and ContiSportContact 3 tires. The same applies to the ultra sporty RS version and the Ford C-MAX. For vehicles that do not come equipped with a Continental spare tire, the ContiMobilityKit repair set is on board.

DuPont Says Silver, Black in Race for World's Most Popular Car Color

2010 DuPont Global Automotive Color Popularity Report Includes South Africa for First Time
Protection of Color Represented in This Year's DuPont Color Trend Show



Only two percentage points separate silver from black as the leading vehicle color globally, and black's popularity in key automotive markets outside of North America is substantial. White and gray are tied for third place, with gray's popularity increasing three percentage points from last year's survey. Red, the only non-neutral color in the top five, is increasing in popularity, taking the fifth spot on the global color popularity rankings. The top 10 global vehicle colors are as follows:

1. Silver – 26 percent
2. Black/Black Effect – 24 percent
3. White/White Pearl and Gray – 16 percent each (tie)
5. Red – 6 percent
6. Blue – 5 percent
7. Brown/Beige – 3 percent
8. Green – 2 percent
9. Yellow/Gold – 1 percent
10. Others – <1 percent

Silver and black are in tight competition for the title of "world's most popular car color," according to DuPont. As the global automotive coatings leader, DuPont issued its 58th Global Automotive Color Popularity Report today, which includes automotive color popularity information and regional trends from 11 leading automotive regions of the world. Each year, the DuPont report reflects data from established and emerging growth markets in the automotive industry; and in 2010, for the first time, includes trends from South Africa. DuPont's study is the original and most comprehensive report on global automotive color popularity and remains the first of its kind compiled on a global basis.

1 Million Cologne for Men by Paco Rabanne



Paco Rabanne, the designer in the vanguard of fashions in the 1960s, is still able of raising a few eyebrows in surprised admiration of his innovative artistic direction. One Million comes in the shape of a gold bullion bottle that is ever so clever, playing on the appeal of the precious metal and Rabanne's futuristic fashion designs featuring metallic details. Like Rabanne says: "In all civilizations and religions gold has always managed to seduce people". The smell itself is a spicy woody, full of energy and dynamism. Grapefruit, red orange and mint brighten the heart of the fragrance built on a spicy rose and blond leather. The base is fanned out on appealing notes of patchouli, woods and amber, making One Million a fit fragrance for an evening out when you simply want to be your best. Can we state the obvious and say you will smell like a million bucks? Because you will!

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

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

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



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

Milus Launches Tirion Trietrograde Seconds Dlc Watch



Characterised by its triple retrograde seconds, the TIRION TriRetrograde watch is a mixture of elegant watchmaking, technology and playfulness. Its unique style which plays on sophistication and perpetual mobility has made it one of Milus' emblems. Today, it is being presented in a sporting version with its DLC-treated case, its dial and its bezel in carbon-fibre.

The power of a style is frequent without betraying, and the style of this calibre. Open, multiple hands, visible bridges; Milus has created a signature that is unique, of being divided into multiple skeleton version or more "casual" TriRetrograde in a considerable



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Kitara is the guitar, reinvented.



It's 100% digital, giving guitarists a brave new world of electronic sound and expression - on stage and in the studio. With an onboard polyphonic synthesizer and multi-touch screen, Kitara allows guitarists to fully express their musical vision, creating electronic music that pushes the limits of what's possible.

Typical Kitara owners will include studio musicians, DJs, electronic musicians, ambient musicians, traditional guitar players and aspiring musicians looking for a truly unique experience to create, explore and share.

Features/functionality of Kitara and Kitara Special Edition Kitara and Kitara Special Edition include an innovative multifunction touchscreen, MIDI controls and an on-board polyphonic synthesizer with effects. Meticulously designed and crafted for musicians by musicians, Kitara and Kitara Special Edition allow players to explore and create limitless sound possibilities.

Why Kitara
Digital keyboards and drums have long given players the ability to explore new musical worlds. Digital guitars have been the missing piece of the puzzle. That's because the nature of guitars makes it difficult to create and control electronic sounds. Michael Zarimis, a passionate engineer and musician from Sydney, Australia, designed the Kitara break through these traditional constraints, allowing guitarists to join the digital world.

Saint Honore's accessories



Parisian luxury fashion house SAINT HONORE announced the launch of stylish accessories, the perfect companion for any gentleman. Designed and crafted with the same attention to detail as our timepieces, SAINT HONORE pens and cufflinks are the expression of true refined elegance. Since 1885, SAINT HONORE has been renowned as a trendy watchmaker synonymous with the world-famous "Paris-style", and have created collections of unrivalled design. From Paris to New York, and Tokyo to Dubai, the brand's exceptional watchmaking expertise exerts an irresistible attraction on those who love contemporary pieces.

Backed by "Swiss-made" quality, a unique spirit, high-status materials and bold finishes, SAINT HONORE offers watches, jewellery and accessories that reflect and interpret today's desires.

Today SAINT HONORE is a truly global brand with a presence in more than 50 countries and is a fast growing style icon and creative force to reckon with. With two production houses utilizing centuries old traditions and expertise and blending it with modern design trends to create a contemporary collection designed to meet the tastes of discerning audiences worldwide. SAINT HONORE's Tourbillon 1885 range has firmly established the brand's credibility and technical virtuosity amongst the elite of watchmakers.

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