

TIRES & AUTOMOTIVE PARTS MAGAZINE



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



**MERCEDES
UNVEILS VIRTUAL
CAR TO MARK
GRAN TOURISMO
ANNIVERSARY**



Teemu Valta
Export Manager, Nokian Tyres Plc

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NIKON 1 AW1
CAMERA





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PUBLISHER'S NOTE



The month of December has brought the year to a festive end. Greetings of the season and a very Happy New Year to all our readers!

The New Year is also that time of the year when we make resolutions that we will break a few days down the line. There is however one resolution we all should make and keep - that we will check the condition of our brakes and tires on a regular basis. Turn to page 38 to find out more about why regular checks can dramatically increase your safety and that of others on the roads.

The volatile price of natural rubber is a source of great concern for all tire manufacturers. This has led many of them to invest millions of dollars in research projects that may possibly make it easier and cheaper to manufacture synthetic rubber of high quality. Turn to page 42 to find out more about Michelin's efforts in this direction.

I had the good fortune to visit Automechanika Shanghai as a guest and meet hundreds of professionals in the automotive industry. What struck me most was the sense of anticipation they all had going into the New Year with sales zooming and new models being launched in all categories.

Our industry is one that has evolved at an amazing pace through the years with new concepts like hybrid vehicles and airless tires taking the market by storm on a regular basis. It looks like the Middle East, China and Africa are going to be the markets where all the action is going to be.

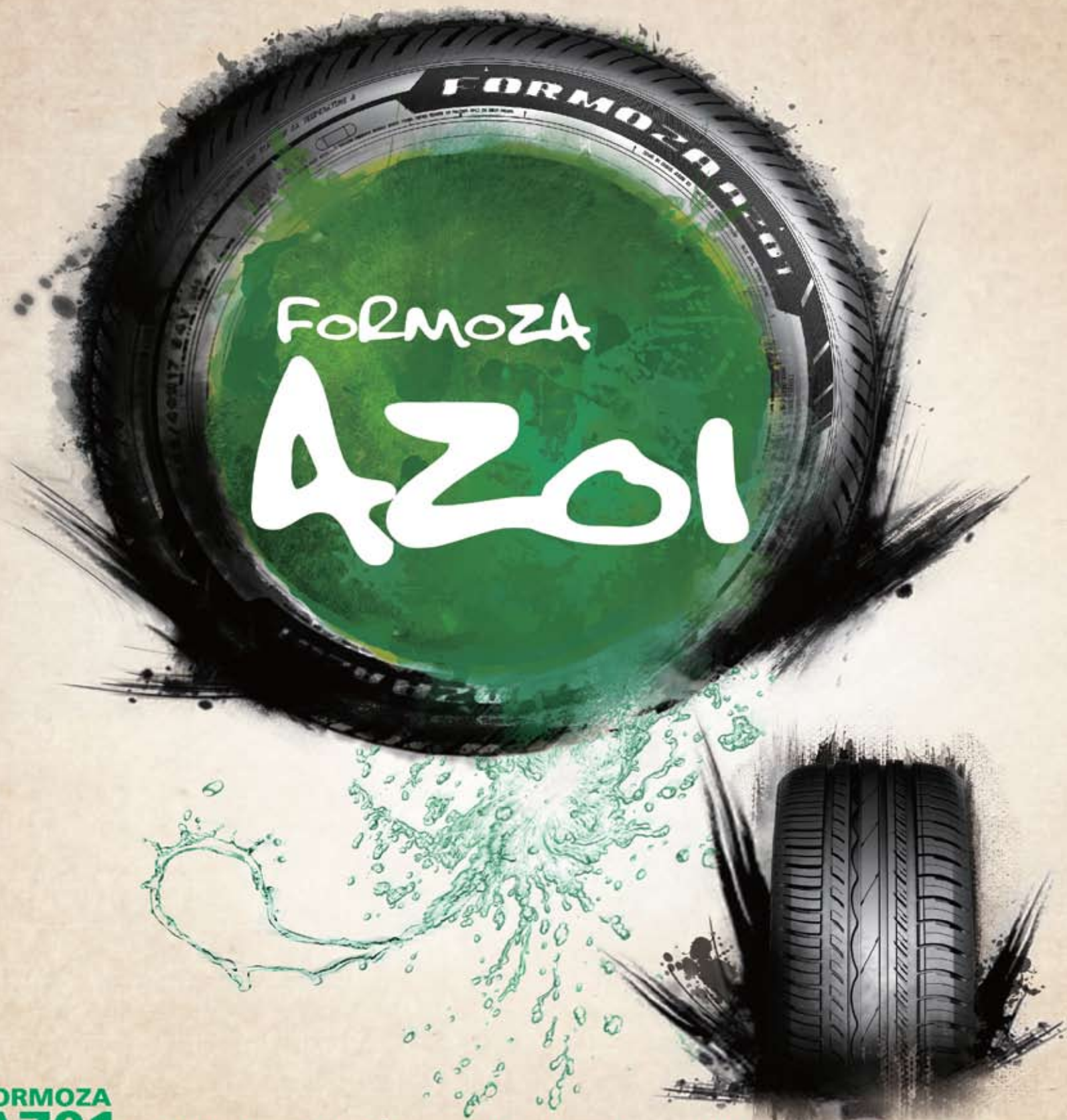
One thing I can guarantee in this New Year and in all the years to come. we will do our best to keep our readers informed of all the latest developments in the world of cars, tires and parts.

Once again, wishing you all a very Happy and Prosperous New Year!!!

Hamid Moaref

Publisher

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Teemu Valta

Export Manager, Nokian Tires Plc



Nokian Tires is a Finnish manufacturer of premium tires for cars, trucks, buses, and heavy-duty equipment. The company has been in the tire business from 1932 and has won many awards for its contributions to safety and environmental sustainability. We had an opportunity to speak to Mr. Teemu Valta, the Export Manager of Nokian Tires PLC when we visited the Nokian factory near St. Petersburg as part of a trip organized for the top dealers of Nokian Tires in the Middle East.

Can you tell us a little about yourself and how you came to be a part of the Nokian Tires family?

I just turned 40 years old. I came to be a part of the Nokian Tires family in May 2011, when the company was looking for new recruits to join their sales department. I was fortunate to be hired as the Export Manager. I have been dealing with international business for about a decade and this is my first job in the tire industry. I am very proud and pleased to be a member of the Nokian Tires family.

What do you like most about working at Nokian Tires?

We have a very good working environment in the company meaning that we all support each other and keep up the good spirit. In fact, we call this as special "Hakkapeliitta spirit" and it is an essential element of our work culture. Inventiveness is the key to our survival. We are driven by a will to learn, develop and create something new and this is what motivates me the most at Nokian Tires.

Can you tell us a little about the history of the company?

The Finnish Rubber Works was founded in 1898 and the factory in a town called Nokia was established in 1904. Manufacture of tires for cars began in 1932. In 1967, Nokia Corporation was established through a merger. Rubber, cable and paper divisions were created. Nokia Tires was spun off from the Nokia Corporation and Nokia Tires Limited was created in 1988 as a joint venture company. The name was changed from Nokia Tires Ltd. to Nokian Tires PLC (Nokian Tires means the tires of Nokia) when shares were floated on the Helsinki Stock Exchange in 1995.

Nokian Tires is primarily known for its range of range of winter tires. In a country like the UAE where the climatic conditions are totally different, why should customers opt for Nokian tires in preference to other brands?

Being an expert in winter tires does not mean that we have not taken summer tires seriously. On the contrary, we have adopted the same high levels of quality for our summer tires as we have for our winter tires. We have outperformed many other premium brands in many European summer tire tests.

From the customer's point of view, what other strengths does your range of tires offer?

Customers in the GCC market are brand oriented, especially when it comes to a brand of European origin and engineering. The other strength of Nokian tires in the GCC market where SUV segment dominates the market share is the comprehensive range of tires we have in SUV sizes.

It is also important to highlight the special features that Nokian tires offer, especially environment and safety awareness.

Of all the tires in the Nokian tire range, which tire is the most successful one and why?

It is by far our Hakkapeliitta winter tire, which came out the first time in 1936 after we had invented the world's first winter tire in 1934. From then on, all Hakkapeliitta tires have achieved several wins in tests conducted by both Finnish and international magazines. The tires have many technological innovations that improve the grip in demanding weather conditions, reduce the rolling resistance and consequently fuel consumption and carbon dioxide emissions.

Customers in this region are quite familiar with brands like Pirelli, Bridgestone and Michelin. What plans do you have to increase the brand recognition for Nokian Tires in this region?

Like any new product, we should focus on brand awareness that creates the exposure required in the market.

What criteria do you have for selecting sales partners here? What kind of support do you offer to your sales partners?

Our importer in the UAE has more than 25 years' experience in distributing and supplying high-end products where tires are concerned. Our market penetration is carried out through a well developed countrywide network of reputed retailers where we offer sales incentive programs as well as technical support.

What are the challenges you have faced when it comes to promoting your brand in this region?

UAE market as well as other markets in the region is influenced by high price competition due to the availability of more than 150 brands of tires.

How has the weakening rouble affected production, sales and profits? Didn't sales dip slightly in 2013 due to the currency rate factor?

The unfavorable currency exchange rate of the Russian Rouble during 2013 is estimated to generate a negative effect of approximately EUR 25 million on net sales and approximately EUR 14 million on operating profit of Nokian Tires Group in full year 2013. Due to the weakened Rouble exchange rate and softer market demand for tires in Russia, Nokian Tires' net sales and operating profit are estimated to be somewhat lower in 2013 compared to 2012. In 2014, the company hopes to be back on a profitable growth track.

In today's global scenario, which are the most promising markets for the tire industry? Where do you expect maximum growth?

Nokian Tires continues to win market share in Russia & CIS (Commonwealth of Independent States). In the Nordic countries, the company is the clear market leader in the premium

and mid segment winter tires. In Central Europe, the company has gained market share during 2013 in all product segments, especially in winter tires as well as SUV winter and summer tires. The GCC market is a very promising one for Nokian Tires and the sales growth here is expected to be the highest in the company. However, this is mainly due to the reason that we have been in the market only from the beginning of 2011.

Nokian has recently decided to integrate the heavy tires and truck tires divisions into the commercial tires unit from January 2014 onwards. At a time when all companies are focusing on decentralization, what led Nokian to take such a step?

The integration of two small business units' resources, operations and management gives us a better chance to develop operations and improve sales. In addition, the synergies of the integration clearly improve profitability.

Of the three categories of tires – commercial tires, truck tires and tires for heavy vehicles, which category will you be focusing on in the GCC market? Will your marketing strategy be different for each category?

At the moment, we are focusing only for PCR and SUV tires in the GCC market.

Can you tell us a little more about your plans to set up a new manufacturing facility in Western Europe? What kind of tires will be manufactured in this plant and what will its capacity be?

These plans are in a very preliminary stage and there is no fixed decision. So, it is too early to say anything yet.

Nokia has established retailer stores for tires and vehicle services through the Vianor store brand in North America. Many tire brands have done the same in this region. Are you planning a similar venture in the Middle East, possibly in collaboration with local partners?

Vianor chain is not amongst the plans for Middle East. At least, not for the near future.

What are the key factors you focus on when it comes to research and development and technological innovations?

New innovations are mainly based on safety, durability and needs of the end consumers. The construction of the tire needs to be lighter without sacrificing any aspect of durability. Also, rolling resistance needs to be minimized without sacrificing the grip.

Are there any new concepts that you have introduced when it comes to technologies for the future?

In early 2014, we will introduce something but that is all I can reveal at the moment.

Sustainability and fuel efficiency are the main buzzwords when it comes to vehicle design and car design today. What initiatives have been taken by Nokian Tires when it comes to these two aspects?

Rolling resistance still is and also will be one major part of development for all tire producers in the future. The problem today is the expensiveness of alternative materials. After these alternative materials have become less expensive, there is a possibility to take a giant leap forward in this field.

What do you think customers should primarily look for when they buy tires for passenger vehicles? What kind of basic information should they have to make the decision process easier?

When selecting a tire, always choose one that matches your usage in the best possible way. You should also support your decision by consulting the professional tire retailers and reading valuable information e.g. independent magazine tests.

In a desert environment like the Gulf region, what precautions should be taken to enhance safety and make tires last longer?

These are good rules:

Check your tire pressures regularly. Uneven inflation between tires affects the driving qualities of your vehicle and makes the tires wear unevenly. Remember to deflate tires pressure when you drive into desert. Safety precautions have to do more with handling rather than tires in desert environment.

2. Rotate the positions of your tires between the front and rear axles after every 5,000 to 10,000 kilometres (3,000 to 6,000 miles) as the tires wear differently in different positions.

3. Check that you mount your tires according to the rolling direction marking on the side of the tire.

4. Drive smoothly. Panic braking and side-slips shorten the useful life of tires.

5. Check your old tires for uneven wear when changing tires.

The fluctuating price of the main raw material for the production of tires, natural rubber has been a growing concern for the tire industry. Do you think the recent protests by farmers in Thailand to increase support prices for rubber will have an impact on the tire industry?

The main reason for price changes comes from the normal supply/demand situation on the market. Global tire demand and the growth rate in China has the biggest impact on the demand situation and usually the challenging weather conditions, like heavy rain or winter season in production areas, or price changes for other raw materials, like palm oil, have the most remarkable impact for the supply situation. Protests by farmers have of course an impact, but this usually has a very short term effect.

What is Nokian's strategy to handle this latest challenge?

Our strategy for natural rubber is to have multiple sources from Malaysia, Indonesia, Thailand, Vietnam and Africa, so that issues in one country will have minimal impact on our supply chain.

Do you think there will ever be a time when it would be possible to completely eliminate the industry's dependence on natural rubber?

There are many research projects underway to replace natural rubber with other natural products or with industrial/chemical products. So far, all projects are just in the beginning stage and on a very limited scale. It will take at least a couple of decades to eliminate the tire industry's dependence on natural rubber. Another thing is that natural rubber gives some beneficial properties for the tire which are really difficult to beat by the other materials.

What are some of the company's main weaknesses and strengths when it comes to positioning itself as one of the major tire manufacturers in the world?

In terms of volume, Nokian Tires is not amongst big players in the world. In fact, we are about the 17th largest tire manufacturer. Even though the size of the company could be regarded as a weakness by some, being a small player has its advantages. We can adapt ourselves better to changes and remain flexible. By focusing on the after-sales market (and on winter tires in particular), we have been able to keep ourselves as the most profitable tire producer since 1998. This is a great achievement.

Can you tell us a little more about the training programmes you have for your employees?

In June this year, we introduced our very own online training platform called Hakkapeliitta eAcademy for all our employees. In this "eLearning environment" many useful courses are available like our strategy course "Hakkapeliitta Way", development discussions, product trainings and much more.

To conclude on a happy note, can you please share some of your proudest moments during your stint at Nokian Tires?

Proudest moments are always when I have hosted a group of guests and during farewell I can see that everyone has enjoyed the visit. So far, all the visits have been successful.

What the purpose of organizing this dealer visit to St. Petersburg?

The purpose of the event in St. Petersburg is to visit one of the most modern tire factories in the world, namely our factory in Vsevolozhsk near St. Petersburg. It is also equally important to discuss the development of Nokian Tires in the GCC market. And let's not forget they will also get to enjoy one of the most beautiful cities in Europe, St. Petersburg.



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LA FERRARI PROVES TO BE A BESTSELLER

The price tag may be a bit steep at \$1.4 million, but right now you just can't get what is called the hottest car in the autoworld, for love or for money. Ferrari's fastest and most expensive model ever, La Ferrari has been completely sold out. The best part is that it is a hybrid.

The company claims that the car's top speed is 350 kilometers per hour and that it takes less than three seconds to accelerate from 0-100 kilometers per hour.

While luxury carmakers like Jaguar and Daimler are trying to appeal to the more price-conscious customers with lower-end models, Ferrari is focusing on its niche positioning as a maker of luxury cars. The chairman of the company, Luca Cordero Montezemo had revealed to the media earlier this year that in order to protect its brand value, the annual production of Ferrari cars in 2013 would be limited to only 7,000 cars. This is why the entire production run for LaFerrari was capped at only 499 units. The strategy seems to be working so far with Ferrari's revenues rising more than 6 percent to \$2.3 billion at the end of the third quarter of 2013 and profits increasing by 20 percent to \$350 million as per reports on CNBC.

Customers view the car not merely as a status symbol or as a luxury toy but also as a sensible investment, especially when investments in the stock market, real estate or even gold have proved to be riskier than they used to be. Vintage cars seem to be a good alternative for the ultrawealthy to park their funds with a 1963 Ferrari 250 GTO selling for \$52 million this year. In this context, a LaFerrari at \$1.4 million whose value will only increase as the years pass by sounds like a really good deal.

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It takes 25 hours to build a car of which 10 hours are spent on the paintwork.

JAGUAR-LAND ROVER CROSSES ONE MILLION MARK AT HALEWOOD PLANT

The Jaguar-Land Rover brand is known more for its luxury cars than numbers. But the company crossed a really significant milestone at its Halewood plant near Liverpool, England, when the millionth vehicle came off the assembly line. The 10,00,000 figure was reached after a record breaking production run of 220,000 Range Rover Evoque, the smallest and most efficient Range Rover ever in a mere 24 months.

The customized white crossover Range Rover Evoque, with a Firenze red roof and mirrors, black wheels, luxurious red and black interiors and sports seats will be donated to Cancer Research UK. Cancer Research UK is an organization that raises funds for cancer research and clinical trials of new cancer drugs in North-West UK and in 2012 alone had spent almost £21 million to combat this disease. The organization plans on auctioning the Evoque in 2014 and will use the proceeds to fund projects in the north-western part of the country.

Richard Else, Operations Director, Halewood, said: "We are delighted to be celebrating this huge milestone for Halewood. This unique Evoque looks stunning and is a one-off vehicle that will raise money for Cancer Research UK projects here in the North West."

He added that many members of the families of his team had been diagnosed with various forms of cancer over the past years and the company was proud to donate the vehicle to raise funds for such a good cause.

The best-selling Jaguar X-Type and X-Type Estate, Jaguar's first estate vehicle were manufactured at the Halewood plant from 2001 to 2009. The facility was then used for the Land Rover LR2 / Freelander 2 before starting the production of the Evoque a year and a half ago.

The demand for the Range Rover Evoque on a global basis has outpaced the company's expectations with 18,000 advance orders before the vehicle's launch in July 2011. With growing demand for the Evoque and the Land Rover Freelander 2 and the plant shifting to a 24-hour operating cycle over the past year, this significant production milestone was achieved sooner than expected.

"The 1,000,000" Halewood built Jaguar Land Rover vehicle



Fuji White and Firenze Red Range Rover Evoque is Halewood's millionth vehicle produced since 2001



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					LOAD in Kg (Lb)	IP in Kpa (Psi)	LOAD in Kg (Lb)	IP in Kpa (Psi)				
315/80R22.5 CEAT PRO R10	18	J	154/150	M	3750 (8270)	830 (120)	3350 (7390)	830 (120)	9.0 x 22.5"	1076	316	14.5

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Mercedes Unveils Virtual Car to Mark Gran Turismo Anniversary

Everyone who has ever had a PlayStation is familiar with the highly popular Gran Turismo series of racing video games. They were developed exclusively for PlayStation Systems by PolyPhony Digital. To mark the 15th anniversary of the series, the company's president, Kazunori Yamauchi asked automakers to come up with their ideal sports car of the future in a project known as "Vision Gran Turismo".

Mercedes-Benz was the first company to take up this challenge to make a virtual car with an outstanding design that could also race on the video game's virtual tracks in tough conditions. The AMG Vision Gran Turismo looks like a typical sports car with a long hood and a compact teardrop shaped cabin to accommodate the driver and passengers.

The company's design team demonstrated amazing attention to detail with the model having rain light, exposed hood latches and filler cap, integrated air scoops and a rear air diffuser inspired by F1 cars. The model comes complete with a special V8 engine sound for the virtual 577hp AMG V8 biturbo engine in the AMG Vision Gran Turismo. The front grille car of the car is an updated version of the 1952 300SL racing car's grille with the star emblem and a louvered structure. The only difference is that the slats of the grille are fitted with variable LED lights to produce different illumination patterns. You might possibly see this feature in one of the new Mercedes models soon.

Mercedes unveiled a 1:1 scale model of the AMG Vision Gran Turismo at the 2013 LA Auto Show and the virtual model is already available through Gran Turismo 6 as the first vehicle in the "Vision Gran Turismo" series. All Gran Turismo gamers will get access through online updates to new virtual cars as more and more auto makers take up this design challenge.



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THE MINI HAS A CAR FOR EVERY KIND OF DRIVER



MINI Cabrio

The MINI has a small car to suit every kind of driver – whether you are a fashionista or a speed demon. With the MINI family growing through the years, there are now seven models that you can choose from based on your driving style and preferences.

If you have an eye for fashion, the MINI Cooper or the MINI Cooper S with its sleek lines and powerful 184 hp turbocharged engine is the perfect car for you. The MINI Hatch, the three door hatchback, is good both on the highways and in an urban setting with a design that has already made waves but stayed true to the classic Mini.

If you love driving with the top down for a touch of warmth, the four seater MINI Cabrio its soft top is a perfect fit. Even while driving, the top can be folded back with the touch of a button in just 15 seconds. Complete with the Openometer to keep track of the time you spend with the top down, the Cabrio is fuel efficient as well with a fuel economy of 25 kilometers per liter.

If you are the practical sort who is concerned about plenty of space for cargo and people, the MINI Clubman should be your car of choice. It can seat four people and is similar in design to the bestselling MINI cars of the 60s, 70s and the 80s – the Morris Mini Traveller, the Austin Mini Countryman, and the Mini Clubman Estate. With plenty of space and easy access to the back seats through a unique club door, the MINI Clubman can accommodate luggage capacity up to 930 liters if the back seats are folded flat and 260 liters if the rear.



For big car lovers, in the SUV category, the MINI Countryman is a crossover with four doors, lots of storage space and an optional all-wheel drive. With an engine offering 122hp to 218hp the MINI Cooper Countryman gives you maximum bang for your buck.

The MINI Coupe with its stylish design and great roof will turn heads wherever you go. It is a great car for those who love a sporty ride with its high performance, reinforced chassis and low center of gravity. When the car reaches 80 km/hr, the rear spoiler is activated. You can carry your bags along too with 280 liters for luggage space.

For speed demons, the two-seater MINI convertible gives you plenty of driving excitement with a top that can be put down in just 10 seconds and dynamic engine options that offer an output from 122hp to 211hp depending on the engine that is fitted in the car.

The MINI Paceman was launched just this year and the company claims it is the first sports activity coupe in the compact car segment. With two doors and a big tailgate, it offers a good combination of stylish design, high performance, plush interiors and sheer practicality. The John Cooper engine can deliver power up to 218 hp. The car can go from 0-100 km/hr in less than seven seconds and is fitted with standard all-wheel drive. The car rates quite highly when it comes to fuel efficiency yielding 100 kilometers for a consumption of 7.4 liters/100km. The car has plenty of space for luggage too - 1080 liters when the rear seats are folded back and 330 liters when they are not.



MINI Clubman



MINI Countryman



MINI Coupe



MINI Hatch

MINI Paceman



MINI Roadster



BENTLEY RETURNS TO RACING ON ABU DHABI CIRCUIT

Bentley is a brand that is well known for naming its cars after famous race circuits like the Mulsanne and Arnage. In the 1920s, the company had won of the toughest races in the world, the 24 Hours of Le Mans five times, but it did not return to that race till it participated and won in 2003. Now, after a long gap of a decade, Bentley has again returned to the racetrack.

The team that had made a name for handling Ford's participation in rallies, team M-Sport was tasked with developing a car for Bentley's racing ambitions. At the Paris Motor Show in 2012, the company had unveiled its Continental GT3 for private racers.

The first race the new car developed by Team M Sport participated in was the Gulf 12 Hours that was held on the Yas Marina Circuit in Abu Dhabi this month. The Continental GT3 battled it out for the top position with competitors like the Mercedes-Benz SLS AMG, the Ferrari 458 and the McLaren 12C.

For a marquee that was participating in racing after such a long time, Bentley fared really well. The race consisted of two six-hour sessions, the Continental GT3 placed a respectable third and fourth in the first and second heats respectively.

The Abu race was essentially the curtain raiser for the next season when the Bentley team will be a team to watch in all the races of the 2014 Blancpain Endurance Series.



Lotus Blooms in the UAE with Showroom in Festival City



Lotus partnered with Trading Enterprises, part of the well known Al-Futtaim Automotive Group, to establish its presence in the UAE with a flagship showroom in Dubai Festival City's automotive park. The opening of the showroom was also the occasion to mark the launch of the Lotus Evora and Evora S models in the UAE.

The 425 sq m state-of-the-art showroom was inaugurated by Len Hunt, President, Al-Futtaim Automotive Group and Aslam Farikullah, the Chief Operating Officer of Group Lotus plc.

Decorated in the signature monochrome Lotus colors, the showroom offers a variety of merchandise such as apparel, leather accessories, caps and keychains in the Lotus Originals boutique in addition to the luxury cars the company is known for.

At the opening, Aslam Farikullah, the Chief Operating Officer of Group Lotus plc said that he was excited about the company's entry into an important and strategic market like the UAE. Lotus is a brand which has a longstanding association with F1 and motorsports and customers in the country will now have a chance to experience the thrill of driving the powerful luxury cars.

Len Hunt, the President of the Al-Futtaim Automotive Group said at the opening, "We are delighted to open the flagship Lotus Cars showroom in the UAE. The brand is truly a global automotive icon and is special to be part of with its rich history, styling, innovation and advanced engineering. The UAE is a vibrant market with a number of young trend setters and we believe customers will appreciate the brand and what it stands for. We look forward to welcoming customers to the new showroom that is sure to set the benchmark for all Lotus showrooms across the UAE."

The Evora that has made a mark on the automotive scene as the world's first and only mid-engined 2 + 2 sports car caught the attention of all who attended the launch. Commenting on the UAE launch of the car, Len Hunt stated that the Evora is for those drivers who enjoy driving a powerful car on the open road. He was confident that the Evora would make an impact on the UAE market with its combination of stylish looks and superior performance.

The flagship showroom will display models of the Evora and the Evora S that have been specially modified for the high temperatures in the UAE. Each car comes with three years unlimited mileage warranty cover.

NISSAN NOTE POWERS NEW GUINNESS WORLD RECORD

Zydrunas Savickas has been in the news several times for his feats of strength. He is a powerlifter who has won every major strongman competition, including the Arnold Strong Classic six years in a row from 2003-2008. Known affectionately as "Big Z", he created a new Guinness world record under the category "the most number of cars pulled by one man" on December 1, when he pulled 12 Nissan Notes with a combined weight of 28, 530 pounds (12,941 kg) over a distance of 16.4 feet in just 32.9 seconds. He was allowed only one attempt to break the previous record and used a customized pulling and rope arrangement to perform the feat.

The attempt was made in Savickas's native Lithuania in Druskininkai on the concluding day of the Car of the Year test camp and Jock Brockbank from the Guinness Book of World Records was on hand to present Savickas with the certificate to mark his achievement.

"It is always great to set a new record and once I got into my stride pulling the 12 Nissan Notes, it was fine. Obviously, a big thank you to Nissan for helping me set the record and making it all possible," said Savickas.

The Nissan Note was launched in Europe earlier this year and is a compact five-door hatchback with manual transmission powered by a 1.2 liter four-cylinder gasoline engine. It rates highly when it comes to style, comfort, performance, fuel efficiency and value for money. It is also more eco friendly with lower carbon emissions.

This would be the second time this year that Nissan has entered the Guinness Book of World Records. In August, Nissan had collaborated with the Electric Vehicle Union and the Norwegian EV Association for setting a record when it came to driving the maximum number of electric vehicles at one time when 260.5 electric vehicles took to the road, taking into account the half LEAFs as well. The majority of the cars were Nissan LEAFs and half LEAFs.



Zydrunas Savickas pulls 12 Nissan Notes to break Guinness world record

Daimler AG Acquires 12% Stake in Chinese partner BAIC Motor



Senior executives from Daimler and BAIC

Daimler AG has had a longstanding partnership with the passenger car unit of one of the top auto manufacturers in China, the Beijing Automotive Group (BAIC Group). Now the company has taken this partnership one step further by acquiring a 12% stake in the company for an undisclosed sum. Daimler's acquisition will be financed through the issue of new shares equivalent to the value of the 12% stake in BAIC. The two companies signed an investment agreement earlier this year and the transaction was finalized after receiving clearance from Chinese authorities.

This is the first time a Chinese OEM is receiving investment from a non-Chinese automotive company. BAIC Motors has plans to go public by issuing an IPO in the future. Subsequent to the deal, Daimler will receive two seats on the Board of Directors of BAIC Motor and BAIC will also increase its stake in the production joint venture Beijing Benz Automotive Corporation (BBAC) from 1% to 51%. On the other hand, Daimler will increase its stake in the integrated sales joint venture Beijing Mercedes-Benz Sales Service Corporation (BMBS) from 1% to 51%.

Speaking of the deal, Dr. Dieter Zetsche, CEO of Daimler AG stated: "This strategic investment proves our long-term commitment to both the key market China and our trusted partner BAIC Motor. Going forward, the cooperation between Daimler AG and BAIC Motor will contribute towards increasing our footprint in China and so enable us to actively participate even better in the huge opportunities the Chinese automotive market offers."

BAIC Chairman Xu Heyi stated that the deal was yet another milestone in a historic ten year partnership that has already demonstrated great success with collaboration in production and sales activities for all products ranging from passenger cars to trucks.

The culmination of this deal is a truly fitting way to mark the tenth anniversary of the longstanding partnership between these two giants on the automotive scene.

FORD TRIES TO WIN MARKETS AND MINDS WITH NEW LOOK MUSTANG

There was once a time when the Mustang was the only American sports car worth the name. It inspired the R&B song "Mustang Sally" and was a staple in Hollywood movies. The Mustang first rolled off the assembly lines into the minds of car lovers in April 1964. The car has evolved through the decades with many variations in design and style and more than 9 million units have since been sold.

The Ford Motor Company whose fortunes have been fickle in the recent past is now making an attempt to improve its image by launching a revamped Mustang, the sixth generation of the iconic American car for its 50th anniversary.

With this new Mustang, the company will make an attempt to emerge as the leader in the niche segment known as "pony" cars for the horse icon. They are bigger than the typical European sports cars but are still recognized for their style and performance. General Motors is Ford's main competitor in the US market and has fared better than Ford with its redesigned Cadillac and Chevrolet Camaro models.

This version of the Mustang is the most elegant and stylish one ever. To emphasize Ford's global ambitions for the car, it was launched simultaneously in six cities spread over four continents; Dearborn, New York, Los Angeles, Barcelona, Shanghai and Sydney.

The car retains the classic style of the Mustang with the latest design elements and technological innovations from Ford including a lighter body to improve fuel efficiency, a new chassis, more advanced suspension, sloping rear windows, a trapezoid front grille, a spacious aircraft inspired cockpit, and "three-dimensional, tri-bar tail lamps".

Moray Callum, Ford executive director, design, The Americas, said: "You only get one chance to make a first impression and when you see this car, you immediately see a Mustang strong and true."

Buyers will be able to choose from models with different engine options such as the 2.3-litre four-cylinder Ecoboost engine with turbocharger and the top GT model that will be powered by a 5.0-litre V8 engine.

The new Ford Mustang will be available in the US from 2014 and in Europe from 2015.



The new look Ford Mustang

MASERATI PLANS YEAR LONG CELEBRATIONS TO MARK CENTENARY

Renowned Italian car manufacturer Maserati is embarking on a year-long celebration to mark the company's first 100 years of production. The company was established in Bologna, Italy on December 1, 1914 by Alfieri Maserati and his two brothers, Ettore and Ernesto who were all racing enthusiasts. They were joined by another brother, Bindo when Alfieri died in 1932 and the fifth brother, Mario who had a flair for design and came up with the renowned Maserati logo.

The new centennial logo to commemorate the milestone was launched at the Los Angeles Auto Show featuring the famed Trident, the years 1914 and 2014, and the Maserati text. The tagline of the promotional campaign is "The Opposite of Ordinary". Maserati's renowned Trident was inspired by the classic sculptures of Italy. The centennial logo too captures this love for Italian art and the essence of the company's racing heritage. It resembles a medallion more than a graphic.

The celebrations come at a time when the company is riding a wave of marketing and financial success with increasing brand recognition and more than 23,000 orders on a global basis. Though positioned as a vehicle for the super rich, Maserati cars are seen on the roads of more than 70 countries with China being the second largest market.

The first car Maserati produced was the Tipo 26- a race car that debuted in 1926 with a victory in the 1926 famed Targa Florio race. It went on to win a slew of other races including two editions of the Indy 500, 9 Formula One races and the 1957 F1 World Championship. In 1947, Maserati launched the A6 Grand Tourer, its first passenger car. In 1963, Maserati came up with the world's first sports luxury sedan in the first generation Quattroporte.

2013 was a year in which Maserati continued this long heritage of cars that are notable for their design and performance with the launch of the new Quattroporte and Ghibli.

A number of events are being planned to celebrate the centennial year in all main Maserati markets. The celebrations began with the launch of a book "Maserati – A Century of History" on December 6th at the Maserati HQ showroom in Modena. The book coauthored by four highly qualified writers details Maserati's 100 years in the automotive industry with regard to three aspects: the history of the company, the range of models and motor sports.

The main event though will be a three day fest in Modena from September 19 through September 21, 2014 when at least 250 Maserati models from all over the globe will converge on the town to partake in races and in scenic drives.

Modena will also be the venue for an exhibition to showcase some of the most famous models in the company's history at the Museo Casa Enzo Ferrari. Both passenger cars and race cars which shaped the course of Maserati's history will be included in the display.

Maserati has set up a website, maserati100.com - to keep customers and fans up-to-date on the centennial celebrations with plenty of downloadable content and an option to vote for their favorite Maserati model. On twitter #Maserati100 is the official hashtag for keeping an eye on the Centennial news.

The celebrations will come to a close with an official event on Sunday, December 14, 2014.



2014 Corvette Stingray Proves Its Mettle By Bagging Three Industry Honors

Leading industry publications in the Middle East have recognized the 2014 Corvette Stingray which was launched at the Dubai Motor Show in November as one of the leading sportscars in the region. The car won the "2013 Sportscar of the Year" award from Sports Auto and Car Bazar while Car and Driver honored the Stingray with the "Muscle Car of the Year" award.

The 2014 Corvette Stingray is an extraordinarily powerful car and is fitted with a new LT1 6.2L V8 engine having an output of 455 hp and 610 Nm of torque. The car can go from 0-100 km/h in just four seconds. The fuel efficiency is also quite good for such a powerful car with the mileage being 8.1 liter/100km on highways. This makes the 2014 Stingray a really outstanding performer in this regard.



The basic Corvette model was rebuilt from scratch to make the Corvette Stingray with totally new design when it comes to the exterior and the interiors. A new frame, structure and chassis, and powertrain were added with only two parts being retained from the previous models. The resulting model with its stylish design, excellent craftsmanship and cutting-edge technological innovations is truly worthy of the awards.

"We are honored to have won the highly-coveted SportsCar of the Year and Muscle Car of the Year accolades. These awards recognize the beautiful design, performance excellence, technological advancements and innovation prowess of this fantastic vehicle," said Maurice Williams, President and Managing Director of General Motors Middle East. "The 2014 Corvette Stingray perfectly fits those criteria further cementing the Stingray's iconic reputation as one of the most hallowed names in automotive history"

The Corvette Stingray 2014 will be available in the Middle East from early 2014.



JAFZA Highlights Dubai's Growing Importance as Trade Destination to Attract Asian Auto Majors



Jebel Ali Free Zone (Jafza), the flagship free zone operation of Economic Zones World (EZW) used Automechanika Shanghai held from December 10-13 as a platform to highlight the benefits of establishing a presence in the free zone. Dubai has become the hub of the automotive trade in the Middle East region due to its strategic location, excellent infrastructure and a supportive environment created by the UAE government for the development of international trade.

More than 500 companies in the automotive sector including parts, equipment and service suppliers have established a foothold in the region by setting up offices, factories and distribution centers in Jafza. These include well known brands like Honda, Ford, Nissan, General Motors, Schaeffler and Mobis to name just a few. The automotive trade in the free zone in the past year crossed USD 4.2 billion.

Commenting on Jafza's participation in Automechanika Shanghai 2013 Ibrahim Mohamed Al Janahi, Deputy CEO and Chief Commercial Officer of Jafza said, "The automotive sector in the GCC and the Middle East is buoyant and growing in double digits. The automotive aftermarket in the region is predicted to hit USD 14.4 billion in 2016. This provides huge opportunities for Asian multinationals in the auto sector in the region. We would like auto industry majors in Asia to come to Jafza to take advantage of the growing opportunities in the region. Jafza is the only regional trade and logistics hub in the world which is located between a world-class seaport and an international airport."

In the past two years alone, as per statistics released by the government, the auto sector has grown between 20 and 40% while the spare parts market has witnessed a 25% growth.

Arabian Automobiles Honored with 'Hall of Fame' Award for Strategy Excellence

Arabian Automobiles, the mainstay of the AW Rostamani Group and the sole dealer for Renault, Nissan and Infiniti in Dubai and the Northern Emirates has been recognized as a trendsetter in strategy execution by the Palladium Group. The company joins an elite club of internationally renowned companies and government bodies such as Siemens, Canon, Hilton, HSBC, Infosys, The Executive Council - Government of Dubai, Du, Dubai Police, Dubai Water & Electricity (DEWA) and DUBAL that have previously received this honor.

With this recognition, Arabian Automobiles is the first family owned Emirati company to gain entry into the Balanced Scorecard Hall of Fame. Other companies from the UAE that gained entry into the Hall of Fame this year included the Road & Transport Authority (RTA) and Emirates Identity Authority.

The Hall of Fame award recognizes companies that have demonstrated excellence in the development and execution of effective business strategy through use of the Balanced Scorecard, one of the world's premier strategy management systems. The Balanced Scorecard system was developed 20 years ago by Dr. Robert Kaplan and Dr. David Norton, who established the Palladium

Group and has been widely used by corporations, government organizations and non-profit organizations to run organizations in a successful and systematic manner. Past recipients of the Hall of Fame award include 179 organizations from 35 countries across the globe. Every year, Boston based Harvard Business Publishing publishes a report profiling the inductees into the Hall of Fame.

The award for Arabian Automobiles was received by the Chairman of AW Rostamani Group, Mr. Abdul Wahid Al Rostamani and Mr. Michel Ayat, CEO, Arabian Automobiles from Dr. David Norton and Dr. Robert Kalpan during a formal function held at the Harvard University campus in Boston.

On receiving the award, Mr. Abdul Wahid Al Rostamani, Chairman of AW Rostamani Group said "Our vision was to build and grow a group of companies that formed a springboard for dynamic growth in the global marketplace. While our mission is to enrich our customers' lives through our people, products and services, our Group's underlying set of core values forms the soul of each of its companies in line with the vision. This award is a testimony that we are executing the strategies effectively". Mr Abdul Wahid Al Rostamani added that the award will inspire the AW Rostamani group of companies to achieve greater heights of excellence and deliver better results for all their stakeholders. He added that he hoped this achievement will encourage other organizations in the Middle East to also pursue excellence in execution of business strategy.

Mr. Michel Ayat, CEO, Arabian Automobiles, said that the AW Rostamani Group had aimed to become a world-class organization right from the beginning by establishing best practices when it comes to the organizational structure, strategies and delivery. Combined with a passion for excellence and commitment to all the stakeholders, this vision culminated in a level of excellence that made the organization worthy of the award.

PORSCHE CAYENNE GOES PLATINUM



Porsche has just launched a new edition of the famed Porsche Cayenne. The Porsche Platinum Edition incorporates as standard many options that are optional extras in other models such as a Bose audio system, Power Steering Plus, Park Assist, Convenience Package and Tiptronic S transmission. The Convenience Package comprises every imaginable convenience a driver and passengers would need including a high-end communications system with a high-resolution 7-inch touchscreen for navigation, heated front seats, Driver Memory Package seats, a moonroof and BiXenon headlights with Porsche Dynamic Light System (PDLS).

Available in two models, the 3.6 liter V6 and the 3.0-liter turbodiesel V6, the Porsche Platinum model comes with silver accents in the grilles, window trim and the rear spoiler. In spite of having a really powerful engine, the Porsche Platinum will have comparatively low emissions and high fuel efficiency.

The interior has a luxurious feel with two-tone partial leather upholstery in black and beige. Fully leather interior is an optional extra. The steering wheel has a stylish and sporty design with paddle shifters, the headrests are embossed with the Porsche crest and even the floor mats are color coordinated in Luxor Beige.

The Porsche Platinum will be available in standard black and white colors. Extra color options at an additional cost include Meteor Grey Metallic, Basalt Black Metallic and Mahogany Metallic. Another color option that is available only for the Porsche Platinum is the Carrara White Metallic shade. The wheels too have been customized for this model and it is fitted with 19 inch Cayenne Design II wheels sporting a full color Porsche crest.

The two new Platinum Edition models went on sale in Europe from December and will be available in the U.S. starting this month.

Jaguar Scores Over Mercedes With Spoof of Chicken Ad

Magic Body Control?
We prefer cat-like reflexes.



Jaguar is going great guns. The company is cementing its position as a luxury brand with the new F-type. Plans are also afoot to make a compact sedan that will take on BMW's 3-series and a crossover with a sleek design and performance to rival any German luxury car. Now, the company is sharpening its claws when it comes to promotional campaigns with a new advertisement.

Mercedes Benz had recently launched a 50 second ad that used chickens to showcase the "Magic Body Control" suspension of its new S-class model. Magic Body Control is a feature in which a number of cameras and sensors are used to sense bumps ahead and make the ride as smooth as possible by adjusting the suspension.

The ad proved to be a viral hit with 7 million hits on Youtube and featured a group of chickens dancing to Diana Ross's "Upside Down" while their heads remained immobile.

Jaguar has now gone one better with its very own spoof of the Mercedes ad named "Cat vs. Chicken". In the ad, an engineer holds a dancing chicken that eventually disappears when a jaguar pounces on it. The tagline says it all "Magic Body Control? We prefer cat-like reflexes".

With the chicken turning to toast, the ball is now firmly in Mercedes's court. Sure, selling luxury cars is serious business but a touch of humor never hurts. We are eagerly waiting to see who will have the last laugh.

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Lamborghini Opts for Spectacular Veneno Launch on Aircraft Carrier

The Lamborghini Veneno is a truly special limited edition car. There will be only nine Venenos ever and each model comes with a hefty price tag - \$4.47 million. A spectacular hypercar like this needs an equally spectacular launch and that is how the Veneno was launched in the UAE. It was unveiled abroad the Italian aircraft carrier Cavour that was docked off the Abu Dhabi coast in the port of Mina Zayed in Abu Dhabi.



The Lamborghini Veneno, ready to take on the world

The Veneno took centerstage on the 787-foot flat-top of the aircraft carrier among a host of luxury products of Italian origin. The Lamborghini Veneno was the only entry from the automotive industry.

"We are honored that Lamborghini was chosen to represent the Italian car industry in the UAE, as a perfect example of iconic Italian super sports cars, and that we have the opportunity to show the Veneno Roadster for the first time in Abu Dhabi," said Lamborghini chief Stephan Winkelmann.

He added that Lamborghini's stylish sports cars are highly popular in the UAE and the region is one of the company's biggest markets.

The twelve cylinder engine provides an output of 552 kW/750 hp. The Lamborghini Veneno is a roadster that combines the best aspects of a sports car and an SUV with outstanding design, an open roof, a five speed transmission, top speed of 355 km/h and the ability to accelerate from 0 to 100 km/hr in a mere 2.9 seconds. Positioned as one of the most exclusive cars with only nine pieces, each proud owner will be able to choose a customized color and own a piece of automotive history.



Rolls Royce Brings Glory to China with New Canton Glory

China is proving to be one of the largest markets for Rolls Royce with the dealerships in Beijing and Shanghai fast racing to the top spot. This is probably the reason why within two months of the last special edition for China, Rolls Royce has returned to China with another customized Rolls Royce Ghost, the Rolls Royce Canton Glory. The car is named after the famous landmark, Canton Tower in Canton.

The model was unveiled at the Guangzhou Auto Show and there were just two Canton Glories that were probably booked well in advance. The luxurious interior had a two-tone color scheme teaming burgundy with blueish silver and white reminiscent of the night sky in Canton. The emblem of Guangzhou, the Five Rams symbol was also incorporated throughout the car; in the veneer panels, the headrests, the coachline and the dashboard.

Rolls Royce used the Guangzhou Motor Show as the venue for the company to launch the "Bespoke Atelier" program in China. Customers with deep pockets now have the opportunity to get more personalized touches for their very own Rolls Royce.

Henrik Wilhelmsmeyer, director of mainland China for Rolls Royce said, "We know that our Chinese clients value the level of exclusivity that Bespoke provides, which is why we have brought the spirit of Bespoke to the Guangzhou Motor Show. We believe that our cars are the perfect tribute to this prosperous and sophisticated city and the best ambassadors of the craftsmanship and design excellence of Rolls-Royce Motor Cars."

The Last Gallardo

The Lamborghini Gallardo is one of the most successful sports cars ever. It made waves for its stylish design and the amazing performance of its V10 engine when it was launched at the Geneva Auto Show in 2003.

In the first four decades of the company's existence, the company used to cap the annual production at an average of 250 cars. The Gallardo however turned into an Italian icon and proved to be a bestseller with a relatively high annual production run of 2,000 cars.

There were 32 variants of the Gallardo model with the most spectacular models being the Super Trofeo Stradale and the Gallardo Squadra Corse. The car was sold in more than 45 markets across the world and still managed to retain its exclusivity with its outstanding performance, smooth handling and driving pleasure.

The company made continual improvements to the model, some of them being the provision of higher horsepower, the introduction of direct injection engines, rear-wheel drive models and the open top version named the Spyder like the Gallardo LP 550-2 Spyder. In the half century since the Automobili Lamborghini was established, almost half of the 30,000 Lamborghinis produced were Gallardos. Special Editions were also created for different markets like India, Singapore, Malaysia and China.

In the year of Automobili Lamborghini's 50th anniversary, the Gallardo success story has now come to an end with car number 14,022. After a decade, Lamborghini has now decided to end the production of this bestseller to pave the way for the entry of another model that will reportedly be named the Cabrera though there has been no confirmation from official sources regarding this.

The last Gallardo that came off the production line in the historic factory buildings of Sant'Agata Bolognese was a LP 570-4 Spyder Performante in a shade of Rosso Mars (Mars Red). This was the 14,022nd Gallardo ever made and had already been booked by a private collector.



MARY BARRA BREAKS GLASS CEILING TO TAKE OVER AS GM's FIRST WOMAN CEO



Women play a crucial role in 80% of all car purchase decisions. So, it is highly surprising that no woman has yet had the chance to head any of the major car companies. Mary Barra of General Motors finally broke the glass ceiling when she took over as the CEO of the company from Dan Akerson on December 14. She will also be joining the Board of Directors of General Motors.

Mary Barra was previously the company's senior vice president for global product development, responsible for the looks and engineering of all of GM's eleven brands on a global basis. Having qualified as an engineer, she has been with the company for 33 years, starting as intern and then progressively moving on to bigger and more important roles such as plant engineer, vice president of Global Human Resources, executive director of Competitive Operations Engineering and vice president of Global Manufacturing Engineering. There is a family connection too. Her father was a tool-and-die maker at the Pontiac plant of General Motors for 39 years.

Barra qualified as an engineer from the General Motors Institute which has since been renamed as Kettering University and completed her MBA from Stanford University.

Barra is credited with being part of the team that turned around the GM's fortunes. She led the team that created the latest model of the Chevrolet Impala and the Silverado which were chosen by Consumer Reports as the best sedan and the best pickup. The Cadillac CTS recently emerged as the topper in the annual Initial Quality Study conducted by J.D. Power & Associates. This was the first time in 27 years that an American car had received this honor.

Barra is taking over at a time when General Motors is poised for further growth after recovering from the bankruptcy. For the third year in a row, the company has reported profits. The share price has reached record levels, GM regained entry into the Standard & Poor's 500 stock index and the US government which had bailed out the company during the financial crisis has just offloaded all its stock in the company.

"With an amazing portfolio of cars and trucks and the strongest financial performance in our recent history, this is an exciting time at today's GM," said Barra. "I'm honored to lead the best team in the business and to keep our momentum at full speed."

As the fifth CEO at GM in four years and the most powerful woman in the automotive industry, it remains to be seen how GM will fare under her leadership.

Michelin Bags OEM Fitment for New Ferrari 458

With tires becoming a crucial part of the efforts by car manufacturers to increase the performance and fuel efficiency of cars, the Michelin Pilot Sport Cup 2 tire has been chosen as the OEM fitment for the new Ferrari 458. The Ferrari 458 will be using the Michelin Pilot Sport Cup 2 in 245/35 ZR 20 91 Y size for the front tires and in 305/30 ZR 20 103 Y size for the rear tires.



The Pilot Sport Cup 2 was chosen on the basis of its superior performance in tests when it came to dry lap times, consistent performance in repeated tests and its optimal grip even in wet conditions. The tire is produced with the same technology and tools that are used for the manufacture of race car tires. The tread compound uses Bi-Compound technology such that the outer surface of the tire maintains an optimal grip while taking curves and tight corners even at high speed while the rubber in the inner part of the tire has a more rigid elastomer that equips the tire with the ability to provide more precise handling. The tire is made from a high-density, more tensile fiber named Aramid that makes the tire light but extremely strong. The use of Aramid makes the tire five times stronger than steel of an equivalent weight. The tire's footprint remains constant as centrifugal growth of the tire is effectively controlled, even at very high speeds. The Michelin Pilot Sport Cup 2 has a variable contact patch that varies the pressure in the contact area so that area of the tire in contact with the road is maximized leading to higher traction and a better grip even at high speeds. The bead area is reinforced with a compound that increases the lateral stiffness of the tire and is 10 per cent wider than that in conventional sports tires. This improves the handling and performance of the car using the Michelin Sport Cup 2 tire. The sidewall markings on the tire are more visible with Michelin Velvet Technology that uses micro geometry techniques to vary the absorption of light and demarcates the markings.

With Michelin investing around 600 million Euros annually on research and development, it is no wonder that the Michelin range of OEM fitments is increasing at a fast rate.

Apollo Brings Vredstein Tires to India

Apollo Tires, which has been in the news lately for its \$2.4 billion attempt to take over Cooper Tires is the second largest manufacturer of tires in India. With the increasing demand for SUVs and larger cars in the Indian market, the company has introduced its European brand, Vredstein to cater to the increased demand. India is currently Apollo's largest market, followed by Germany.

The Holland based Vredstein Banden BV is a company that Apollo had purchased from the Russian tire manufacturer Amtel when the company went bankrupt in 2009 and renamed Apollo Vredstein BV. Since the takeover, Apollo made the company a profitable concern and increased the annual production from 5.5 million tires to 7 million tires.

The tires of the Vredstein brand are known for their stylish design and high quality and they will complement the range of tires Apollo currently sells in the Indian market. They will be initially available in sizes ranging from 15" to 20" for luxury cars and SUVs. The models that will be available under the Vredstein brand are Ultrac Sessanta, Ultrac SUV Sessanta, Ultrac Cento and Sportrac 5.

All these models have been designed in collaboration with the celebrated automobile designer, Giorgetto Giugiaro who was nominated by global automotive media as "Car Designer of the Century" in 1999. They are the perfect combination of Dutch practicality and Italian design. The tagline "Designed to Protect You" says it all about this company that has a heritage of more than 100 years and produces both winter and summer tires for high performance luxury vehicles.

Commenting on the Indian debut of Vredstein Tires, Onkar S Kanwar, Chairman, Apollo Tires Ltd, said "India has been and will continue to be a very important market for us. India will benefit immensely from the globalisation efforts of the company. Our investments in R&D centers of excellence, positioning of the brand and other marketing initiatives will endear us more to the discerning Indian customers."

He added that Vredstein tires had the two major factors that all owners of luxury cars look for in their tires; superior style and ultra high performance.

Apollo will distribute Vredstein tires through selected dealers including existing Apollo Zones, primarily in 23 tier I and tier II cities. Though being marketed for the first time in India, Vredstein is positioned to compete with Pirelli and Michelin and will benefit immensely from Apollo's strong dealer network, well trained salesforce and the availability of 24 hour service.

The tires that will be sold in India will be sourced from Apollo's plant in Enschede, Holland, though the company may start manufacturing these tires in India when demand increases. Satish Sharma, Apollo's chief of operations in India stated that the company's target is to sell at least 2,500 -3000 tires monthly and then increase it to 5,000 tires per month in the replacement market.



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Pirelli Numbers Reveal the Staggering Scale of the F1 Racing Season

Did you know that the Pirelli chef cooked 900 kilos of pasta during the F1 season? Or that the highest speed reached on a P Zero Formula 1 tire was 341.1 km/h? This record was made not by Sebastian Vettel but by Esteban Gutierrez at the Italian Grand Prix.

These are just two of the many statistics for the 2012 racing season revealed by Pirelli, the Italian tire manufacturer that supplies tires on an exclusive basis for the F1 races. The statistics reveal the numerical side of the racing story.

Paul Hembery, Pirelli's motorsport director, stated, "Each year, we publish the numbers that tell the story of our Formula 1 season. This year, we wanted to talk about all the numbers from the three-year period between 2011 and 2013, as one era closes and another one opens."

He added that even he was amazed by the sheer numbers involved; the supply of more than 110,000 tires, 3000 pit stops, and an average of 56 drivers who made an effort to overtake during a race.

The numbers also covered a few aspects of the 2010 and 2011 racing seasons with Pirelli considering this three year period as an era in racing history, with tire specifications changing year on year.

- Total number of tires supplied from 2011 to 2013: 112,200.
- Total number of tires actually used in races: 72,200
- Total number of tires that were recycled: all 112,200.
- Pit Stops (From 2011 to 2013)
- Total number of pit stops: 3,019
- Highest number of pit stops in one race: 88 in the 2011 Hungarian Grand Prix
- Lowest number of pit stops in one race: 24 in the 2012 United States Grand Prix and 2013 Italian Grand Prix.
- Fastest pit stop: 1.923s (Red Bull/Mark Webber in the 2013 United States Grand Prix)

Overtaking (From 2011 to 2013)

- Total number of overtaking maneuvers: 3,274 (an average of 56 per race)
- Highest number of overtaking maneuvers in a dry race; 126, in the 2011 Turkish Grand Prix.
- Highest number of overtaking maneuvers in a wet race; 147, in the 2012 Brazilian Grand Prix.
- Lowest number of overtaking maneuvers in a dry race' 12 in the 2012 Monaco Grand Prix.

Circuits and Races In 2013

- Circuits that subject the tire to the most energy per kilometer (lateral, braking, traction, etc.): Barcelona, Suzuka.
- Longest race of the year: Monaco, two hours, 17 minutes, 52.056 seconds.
- Shortest race of the year: Italy, 1 hour, 18 minutes, 33.352 seconds.
- Highest number of laps on each Pirelli compound: Hard – Rosberg (689); Medium – Hamilton (1,420); Soft – Hulkenberg (308); Supersoft – Rosberg (292); Intermediate – Webber (178); Wet – Gutierrez (66).
- Highest speed reached by a P Zero Formula 1 tire in 2013: 341.1 km/h (Esteban Gutierrez at the Italian Grand Prix).
- Highest number of fastest laps: Sebastian Vettel (seven in races and seven in qualifying).
- Highest total number of laps on Pirelli tires: 684 (Sebastian Vettel)
- Number of races in which the pole position record was broken: three (Lewis Hamilton at the British Grand Prix, Sebastian Vettel at the Singapore Grand Prix and Indian Grand Prix).
- Number of races in which the fastest race lap record was broken: one (Sebastian Vettel at the Singapore Grand Prix).

Pirelli and Its Formula 1 Team In 2013

- Number of people who travel to each race: 55
- Number of different nationalities within the Pirelli F1 team: 10
- Total number of different languages spoken by the Pirelli F1 team: 14
- Total number of Pirelli notebooks distributed within the paddock: 1,125
- Total number of Pirelli podium caps sold: 16,000

Pirelli Hospitality In 2013

- Total number of meals served in Pirelli's hospitality (including testing): 12,500
- Liters of water drunk in Pirelli's hospitality: 5,000
- Kilograms of pasta cooked by Pirelli's chef: 900
- Number of pizzas cooked by Pirelli's chef: 240
- Number of different dessert recipes made in Pirelli's hospitality: 40
- Number of desserts eaten in Pirelli's hospitality: 6,000

Pirelli In Formula 1 (Since 1950)

- Races: 261
- Victories: 102
- Pole positions: 105
- Podiums: 313
- Fastest laps: 109

Other Interesting Statistics

- Total number of drivers who have driven on the Pirelli F1 compounds since 2010: 81 (including third drivers and young drivers).
- Total kilometers covered by all the P Zero compounds in 2013 (races and tests): 358,784. By compound: Hard – 96,596; Medium – 177,838; Soft – 34,139; Supersoft – 23,678; Intermediate – 21,350; Wet – 5,183.
- Lowest track temperature in which the Pirelli tires have raced: 17 degrees centigrade at the British Grand Prix. The lowest track temperature seen all season was at the pre-season Jerez test: six degrees centigrade.
- Highest track temperature in which the Pirelli tires have raced: 54 degrees centigrade at the Hungarian Grand Prix.
- Lowest ambient temperature in which the Pirelli tires have raced: 14 degrees centigrade at the United States Grand Prix. The lowest ambient temperature seen all season was at the pre-season Jerez test: four degrees centigrade.
- Highest ambient temperature in which the Pirelli tires have raced: 36 degrees centigrade at the Bahrain Grand Prix.

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CEAT Partners with AW Rostamani to bring Passenger Tires to the UAE Market

AW Rostamani has made a deal with the Mumbai based Indian company CEAT to launch the company's passenger tires in the UAE. CEAT (Cavi Elettrici e Affini Torino) was originally an Italian company that was taken over by RPG enterprises in 1982 and is a well established brand of popular tires in India.

CEAT tires are exported to more than 110 countries in the world and the company was also the first Indian company to get a TUV certificate for performance and manufacturing.

The two companies organized pre-launch events at the Hotel Raffles in Dubai and Hotel Park Rotana in Abu Dhabi to introduce the Gripp LN series of passenger tires to the top dealers from all the emirates.

The Gripp LN tires will shortly be launched on an official basis in the UAE. In the first phase of the launch, dealers will stock CEAT tires for 14 passenger car sizes that are suitable for 75% of applications in the UAE market. Gripp LN tires offer several benefits such as low noise, high mileage, excellent traction, a smooth ride as well as good value for money. The tires gave outstanding results in road tests held under really tough conditions by taxi operators in the UAE.

CEAT is a highly popular brand in India and with Indians being a significant part of the expatriate population in the UAE, AW Rostamani is hoping that CEAT will prove to be a hit in the UAE too. Aggressive marketing campaigns and brand awareness programs are also being planned to promote the Gripp LN range.





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Yokohama Rubber Ties Up With Korea's Kumho To Share Technology and Capital

Yokohama Rubber Co., Ltd., one of the top tire manufacturers has signed an MOU with the South Korean tire company Kumho Tire Co. Inc., a member of the Kumho Asiana Group, to begin working on a partnership that will involve sharing technology and capital.

By pooling their technological resources, both Yokohama Rubber and Kumho can save immensely on research and development expenses and increase the scope for growth while still remaining globally competitive.



The companies are also planning to form a capital alliance by acquiring shares on a mutual basis. The details of the strategy to do this such as the number of shares that will be purchased and the dates of the purchase will be worked out on a later date.

Kumho Tire Co. Inc was established in 1960 and is one of the core companies of the Kumho Asiana Group, that includes companies like Asiana Airlines. Kumho Tire has eight manufacturing plants in South Korea, Vietnam and China and employs more than 10,000 people. In the financial year 2012, the company had net sales of USD 3.867 billion.

Yokohama Rubber, founded in 1917, is also a corporation having diversified companies producing sealants, golf equipment and high-pressure hoses. Yokohama Rubber has 12 tire plants distributed across seven countries that employ more than 20,000 people and the company had consolidated net sales of USD 5.452 billion dollars in 2012 of which USD 4.33 billion was through the sale of tires. With these two powerhouses in the tire industry joining forces, the dynamics in the industry are certainly set to change.

Team TOYO Races to Victory in Baja 1000 Race

The Baja 1000 is a challenging off-road race that is held in the third week of November every year across the Baja California Peninsula desert in Mexico. It is a very popular race in North America.

For the second consecutive year, BJ Baldwin driving for Toyo Tire U.S.A. Corp, the U.S. subsidiary of Toyo Tire & Rubber Co raced to victory in the Baja 1000. Driving a Chevy Silverado Truck, he was not fazed by the harsh desert terrain or the obstacles he faced. He completed the 883.1 mile course in an impressively short duration of 18:36:10 hours and he drove the entire distance by himself. Other drivers of the Toyo team did just as well in the SCORE series of races with Robby Gordon winning the shorter Baja 500 in May 2013 and Damen Jeffries winning the Class 1 category.

The most outstanding feature of Baldwin's win was that the Toyo open country M/T-R (size: 39 x 13.5 R17) tires he used were so durable that he did not have even one puncture while other teams had an average of seven to eight punctures during the course of the race.

B. J. Baldwin commented on his victory, "This year's course was the most brutal so far, and took a toll on both my body and spirit. Most teams alternated two or three drivers, so driving the entire race by myself made it that much harder."

He added that he could not have won the race without the Open Country M/T-R tire



BMW Opts For Hankook's Ventus S1 evo2 as the OEM Fitment for BMW X5



Tire Fact

LEGO produces 306 million toy tires every year, more tires than any tire company.

Hankook Tire has another addition to its growing list of OEM fitments. The company has now been chosen as the designated supplier of ultra-high-performance (UHP) tires for the new BMW X5. The trendsetter SUV will be equipped in the factory with Hankook's new range of Ventus S1 evo² SUV tires which have been manufactured exclusively for high performance SUVs. Replacement Ventus S1 evo² SUV tires ranging in size from 17 inches to 22 inches will be available from spring 2014. They will cover aspect ratios 60 to 30 with tread widths from 225 to 315. This will be the fifth vehicle from the BMW Group that will be fitted with Hankook tires from the factory in addition to the MINI, BMW 1-, 3- and 5-series.

"This new addition to our existing OE portfolio, particularly in the luxury SUV segment, represents a significant value to our business at Hankook Tire, given the flourishing, sharp growth this segment is experiencing in the global automotive market," said Mr. Seung Hwa Suh, Vice Chairman and CEO of Hankook Tire. He added



that the supply of Hankook's tires for the BMW X5 will add to Hankook's reputation as a supplier of premium tires in the SUV market

Hankook Tire has come up with a really innovative tire when it comes to the Ventus S1 evo2. The tire uses new technological innovations to perform with equal ease in both wet and dry conditions while at

the same time offering better control and a more comfortable ride with features like low rolling resistance and low rolling noise. The Ventus S1 evo2 SUV has a special silica compound that improves traction, durability and heat resistance while reducing the rolling resistance. It won an iF design award in 2011 for its patented design of triple layered tread blocks and a double layered rayon frame that offers better fuel efficiency and is more environmentally friendly. Due to this unique design, the tire has a greater contact area even as it wears out improving the road grip throughout the life of the tire.

With this new addition to its OEM range, Hankook is making its presence felt as a major player in the tire industry.

Nexen Gets Volkswagen Seal of Approval



Nexen Tires, Korea's first tire company has got one more OE fitment to its credit. The company's N'Blue HD Radial has been selected as the tire of choice for Volkswagen's best selling compact car, the Polo from January 2014 onwards.

The Polo's standard fitment is 186/60R15 and generally the company offers fitments upto 215/40R17 depending on the specifications

Nexen claims the N'Blue HD is a tire that offers environmental benefits in addition to superior handling. On the basis of its contribution to fuel efficiency, the tire has become quite popular in the world market.

Mr. Hyun-Bong Lee, Vice-Chairman of Nexen Tire said the company was chosen as Polo's tire supplier due to its penchant for quality and technological innovations. He reiterated Nexen's commitment to make the company one of the top tire companies in the world by investing more in research and development in order to increase the production capacity and enhance the brand value.

Nexen has been in the news lately for winning other OE fitments, most notably two from Chrysler Group L.L.C for the 2014 Chrysler 200 and the Dodge Avenger and one from Mitsubishi Motors Corporation of Japan for the 2014 Outlander Sport.



UAE Drivers Urged to Keep an Eye on Tires and Brakes for a Safer Drive in the New Year

As they prepare to bid goodbye to 2013 and welcome the New Year, car owners in the region need to keep an eye on their tires and brakes to make their lives on the road a lot safer. Experts say that the New Year would be a good time to conduct periodic checks on the condition of the tires and the brakes.

With Dubai becoming the winner of the Expo 2020 and the population of people and vehicles set to increase at an unprecedented rate, these safety checks can make the difference between life and death when driving on the roads here. As per a report in the Gulf News, more than 100,000 new vehicles were added to the roads in 2013 as compared to 2012 with the figure including heavy vehicles and motorcycles. According to another report in the same newspaper, traffic accidents are the leading cause of death in young people from 15-29, with 1.24 million people dying on an annual basis and many more being injured.

The conditions of the road, the tires and the brakes are all factors that determine the stopping distance of a car. The stopping distance, is the distance travelled by a car after the driver senses a danger, thinks and applies the brakes. When all the factors such as brakes, tires and the roads are in an optimal condition, a car travelling at just 80 km/h will generally not travel more than 60 meters before stopping completely when the brakes are applied. But when the tires and the brakes are not in good condition, this distance increases considerably.

In the UAE, very few drivers are aware of the stopping distances of their cars or check the condition of their tires and brakes regularly. There could be a significant reduction in the deaths and injuries caused due to this lack of awareness if drivers are more vigilant.

Mr. Asad Badami, Managing Director for A-MAP, one of the leading distributors of aftermarket automotive spare parts, batteries, tires and lubricants stated, "Good brakes slow the rotation of wheels, and how quickly the wheels stop depends on how much grip tires have on the surface of the road, so worn tires and brakes can be a disaster waiting to happen."

He added that with cars being the most common form of transport in the region and most drivers driving quite rashly, the tires are easily worn down and this increases the braking distance of vehicles. High temperatures also affect the tires and brakes. Drivers need to keep an eye on the condition of their tires and if they are maintained well, tires can last for up to 60,000 km. Badami stated it is comparatively not very expensive to replace them when needed.

When it comes to the brakes, Badami stated that regular checks are needed to make ensure that the brakes are in a good condition. Drivers should watch out for early warning signs such as changes in the feel of the brakes and get them checked and replaced if needed. "An accident caused by faulty brakes is potentially preventable if the public are aware of the early warning signs," said Badami.

A-MAP is the distributor for tires marketed under the FENIX brand which have been certified for the UAE with a unique tread pattern and sophisticated technology to withstand the high temperatures in the region. A-MAP is also the distributor for ASIMCO brake pads which are well known for their quality and durability.

Bridgestone, Toyo and Nexen Win Laurels for Design from Japan

The Japan Institute of Design Promotion (JDP) has recognized Bridgestone, Toyo and Nexen for the innovative designs they have introduced in their tires by honoring them with the Japan Good Design Award. These awards were instituted in 1957 by the institute to recognize excellence in design. All companies receiving the award earn the right to use the "G-Mark" to promote the award winning products that win the award. As per a survey that was carried out in 2007, 47% of consumers in Japan consider the "G-Mark" to be a crucial factor when it comes to the decision making process for making new purchases.

The award is particularly notable in the case of Nexen as Nexen is the first Korean company to win this award for the N9000. This will be the third accolade the company has received for this tire as it had previously won the Red Dot 2012 award and a Special Mention for the N9000 at the German Design Award 2014. The members of the JDP jury felt the N9000 was a worthy candidate for the award on the basis of its performance and its distinctive lightning pattern.

Bridgestone won the award for the new studless Blizzak VRX which has been optimized for driving in winter conditions with lower rolling resistance and superior ice braking performance. Toyo won the honor for its M929 truck and bus radial tire.

JSR Corporation Sets Up New Rubber Plant in Hungary to Cater to Increase in Demand

The Japanese manufacturer of synthetic rubber JSR Corp. has tied up with the Hungarian petrochemicals firm MOL Group to jointly set up a new plant that will manufacture solution-SBR (S-SBR) in Tiszaújváros in the eastern part of Hungary. With a planned annual capacity of 60,000 metric tons, the plant will be fully functional by 2017 and will meet the increasing demand from Europe for rubber. This plant in which JSR will have a 51 per cent stake will provide both companies with access to the lucrative Western Europe market, a hub for all main tire manufacturers in addition to the growing markets in Russia, Turkey, Central and Eastern Europe.

The focus in the automotive industry is shifting to the production of tires that are more eco-friendly and fuel efficient and S-SBR is an important raw material in this regard as it can be used for the production of tires that are more fuel efficient. With new fuel-efficiency ratings and environmental norms being introduced in Europe, Japan and South Korea, this has become an increasingly crucial factor.

Both partners bring key strengths to the joint venture; MOL is an oil and gas corporation with a highly developed plant infrastructure and numerous upstream and downstream assets including five refineries and two petrochemical units while JSR has an extensive sales network and expertise in production technologies. As part of the agreement, MOL's subsidiary TVK will also build a 130,000-ton-per-year butadiene extraction unit by 2015 near the proposed factory to support the S-SBR plant.



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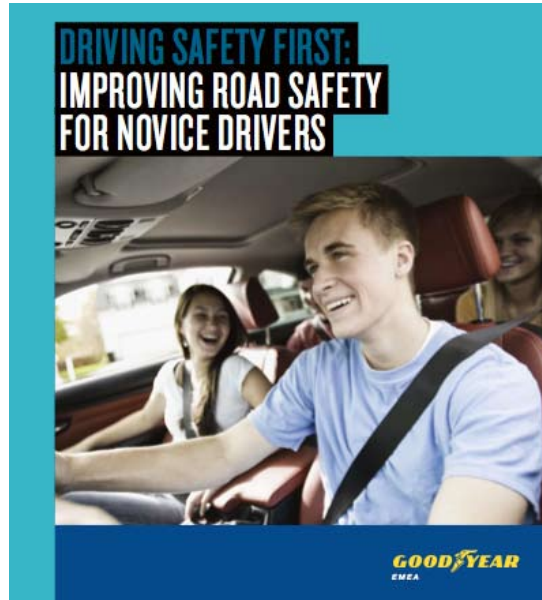
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Goodyear Publishes White Paper Highlighting Need to Educate Novice Drivers

Goodyear Europe, Middle East and Africa (EMEA) collaborated with the European Driving Schools Association to carry out a research project that highlighted the need to educate young drivers on road safety.

The study was carried out by Reputation Inc. through online interviews with 2,334 driving instructors spread across 12 European countries (Austria, Belgium, the Czech Republic, Denmark, France, Germany, Italy, Holland, Poland, Switzerland, Spain and the U.K.) and also included representative samples from other countries of the world such as Turkey, Russia and South Africa. The driving instructors who participated in the survey had to complete a detailed questionnaire on their understanding of the road safety awareness among young drivers.



The outcome of the research was summarized in a white paper titled – “Driving Safety First: Improving Road Safety For Novice Drivers.” The white paper was presented by the company during a debate and panel discussion held recently at the headquarters of the European Transport Safety Council in Brussels.

The white paper recommends many measures that if implemented could really make a difference in road safety for new drivers like introducing a graduated license, including road safety lessons as part of the school curriculum, making tire safety and maintenance lessons an essential requirement for getting a driver's license and public awareness campaigns on road safety supported by the national governments.

The white paper also had a lot to say when it came to steps the automotive industry could take such as the introduction of technological innovations that will enhance road safety in vehicles driven by youngsters and marketing campaigns targeted at novice drivers to promote the use of these technological features.

This study was the fourth such research project Goodyear undertook and was the first one that highlighted the importance of training drivers on road safety. Some interesting facts that the survey revealed was the important role parents play in shaping the driving habits of youngsters and the difference in the quality of driver training in different markets.

Goodyear Europe, Middle East and Africa vice president consumer tires, Michel Rzonczef said: “We at Goodyear welcome the EFA's renewed commitment to working with us to improve road safety for novice drivers. Our research shows that by working together, policy makers and the motor industry can further increase awareness of road safety among novice drivers. We want to understand the way they learn to drive and what are the factors affecting their attitude to road safety. By seeking evidence from a wide sample of driving instructors we want to know how driving instruction has changed over the last few decades and to understand the likely future trends.”

The publication of this new white paper highlights the importance of the quality of driver training when it comes to road safety. It will hopefully make auto manufacturers, tire manufacturers, national governments and policy making organizations sit up and take notice of the need for public awareness about this crucial issue.

Cooper Expands Presence in Serbia with New Distribution Center

Cooper Tire & Rubber Co. will shortly be setting up a new 6,800-square-meter distribution center in partnership with logistics provider, Milsped, in Belgrade, Serbia. The distribution center will be adjacent to Milsped's corporate headquarters and it will be possible to store as many as 400,000 tires in the facility.

Most of the tires stored in the center will be sourced from the company's plants in Kruševac, Serbia and Melksham, U.K., but the warehouse will also stock tires from Cooper's plants worldwide including those in the US and China. All kinds of tires such as summer tires, winter tires, tires for SUVs and those for vans will be a part of the inventory.

The center will serve as the logistics hub for the distribution of tires to the Eastern European and Russian markets and other countries across Europe, the Middle East and Africa. Cooper had made its entry into Serbia in January 2012 when the company had purchased a tire manufacturing plant in Kruševac.

With the establishment of this new storage and distribution facility, Cooper will be able to offer a wider range of products from different sources to its customers. The entire distribution and delivery process will be leaner and more efficient with the lead time being shortened to 48 hours for delivery to 80% of mainland Europe.

Sarah McRoberts, marketing communications manager for Cooper Tire Europe, said, “The new distribution center will significantly improve our service, both in terms of the products available and the speed with which they can be delivered”.

She added that with the new distribution center, Serbia will become a key logistics hub for the company.

The Cooper stock that is currently held in three warehouses spread across in Belgrade will be consolidated and shifted to the new distribution center but it will take another two to three months for the center to function at full capacity, possibly by February 2014.



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Michelin Shifts Focus to Biomass as Alternative Source of Rubber in BioButterfly Initiative

The volatility of the price of rubber and protests by rubber farmers in countries like Malaysia has made it imperative for tire manufacturers to find an alternative for natural rubber. Many companies have launched ventures to work on the synthetic production of butadiene, the elastomer that is chiefly used to create synthetic rubber in the tire industry.

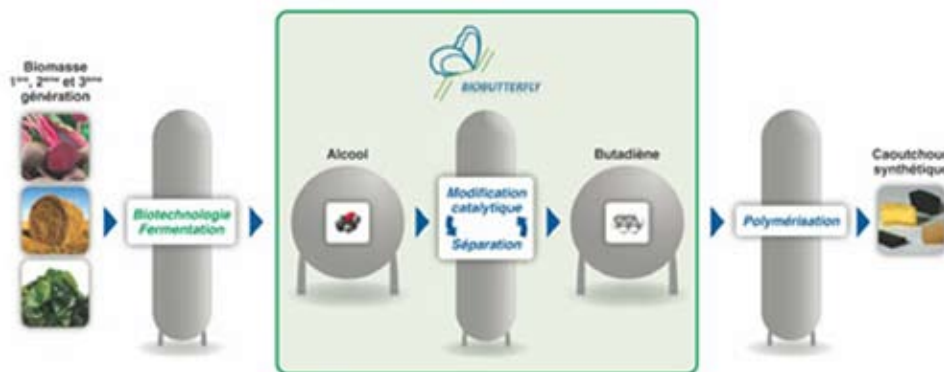
LanzaTech and SK Innovation had collaborated on a deal to make butadiene from waste gas. Versalis partnered with Genomatica to produce butadiene from non-food biomass. Global Bioenergies and Synthos meanwhile are exploring direct conversion of gases obtained through fermentation into butadiene.

Michelin is also exploring the biomass route and has recently drawn up a research agreement with renowned French research company IFPEN (IFP Energies nouvelles) and engineering company Axens in an initiative called the BioButterfly Initiative to work on technologies to convert biomass into butadiene as an alternative to natural rubber.

Synthetic rubber when used for the manufacture of tires has many shortfalls including the high cost of production and lack of durability of the tires manufactures. The BioButterfly initiative will seek to work on production techniques that are cheaper and more innovative to produce synthetic rubber or bio-butadiene that is more environmentally friendly and durable. All three partners will pool their expertise and resources right from the scientific research and development process to industrial tests and pilot studies in the market to find and develop a natural and viable source for synthetic rubber like biomass.

The BioButterfly initiative will aim to decrease the cost of production, increase the quality of tires produced and lower the environmental impact of tire production by reducing CO2 emissions throughout the production cycle.

The three companies have skills that complement each other; Michelin is one of the top tire manufacturers in the world, IFPEN is known for pathbreaking research in the fields of catalysts and industrial technologies while Axens has considerable experience in engineering and technologies related to renewable resources.



The BioButterfly initiative is financed through a €52 million budget and is expected to last for a period of eight years extending over eight years and looks like it has every chance of success. The research project was even chosen by France's government run Agency for the Environment and Energy Management (ADEME) for a financial grant of €14.7 million as part of their "Investing in the Future" program.

"This joint research with Axens/IFP and is an excellent opportunity for Michelin to find sustainable supply new avenues for elastomers, which are necessary for the quality of our tires," said Terry Gettys, director of R&D at Michelin. "The project will provide us with new materials both effective and responsible."

For Axens, this collaboration is an "opportunity to strengthen its expertise and market presence conversion processes of biomass in the field of biofuels and bio-based chemicals," said Jean -Luc Nocca, vice- resident, executive in charge of technological development and innovation.

Giti Tire Wins Maiden Tire safe Award

Giti Tire won the maiden TireSafe Award in the category of tire manufacturers for its tire safety campaigns all through the year 2012. Giti Tire was chosen as the winner from a number of companies who were all required to submit details of their tire safety activities through the year, the objectives of their campaigns for the trade and the public, the overall results of the campaigns and a supporting statement.

The company had carried out the tire safety campaigns through the 220 GT Radial Performance Centers (GTPCs). A particularly noteworthy campaign was carried out during October, the month known as Tire Safety Month when each visitor to GT Radial Performance Centers received attractive information packs having flyers, posters and Mr McIntire animations. The company had collaborated with the police and local schools to carry out public information campaigns about the crucial role tire safety plays in minimizing road accidents.

Tire safe Chairman, Stuart Jackson said: "We've achieved great success in raising awareness about tire safety issues but the scale of this has only been possible thanks to the support and amazing work

of our members and partners. We'd like to congratulate Giti Tire on their fantastic efforts and well deserved Tire Manufacturer Award win."

Jenny Leeson, Marketing Manager UK at Giti Tire, producer of GT Radial tires commented that tire safety is the core message of all the company's marketing campaigns and that it was a great honor for the company to be recognized for its efforts in this direction.

She added that the company will continue to project tire safety as an important aspect of all its marketing communications and lauded Tiresafe for propagating the message to the general public.



Pirelli Teams Up with Rosneft and Rostec to Boost R & D



Pirelli, the Italian manufacturer of premium tires has signed an agreement with Rosneft and Rostec (Russian Technologies) to collaborate on research about materials to be used in the manufacture of tires. The scope of the agreement covers research in materials including synthetic rubber and fillers used in tires such as silica and carbon black. This agreement will definitely help Pirelli retain the technical edge the company has when it comes to the quality of its tires.

The MOU was signed by Marco Tronchetti Provera, Chairman and CEO of Pirelli & C. S.p.A, Igor Sechin, President and Chairman of the Management Board of Rosneft, and Sergei Chemezov, General Director of Rostec State Corporation respectively.

Commenting on the agreement, Mr. Provera stated that with the signing of the agreement, Pirelli was deepening its involvement with Russia, a country which has always been of strategic importance to the company. He added that Pirelli will definitely benefit from the technical expertise of the two Russian companies.

Mr. Igor Sechin of Rosneft commented that the collaboration will help pave the way for the production of innovative materials using advanced technological processes. All the products that will be manufactured as the outcome of this partnership will meet stringent economical and ecological standards and cater to the needs of the most demanding and sophisticated customers.

Though Rostec State Corporation is well known in Russia, Mr. Sergey Chemezov, the General Director of the company expressed the hope that with this deal, the company will be able to make its mark in the global market. With Pirelli as a partner, the company will be able to commercialize many products and processes that the scientists at the company are working on.



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4 X 4 DRIVING FOR DUMMIES FROM GOODYEAR

With fuel being relatively cheap in the GCC, SUVs and 4 x 4 s are highly popular in the region. But not everyone behind the wheel of a big and flashy car is truly capable of handling it. That is why some of them overestimate either their own or their vehicle's capabilities and end up having trouble when they go off-road. This causes damage to the vehicles, to the driver's egos and sometimes even to their lives when they need to be rescued.

Renowned tire manufacturer Goodyear has now come up with a list of driving tips for rookie 4x 4 drivers to make off-road driving easier and safer.

- There are 4 x 4s and vehicles that pretend to be 4 x 4s. Read the vehicle's manual to understand the correct off roading capabilities of your vehicle before you over-estimate its capability and end up in a roadside ditch.

- To go offroad, vehicles need tires that are suitable for an off road drive. All SUV/4x4 vehicles are not appropriate for heavy duty off-road driving, and so they not have the right tires or equipment.

- To help tires get a better grip on rough terrain such as mud and soft sand, it is generally advisable to deflate tires to a small extent. But this should be done under the guidance of a knowledgeable person. If you lower air pressure too much, it may cause too much heat to be generated and the tires will wear out quickly. On the other hand, if you don't reduce tire pressure enough, it will affect the traction you have on the terrain.

- Keep an eye on the speed and distances when you drive in off-road conditions. If you want to go a little faster, be careful not to accelerate too fast as you may get stuck in the sand. Instead, gently nudge the accelerator till you reach the speed you desire.

- Braking suddenly can also cause you to get stuck or to lose your grip.

- Just like the crew of the Titanic underestimated the iceberg, do not make the mistake of underestimating an obstacle you see. Check the ground clearance of your vehicle before you start and always keep that in mind before you tackle any object in your way. Even a small obstacle like a rock or log can get you stranded in the desert. If you are in doubt, get out of the vehicle and take a look to be sure before you proceed. Thus, you will be able to minimize the damage to your vehicle.

- Make sure you periodically check the treads of the tires. Clogged treads can lead to decrease in traction.

- The best tactic to tackle a steep slope is to drive directly up the slope with all four tires facing upward to get maximum power and grip.

- Before returning to the main road and driving either on the pavement or the road, make sure that the tires are reinflated to the correct tire pressure and cleaned of all debris and dirt. Check that the tires do not have any cuts or damage after returning from an off road trip.

Goodyear Middle East has recently added another tire named the EfficientGrip SUV to its range of tires for SUVs and 4x4s. This tire is particularly suitable for offroad driving with innovative features for smoother handling and braking, better fuel efficiency, lower CO2 emissions and lower noise.



Sumitomo Clinches Deal to Acquire Apollo Tires South Africa

Apollo Tires has recently clinched a deal to sell Apollo Tires South Africa (ATSA) to Sumitomo Rubber Industries (SRI). The US\$ 60 million deal will also include the handover of the Ladysmith factory manufacturing tires for passenger cars and the franchise to sell tires under the Dunlop brand in 32 African countries. Apollo will retain control of the Durban factory that manufactures Truck & Bus Radial (TBR) tires and Off Highway tires (OHT) for the mining and construction industries.

Apollo had first made its entry into Africa in 2006 when the company purchased Dunlop Tires International for US\$ 46.53 million and renamed it as Apollo Tires South Africa. Though Sumitomo will now be selling tires



of the Dunlop brand, Apollo Tires will continue to sell tires in Africa under the Apollo, Vredestein and Regal brands through an improved sales and distribution network. Both companies have also agreed to manufacture tires for each other on a contract basis depending on local requirements.

After the deal was finalized, Onkar S Kanwar, Chairman, Apollo Tires Ltd said, "It has been a very eventful journey for us in Africa, since our entry in 2006 with the acquisition of Dunlop

Tires International. This has given us a very sound understanding of the growing African market and helped us develop the market for our products in Latin America as well."

He added that using South Africa as its base for operations in Africa and South America, the company will now redirect its energy to focus on brands for which Apollo owns the global rights.

Apollo's employees in the Durban plant will continue working under the new management in the company which has been renamed as Apollo Durban (Pty) Ltd and there have been no staff cutbacks as a result of this deal.

Accuride Makes Steel Wheels Stronger with "Steel Armor"



Steel wheels have a lot of advantages when compared to alloy wheels. They are not only stronger and cheaper but also give greater stability to commercial vehicles by changing their center of gravity with their greater weight. But one significant disadvantage is that they are easily damaged by corrosion. As per figures released by the American Trucking Association's Technology and Maintenance Council, the trucking industry suffers losses amounting to \$4 billion on an annual basis. Accuride,

the US based manufacturer of steel and aluminum wheels for trucks has now come to the rescue with an advanced corrosion resistant coating for steel wheels of commercial vehicles named Steel Armor.

Steel Armor is a proprietary three-stage protection coating process developed by Accuride that will give steel wheels a much longer service life in comparison to the coatings that are currently used in the industry.

"Its premium rust protection leapfrogs other wheel coatings with its ability to dramatically reduce fleet maintenance costs," said Rick Dauch, president and CEO of Accuride. He stated that wheels with "Steel Armor" coating can go for at least two years more than steel wheels with conventional coatings before they need to be removed and refinished. Due to this, companies will be able to save \$35 per wheel or \$630 per truck over a period of two years.

Normally it is the edges of the wheels such as flanges, hand holes, bolt holes and hub holes that are first affected by corrosion. But Steel Armor contains this by blocking corrosion at the points where the wheel is exposed to air through scrapes and scratches. Other coatings also cannot

prevent rust from penetrating the surface of the paint but Accuride can do this easily and thus rust cannot spread to the metal surface of the wheels.

Accuride conducted several tests to prove its claims in which wheels coated with Steel Armor were subjected to 12 rigorous corrosion performance tests. In these tests such as salt spray test, cyclical corrosion, UV transmission and chip resistance test, "Steel Armor" surpassed normal industry test norms for corrosion resistance. For example, in the salt spray test, steel wheels that had a standard powder coating failed within 1,200 to 1,800 hours but Accuride wheels that were coated with Steel Armor, took 2,500 to 3,000 hours before they reached failure mode. In the cyclical corrosion tests, normal steel wheels with standard coating failed after 20 cycles while wheels with Steel Armor failed only after 50 to 60 cycles. Since ten cycles are considered to be equivalent to one year on the road, it means that wheels with Steel Armor will last for as long as five to six years before they need to be refinished whereas normal steel wheels will last only for two years.

Accuride has also announced that besides launching "Steel Armor", it will upgrade the techniques for applying the coating by investing more than \$6 million to revamp the powder coating machinery at its two wheel plants in Henderson, Kentucky and Monterrey, Mexico. The new powder coating lines will be installed and fully functional from the first quarter of 2014.

Bridgestone Corporation Showcases Second Generation "Air Free Concept Tire" at Tokyo Motor Show



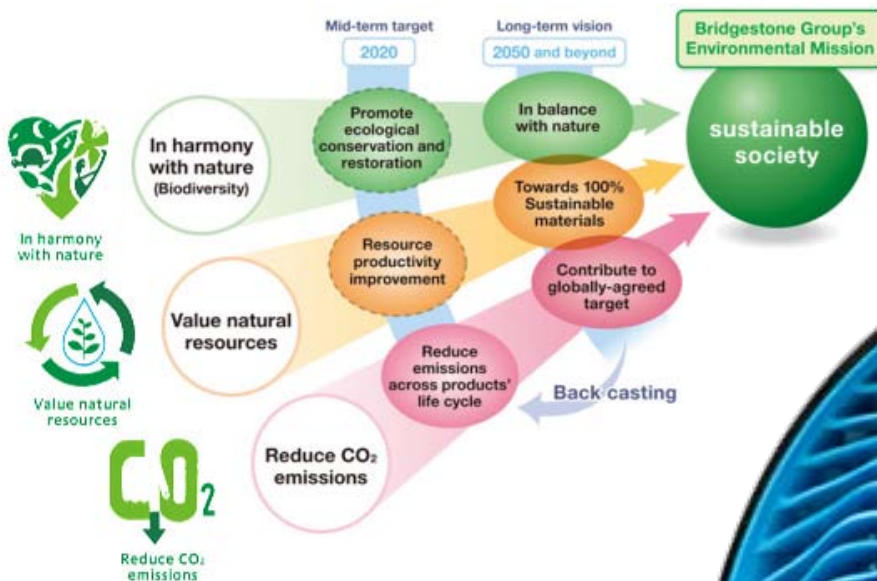
The Air Free Concept tire was first launched by Bridgestone in November 2011. The main drawbacks that were seen for the innovative airless tires was that they had greater rolling resistance, would wear out soon and could be used only for lighter vehicles with the maximum weight they could support being 220 lb. On the plus side however, they held out a lot of promise; tires that would never have a puncture, needed less maintenance, were much lighter and could even recycle and convert the car's kinetic energy.

At the Tokyo Motor Show, Bridgestone unveiled the second generation of "Air Free" tires that seek to overcome the deficiencies of the first version. This second version is a lot more viable with a maximum load bearing weight of 904 lb, better performance and a maximum speed of 37mph. The tire is more eco friendly as well with lower rolling resistance similar to that of a conventional tire.

The tire is fashioned from a completely recyclable thermoplastic resin that is strong but highly flexible with a unique design of spokes on the inner side of the tire to support the weight of the vehicle. The design is such that there will be less stress and deformation in the inner part of the tire. The tread part is made from rubber.

With this new concept tire that meets all the criteria in its environment mission statement- ecological conservation, resource conservation, and reduction of CO₂ emissions, the company has demonstrated why it is one the world's leading tire manufacturers.

Bridgestone will continue its research in this direction till it comes up with an "Air Free" tire that is just as good, if not better than a conventional tire for all kinds of vehicles and will make flat tires a thing of the past.



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EVENT	DATE	INFORMATION	LOCATION
International Auto Show-Baltimore	06- 09 Feb, 2014	International Auto Show-Baltimore is an excellent platform for professionals involved in automobiles industries. Attendees will get to see more than 400 new cars, crossovers, SUVs and trucks at this automotive extravaganza	Baltimore, United States Of America
Buffalo Auto Show	06- 09 Feb, 2014	Buffalo Auto Show is one of the most comprehensive automobile sector trade shows in the United States. The event brings together a large number of industry professionals and senior decision makers from this sector and the latest topical issues are closely deliberated upon during the show.	Buffalo, United States Of America
Auto Expo - The Motor Show	07- 11 Feb, 2014	Auto Expo - The Motor Show ranks as one of the leading automobile industry trade shows that are held in India. The Auto Expo show is hosted at the India Expo Centre and Mart, Greater Noida in Delhi NCR and is attended by several leading professionals from this sector.	Greater Noida, India
World of Wheels-Indianapolis	07- 09 Feb, 2014	World of Wheels-Indianapolis has firmly established itself as the leading automobile & car show for high-performance automotive products. There is simply no other event like it in the country.	Indianapolis, United States Of America
Chicago Auto Show	07- 05 Feb, 2014	Chicago Auto Show will showcase best luxury cars which attract lot of visitors to attend the event. The event will be the ideal platform for the industry professionals, producers, trade buyers, suppliers and distributors to gather under one roof and share their key knowledge and experiences with each other..	Chicago, United States Of America
Autoshow Philadelphia	08- 16 Feb, 2014	Autoshow Philadelphia is a 9 days event which is being held from 8th February to the 16th February 2014 at the Pennsylvania Convention Center in Philadelphia, USA. This event showcases products like cars, cars parts, vintage cars, cars accessories, services etc.	Philadelphia, United States Of America

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EVENT	DATE	INFORMATION	LOCATION
Tire Technology Expo	08- 16 Feb, 2014	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, Germany
Autoid & Communication Expo Osaka	12- 13 Feb, 2014	Autoid and Communication Expo Osaka is a two day event that will be held in Osaka in Japan. This show will contribute in the development on the automatic recognition technology. The professionals of the industry will bring together a lot of attendees who will share their knowledge and experiences with other attendees.	Osaka, Japan
The London Bike Show	13- 16 Feb, 2014	While the cars are the stars of the New England International Auto Show, there's a full range of activities to make it a fun outing for the whole family. The New England International Auto Show is a place where auto enthusiasts, potential buyers, and people who are looking for a fun day out can come together	London, United Kingdom
Canadian International Auto Show	14- 14 Feb, 2014	Canadian International Auto Show(CIAS) is the most unique show that is scheduled to be held at the Metro Toronto Convention Centre. The event covers entirely the auto industry and creates a new base for the exhibitors to showcase their talents and products.	Toronto, Canada
Indian Machine Tool and Automation Expo Rudrapur	21- 24 Feb, 2014	Indian Machine Tool and Automation Expo Rudrapur which is expected to be one of the biggest trade fair of the entire nation will be attended by manufacturers, retailers and entrepreneurs. They will be exhibiting machine tools and automation products as well as services.	Rudrapur, India

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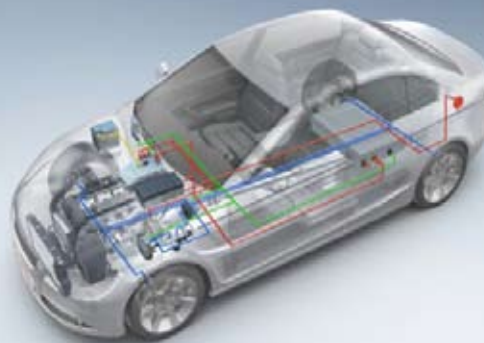
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Bosch Receives EU Approval for Cars with Eco-Innovation



Bosch's innovative technology for reduction of CO₂ emissions in hybrid cars has received approval from the European Union (EU). The technology, which the union described as an "eco-innovation", offers an advantage that can be used as a credit to offset the automaker's passenger vehicle fleet emissions.

In contrast to conventional cars, hybrid vehicles can recover some energy during braking by utilizing their electric motor as a generator in charging the battery.

It is not always feasible to explore the recovery of energy lost while braking in hybrid cars. On long downhill stretches or when the brakes need to be applied repetitively, the battery becomes "too full" quickly if it has not been adequately drained earlier.

Utilizing topographical navigation data like curve radii as well as downhill and uphill gradients, the revolutionary Bosch system is capable of determining which route sections are appropriate for recuperating braking energy.

Before the car reaches these sections, the system regulates the battery charge level based on the navigation data to ensure optimum recuperation.

"With the intelligent link between extended navigation data and special powertrain control algorithms, we ensure that both fuel consumption and CO₂ emissions are reduced significantly," said Dr. Michael Bolle, Bosch Car Multimedia division, Executive Vice President of Engineering.

Within the EU certification scope, this Bosch advancement is regarded as an effective measure to reduce CO₂ emissions. By linking the navigation system to the hybrid car's driving strategy, the system offers a per-car advantage that can help prevent legal penalties for exceeding legal average limit of CO₂ emissions.

BorgWarner Launches Electronic Front-Wheel Drive Technology on Volkswagen Golf GTI



BorgWarner has recently launched the first electronic limited slip differential in the world intended for the 2013 Volkswagen Golf GTI's front transaxle. The system, also called front cross differential (FXD) technology, greatly improves the vehicle's stability, handling and traction without compromising the engine's performance. Under varying driving conditions, the technology's improved car performance closely matches that of an all-wheel drive (AWD) system but is more fuel-efficient and costs less. The technology utilizes the same electro-hydraulic actuation technology launched recently on the 5th generation AWD coupling of BorgWarner, and provides car manufacturers with an easy-to-install and compact electronic limited slip differential solution having a variety of calibration options.

"BorgWarner's FXD technology received very positive reviews during customer demonstrations for its improved traction and vehicle performance," said Dr. Stefan Demmerle, President and General Manager, BorgWarner TorqTransfer Systems. "Unlike brake-based systems, our pre-emptive technology anticipates the torque needed in different driving situations, delivering unsurpassed traction, handling and stability while maximizing the fun-to-drive experience for front-wheel drive vehicles."

The car's bolt-on FXD technology utilizes the same car sensor inputs as an AWD system to produce controlled locking torque between the right and left front wheels, directing power to the wheel with optimum traction before it spins or slips. In certain driving situations, like while driving up an icy hill, FXD technology also enhances acceleration through the use of engine power as compared with brake-based traction control systems, which drain engine power. The system provides a torque vectoring effect for better cornering performance, thus shifting extra power to the outer wheel to lessen inner wheel slip. To improve the car's stability, the system shifts extra power to the inner wheel, which significantly decreases interference from brake-based stability control systems.

With BorgWarner's FXD technology, car manufacturers can offer a more affordable, fuel-efficient substitute for AWD.

Bulldog LED Lighting Bags SEMA Global Media Award



Bulldog LED Lighting, an emerging company based in the United States, has recently won the Global Media Award for its Curved LED Light Bar at the SEMA Show 2013 in Las Vegas.

"It is an honor to receive the Global Media Award from SEMA and the International Judges for our Single Row Curved LED Light Bar. We are a young company making strides to be innovative and still affordable. We are the only Made in USA Certified® LED Light Bar Manufacturer in the USA, that is we manufacture our products with American parts. We are very proud to receive this recognition and achievement from the international community," said the CEO of Bulldog LED Lighting, Dylan Sievers who is only 19 years old.

The annual SEMA Global Media Awards Program gives recognition to companies that produce specialty equipment accessories and products that would greatly appeal to customers in countries outside the US. A group of renowned international journalists serves as the judging panel that votes on the entries for the award.

"The idea of customization and personalization has been growing throughout the world," said Linda Spencer, SEMA director of international and government relations. "Our goal is to have media experts from around the world determine which new products are likely to succeed in their home markets. The automotive specialty-equipment market is made up of enthusiasts who are passionate about the hobby, and so it's exciting to see how their love for cars, trucks and SUVs is impacting those throughout the world."

36 judges from 19 countries took part in the 2013 program. Each of the judges thoroughly reviewed and assessed approximately 2,500 product entries prior to choosing the ones that they customers in their homelands would prefer to use.



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Centric Parts Bags Double AIA Awards at AAPEX Show 2013



International brake pad manufacturer Centric Parts has recently bagged two prestigious awards at the Auto International Association (AIA) awards at the AAPEX Show 2013. The association, which supports automotive products trade between the North American market and the international automotive community, chose the StopTech Touring Big Brake Kit for the Volkswagen GTI 2006-2010 as 2013's Best Import Performance Product. The award was given during the AAPEX Show's opening day in Las Vegas, where the company was also awarded Best Marketing Campaign for its print ad and educational video campaign.

The StopTech Touring Big Brake Kit was given recognition for providing the new market sector with high performance braking. It comprises the same StopTech Stainless Steel Brake Lines as the Performance BBK, StopTech Street Performance Brake Pads, ultra-stiff patented StopTech calipers, and supplements 1-piece StopTech Sport Rotors, which provide a better performance over stock rotors. With the addition of 1-piece StopTech Sport Rotors having a larger diameter, the brake kit also offers a cheaper high-performance braking option for moderately priced sports cars and other sporty vehicles.

The company's ad campaign is also an eye-catching one with informative print ads explaining typical brake problems, and how products from Centric Parts can solve them. The supplementary videos tell about the company's R&D program and how it leads to the creation of the leading-edge components for the automotive market.

In his statement made at the award ceremony, AIA's Martin Gold mentioned the numerous awards Centric Parts has received over the years for multiple categories. "This company is consistently providing support for AIA and these awards, and they always stand out in whatever category they enter."

Since the AIA was established in 2000, Centric Parts has won multiple product awards from the organization such as best website award, best catalog award and individual honors for the Centric Parts CEO Dino Crescentini and President Dan Lechuk.

New Raybestos Brake Pad Brand The Future of Braking



Raybestos brand manufacturer Brake Parts Inc., has recently released Element3™ with Enhanced Hybrid Technology (EHT™), a new Raybestos brake pad touted as the future of braking.

"With this breakthrough friction technology, we knew the brand name would be an essential part of this new product offering," said Jeff Stauffer, Brake Parts Inc., Global Marketing, Vice President. "We did extensive brand name testing, and Element3 provides our customers with a new, unique and powerful brand name that differentiates Raybestos brakes from the rest of the marketplace. It was also most appealing to professional installers and consumers in tying into the EHT deliverables."

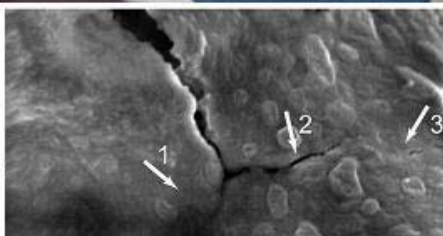
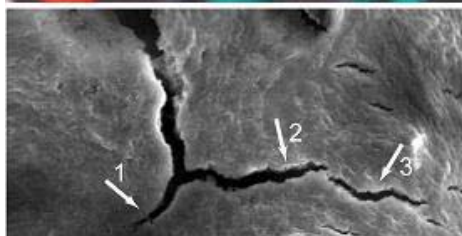
According to Stauffer, the word "element" in the name Element3, pertains to the brake's unique composition that is different from the usual ceramic or semi-metallic brake pads. "This is not a simple mixture of ceramic and semi-metallic formulations. Our EHT formulations are an exclusive and proprietary blend of premium BPI friction compounds... "elements!"

On the other hand, the numeral "3" in the product name embodies the "power of 3", which has held a significant meaning for centuries. BPI used the term to represent the "3" benefits and features of the brake pad. The company claims that the Element3 is a groundbreaking invention offering the best in braking performance, and provides unparalleled braking control and stopping power.

"The new packaging is designed to be a great selling and marketing tool as well," said Stauffer. "We made sure the packaging was very high quality and eye catching to match the quality product inside the box. We added a tray on the inside of the box as an extra marketing feature, which further emphasizes to the buyer they just bought the latest, greatest innovation in premium brake pads money can buy."

With the introduction of Element3, BPI Sr. Vice President of Sales, Bruce Tartaglione, expects the new product to become an unqualified success worldwide. "The introduction of Element3 provides our customers what they are craving most... a differentiated, new, dynamic and innovative friction offering that breaks through the "sea of sameness" that exists today in the brake pad marketplace. With Element3, they will be able to sell with confidence. We will provide aggressive sales and technical training, sales promotions, merchandising and social media outreach to help sell and grow their brake business."

Technological Innovations Increase Viability of Lithium-ion Batteries



According to Frost & Sullivan, a leading market intelligence analyst, the lithium-ion battery market has constantly achieved dramatic evolution with emphasis on high efficiency, safe high energy density, low cost per kilowatt hour, scalability and long life. The market has also shown great potential with its use in grid storage/renewable energy applications.

"The market is likely to grow at 23.8 percent compound annually from 2014 to 2020," said Vishal Sapru, Research Manager, Energy & Environment at Frost & Sullivan. "The applications driving this market include renewable energy/grid storage growing at 57 percent, followed by automotive growing at 36 percent respectively. The consumer and industrial segment will grow at 8 percent and 14 percent respectively."

Multiple investments are being done in the battery sector to carry out research on increasing the overall performance of the lithium-ion battery. Recently, researchers at SLAC National Accelerator Laboratory and Stanford University have started working on a self-healing electrode that can possibly enhance the li-ion battery's charge capacity.

"Self-healing is very important for the survival and long lifetimes of animals and plants," said Chao Wang, a postdoctoral researcher at Stanford. "We want to incorporate this feature into lithium-ion batteries so they will have a long lifetime as well."

Silicon has been viewed by researchers as a potential material for battery electrode due to its ability to store a large amount of energy while the battery charges, thus leading to extended life. However, the primary concern is that silicon electrodes as they charge and release electrons and this continual expansion and contraction leads to cracks. This issue can be solved by coating silicon electrodes with a self-healing polymer. This material also cracks like silicon, but the material of the polymer is such that the broken polymer bonds knit together and return to their original shape. Thus with this coating, silicon is the cells is protected from cracks and the cells can will have more capacity to store more energy.

It has been found that this technology appears to be working with smaller charge/discharge cycles, but still needs further testing to successfully reach discharge/charge cycles that are large enough to support electric cars and smart phones. Frost & Sullivan predicts that this could be a really pathbreaking technology, which can boost the use of lithium-ion batteries.

Honeywell Survey Reveals Tremendous Opportunity for Diesel Engines In Millennial Generation



A recent survey conducted by Honeywell Turbo Technologies has revealed that 70% of American drivers have never driven a diesel-powered car despite knowing that diesel fuel offers better fuel economy than gasoline. When the research results were segmented by age categories, it revealed that in Millennials—those under 35 years of age—the percentage was even higher at 73%, unveiling a big target market for proponents of the diesel engine among people of this generation.

The survey also revealed that drivers are aware of the twin benefits of the diesel engines; that they are more powerful than conventional gasoline engines while at the same time offering better fuel economy.

"Turbocharged diesel engines have an opportunity to make an impact with today's younger car buyers who understand and even prioritize the fuel economy advantages of the technology, but have not yet been able to drive one," said Honeywell Transportation Systems CEO and President, Terrence Hahn. "Turbodiesels and downsized turbocharged gasoline engines provide both automakers and consumers a no-compromise solution of greater fuel economy and performance with the added benefit of being more environmentally-friendly."

ContiTech Manufactures 20,000 Fuel Lines Weekly for Next-Gen Heavy-Duty Truck Engines



ContiTech, a division of Continental AG, is currently manufacturing 20,000 fuel lines weekly at its Karben plant for next-gen heavy-duty truck engines. The company's resilient fuel lines designed for heavy-duty truck engines significantly reduce emissions and fuel consumption, thereby helping truck manufacturers prepare for future emission norms like EPA13 and Euro 6.

Heavy-duty engine requirements are no longer met by traditional fuel lines. ContiTech's next-gen line, specifically developed for this purpose with a new rubber component and special reinforcement, can withstand pressure as high as 35 bars and operating temperatures up to 130°C. The new fuel lines fared well in lab tests without any major decline in performance during a 4 hour flame test. They come with an optional steel mesh that can further dissipate the heat and enhance performance.

The lines having 15 mm ID are 100% copper-free with vastly reduced permeation rates. They can be used for biodiesel applications as they are not affected by chemical reactions and hence there is no foaming of fuels. The key challenge for Continental in designing these fuel lines was to come up a production process that had superior standards for quality and purity in addition to tighter tolerances. This involved investing millions of Euros in new machinery and setting up a special production area dedicated to the manufacture of the fuel lines.

"The unusually high quantities for the truck sector mean that we can automate production and thus continue to manufacture competitively in future," explains R&D Head Christof Kirsch.

About half of the fuel lines produced in Karben are supplied to Germany with the remainder is exported to the United States.

BUGATTI LENDS A TOUCH OF LUXURY TO THE HUMBLE SHISHA



Enjoy the holidays with a top of the range limited edition, carbon fiber Bugatti Shisha

For those who have looked at a Bugatti and fantasized about owning it but were fazed by the price tag, here is some consolation. You can still get to own a Bugatti, but not a car. Bugatti has just come up with a shisha pipe that definitely is in a class apart when it comes to shisha pipes. It is inspired by advanced automotive materials and technology.

The shisha is made by a Swedish luxury pipe maker named Desvall for the Bugatti brand. Talented artists have fashioned the Bugatti shisha by hand from titanium, carbon fiber and hand sewn leather that are used in high-end cars rather than the usual combo of glass, steel and metal. It is a bit taller than the average shisha at two and a half feet.

Compared to the Bugatti Vitesse which costs \$ 3 million before taxes and delivery charges, the price for the shisha pipe is quite reasonable at \$ 100,000. So, if you long to buy a Bugatti but can't quite afford it, you can still get to buy a Bugatti shisha for a fraction of the cost.

The shisha pipes are made in a limited edition series of just 150 pipes, so you may not be able to get your hands on one if you wait too long.

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Dotz Tuning Wheels Unveils Dark Edition Alloy Wheels for Winter 2013

Alcar Group brand Dotz Tuning Wheels, has recently unveiled its Dark Edition alloy wheels for winter 2013. For tuning fans, these wheels with their elegant black color that embodies power, elegance and exclusivity, will provide a real interplay of dark touches against white snow.

Presently, the Dark Edition comes in four models known as the four matt-black eye-catchers, which feature colorful inlays for the modular central cap to the Custom Finish-Program with visually appealing pinstripes, among other things.

The Territory Dark wheel is a 9.0x19, 10.0x20, 10.0x21 sizes characterized by big ten double spokes that resemble tuning forks. With a matt-black finish contrasted by chrome-plated bolts, the wheel will give any car a classy finish. Featuring a cast, one-piece construction, it comes with a modular center cap and a metal inlay as well as customizable with Dotz custom finish program.



Territory dark

The Mugello Dark model is available in 6.5x15, 7x16, 8x17, 8x18, 9x18, 8.5x19, 9.5x19 sizes and features chrome screws. It offers a perfect blend of modernism and classicism with its ten Y-spokes, which are both a timely and timeless wheel element. With matt-black as its primary color, the wheel symbolizes a certain type of wickedness.

The Rapier Dark model, which measures 7.0x16, 7.0x17, 8.0x17, 8.0x18 inch, features a smart and matrix spoke layout

of interchanged Y-spokes and V-spokes. Its matt-black color provides any vehicle with a "Bad Boy" yet mysterious, cool touch. It also boasts a black metal inlay and modular center cap.

With a clear and filigree design, the Fast Fifteen Dark model is a study in contrasts. With sizes ranging from 8.0 x 17 to 8.0 x 19 inches, it has straight spokes that contribute to the low weight of the wheel while the matt-black finish gives it a "satanic touch", which symbolizes aggressiveness.

To know how the four matt-black eye-catchers will look like on cars, Dotz Tuning Wheels advises car owners to use the Dotz App. All they have to do is take a snapshot of their car, choose their preferred alloy wheel and the winter highlights are automatically done.



Mugello dark



Rapier dark

B3C Launches FUEL LIFE Technology to Prevent Fuel Decay



B3C Fuel Solutions, a South Carolina-based manufacturer of environment-friendly solutions and products for bio-fuel and ethanol-related problems, has recently launched FUEL LIFE, an advanced technology designed to keep fuel water-free and stabilized. Users will no longer need additives to keep engines clean.

Fuel Life is an exceptional nanopore reactive molecular sieve that continually eliminates impurities and offsets fuel decay through the production of free radicals. Being non-liquid,

non-hazardous and non-toxic, it does not add any components to the fuel.

"This new technology has the potential to change the fuel additive industry as we know it today by stopping fuel related engine problems before they start," said Brian Boezi, B3C Fuel Solutions CEO.

"Millions of engines either do not run, or run poorly due to bad fuel, both gas and diesel. When fuel goes bad, it is unusable and has to be disposed of properly. But proper disposal does not always occur. These problems are preventable with FUEL LIFE," he added.

Original equipment suppliers can incorporate Fuel Life into sealed gas cans or new equipment. It effectively prevents possible issues with ethanol-blended fuels such as corrosion, varnish, gums and fuel decay helping to

retain fuel in a water-free and stabilized condition. FUEL LIFE is effective even in the case of slightly marginal fuel by neutralizing adverse chemical reactions that may have already begun occurring.

"Benefits include potential reductions in fuel related warranty issues, increased customer satisfaction, and positive environmental impact," said Brian O'Neil, B3C Chief Business Development Officer.

B3C's innovative new technology is aiding in the company's expansion. Working with Myrtle Beach Regional Economic Development Corporation, the company has recently announced its business's expansion, which will create approximately 36 jobs at its present facility and comprise a \$305,000 capital investment for 3 years.

"B3C's expansion in Horry County once again demonstrates that South Carolina is where companies can grow and succeed," said Gov. Nikki Haley.

With B3C's expansion, the production process of its Fuel Life technology line as well as its other products, including Ethanol Shield and Mechanic in a Bottle is anticipated to improve.

Daihatsu Unveils Fuel Cell Mini-Truck Concept at Tokyo Motor Show 2013



Daihatsu, Japan's oldest car manufacturer, failed to impress the automotive industry when it launched its FC ShoCase model a few years ago. In addition to looking weird, it was powered by a prototype fuel cell that the company claimed did not have the limitations imposed by conventional hydrogen fuel cells. At the 2013 Tokyo Motor Show, Daihatsu presented another take on this fuel cell with its new concept vehicle – the FC Deco Deck mini-truck.

In a typical fuel cell, platinum is used as the electrode catalyst due to its outstanding corrosion resistance that keeps it from being consumed by the acidic polymer electrolyte membrane of the cell. Daihatsu's fuel cell however uses a safer alkaline anion exchange membrane, eliminating the need for using costly platinum as the electrode catalyst. Hence more affordable metals like cobalt or nickel for the electrode catalyst.

Moreover, the new fuel cell utilizes a hydrazine-hydrate derived from nitrogen and hydrogen instead of plain hydrogen as the fuel. The hydrazine-hydrate is easier to handle since it is in liquid form and has power density that is equivalent to that of hydrogen.

As a backup power source, the FC Deco Deck concept vehicle is fitted with a compact, cheap generator for use during emergencies or in remote areas. Daihatsu has also created two additional stand-alone versions of the generator, which were showcased alongside the mini-truck at the Tokyo Motor Show.

Ford's 1.0-Liter EcoBoost Engine Bags SMMT 2013 Award for Automotive Innovation

Ford's revolutionary 1.0-liter engine has recently gained yet another industry laurel after bagging the Society of Motor Manufacturers and Traders (SMMT) 2013 Award for Automotive Innovation. Other nominees for the award which focuses on innovation and R&D in the UK car industry included trendsetters like the McLaren P1 supercar.



Apart from bagging the SMMT Award, the engine was also hailed as the International Engine of the Year in 2012 and 2013, respectively. It was designed and developed at Ford's R&D centers in Dagenham and Dunton in the UK.

"The UK is a hotbed for global automotive engineering talent, a fact proved by the winning Ford entry being designed and developed at its UK R&D centres," said Mike Hawes, SMMT Chief Executive and one of the judges on the panel for the award.

"The outstanding calibre of the entrants to this year's Award is testament to the wealth of design and engineering talent here in the UK. SMMT is working hard with its members and government to ensure the UK maintains and develops its position at the forefront of automotive innovation," he added.

"I'm delighted to accept this award on behalf of the 1,000-plus highly-skilled Ford powertrain engineers involved in the 1.0-litre EcoBoost programme. In 2007, the engineering teams

at Dunton and Dagenham took on the challenge to produce a cutting-edge three-cylinder petrol engine – exciting, durable and efficient enough for both cars and commercial vehicles. Six years on, and with over 300,000 global sales, two back-to-back International Engine of the Year titles, and now this major Innovation award, we couldn't be more proud," said Graham Hoare, Ford's Global Vehicle Evaluation and Verification Director.

Currently, the 1.0-liter EcoBoost engine is available in the Ford Transit Connect, Ford Tourneo Connect, Ford C-MAX, Ford B-MAX, Ford Focus and Ford Fiesta models, and will be featured in both the next-generation Ford Mondeo and the upcoming Ford EcoSport SUV.

The engine also powers the FF1 Formula Ford-based road vehicle, which recorded the 11st fastest time on the renowned Nürburgring Nordschleife circuit – outperforming popular supercars including the Pagani Zonda, Ferrari Enzo and the Lamborghini Aventador with an output exceeding 600 hp.

The judging panel for the SMMT Award featured automotive engineering and industry leaders, including John Laughlin, Programme Manager – Low Carbon Vehicles, Technology Strategy Board; Jim Higginbotham, Managing Director, Large Corporate and Special Asset Finance, Lombard; Robert Lea, Industrial Editor, The Times; Dave Salt, Chief Engineer, GKN Driveline; and Mike Hawes, Chief Executive, SMMT.

LIQUI MOLY's Diesel Particulate Filter Cleaner Kit Bags AIA "Best New Product" Award



There are barely any notable innovations in the field of automotive chemistry but LIQUI MOLY's Diesel particulate Filter Cleaner Kit is one that bagged the Auto International Association's (AIA) "2013 Best New Product for Import Cars" award at the recently held Automotive Aftermarket Products Expo (AAPEX) in Las Vegas, the globe's grandest annual aftermarket trade fair.

"This is the Academy Award for the automotive aftermarket," explained David Pollack, LIQUI MOLY Marketing Manager, North America. "This distinction is a great honor for us. And it reflects that new technologies also offer new business opportunities."

LIQUI MOLY's has an extensive range of products for diesel cars that were showcased during the AAPEX show. Contemporary diesel vehicles are equipped with a diesel particulate filter designed to filter out soot. However, though the filter helps reduce emission issues, the filter itself can possibly create a few problems. When utilized for regular short trips or when the diesel fuel does not have optimum quality, it can instantly clog up. This continually affects the vehicle's performance until it stops running.

LIQUI MOLY developed the Diesel Particulate Filter Cleaner Kit as an effective and economical substitute for garages so that car owners need not waste money on replacement of filters. Designed to clean the filter effectively without removing it from the car, the kit reduces the time needed for the entire procedure. It takes only 30 to 60 minutes to clean the filter using the kit.

"This saves vehicle owners a great deal of money and provides garages with an attractive, additional service that can be kept in house instead of losing the opportunity to the dealership," added David Pollack. After cleaning, the driver immediately experiences a dramatic improvement in the car's performance. "This also makes our kit an excellent way to help retain customer loyalty." With the innovative concept offered by the kit, the AIA chose it as the best innovation of the year.

"Winning an award like this reflects the importance LIQUI MOLY places on developing new products", confirmed David Pollack. "This award is affirmation for us to continue to be an innovator in the aftermarket."

Subaru and Toyota Plan Launch of Downsized Turbos to Improve Fuel Economy



Subaru and Toyota Motor Corp. has recently discussed plans at the 2013 Tokyo Motor Show to launch downsized turbos to improve the fuel economy without affecting the performance—or to improve power without compromising fuel economy. The first models equipped with these turbos will debut in 2014, with more to follow.

"Toyota, which has no turbos in its lineup, will use turbocharged engines across its portfolio, with possible displacements spanning the 1.0- to 1.5-liter range," said Satoshi Ogiso, managing officer in charge of global product planning, chassis and drivetrain engineering.

The company's first turbo since the 1980s is anticipated to arrive in 2014. "It will be a 2.0-liter powerplant offered in the Lexus compact crossover to be styled after the LF-NX. In the near future we will use downsized turbochargers, also in the Toyota lineup," Ogiso added.

Toyota cars will be equipped with turbocharged engines in a few years. The vehicles will utilize the technology to boost fuel economy, while Lexus will depend on it more for enhancing low-end torque from engines with small displacements.

"A 1.4-liter turbo standing in for a 2.0-liter naturally aspirated engine can deliver a 5 percent increase in fuel economy," Ogiso estimated. "Fuel economy gains are bigger when turbo engines are combined with manual transmissions than with automatics."

In spring next year, Subaru will roll out its first-ever 1.6-liter direct-injection downsized turbo engine to be offered on Levorg compact wagon. Set to go on sale in Japan, the engine substitutes for a naturally aspirated 2.0-liter engine.

Subaru Executive Vice President for Global Engineering Naoto Muto, claimed that while the 1.6-liter turbo has better fuel efficiency than the 2.0-liter, it generates power equivalent to that of a 2.5-liter engine.

"Subaru is studying a possible use in the United States, but nothing has been decided. Subaru engineers are looking at expanding turbos to sub for bigger engines," Muto said.

He also revealed that they might follow General Motors's (GM) example of substituting a 3.5-liter V6 engine with a smaller and lighter 2.5-liter unit.

Study Reveals New Direct Injection Gasoline Engines Release 1,000 Times More Particulate Matter than Prior Versions



A recent study conducted by independent car researchers, TUEV Nord has shown that gasoline direct injection engines release around 1,000 times more particles including harmful carcinogens than old-generation gasoline units. They also emit 10 times more particles than the latest diesel versions.

Transport & Environment, an environmental lobby group based in Brussels, added in a November research paper that with CO2 limits getting more stringent as years go by, automakers have downsized engines to reduce emissions, and the latest GDI engine versions may be fitted in the latest gasoline-powered vehicles sold in Europe by 2020.

Researchers claim that the increase in emissions of harmful substances is caused by GDI engines functioning with high pressure in their cylinders, leading to the production of more particles.

"Cars are the largest source of air pollution in Europe's cities and 90 percent of European citizens are already exposed to harmful levels of particle pollution," Greg Archer, T&E clean vehicles manager, stated in the organization's research paper.

"More fuel-efficient, lower CO2 GDI engines would be a great innovation if they did not emit harmful particles. These particles can be eliminated for the price of a hands-free kit," he added.

T&E also claims that the a filter for eliminating particle emissions costs around 50 Euros and does not have impact on fuel economy. According to the group, in spite of this, automakers defer fitting filters on gasoline diesel injection vehicles and depend on manipulation of test results instead.

T&E further predicts that air pollution in the European Union is projected to contribute around 406,000 casualties yearly and cause over 100 million lost work days, costing the economy from 330 billion to 940 billion euros per annum.

Tiny air particles pose a great risk to health, infiltrating deep into the lungs where they can be absorbed into the blood stream, leading to an array of diseases and even death.

Hennessy Industries Debuts Next Generation Coats Wheel Balancer at SEMA 2013

Hennessy Industries, the giant North American manufacturer of full-line wheel-service equipment launched the Vero™ Series V200 Wheel Balancer under the COATS® brand at the recent SEMA Motor Show in Las Vegas, Nevada. The V200 features ease of use, striking design and a systematic operating cycle to help dealers to provide an improved balance every time.

"With the V200, we insisted on high levels of accuracy rather than give our users an "OK" balance that risks a customer comeback," said Kevin Keefe, Hennessy Industries Vice President of Marketing. "Vero literally translates to 'the truth' – we're arming tire dealers with the true information they need to minimize residual imbalance in order to reduce comebacks and get a better balance the first time."

The V200 is equipped with the next generation of COATS's Direct Drive™ technology. Indirect drive systems utilize pulleys and belts, but Direct Drive blends the spindle and motor into a single, pre-balanced assembly that retains its accuracy for years and does not need to be recalibrated frequently.

Every component of the wheel balancer plays a part in improving accuracy. With its Laser Guided Weight Placement™ system, the precise location of the weight is pinpointed, both axially and radially, reducing residual imbalances. It also boasts an industrial-grade touchscreen with an intuitive "no touch" interface that assists technicians to carry out 85% of wheel balances without even touching the screen.

"During the engineering phase of the V200, we looked for opportunities to improve speed, reduce operator error and accelerate training," said Keefe. "The result is the V200's new user interface; we've standardized wheel balancing into a step-by-step process that eliminates training hurdles and puts one-spin accuracy within anyone's reach."

Volkswagen Twin Up!

Concert Car with XL1 Powertrain Gets Spotlight at Tokyo Motor Show



Volkswagen's Twin Up! Concert car, a plug-in version of the up!, was in the spotlight at the Tokyo Motor Show. This four-seater plug-in diesel hybrid has a chassis and body made from carbon fiber and a record breaking fuel efficiency of 261 mpg. Sharing its drive system with the hyper efficient XL1 powertrain, including the DSG dual-clutch automatic transmission, electric motor and diesel engine, the Twin Up! promises superior performance on all kinds of terrain.

Since Volkswagen's new cars are configured for compatibility with conventional drive systems and conventional ones, the compact plug-in hybrid system's installation in the Twin Up! was easy. The sole modification made by the company in the production version was to extend the short front overhang by 1.2 inches. The Twin Up!'s 55 kW drive unit—that consists of the power electronics, a 7-speed DQ200 DSG transmission, a 35kW electric motor and a 35kWh 0.8-liter TDI Clean Diesel engine—is mounted in front of the vehicle. The fuel storage system, including an 8.7-gallon fuel tank, 12-volt battery for the electrical system and an 8.6 kWh lithium-ion battery, is installed at the back of the car, behind the rear seats and under the trunk.

The car is also world-class in terms of efficiency due to its low rolling resistance 165/65 R15 tires, lightweight plug-in drive components, a low unladen weight of 2657 pounds, and impressive (0.30 Cd) aerodynamics. The all electric model of the Twin Up! has a 31 mile driving range. The Twin Up! performed well in the standard New European Driving Cycle tests for plug-in hybrid cars yielding an amazing 214 mpg with carbon emissions as low as 27 g/km.

You don't lose out on the "fun" aspect while driving a Twin Up! In an urban setting, in the electric mode, the hybrid version accelerates from 0-37 mph in 8.8 seconds with a top speed of 78 mph while in hybrid mode, it delivers a torque of 159 lb. ft. On highways, the car goes from 0 to 62 mpg in 15.7 seconds with a top speed of 87 mph.

Volkswagen also takes pride in the Twin Up!'s two-cylinder TDI, which generates power as high as 35 kW from only 830 cc. It was originally derived from a 4-cylinder, 1.6-liter diesel engine and comes with a bore spacing of 88 mm, with a 81.0 by 80.5 mm bore and stroke. The engine of the XL1 powertrain also shares internal modifications for emission reduction, which include customized piston recesses for multiple injections and individual orientation of the injection jets' and. The 2-cylinder engine has the same smooth and quiet running properties as the common-rail diesel engine supported by a balancer shaft powered by the crankshaft that turns at the same speed as the crankshaft. To reduce tailpipe emissions, a diesel particulate filter, an oxidation catalytic converter, and an exhaust gas recirculation system are used.

The hybrid module, which is located between the 7-speed DSG and the TDI engine, consists of a clutch and an electric motor, fully integrated in DSG housing instead of the commonly used flywheel. The electric motor is powered by a 8.6 kWh lithium-ion battery. The power electronics operating at 308 volts manages the high-voltage energy flow between the electric motor and the battery in addition to converting direct current into alternating current.

The Twin Up!'s engine compartment is fully covered and all service access points are in locations that can easily be maintained. All the individual components are covered and insulated with a matte black cover for the engine compartment.

There is also an aluminum-look central capsule that combines design themes from both electric motors and combustion engines, where the electric elements are coded in blue.

With the revolutionary technological and design innovations in the Twin Up! , Volkswagen is confident that the car will take the global aftermarket by storm.

Research Shows Prices of Lithium-ion Battery May Fall by 2020

2020 is a much awaited year by people from all over the world, but if Navigant Research is right, electric-car supporters will have reasons to celebrate, whether Prince Automotive will play the game or not. Previously known as Pike, the research company claims that the price of lithium-ion (Li-ion) battery may fall by around 2/3 by the end of the decade. According to Plug In Cars, this will make electric vehicles price-competitive in comparison to gas-powered cars.



Currently, lithium-ion batteries cost around \$500/kWh. This could drop to \$300 by 2015 and \$180 by 2020. Apart from the obsolete economies-of-scale factor, car battery manufacturers are looking for ways to minimize the amount of costly cobalt that is used in batteries, while plastic, wiring and metal costs are also headed way down.

Thus, by 2020, electric cars may cost only about \$2,000 more than conventional cars making the plug-in proposition attractive to car enthusiasts. In fact, it is projected that EVs will account for 5% of the new-vehicle market by the end of the decade, up from around half a percent today.

Projections regarding the future use of EVs have differed widely, but Navigant's is quite close to one the scenario projected by McKinsey & Co. in July 2013, when they released a report stating that lithium-ion battery costs would fall from around \$600/kWh to \$200 by 2020 to a frugal \$120 by 2025. It is also worth mentioning that Tesla CEO Elon Musk said back in February 2012 that he anticipated cells' cost to fall to the 200/kWh mark in the future.

Meritor WABCO Launches Remanufactured System Saver™ Air Compressor



Meritor WABCO, the North American commercial car industry leader for efficiency technology and integrated safety systems, has recently on the occasion of "America Recycles Day" launched a remanufactured System Saver™ air compressor for trucks using the MACK ASET engine.

"We've seen an increased demand from manufacturers for our System Saver products, and now we've efficiently remanufactured our air compressor for aftermarket use," said Pat Kealy, Meritor WABCO Aftermarket director. "Its quality is comparable to a new compressor – and with the extra ecological benefit of recycling versus adding material to a landfill."

A compressor normally contains around 40 pounds of iron, steel and aluminum, which is about the same metal content as that in about 1,200 beverage cans. WABCO's air compressor reduces the metal waste added to landfills and provides customers with an alternative choice to buying a brand new unit.

WABCO is the manufacturer of the original product and WABCO Reman Solutions, a part of the manufacturer, remanufactures the Mack ASET Compressor, making it the sole air compressor in the global market that is tested to the same stringent specifications as an OEM product. WABCO Reman Solutions takes every compressor through a laborious teardown and inspection procedure, and it is carefully remanufactured with the use of OEM components.

The MACK ASET Compressor is available from this month through Meritor's Aftermarket group.



Spicebomb

Spicebomb is the new perfume for men from the Amsterdam based fashion house, Viktor & Rolf who had earlier presented the famous Flowerbomb fragrance for women in 2005.

This warm and spicy perfume was masterfully blended by Oliver Polge, the famous "nose" behind the renowned Christian Dior Pour Homme and Van Cleef & Arpels Midnight in Paris. A mature scent that combines the diametrically opposite spicy and cool notes of chilli, saffron, leather, tobacco, bergamot, grapefruit and pink pepper, Spicebomb can be worn casually or for an evening out and is a true luxury product.

The opening note is extremely sweet and spicy with the spice and citrus notes predominating and later on it mellows down into a delicate fragrance with many notes of leather and tobacco. With good projection and longevity of about nine hours, it is a stunning rich scent that is highly suitable for men from 21 to 50 and is truly a luxury product.

The glass bottle has been custom built by Fabien Baron to look like a hand grenade. It is as beautiful as the fragrance.

Spicebomb is available as 50 and 90 ml Eau de Toilette with 200 ml shower gel and 100 ml after shave balm.

A Mini Microwave to Keep Packed Lunches Warm and Tasty



We all know it is healthier to take a packed lunch to the office. But one reason why many of us prefer to have greasy fast food is that it arrives piping hot in nice, shiny foil wrapped containers. You do not have to be queue up to use the office microwave that is probably not too clean and is used by all the others in the office. In case your office does not have a microwave, the packed lunch that looked so fresh and appetizing in the morning will be in such a condition that you will opt for a deli sandwich or pizza for the rest of the week.

But all that is going to change with the new HotLogic Mini. The HotLogic Mini is a mini slow cooker. It looks just like any other lunchbox externally. Internally, it has a lining of aluminum foil and a heater plate. There is no office without power points. All you have to do is plug it in after putting your packed lunch in the HotLogic Mini. It cooks the food on low heat while retaining the flavor and the moisture in the food. It has no sophisticated controls and is easy to operate. By making packed lunches warmer and tastier, devices like the HotLogic Mini will make you healthier and your waists trimmer in the long run.

Handpresso- the First Portable Espresso Machine

A true coffee addict knows exactly how his shot of espresso should be and he will settle for nothing else. Finely ground coffee needs to be infused with boiling water at exactly the right temperature to give him the jolt of energy he needs. But how does a java junkie satisfy his caffeine craving when he is on the go?

Handpresso is a new portable espresso machine that claims to be the world's first handheld espresso maker. It produces espresso that may not be as frothy as that from a professional machine but is certainly far better than what you would get from a coffee shop. With a stylish and sleek patented design that has won several awards, the Handpresso is highly durable and made from top notch components.

The main body is made of steel and the water reservoir is made of high grade plastic. It uses a pump similar to a bicycle pump to raise the pressure to 16 bar pressure. Once the indicator shows that the pressure has reached this point, all you have to do is add hot water from a kettle or thermo flask to the 50 ml reservoir and insert an E.S.E. pod with ground coffee inside before pushing a button to serve the espresso. The boiling water is forced through the E.S.E. pod at high pressure to give you a premium shot of espresso. The entire process is quite simple and takes less than a minute.

Handpresso is not only durable and lightweight; it is also easy to clean. You don't have to touch the grounds at all. You just have to rinse the water compartment to clean the device. Carry your Handpresso now with you on all your trips to get your espresso just the way you want it - with the full rich flavor of coffee and the right amount of froth.



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HOTPRODUCTS



IQ Brick

If you think you are smart enough to solve the Rubik's cube in a matter of minutes, Brando's new Simplicity 3 x 3 x 7 IQ Brick will definitely catch your fancy. This puzzle is harder and more challenging with multiple thin layers to further divide the sliding pieces. There are two versions; one provides a 3 x 3 x 7 configuration and a second one a 3 x 3 x 9 configuration.

A smart brain tool that claims to provide right and left brain training and enhance IQ and EQ, the Simplicity IQ Brick will keep your brain cells ticking. In addition to providing hours of entertainment, it will boost your brain power and help you stave off Alzheimer's down the road. As an added bonus, it will add a touch of fun and color to your home and office.



NIKON 1 AW1 CAMERA

You can never predict when you feel like taking a picture. It could be the beautiful sunset you are seeing while camping in the desert, your baby's first smile while splashing in the bathtub, or the stylish set of wheels your friend is leaning on. So, cameras need to be really sturdy devices that can tolerate any kind of condition whether it is a sandstorm in the desert or the mini waves created by your little darling in the bathtub. Most cameras are really sensitive devices that you need to keep an eye on. But Nikon has just launched a camera that they claim is shockproof, waterproof and even freeze proof with the ability to tolerate temperatures as low as 14 degree Fahrenheit. Now, you don't have to worry about getting scratches on your lenses or getting your camera wet. The Nikon1 AW1 can survive all kinds of abuse and still remain intact. It has a builtin pop-up waterproof flash and two interchangeable waterproof lenses; the 11-27.5 mm f/3.5-5.6 is a zoom lens which gives 35 mm format length for all kinds of photos from landscapes and portraits, the wide angle 10 mm f/2.8 lens is excellent for wide angle shots and more suitable for low light situations due to its fast aperture.

With rubber seals between the front and rear covers and an O-ring on the mount to make the camera virtually shockproof, the AW1 has a rugged but stylish body. The camera has full HD 1080p video recording and an option for slow-motion recording at 400/1200 fps. Adventurers will enjoy the built in altimeter, depth gauge and electronic compass. There is a hot button on the rear that activates a feature called Action Control permitting users to change the shooting mode or scroll through images.

Buyers can also use Nikon's WU-1 b Wireless mobile Adapter for remote shooting with iOS and Android apps and for sharing pictures taken with the camera on social media platforms. Users will love the built-in GPS for stamping photos and videos with the location. Gone are the days when you had to painstakingly fill in the details of when and where each photo was taken. Enjoy hassle free snapping with the new Nikon 1 AW1 camera.



POWERUP 3.0 IPHONE-CONTROLLED PAPER AIRPLANE

Boys will always be boys. However old we become, the thrill of playing with a paper plane never pales. In keeping with the technology of the digital age, the new Power-Up 3.0 iPhone – Controlled paper airplane consists of an iOS app controlled device. The device is essentially a combo of a Bluetooth wireless receiver and a motor that is connected to a propeller with a carbon fiber shaft. This shaft can be attached to a paper plane. You can play as long as you want with your handmade paper plane, piloting it with the app on your phone. One charge can give the device enough juice to fly the plane for upto 10 minutes. You may find yourself offering more and more people the co-pilot's slot when they catch you playing with the Power-Up iPhone-Controlled paper airplane, but this is one toy whose appeal will never fade.



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