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**AUTOMECHANIKA ME 2009  
BEATS EXPECTATIONS**



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**Could you please tell us a bit about your background and how you got into this business?**

I grew up around cars, as my father owned a garage in Paris. And when he retired, I took on the garage before selling it two years later in order to move to the south of France. I opened Sunprotech in 2000 with my brother, and then in 2006, a new chapter opened. I had been visiting friends in Dubai when I saw there was some real potential to open a branch here, in spite of the competition. Since then, things have been going well.

**What range of products and/or services does Sunprotech provide?**

We advise on and fit window tints, not just for cars, but also for boats and residential and commercial buildings. We also deal in paint protection film for cars, bikes and buildings, under the name of Ventureshield. And we are the regional fitting centre for Thule, a Swedish company that is the worldwide leader in car racks.

**What is the warranty that you provide for your products if any?**

We provide up to 10 years warranty for all window treatments, which covers against pulling, cracking, bubbling and discolouration.

**Who would be your competitors currently in the market?**

We are very different from other tinting companies such as 3M or V-Kool in that we have the freedom to test and choose only the best films on the market. Unlike others, we are not tied by franchise requirements to only offering one brand of film. For us, quality is better than quantity.



IDRISS MAKDOUD

Of protech



**How is your pricing? Which brands would you benchmark it against?**

For the quality of products and service we provide, we are the most competitive in terms of price

**Why should a consumer choose your brand over others?**

As we are not linked to any manufacturer, we are free to offer only the best quality products and the latest technology to our clients. We always perform independent tests on the products we select. Additionally, our team comes from France three times a year to train and test our UAE staff to make sure our service is to the highest standard. As most new cars are launched on the European market first, our team is always fully trained in fitting the film properly for each model.

**Where are your products available? Do you distribute or have your own retail outlets with your products?**

We have a centre in Dubai and we work with several car dealers here. In Abu Dhabi, we operate from a centre which we share with Pro-Tech, a company that specialises in car detailing. We also work with car dealers there. We have a representative in the sultanate of Oman, and we hope to soon have a presence in Al Ain and a number of other Gulf countries.

**If so do you provide training, marketing and full support for the dealers?**

Yes we provide full technical training, as well as marketing tools.

**How long does it take to tint a car?**

Depending on the size of the car, it takes between two and four hours. Of course, the quality of the products and our service means we cannot hurry. For example, our staff remove the car's door panels to make sure the film is fixed properly, so the film will not strip off at the edges over time. We are so confident in the quality of our products and the skill of our team that we offer a 10-year guarantee.



**What differentiates high-quality tints with poor quality ones?**

The first difference is the heat rejection, because a high-quality product repels heat much better than inferior tints. Also, you should expect a high-quality film to block harmful UV light, while inferior materials quickly burn and lose their colour. You can clearly see the quality of our tints; a high-end product will always allow clear vision without changing colour and shape. At the same time, another important factor is the quality of the fitting: even if you have a very good product, if the fitting is not done properly, you won't get the best out of it either in terms of looks or protection.

**Have you and will you be participating in any upcoming shows?**

We will take part with Thule at the adventure exhibition in Dubai Festival City in November. We are also looking at participating in the next Dubai Motor Show, as well as the next Abu Dhabi show.

**What is the strategy behind selling your products?**

We are aiming to become the number one in our field by relying on the quality of our products and the skill of our staff. We also focus on giving professional advice. Many customers don't understand how tinting works and the laws behind the darkness of films. We try to educate them on what they need

**Where do you see that market going? What are your future plans?**

The environment and saving energy are becoming increasingly important. As a result, the window treatment market is getting more discerning, demanding ways to further reduce energy costs for cars and buildings.

**Why should consumers invest in tints?**

There are a number of extremely good reasons why it is essential for them to have tints on their cars. The main thing is to protect drivers and passengers from UV light. For example, if you go to the beach, you would take sun cream with you; in a car, even though you are getting the same amount of sun through the windows, you don't think about it. Another good reason is protection for both your car and your passengers. Tinting will enhance the life of your interior materials and also help protect against glass injuries in the event of an accident. And finally, tinting is good for the environment and fuel efficiency because it allows you to really master your air-conditioning.

**Do you just fit dark tints?**

We have just introduced films that are made with ceramic technology, which are clearer and have the highest infrared rejection level on the market. This is our top-end product and you can really see the difference between standard tints and ceramic ones. They offer excellent protection—rejecting a massive 99.3 per cent of infrared light—and remarkable visibility.





US Air Force reveals

# X-1 Mustang and Vapor Challenger

**The US Air Force** is trying to lure in more recruits with a couple of fighter jet inspired vehicles that blows your mind. Created together with MTV stars from Pimp My Ride (Galpin Auto Sports) the result is astonishing. With enlistment slowing down in previous years, the US military has been forced to enhance its advertising capabilities and speak more convincingly to those who are likely to join its ranks. One of the strategies they have come up with is to build cars that would serve as a come on to potential enlistees.

The first one is a Ford Mustang X-1 that stuns with its full jet cockpit that features a centrally placed single ejector seat. With a supercharged nitro-fed 4.6L V8 engine that churns out 500 hp, that thing is obviously a street legal aircraft with no wings. As for the other beast, it's a radar-absorbing stealth-black painted Challenger Vapor that features a space rocket inspired interior..

To create these appealing cars, the US Air Force has acquired the expertise of the California-based firm Galpin Auto Sports. Their assignment was to change a regular Ford Mustang and Dodge Challenger into highly appealing supercars. The end products are called X-1 Mustang and Vapor Challenger. Externally, the cars appear to slightly resemble other extensively revised models with features like scissor doors, carbon fiber trim and elegant wheels. However, on the inside of the X-1 the influence of the Air Force becomes apparent with its jet cockpit-like cabin, ejection seat and instrument panel that is obviously patterned after the jet-fighter's. On the other hand, the Vapor comes with a two-seater style design, an extra steering wheel for the passenger and an exhaust system that is equipped with a stealth mode. Additional elements consist of a one-off carbon fiber wheel set, a shaker hood, paint finish that absorbs radar, proximity sensors and a 360-camera with a range of a quarter mile. The car, called the 2009 Super Car Tour will be utilized by the Air Force in schools and different events that it sponsors and events that are community-based.

The all white Mustang X-1 is laid out with a full jet cockpit complete with an actual flight control stick used to shift. This may prove a bit tricky with a nitrogen-fed V8 engine capable of over 500 hp at your command. Behind the seat is a custom A/C unit that get O2 via two NACA ducts located in the rear window slots. The car has a custom wide-body kit that pushes out all four corners. The rear track was widened a full foot to make room for a staggered wheel set that accomodates the fatest tires on the market. The interior is constructed with off-white metal sheeting throughout. No Alcantara upholstery in this bad boy.

The Dodge Challenger Vapor takes a different approach and features an all black matte finish designed to create a stealth bomber affect. Everything is black except for the headlights and tail lamps. Even the wheels are completely covered. Inside, there is an infrared thermal imaging system paired with a heads-up display running the length of the windshield. This car also features a jet cockpit with three large LCD screens and switches to run with just two mufflers in whisper quiet mode.



# LAMBORGHINI ANNOUNCES NEW AMBITIOUS PROGRAMS FOR REDUCING CO2

## • 35 million Euros investments

- **The construction of a large photovoltaic plant, combined with an energy-saving project, will achieve a 30% reduction in the factory's CO2 emissions by 2010**
- **Modifications to vehicles will result in a 35% reduction in CO2 emissions by 2015**



The roof-top plant will produce 1,582 Megawatt hour (MWh) of "green" energy per year, which translates into a 20% reduction in CO2 emissions (-1,067,820 Kg/year) by 2010.

The photovoltaic systems will have a total installed power rating of 1,4 Megawatts and will extend over 17,000 m2 throughout the entire industrial area. The new system will be built by Sinergia Sistemi S.p.A.

At the same time, an equally important energy conservation project involving insulating the production facility's whole roof, improving lighting and heating and introducing destratification systems for heated air will be completed, thus resulting in a 10% energy usage reduction by 2010.

In April 2009 Lamborghini obtained the UNI EN ISO 14001 certificate, meeting the international environmental standards. It is also the first firm in the Italian automotive sector to be close to registering for the EMAS environment certificate, having successfully completed the program: EMAS regulations are set by the European Union to support organisations in their effort to evaluate and improve their own environmental efficiency.

These recent achievements support Lamborghini's commitment to protecting the environment in which it operates, and its desire to make all stakeholders aware of its actions in a transparent manner. With regard to Lamborghini vehicles, the



CO2 reduction plan aims for an additional 35% decrease in emissions by the year 2015.

The program reached its first milestone with the Gallardo LP 560-4. Introduced last year, the new car's technical advancements resulted in an 18% reduction in CO2 emissions.

### **At this point, Research & Development activities will continue in the following directions:**

- decreasing vehicle mass
- improving combustion
- reducing friction
- Start-and-Stop systems
- hybrid drive train solutions
- biofuels



Lamborghini's commitment and its sense of social responsibility regarding the environment is evidenced by the numbers and by the sheer size of the investments that are planned. 35 million Euros will be appropriated over the next five years for this purpose.

Stephan Winkelmann, the President and CEO of Lamborghini, has said, "Despite the difficult situation in today's global economy, Lamborghini is committed to its policy of environmental management, since we are well aware of the great opportunities that derive from it. We have an objective to reduce CO2 emissions to the greatest possible degree. We have also set compulsory annual goals that are part of an integrated approach both considering the automobile as an element which is more considerate of the environment, in terms of emissions and the use of resources, to the accomplishment of a series of corresponding measures such as modifications to our factory. This is an important action for Lamborghini and a central opportunity for our long term corporate and product development."



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# Chevrolet Launches the Camaro in Middle East





The all-new Chevrolet Camaro has taken North America by storm and is set to expand Chevy's global appeal with its launch in the Middle East later this summer.

Michael Devereux, President of GM Middle East, said, "The all-new Camaro delivers the great looks, performance and technology that Middle East buyers expect in a modern sports car. Enthusiasts in the region started booking their cars months ago, and we expect our allocation of this iconic vehicle to sell out very quickly."

Built on GM's new, global rear-wheel-drive architecture, the Middle East version of the Camaro is offered in a V-6-powered LT model and a V-8-powered SS version.

All models and powertrain combinations are matched with fuel-saving six-speed transmissions. Advanced technologies, including engines with direct injection and Active Fuel Management, enable a satisfying balance of exhilarating performance and good fuel economy.

Under the hood, Camaro LT uses a 3.6L engine with variable valve timing to optimize performance and fuel economy. LT models are estimated at 29 mpg in highway driving, for great fuel economy to complement their fun driving experience. The high-performance Camaro SS is equipped with a powerful 6.2L V-8, with a choice of a six-speed manual or six-speed automatic transmission.

Inside the four-passenger cabin, a well-executed balance of heritage, modern design and attention to detail conveys simplicity and refinement with contemporary details in the cluster, switches, dials and lighting.

The Camaro is set to go on sale in the Middle East later this summer but buyers across the region can configure and pre-order their 2010 Camaro now by visiting Chevrolet's exclusive regional website at [www.camaroarabia.com](http://www.camaroarabia.com).

# Mac Motorcycles Unveils Plans for a Range of new Motorcycles



A collaboration between one of the UK's leading motorcycle design studios, Xenophya Design and Ellis Pitt has led to the launch of a new British motorcycle company called 'Mac Motorcycles'.

Ellis has collaborated with the team at Xenophya for the past 9 months to design a small range of lightweight, air-cooled singles using the 500cc Buell 'Blast' motor in a tubular backbone frame.

Ellis explains "Between us we'd designed, modified, built and ridden all sorts of motorcycles over the last 30 years and thought it was time to produce a motorcycle that reflected our philosophy. Our influences have been diverse and we've made unusual connections between genres of motorcycles such as choppers, Italian singles from the 1950s, flat-trackers and competition specials. What underpins Mac Motorcycles' philosophy though is the belief that the riding experience and the stories that go with motorcycle journeys seem to have been hijacked by technology and plastic."

There are 4 different models ; 'Spud', for dossing about on, 'Ruby', the motorcycle equivalent of 'the girl-next-door', 'Peashooter', for squirting to your favourite pub and gassing with your mates and the 'Roarer', a modern-day dinosaur-chaser! The company initially plans to produce a few hundred bikes in small batches increasing production as appropriate.

During the last recession, Ellis, a product designer by background, grew his family's business into a successful furniture manufacturing business before selling it in 1995. Since then he has combined work as a business adviser with design thinking, frequently developing successful products through a number of UK high street retailers.



# Limited MINI special edition evokes the birth of the brand and John Cooper's Formula One title victory 50 years ago.

The bodywork of the MINI John Cooper Works World Championship 50 comes in a new colour for MINI, namely Connaught Green – harking back to the famous colour of British race cars of the 1950s and 60s era. It is combined with the roof and bonnet stripes in Pepper White. The green with the white bonnet stripes mirror the colour concept of the Cooper F1 cars. The specification of these colours was provided by Mike Cooper giving the car its authenticity. Mike was consulted throughout the development by the MINI Design department. Mike's full name is "John" Michael Cooper and he signs himself John Cooper. His signature appears on one bonnet stripe and on a fascia plaque. Further accentuating the competitive character of the special edition are the John Cooper Works aerodynamics package and John Cooper Works Cross Spoke CHALLENGE light-alloy wheels in Jet Black.



**Designed for extreme sporting fun outside and in.**

Ensuring both an optimal view and a striking look are bi-xenon headlights with black interior surfaces and additional driving lights with black housings. The MINI John Cooper Works World Championship 50 also features a plethora of carbon fibre features, among them the bonnet scoop on the bonnet, rear diffuser, exterior mirror caps and tailgate handle. These provide the link to the modern racing era. Special numbering on the side scuttles finishes identifies each MINI John Cooper Works World Championship 50 as an individual entity of an exclusive limited series.

Regarding the interior colour and trim, the racing theme is maintained by Carbon Black overlaid by subtle sporty red touches. The full leather sports seats come in black with red piping and the red theme is perpetuated with co-ordinating red knee-rolls, armrests and red stitching on the floor mats, gearshift & handbrake gaiters. Facia, and door grip finishers continue the carbon fibre theme, as does the John Cooper Works insert on the Sports Steering Wheel, which has an Alcantara rim conceived for sporty driving fun.

**Technology from the race track: four-cylinder engine with 155 kW/211 hp.**

Like the design features of the MINI John Cooper Works World Championship 50, the power source under its bonnet is similarly defined by the racing competence of MINI John Cooper Works. This 1.6-litre four-cylinder unit is based on the engine of the MINI John Cooper Works CHALLENGE that was first fielded in the 2008 MINI CHALLENGE. It provides 155 kW/211 hp and develops maximum torque of 260 Newton metres between 1 850 and 5 600 rpm, which can even be briefly increased to 280 Nm thanks to an overboost feature. Power transmission is via a six-speed manual gearbox. All this enables the MINI John Cooper Works World Championship 50 to accelerate from standstill to 100 km/h in just 6.5 seconds, going on to a top speed of 238 km/h. Average consumption in the EU test cycle is 6.9 litres per 100 kilometres, with a CO<sub>2</sub> figure of 165 grams per kilometre.



**O**n the heels of NBC's hit movie, the iconic 1980s television classic comes roaring back to life as a reinvented, updated and super-charged action series showcasing the new KITT (Knight Industries Three Thousand). Absolutely the coolest car ever created, KITT is equipped with an "AI" (artificial intelligence) that is capable of hacking almost any system. Its weapons systems match that of a jet fighter, and its body is capable of actually transforming into other vehicles and using sophisticated holographic imagery to elude villains.

Mike Traceur is tracked down by his ex-girlfriend, Sarah Graitman after her father, Dr. Charles Graitman, is kidnapped. Mike and Sarah rescue her father and Mike discovers that his father is Michael Knight. Mike decides to stick with Sarah and Dr. Graitman and together with KITT, an artificially intelligent Ford Shelby GT500KR, they fight crime. Also partnered with this trio is Carrie Rivai and Alex Torres, FBI consultants and Billy Morgan and Zoe Chae providing technical support. During their first mission, Mike's past comes back to haunt him and Carrie and Alex decide to fake his death. Mike Traceur ceases to exist and Michael Knight is reborn. The Night Rider tv show is now being shown on the Show Series channel of the Showtime network.



More Power, Great Design And a Sporty Heart

# NOVITEC TUNES THE ALFA ROMEO MITO

More power, great design and a sporty heart: NOVITEC presents the exclusive tuning program for the Alfa Romeo MiTo. Engine tuning for the two Diesel models and the gasoline-powered 1.4 TB model is complemented by a strikingly styled aerodynamic-enhancement package. The latter comes with a general operating certificate, eliminating the need for individual technical inspections. Also available from NOVITEC are 18-inch wheels and a height-adjustable coil-over suspension.

NOVITEC POWERJET 2 is the name of the recipe that increases power output of the MiTo with 1.4-liter turbocharged gasoline engine by 31 hp / 23 kW. Peak torque grows by 30 Nm.

The plug-and-play auxiliary control unit can be installed in less than five minutes. The tuned MiTo produces 186 hp / 137 kW and is even more agile: With a sprint time of 7.4 seconds from rest to 100 km/h the tuned 1.4 TB bests its production counterpart by about 0.7 seconds.

Sophisticated NOVITEC power tuning is also available for the two turbodiesel models. The easy-to-install NOVITEC POWERRAIL 5 module boosts power output of the 1.3 JTD model from standard 90 hp / 66 kW to 110 hp / 81 kW. The same auxiliary

control module when installed in the MiTo 1.6 JTD produces an additional 24 hp / 17.7 kW. The tuning module also markedly increases peak torque by some 50 Nm.

NOVITEC adds further sporty highlights with an aerodynamic-enhancement kit for the smallest Alfa Romeo model. The body kit comes with a general operating certificate which eliminates the need for costly and time-consuming individual technical inspections.

The front of the MiTo receives a striking facelift with spoiler corners left and right plus a centrally mounted cup spoiler.

NOVITEC rocker panels give the compact car an even lower, sleeker side appearance. The rear of the MiTo is refined with the NOVITEC roof spoiler and diffuser for the rear apron.

The rear component is also designed to surround the NOVITEC sport rear muffler. The stainless-steel exhausts were developed for maximum power yield and a more exciting exhaust note. They can be combined with one, two or four tailpipes.

The sporty new look also includes NOVITEC N8 multi-spoke wheels. The 7.5Jx18 wheels are available painted silver or matte black. Pirelli high-performance tires in size 215/35 R 18 were selected as the optimal tire choice.

NOVITEC sport springs lower the ride height of the MiTo by some 40 millimeters. As an alternative, NOVITEC offers a stainless-steel coil-over suspension with adjustable ride height and adjustable dampers. It gives the Alfa Romeo a firmer ride and a ride-height lowering between 35 and 65 millimeters.





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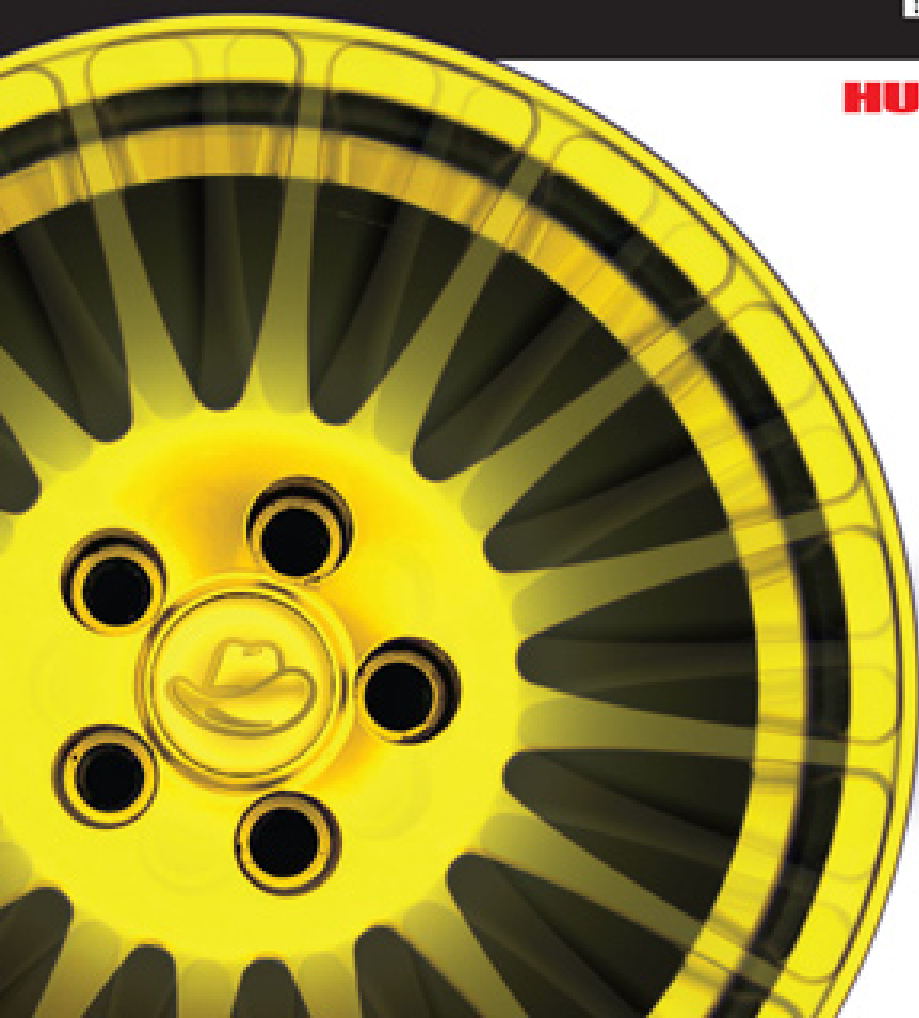


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Individualisation on the highest level

# The HAMANN refining programme for the

Individualisation on the highest level – this is the motto under which HAMANN presents its refining programme for the new BMW 7-series of the model range F01 and F02. Already since 1986, the Laupheim-based company develops and produces products for the individualisation of BMW automobiles. Thereby, the HAMANN technicians profit from hundreds of successful motor sports participations. The competence which was gained there is the basis for the development of new HAMANN products and renders the highest level for product quality and processing.

The result: stainless steel exhaust systems with a sporty and earthy sound, aerodynamics components reducing the lifting forces and striking light alloy rims from 19 to 22 inches. Interiors perfectly fitted with leather and combined with floor-mats in matching colours as well as non-slip aluminium pedals extend the accessory range.

Already when establishing the design, HAMANN perfectly adjusts the individual components of the aerodynamic pack. The result is an exciting styling with an optimised air flow across the car silhouette. LED daytime running lights which are integrated in the new front skirt, render a sporty-dynamic look and increase the passive safety. Simultaneously, in combination with the roof spoiler and the rear spoiler, the lifting forces are reduced and give the upper class limousine a new, attractive overall appearance. The visual connection between the front and rear part are the HAMANN side skirts which are available for the model series F01. The optionally available rear shield insert for the side skirt of the model 730d and 740i allows fitting the four-pipe



## Auto Fact

Engineer Royce and car dealer Rolls introduced their first car in 1904. Hence, Rolls Royce was born



# new BMW 7-series

sport end muffler. Four round stainless steel end pipes with a diameter of 90 millimetres perfectly enhance the rear part of the 7-series BMW and produce a powerful, earthy sound.

A performance enhancement for the Diesel engine with variable turbine geometrics is already under construction. By this first tuning stage the serial measure of the 730d (180 kW / 245 hp) increases by approximately 33 kW/45 hp.

A technical highlight of the offered tuning programme is the one-piece HAMANN aluminium wheel called DESIGN HM EVO 22 inches. A hallmark of the modern styling is the glossy black paint with the diamond-grinded rim star and the discreet deep rim well. Five elongated and over-vaulted triple spokes document visual and technical finesse. Struts inside the spokes render additional stability. Modern production processes and the use of special aluminium alloys guarantee highest bearing loads at a low weight. Here, HAMANN recommends the dimensions 9.0Jx22 inches with 265/30ZR22 tyres at the front axle and 10.5Jx22 inches with 295/25ZR22 tyres at the rear axle.



# AUTOMECHANIKA ME 2009 BEATS EXPECTATIONS

Automechanika Middle East in 2009 concluded on a positive note on Tuesday, (June 2, 2009) with international buyers turning out in big numbers from the GCC, the Middle East, Iran, Africa, CIS, India, and many more countries.

A total of 15431 trade visitors from 114 countries attended Automechanika Middle East. The three day trade fair had 46% of the buyers from the international arena. Exhibitors of Automechanika Middle East 2009 expressed satisfaction at the international visitor turnout, and the massive business potential of the show.

Considering the tough economic climate Automechanika Middle East registered a remarkable increase in the number of exhibitors at 966 exhibitors from 46 countries, occupying 31000 sqm, Halls 1 to 8 of the Dubai Convention and Exhibition Centre.

Mr. Peter H. Rehberg, MD of the Asanetwork GmbH of the German Pavilion summed up the sentiment of the majority of trade fair visitors: "The majority of our exhibitors are very positive and satisfied. We can't feel the effects of the economic crisis here in Dubai."

He added that the German pavilion member-exhibitors displayed mainly parts, accessories and repair shop equipment. "I have

been participating in Automechanika Middle East exhibitions since this trade fair started in Dubai. This time around we booked more than 900 square meters of exhibition space. Some exhibitors at the German pavilion are looking for distributors in the GCC and Middle East while others already have representation in the market and are here to visit and network with customers."

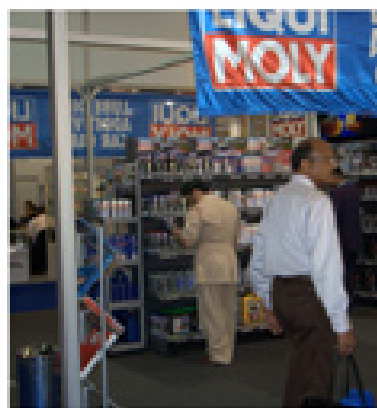
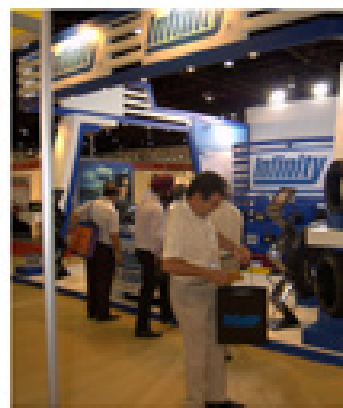
"The success of Automechanika Middle East signified early signs of the much awaited economic recovery in the Middle East region," said Mr. Micheal Dehn, Senior Show Manager of Automechanika Middle East, organized by Epoc Messe Frankfurt GmbH, said "The economic activity between buyers and sellers during a trade fair is a sure indicator of the health of an economy and the Middle East region will be one of the places that would recover quickly judging by the success of this exhibition."

"We have noticed a significant increase in the quality of visitors this year. We also received even more international visitors at our stand, which is positively surprising for us in times

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**"Our exhibitors are satisfied and very positive. We cannot feel the effects of the world recession in Dubai,"**  
**- Peter H. Rehberg, MD of Asanetwork at the German Pavilion at Automechanika Middle East in 2009**

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like these. We would like to congratulate the organisers for this edition of Automechanika Middle East," said Mr. Suhail Siddiqi from TASRA Automotive.

Speaking to us, Mr. Martino Picotti, Marketing Manager of Independent Aftermarket of ACDelco said, "Our stand has received more visitors this year than last year." He added that ACDelco has received some very potent inquiries and established good contacts with the high number of visitors which came into their stand at the Automechanika Middle East.

Under the umbrella of UbiFrance and the French Trade Commission are 19 French companies dealing in automotive aftermarket, car parts and accessories, automotive body and windshield repair kits, and car safety equipment.





Ms. Pascal Galli, Chef De Projet Automobile, Service Transports and Infrastructures said the big crowd of visitors that gathered at the Ubi-France pavilion is an indication of a good potential.

Arwani Trading Company LLC., a Dubai based company dealing in garage equipment, construction equipment, power tools and hand tools were happy with the number of genuine business inquiries that they received. Hani Arwani said "We have had very good and targeted traffic on our stand with enquiries and orders being signed during the show. This year in particular we did not know what to expect and were pleasantly surprised to see an even better show than last year". Mr. Arwani added, "We also launched the Sparky brand of power tools made in Germany at the Automechanika Middle East."

Automechanika Middle East is the largest auto aftermarket exhibition in the Middle East and the only exhibition incorporating the four major segments, parts and systems, accessories and tuning, repair and maintenance and IT and management. A successful segment for tyres and batteries was also introduced in 2009.

Mr. Dehn said in 2009, Automechanika Middle East focused on broadening its reach to include Africa and to a lesser extent, the CIS. "This is because visitors from Africa are high quality key buyers with big cash budgets looking for high quality products and are a perfect match to the profile of Automechanika Middle East."

# Bridgestone holds the second Potenza Driving Lesson

Open to public the lessons were conducted at the Dubai Autodrome

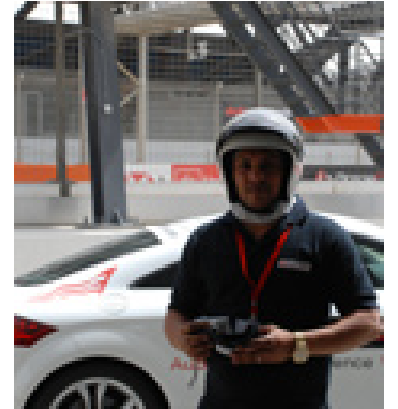
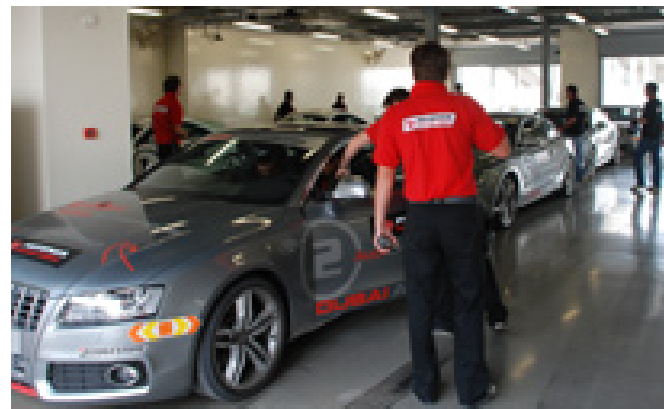
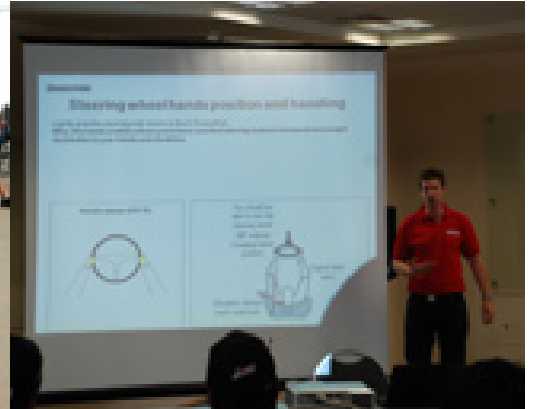
Bridgestone hosted an interactive Potenza Driving Lesson open to public, at the Dubai Autodrome, to provide a chance for motoring fans to enjoy sport driving using safe and reliable tyres.

Potenza, the tyre of choice for sport driving, is a high-performance tyre that enhances the driving pleasure for a beginner or a professional, equally. More than 20 years back, Porsche began equipping its cars with Potenza as original equipment after which, Ferrari, Lamborghini, Aston Martin, and other leading automakers have followed suit. Potenza follows the progression of sports vehicles closely, as they evolve in design with changing technology and have been improved on the racetrack over a period of ten years. Further, Potenza is also recognized as the exclusive tyre supplier for F1 since 1997.

Sport driving as an interest has caught on very fast in the UAE, where the fascination for speed and control over vehicles is seen in almost all. The youth here are especially eager for such an experience filled with excitement and adrenalin-highs as they learn more about their cars. Consequently, there are also more venues coming up for this sport.

Potenza Driving Lesson offers these driving enthusiasts a chance to enjoy and learn the techniques of sport driving. It teaches you that sports driving is not all about high speed and powerful engines, but is about placing your vehicle under your control completely. Potenza Driving Lesson also makes you realize that sport driving is for any driver, any car, any speed and any road.

During this session of Potenza Driving Lesson held at the Dubai Autodrome, the air was filled with excitement



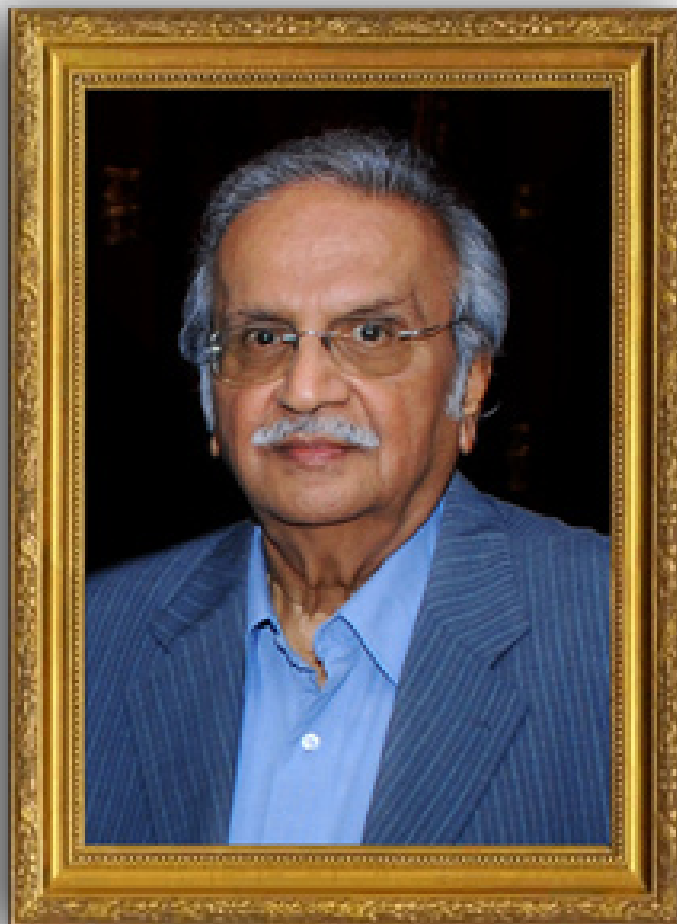
matched only by the loud screeches of the Potenza tyres. Bridgestone has once again brought together the best of technology and quality to provide a perfect driving experience.

This was the first PDL event opened to the public; Bridgestone is expected to host the second event during autumn 2009, which will also be open to the public.



# CONDOLENCES

We express our heartfelt condolences to the family of  
**Mrs.ANURADHA PANDURANG KODIKAL**  
on the sad demise of her husband



**MR.PANDURANG NARSING RAO KODIKAL**

Who passed away on 18th June 2009

May his soul rest in peace and the Almighty give strength to her family to Overcome this loss

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MANAGEMENT & STAFF VARGA TRADING CO.L.L.C

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# Michelin celebrates its 120th anniversary

On May 28, 1889, Michelin et Cie was founded in Clermont-Ferrand, France. Situated on 12 hectares on Place des Carmes (named for a convent that formerly occupied the site), the company had only around 50 employees at the time. Two years later, the firm produced the first removable bicycle tire, launching Michelin's grand adventure with the inflatable tire.

Today, 120 years later, Michelin is the world's leading tire manufacturer with 118,000 employees in 170 countries.



Since its origins, Michelin has pursued the same vision of enhancing the mobility of people and goods. This vision is summed up in the Company's signature—"a better way forward"—which is featured on all its communication around the world.

And what better place to celebrate the past 120 years than L'Aventure Michelin.

Open to the public since late March, L'Aventure Michelin is a 2,000-square-meter exhibition space that presents the history of the tire manufacturer—past, present and future.

L'Aventure Michelin traces the bold path followed by the Company's founders—André and Edouard Michelin—as they pursued their ambition of "developing innovative, modern transport solutions that enable greater freedom and economic growth." Presenting the Company's development through a self-guided tour spread over two levels, the exhibition features many pieces from the Michelin Heritage collection, some of them unique or never before shown to the public, including a Bréguet XIV biplane and a Micheline rail car. It took more than two years to bring together all of the items on display.

In addition to the Company's history, L'Aventure Michelin also profiles its tire business, recent events and vision of the future. It includes around 100 multimedia and interactive screens, as well as a large number of 3D displays some of which feature Bibendum—the famed Michelin Man.

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Al-Futtaim Motors tyre sales and service centers now also available in Abu Dhabi and Al Ain in ADNOC service stations.*

# Goodyear brings Vulco retail concept to West Africa

Goodyear Retail Organization's  
VULCO retail concept to  
revitalize tire business in the  
region

Goodyear, one of the world's largest tire companies, has signed a retail agreement to bring its VULCO retail concept brand, specialized in tires and car-related under carriage parts and services into West Africa.

The retail agreement was signed by Octavian Velcan, General Manager of Goodyear Middle East & Africa, Essam Odaymat CEO of Rana Motors & Metal Works Eng. and Vinay Kapoor, Managing Director of West Africa Tire Services Ltd. (WATS), an affiliated company of Rana Motors – Goodyear's distributors in Ghana.

The VULCO tire retail concept serves individual customers and automobile fleet professionals. The concept was originally developed by Goodyear in 1996 and is already successfully operating in France, Belgium, Spain, Portugal, Croatia, Serbia, Slovenia, and Morocco.

Goodyear owns several premium tire retail concepts, namely Vulco, Hi-Q, Premio, Trentyre and Quick. In addition to its dealer partner development program, Goodyear is successfully operating over 4,000 retail outlets network worldwide.

According to Kapoor, increasing competition, continued higher end-user demands and the growing complexity of the retail business have led tire retailers to search for a strong, reliable and secured franchise business partner.

"WATS Ltd. plans to open a minimum of three Vulco retail outlets in Ghana by the end of 2009. To further boost the strong business partnership with Goodyear, the VULCO retail concept will be introduced in thirteen countries across West Africa by 2013," he added.



## Kumho supplies tires for 2009 Masters of Formula 3

Last month, the Finn Valtteri Bottas (ART Grand Prix) won the 19th Masters of Formula 3 race - the most important of the Euro F3 season and supported since 2002 by Kumho Tires. After two years at Zolder, Belgium, the blue riband event had returned to its spiritual home of Zandvoort, Netherlands, where the first such meeting was run in 1991. The winner then was David Coulthard, who went on to score more points in F1 than any other British driver to date.

Kumho Tires has supported the formula 3 event since 2002. To ensure all competitors started with equal opportunity, Kumho said it provided a unique batch of tires

for the race - a completely different specification to those used in the F3 Euro Series. Kumho's position as the official Masters of F3 tire supplier will continue until at least 2011. All cars must compete on Ecsta-brand racing tires in size 180/550R13 (front) and 240/570R13 (rear). Depending on the weather, either S700 (dry) slicks or W700 (wet) grooved tires are

fitted - a requirement of over 1,000 tyres all told. Kumho is also the official tire supplier to the F3 Euro Series, widely acknowledged as the best and most challenging Formula 3 series in the world.

## World's Largest Tire

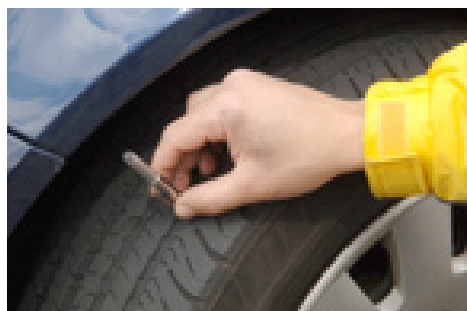
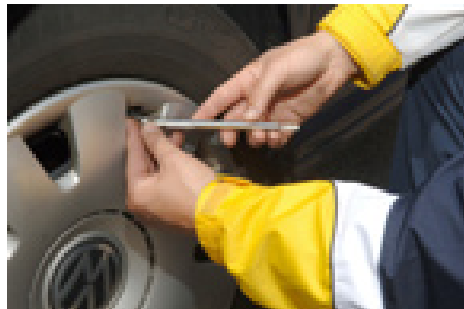
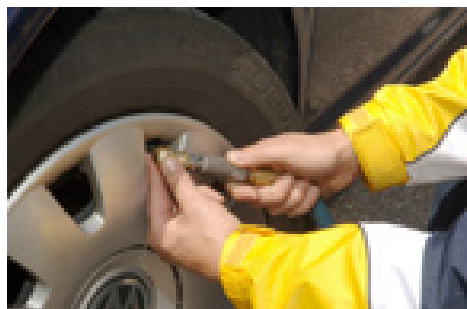
The world's largest solid tire has recently been manufactured by the Yantai C.S.I. Rubber Co. Ltd. of east China's Shandong Province after three years of research and development. Yantai-based website shm.com.cn reports that the 2-ton solid tire, with a diameter of 1.78 meters, has set a new world record with an increase of 16 centimetres in tire diameter. The production process of such a big tire took 22 hours to complete. Caterpillar, a major global producer of diesel and natural gas engines and turbines, has made the exclusive purchase of the largest solid tires.

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*Goodyear's safe driving begins with proper care of the part of your car that comes in contact with the road – tires. In a 5-part series, Goodyear will provide a few practical tips on tire care and maintenance.*

Tires – its condition, proper care and maintenance – are highly essential before anyone embarks on a journey, whether short distance or long. It is not only economical as it saves on cost, but more importantly, it could save your life and your family's, as well as others on the road.



### Proper Inflation

Maintaining proper air pressure in your tires is the single most important thing a drivers can do. In the space of just one month, a good tire can lose up to 3psi of air pressure. Therefore, it is important to check air pressure regularly, at least once a month with the use of a good quality air gauge and when the tires are cold or 2 hours from stop. This would ensure your tires are neither under- nor over-inflated.

One way to find the proper air pressure for your tires is to look into the vehicle owner's manual, on the driver's side door jamb or in the glove box. Similarly, when you buy new tires, be sure to learn the correct pressure from your dealer.

Under-inflation is the worst enemy your tire can have as it causes increased tread wear on the outside edges (or shoulders) of the tire. It also generates excessive heat, which reduces tire durability. Finally, it reduces fuel economy by increasing rolling resistance - soft tires make your vehicle work harder.

Over-inflation is as detrimental to the tire as under-inflation, since as too much air pressure causes the center of the tread to bear the majority of the car's weight. This leads to faster deterioration and uneven wear. Any kind of uneven wear will shorten the lifespan of your tires.

## CHENG SHIN FIRST TO DEBUT FUEL-SAVING TIRES IN TAIWAN

Battling steadily rising crude prices, many leading tire manufacturers have been focusing on building fuel-efficient tires.

As reported by Ben Shen, Cheng Shin has become Taiwan's first manufacturer to introduce fuel-saving tires with its introduction of a new series of Maxxis-branded tires boasting reduced fuel consumption

and hence less emission of exhaust. The company said the greener tires boasting fuel-efficiency will bring massive business opportunities with rising crude oil prices.

Michelin is turning out 60% to 70% of sedan tires as fuel-saving models, which are available in six different types and retail at the same price as conventional tires.

Michelin said its Primacy LC-series environmental-protection tires are fuel-saving and quieter due to special rubber compound.

With the introduction of fuel-saving, green tires, Bridgestone Taiwan said it would soon promote a Green Car campaign to instruct drivers to change driving habits to save gas. Taiwanese tire makers still lag foreign rivals in developing green tires but are trying to narrow the gap.





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# The Middle East can benefit more from retread tire

During the Automechanika show in Dubai Mr Surrender Singh Kandhari Chairman of Al Dobowi group gave a seminar highlighting the importance of retread tires in the Middle East. During his speech he spoke about some of the benefits of using retreaded tires while also outlining some facts and myths concerning the use of retread tires.

Mr Kandhari's speech started by mentioning the negative attitude of people in the Middle East towards the use of retread tires and he said that many people were still skeptical of the quality of retreaded tires. He stressed that there are many positive points with the use of retread tires and confirmed the sure quality of retreads. Mr. Kandhari said that retreaded tires are very environmentally friendly, as it takes 20 gallons of oil to produce a new tire and only 7 gallons of oil to produce a retreaded tire. Due to this there is an obvious show of saving in energy and natural resources.

"Al Dobowi has been retreading for the last 15 years and has started training organizations such as the RTA and the police about the advantages of retreading. It must be noted that there are many myths about retreading tires, when people see rubber on the roads they assume that it is from retreaded tires, but the reality is that once a tire is retreaded the rubber never comes out of the tire, as the bonding is extremely strong."



During his presidency president Clinton passed a law that all school buses should use retreaded tires in the US, and the costs saved on retreaded tires to be used on education. Today, more than 65% of the tires get retreaded in the U.S. while in the Middle East only 5% of tires are being retreaded.

Mr. Kandhari also added that tires can have a second, third and fourth life and that most aircraft tires are retreaded.

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**" Each aircraft tire is retreaded 40 times before the tire is thrown out and this shows the safety of retreaded tires. Some people may think that retreaded tires do not perform well, but in fact the drivers in Daytona use retreaded tires and this contradicts that myth."**

---

According to Mr. Kandhari, some people in the Middle East assume that retreaded tires do not perform well in the hot seasons, while retreaded tires perform the best in the heat. The bonding of the tread to the casing becomes even better. "A retreaded tire never bursts and the casing never comes out. Retread tires perform longer than new tires in the summer." He said.

He ended his speech by saying that people must change their perception regarding the looks of retread tires and that they actually look good, while adding that people must have a more positive attitude towards the use of retreaded tires.



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## Toyo Tires Adds Several New Sizes to Their Line of Passenger Car and Light Truck Tires

Toyo Tire Corp. has added several new sizes to their full line of products. New passenger car fitments are available in the Extensa™ A/S, Versado® LX, Proxes® 4 and Proxes® T1R™. For pickups, new sizes are available in the Open Country M/T® and Open Country® H/T and Open Country® H/T with Tuff Duty™.

The recently released Extensa A/S is a symmetric, non-directional all-season tire for passenger cars and minivans which delivers exceptional versatility and value. It is now available in 46 sizes fitting wheels from 13- to 17-inches in diameter. The Versado LX features Toyo Tires' innovative Silent Wall™ design and is a premium all-season tire for the luxury car market. Five new sizes are available ranging from 15- to 18-inch wheel fitments. One size, the 225/50R17, fits 23 different American, European and Japanese cars.

The Proxes 4 all-season ultra-high performance tire features a unique W-shaped tread and now has a 235/30ZR20 size added to its broad offerings. Two new sizes are available for the high silica Proxes T1R ultra-high performance tire. Known for its V-shaped main grooves and exceptional handling, the Proxes T1R now includes a 345/25ZR20 and a 285/25ZR22.

Pickups benefit from a complement of new Load Range E offerings, with four new sizes of the off-road capable Open Country M/T. The new sizes include: LT315/70R18 (36X13.00R18), LT315/60R20 (35X12.50R20), 33X12.50R22LT and 35X12.50R22. The popular Open Country H/T (highway tire) has one new size for full size pickups, an LT285/70R17. For OE replacement on the new Nissan Cube, a P195/60R15 and a P195/55R16 are now available in the Toyo A20.



## Pirelli tire original equipment on new supercars



Pirelli Tyre S.p.A.'s P Zero ultra-high performance tire will be original equipment on three soon-to-be launched European supercars, the Alfa Romeo 8C Spider, Ferrari 599 HGTE and Aston Martin V12 Vantage.

The 8C Spider will officially launch with P Zero tires in size 245/35ZR20 and 285/35ZR20, while the sportier P Zero Corsa will be fitted on the 599 HGTE in size 245/35ZR20 and 305/35ZR20. The V12 Vantage will wear sizes 255/35ZR19 and 295/30ZR19.

All three cars featuring Pirelli tire fitments will be offered for sale in Europe and the U.S., according to a spokesman for Pirelli.

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# Maxxis Sponsors Liverpool FC

Continuing a successful partnership, Maxxis will sponsor the Liverpool Football Club for an additional three years. The recently signed deal extends Maxxis' relationship with the club to 2012. Maxxis also sponsored the team for the 2008-09 season.

The popular club is followed worldwide by millions of fans who tune in to broadcasts of matches, as well as by the thousands who attend each match. Maxxis will receive prominent exposure through LED pitchside advertising, Liverpoolfc.tv, LFC Magazine, the matchday program and on LFC TV.

Maxxis' managing director in the UK, Derek McMartin, is pleased by the deal: "Our investment in football over the past few years has served us well, so we are delighted to continue supporting our UK

retailers, especially the Maxxis Centres of Excellence network, and carry the brand forward by agreeing a new strategic partnership with one of football's biggest and best known clubs. We look forward to capitalizing on Liverpool FC's strong brand values and sense of community to promote Maxxis and our ability to deliver quality, reliable products at an affordable price." Maxxis has been involved with football sponsorship in the UK since 2006. Internationally, the company sponsors popular teams including the New York Yankees, LA Dodgers and Chicago White Sox baseball teams.

Liverpool Football Club's commercial director, Ian Ayre, says that sponsorship will benefit both parties. "We're delighted to welcome Maxxis into our partnership family at what is an exciting time for the club," he said. "The past three years have seen Maxxis establish itself as a brand that understands football fans, and we look forward to developing a mutually beneficial program of activity, not just in the UK, but on a global basis."



# Easa Saleh Al Gurg Group Inaugurates Dunlop Pro Shop In Jebel Ali

The TBA Division of Easa Saleh Al Gurg Group has expanded the Dunlop Pro Shop, with the opening of the second outlet at Jebel Ali. Dunlop Pro Shop - a concept store providing tyre solutions is located at Jebel Ali industrial area No.1, in close proximity to the Jebel Ali Port. This facility offers the complete range of Dunlop tyres along with fitting, balancing and wheel alignment services on the most modern equipments operated by professionally trained service personnel.

Mrs. Maryam Easa Al Gurg, Director of Easa Saleh Al Gurg Group of Companies, formally opened this facility on Wednesday 10th June 2009. Speaking on this occasion Ms. Muna Easa Al Gurg, Director of Communication and Marketing, says "It has been our endeavour to provide the best service to our customers and in keeping with this mission we are happy to open the second Dunlop Pro Shop, further strengthening our commitment to the brand and the customers alike"



Mr Masaru Tabata, Managing Director, SRI Limited Japan (Middle East region) also extended his congratulations to Easa Saleh Al Gurg Group on the opening of the largest Dunlop Pro Shop facility in the Middle East offering the entire range of Dunlop tyres and services.

Commenting on behalf of Tyres, batteries & Accessories Division of Easa Saleh Al Gurg, Mr Javed Khan, General Manager said, "We have consistently offered all our customers unparalleled service swiftly and competently. By adding to our network of Pro Shop's in UAE, we have ensured that the customer has access to world class service along with a complete product range of Dunlop Tyres to choose from, at the state of the art facility in Jebel Ali a fast growing area within New Dubai."

Easa Saleh Al Gurg are the sole distributors for Dunlop tyres in Dubai and Northern Emirates and have been operating their tyres, batteries and accessories (TBA) division since 1978 in Dubai. Easa Saleh Al Gurg have established three specialized Dunlop Tyre service centers in Karama, Rashidiya and Al Quoz, in Dubai. These services centers are fully equipped with state-of-the-art equipment backed by a team of technicians trained by Dunlop in tyre care and service.

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# Konig Wheels support the Middle East's largest modified car competition

Devotees to custom cars are to be handed an exclusive offer from Konig Wheels when they enter their rides into the largest "show car" competition in the Middle East – the Barbican Turbo Top 100. The Top 100 is one of the main features of Barbican Turbo – the Middle East's custom, tuning and modified car festival organised by United Business Media from the 8th - 10th of October at the Abu Dhabi National Exhibition Centre, Abu Dhabi.



With modifiers bringing show cars to Abu Dhabi from as far away as Oman and Qatar last year, Konig Wheels want to get in on the action. Hamid Moaref, Manager of Varga Trading Wheels & Accessories division in the U.A.E. (Konig Wheels sole distributor) states:

*"We've been strong supporters of Barbican Turbo from day one – it's important to have a show dedicated purely to customising vehicles in this region; and this year we're delighted to extend our support for Barbican Turbo and the Top 100 - It's all about finding the most stylish "show cars" in the region and this fits perfectly with the Konig Wheels brand as our motto is "style is king!"*

The Top 100 competition which launched in 2008 and was an astonishing success sees the region's most insane modified rides battle it out for the prestigious "Car of the Festival" trophy and other exhilarating prizes - won last year by amateur Ahmed Zayed with his deep red Ford Mustang and professionals Liberty Motorsports with their seriously pimped orange Cadillac Escalade.

The organisers, United Business Media are already receiving entries amid rumours of the most dedicated fans building project cars specifically for the show. Matt Tarrant, Show Manager of United Business Media's Barbican Turbo festival highlighted "We're extremely pleased to be receiving entries to the competition already and are delighted to have the support of Konig Wheels; they have an amazing range of designs and their discount for this year's competitors of 20% is very generous."

To enter your car or motorcycles into the Barbican Turbo Top 100 send a picture of your vehicle with a list of modifications and your P.O. Box address to [info@barbicanturbo.com](mailto:info@barbicanturbo.com). More details are also available on the website [www.barbicanturbo.com](http://www.barbicanturbo.com).

All entries to the Top 100 will receive one 20% discount voucher for Konig Wheels from the organisers to redeem at Yellowhat, Liberty Motorsports, The Performance Group, BOMW Tuning Group or Quartermile.

Barbican Turbo will also run alongside Adrenaline Sports Live, presented by Rani for the second year in a row. This is the country's annual meeting for the adventure and adrenaline sports communities, related companies and tourism bodies who want to promote their adventure travel in their home country packages.



■ Left to right, Bryan Espie Marketing Manager for Barbican Turbo, Hamid Moaref Manager of Wheels Division (Varga Trading) and Matt Tarrant Show Manager for Barbican Turbo.

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# The Mercedes ESF



In the spirit of searching for the innovations that will shape the cars of the future, Mercedes-Benz is unveiling the ESF 2009, the first experimental safety vehicle from the automaker since 1974.

An experimental concept car from Mercedes-Benz turns the entire vehicle into an airbag using novel metal panels that inflate moments before impact.

The unimaginatively named ESF 2009 Experimental Safety Vehicle features gadgetry and safety features akin to a moon shot. Chassis components inflate to maximize impact resistance. An airbag under the car slows and supports the vehicle in a crash. Seats protect passengers like eggs in a carton.

"Safety is a central element of the Mercedes-Benz brand," Dr. Dieter Zetsche, Daimler chairman and Mercedes CEO, said in a statement. "In this respect we have been setting the pace in the market for almost 70 years. The ESF 2009 shows that we still have plenty of ideas and the absolute will to lead the automobile industry in this field even in the future." The ESF is just a concept at this point, and it could be years before any of its features appear in showrooms.

The ESF 2009 is based on the S 400 Hybrid and here are some of the Safety features of this vehicle.

-PRE-SAFE Inflatable metal structures - Mercedes says this is two years in the making, and development is far from over. When the metal structures aren't needed, they're compact and out of the way but can quickly deploy in a crash, thanks to a gas generator. Weight is a primary benefit of these structures yet the cost is still prohibitively expensive to produce on a mass scale.

-Braking Bag - This airbag underneath the car will deploy immedi-



ately before a crash, increasing friction and enhancing braking power. The Braking Bag can raise the car about three inches, which reduces the chance the front of your car will "dive" underneath the bumper of the vehicle in front of you.

-Interactive Vehicle Communication - Using wireless local area networks (WLANs) between cars, the Mercedes can warn the driver of a black ice on the road or an approaching police vehicle. Mercedes says this feature has kept its engineers busy for seven years. Currently, it's in a trial stage: about 400 vehicles communicate with each other in the Frankfurt/Rhine-Main area -- the experiment will continue through 2012.



-PRE-SAFE Pulse - This is one technological advance that seems easier to integrate into the current Mercedes fleet than others. The air chambers of the side bolsters in the seats of, for example, the new E-Class, can inflate just before a side-impact crash, moving the driver or front passenger nearly two inches away from the collision point.

-Spotlight lighting function - Mercedes is experimenting with the idea of making its headlights out of 100 LEDs. Each can be individually activated so that when an infrared camera senses an oncoming car, the beam area shining into the other drivers' eyes can be darkened. If the camera notices a hazard in the road, such as a deer or pedestrian, Mercedes claims the LEDs can be briefly lit up beyond the normal lighting intensity.

"We have a wealth of ideas on how safety might be improved still further," Schöneburg said. "Some of these can be realized within a relatively short time. Other concepts like the inflatable metal sections in PRE-Safe Structure lie well in the future."

# Sunprotech brings French flair to UAE tinting

## New look for premium window treatment company



Premium window tinting firm, Sunprotech, is introducing a new look to its operations in the UAE as it bids to capitalise on its reputation as a high quality provider of window treatment services in the Emirates.

With the unveiling of a new global logo and website ([www.sunprotech.fr](http://www.sunprotech.fr)), Sunprotech is reaching beyond its traditional market of prestige vehicles to appeal to discerning owners who are looking for the best in quality and comfort.

In the UAE, the company is also introducing a new information sheet to explain the benefits of proper window treatment, a direct mail campaign to communicate with potential customers as well as an exciting Radio competition – set to run on Radio 2 (99.3FM) for five days from 14th to 18th June, it will offer one lucky winner per day a free full tint for their car.

Since its arrival in the Emirates in 2007, Sunprotech has worked under the same three guiding principles that have made it such a success in its home country of France: always providing the highest standard of customer service, always using the best quality products and always employing the best staff, specially trained by experts from its home country.

It is through these values that Sunprotech has built up a strong customer base in the UAE and its other markets, which includes royalty and celebrities from

the worlds of sport, movies and music. It is also the tint of choice for a number of major car manufacturers.

Sunprotech doesn't only work with cars - from its centres in Dubai and Abu Dhabi it can also provide window treatments for homes, offices and boats. As with the car tinting, the high quality, technologically advanced nature of the product enhances comfort levels by significantly reducing interior temperatures.

Sunprotech also offers Ventureshield, a hi-tech, invisible film that can be fitted to cars to protect them from stone chips and scratches. Given how easy it is for paintwork to be damaged, Ventureshield is an essential choice to protect the looks—and value—of any car.

Idriss Makdoud, managing director of Sunprotech UAE, said: "Since its arrival in the Emirates two years ago, Sunprotech has seen a steady increase in its popularity among UAE customers, who particularly appreciate the quality of the product and customer service offering. With the launch of the fresh new corporate identity, we are seeking to introduce even more customers to the benefits of receiving the Sunprotech treatment."

To find out more about the services that Sunprotech offers, UAE customers can call 02 5585656 if they are in Abu Dhabi, or 04 3406184 in Dubai.

# MERCEDES-BENZ BIKE SPORTS SELECTION 2009/2010

New, exclusive bikes from Mercedes-Benz



Mercedes-Benz Bike Sports Selection 2009/2010: New, exclusive bikes from Mercedes-Benz

Mercedes-Benz has presented a new collection of exclusive bikes with an outstanding level of technical features. In addition to the Mountainbike and the racing bike, which are limited editions to a particularly high technical standard, the Foldingbike impresses with its unique fold-down technology. Mercedes-Benz has also carefully updated its tried-and-tested bike models, with several detailed improvements. This means that for its bike collection, Mercedes-Benz offers the same outstanding level of quality as for its premium automobiles.

The Foldingbike is a real gem in technical terms. It features a patented folding mechanism that impresses by being particularly easy to operate. Folding and unfolding the bike takes only a few seconds, and no tools are required.

The cleverly designed mechanical system allows two different folded positions:

- In the Shuttle position the frame is folded together, but the bike can still be pushed and steered - ideal for easy carriage using public transport.

- When completely folded down, the Mercedes-Benz Foldingbike requires very little space indeed. In this position it only measures 80x80x35 cm, enabling it to be stowed in the high-quality carrying bag which is also supplied. Accordingly the bike can be easily accommodated in the car boot, camper van, office or yacht as a constant companion.



The folding frame of aluminium has a suspension travel of 40 mm at both front and rear, and this is adjustable for individual riding comfort. A Shimano 8-speed derailleur gear makes for relaxed cycling, while disc brakes ensure a high level of safety. A side stand, protective metal cover and a variable luggage rack make this extraordinary bike outstanding for day-to-day use. The new Mercedes-Benz Foldingbike is available in silver or white, and costs 1699 Euro.

#### Mountainbike All Mountain Limited 2009

Even the roughest tracks and off-road biking adventures are sheer pleasure with the new Mountainbike from Mercedes-Benz. Limited to a worldwide edition of 100 examples, this bike is emphatically a high-end product. The lightweight, fully sprung aluminium frame in an exclusive MB design has a suspension travel of 125 mm at the rear and 120 mm at the front. The suspension fork features a lockout function and remote steering.

The Mountainbike also shines with top-class components such as the SRAM X.9/X.0 27-speed gears, Truvativ NOIR carbon-fibre pedals, Avid Elixir CR disc brakes and a set of DT Swiss X 1800 wheels. This high-tech bike is supplied with a damper pump, and is available in three frame sizes in matt black/matt white at a price of 3999 Euro.

#### Limited racing bike 2009

This new, competition-standard racing bike tips the scales at only 6.9 kg, and is available from Mercedes-Benz 2009 as a limited edition of 100 for particularly dedicated and demanding sports cyclists. Its outstanding attributes are based on the very best components available in the market: high-end carbon-fibre frame, Carbotec monocoque carbon-fibre fork, SRAM RED 20-speed gears, SRAM RED carbon-fibre pedals and a set of DT Swiss RR 1450 "mon chasseral" RWS wheels in white. This extraordinary racing bike is available in five frame sizes in carbon/white/red, and costs 4999 Euro.

#### Fitnessbike 2009

Mercedes-Benz has made detailed improvements to its well-proven Fitnessbike, which is available in Sport or Comfort editions (Comfort has a low crossbar) and in several frame sizes. From now on, frame size XL is also available. The high-grade components include an aluminium frame in an exclusive MB design - now in white, absolutely the height of fashion - a suspension fork with a travel of 80 mm and a lockout function, SRAM X.5 27-speed gears and disc brakes at front and rear. The Fitnessbike costs 1099 Euro.

#### Trekkingbike 2009

Matching the new E-Class, a classic in the Mercedes-Benz bike collection has a trendy copper brown metallic/white paint finish this year, and is now also available in XL size for the larger bike enthusiasts among Mercedes-Benz customers: the Trekkingbike. Its improved features include a trekking frame of aluminium in an exclusive MB design, available in four sizes as either a Sport or Comfort edition, a suspension fork with a travel of 80 mm and a lockout function, SRAM X.5 27-speed gears, disc brakes with an integral immobiliser on the front wheel, a high-quality touring kit which includes a Shimano hub dynamo, Busch & Müller lights, a metal protective cover and a Topeak luggage rack. Price: 1349 Euro.

For both small and adult bike enthusiasts, Mercedes-Benz also continues to offer the Kidsbike for 299 Euro and the highly successful Mountainbike for 2790 Euro. All these bikes are available from Mercedes-Benz dealers.

#### Bike clothing 2009

The Mercedes-Benz collection of clothing specifically tailored for biking fun is also new. It is made from practical, breathable, fast-drying and skin-friendly materials. The trousers have separate bike panties with high-quality, sewn-in seat padding for first-class saddle comfort.





# Said and Done

## *BMW's New Voice Control*

Starting in September 2009, BMW is presenting a truly innovative, cutting-edge technology for voice control in the automobile allowing even more reliable and convenient operation and control of navigation systems and infotainment functions.

Introducing this new system, BMW is raising the driver/vehicle dialogue to a new level of excellence. For the first time, one single voice command is sufficient to completely transmit the driver's destination into the navigation system. The driver's verbal statement specifying the place, street and number is processed immediately by the system, all data going directly into the navigation unit.

BMW is also the first European car maker to offer voice recognition serving not only to choose the appropriate audio source, but also to find individual music titles. The BMW system monitors and interprets the user's voice commands regarding the type of music, the name of the artist, an album or an individual title, ensuring precise access to the audio program desired.

BMW's voice control makes the operation and control of all of BMW's latest navigation, communication and entertainment systems particularly reliable, safe, and convenient. User-friendly optimisation of the voice control function now enables the driver to use these extended options even more conveniently, without the slightest effort.

The new system comes in a wide range of languages and is available in Germany and Austria, the Netherlands, France, Italy, Spain, Great Britain, and the USA.

Unique solution the world over straight from the factory: BMW cars "understand" complete addresses and music requests.

Introducing optimised voice control into the market in all current models as of September 2009 in combination with BMW's optional navigation system Professional, BMW is once again setting standards in the simple and convenient control of navigation and entertainment systems fitted straight at the factory.



Following the full word destination entry introduced by BMW in 2006, the new system marks yet a further milestone in the rapid and precise selection of destinations. BMW is indeed the only car maker worldwide to offer a system able to "understand" a complete address entry. From now on the user no longer has to specify the place, street and number he is going to in individual steps, but is rather able to read out all this information in one, the entire message as a whole being covered and electronically processed by the system.

Should the driver, for example, read out the address "Berlin, Willy-Brandt-Strasse 1", his BMW will take him straight to the Federal Chancellery in the capital of Germany.

This new system also facilitates the process of choosing your favourite music program while driving. To do so, the system supports the specific search for audio files, following various criteria according to the user's choice. One option is to specify the type of music you desire, the artist, album or even the title of a specific song by voice control. The system then immediately presents the choice of audio files saved on the hard disc in a title list – and as of spring 2010, the system will even cover data files on a music player connected to the car.

Looking for the user's favourite song, BMW's voice control system also recognises several languages parallel to one another, finding, say, the English title of a song sung by a German artist without the slightest problem.

BMW voice control and BMW iDrive control: perfect combination of intuitive and safe function management.

Optimised voice control through BMW's new system makes a significant contribution to enhanced comfort and safety in road traffic. Activation of frequently used functions by voice control ideally supplements BMW's trendsetting iDrive control concept, offering the user the benefits of both systems all in one and ensuring largely intuitive operation of numerous vehicle and comfort functions, with the driver hardly having to take his eyes off the road. Hence, the driver is able to use the navigation and entertainment systems in his BMW quickly and efficiently, at the same time concentrating entirely on driving conditions and the traffic around him.



From the start the combination of BMW iDrive with voice control of a large number of commands ensures a supreme level of all-round efficiency. This efficiency has indeed been consistently optimised in the course of time, ranging from full-word entry in specifying destinations all the way to multi-modal control through voice control and the Controller in the latest generation of BMW iDrive. The driver is able to switch smoothly and without the slightest interruption from one entry mode to the other while performing the same process, with voice recognition remaining active for simultaneous use while making entries through the Controller.

This multi-mode operation may also be combined with new voice control functions enabling the driver to use his own particular style and mode of operation for functions he requires particularly often. To enter destinations into the navigation system quickly and in a routined manner, for example, the driver may first use voice control and then, through the Controller, call up specific information on sights and special stopovers along his route. He also has the option to pre-select the music program by voice control and then call up his favourite title at the touch of a button.



# Codemasters signs legendary rally champion 'Ben Sulayem' for 'DiRT 2' racing videogame

•First Arab racing celebrity to debut in videogame

•Regional virtual racing competition kicks off in September; Winner to drive off with a iconic Nissan Z sports car



Dubai, June 14, 2009: Codemasters® today announced that rally racing champion Mohammed Ben Sulayem has been signed on as one of the key motorsport athletes who will be featured in Colin McRae: DiRT™ 2, the highly anticipated sequel to the popular off-road racing game. Ben Sulayem, a 14-time FIA Middle East rally championship winner, will be the first Arab racing celebrity to debut in a racing videogame. Codemasters revealed the announcement at Virgin Megastore in Mall of Emirates.



"As motorsports is my ultimate passion, I am honored to be featured in Colin McRae: DiRT™ 2, one of the most anticipated racing games of the year," said Mohammed Ben Sulayem, Middle East Rally Champion. "Working closely with Codemasters' team to develop a digital version of myself was a surreal experience. I look forward to the worldwide success of the game and I am confident that motorsports fans will have a great gaming experience."

Colin McRae: DiRT 2 will feature a roster of contemporary off-road racing events, taking players to the most diverse and challenging real-world environments. This World Tour will have players competing in aggressive multi-car and intense solo races at extraordinary new locations, from canyon racing and jungle trails to city stadium-based events.

"Codemasters is delighted to have entered into this partnership with Mohammed, Nissan and PlayStation for the launch of Colin McRae: Dirt 2 in the Middle East. Codemasters has a reputation of producing the world's leading racing games and Colin McRae: Dirt 2 is the epitome of our development technology," commented Hal Bame, Director Distributor Territories Codemasters. "We believe the entire GCC region is at a tipping point in the video game industry and plan on investing heavily in product, on-line and overall marketing activity, in order to maximise what we feel is a market tailor-made for Codemasters' portfolio of products, including our official Formula 1 game lineup in 2009 and 2010."

A Colin McRae: Dirt 2 regional virtual racing competition on PlayStation3 will kick off across the region in September 2009. The winner will drive off with a brand new Nissan Z sports car, a version of which is featured in the game. A localized website, [www.dirt2arabia.com](http://www.dirt2arabia.com), will be launched in July and will include all information related to the competition.

"We are delighted Codemasters chose to use the famous Nissan Z sportscar in the latest version of its renowned rallying game" said Monal Zeidan, General Manager, Marketing and Corporate Communications Nissan Middle East.

The 'Z' as it's affectionately known to thousands of car enthusiasts around the world - was officially introduced into Nissan's Middle East product range in 2003. Through four previous generations Nissan's affordable sportscar has achieved iconic status with performance car fans achieving over 1.5 million global sales since the first Datsun 240Z model was introduced in selected global markets in 1969.

"Pluto is proud to be the official distributor of the widely popular DiRT racing series of games in the Middle East. As the regional gaming market continues to grow, Pluto together with Codemasters aim to bring the latest and most popular games to customers here which in turn, reflects our commitment to the Middle East," said Rami El Hussein, Managing Director Pluto. "We are sure that Colin McRae: DiRT 2 will be a huge success in the region where gaming enthusiasts and racing fans can choose to play with or compete against UAE champion rally driver Ben Sulayem."

Colin McRae: Dirt 2 is scheduled to be released in September 2009 for the Xbox 360® video game and entertainment system from Microsoft®, the PLAYSTATION®3 computer entertainment system and Games For Windows® LIVE, Wii™, Nintendo DS™ and PSP® (PlayStation®Portable) system. The game will distributed regionally by Pluto Games.

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# Mazda's New Aqua-tech Paint System Leads in Reducing Environmental Impact

Aqua-tech has the world's lowest environmental impact of water-based paint systems

VOC and CO2 emissions from Aqua-tech technology are among the lowest in the world

Mazda Motor Corporation today announced the successful launch of the newly developed Aqua-tech Paint System for vehicle body painting at its Ujina Plant No.1 in Japan. The innovative new technology achieves the world's highest standards for limiting emissions of volatile organic compounds (VOC) contained in paint as well as carbon dioxide (CO2) gas generated from the energy consumed during the vehicle painting process.

The Aqua-tech Paint System maintains the same world-class low CO2 emissions volume as the Three Layer Wet Paint System — Mazda's paint system currently installed at all of its production facilities in Japan — and reduces VOC emissions by a further 57 percent. At only 15 grams per square meter of vehicle body surface, the extremely low VOC emissions volume makes Aqua-tech the least polluting water-based paint system in the world. The new system also delivers improved paint quality.

Water-based paints tend to produce far lower VOC emissions than solvent-based paints due to their low VOC content. However, drying water-based paint consumes much more energy because the water must be evaporated through a drying process. The large amounts of carbon dioxide produced during this process have long been an issue associated with water-based paint systems. Mazda has solved this problem with the introduction of this new,

innovative coating technology.

The Aqua-tech technology includes the introduction of an improved paint shop air conditioning system and a new, highly efficient evaporation system that removes the water contained in the paint. In addition, Mazda has managed to consolidate the coating processes by developing highly functional top coat paints that exhibit additional properties usually provided by the primer paint. These include brightness, durability and resistance to chipping and light damage. As a result of these technical breakthroughs, Mazda's Aqua-tech achieves extremely low VOC emissions without increasing CO2 volume.

Going forward, Mazda will continue to advance new technologies based on its long-term vision for technology development, Sustainable Zoom-Zoom. With cutting-edge production facilities that include the paint shop with the smallest environmental impact in the world, Mazda is committed to producing vehicles that offer driving pleasure in harmony with environmental and safety features.

The Ujina Plant No.1, one of Mazda's main vehicle manufacturing facilities, is located near Mazda's headquarters in Hiroshima.





# Looking slick

## Lewis Hamilton's latest portrait



Unique portrait of the 2008 FIA Formula One™ World Drivers' Champion commissioned for National Oil Check Week

Reigning 2008 FIA Formula One™ World Drivers' Champion, Lewis Hamilton, became one of the most pictured British sportsmen in the world when he became the youngest driver to win the title.

But none of the portraits of the 24-year old links him so completely to his sport as this stunning portrait in oil, commissioned to kick off National Oil Check Week....Because the twist is that the oil used is Mobil 1 race oil taken directly from the Vodafone McLaren Mercedes car in which Lewis won last year's British Grand Prix at Silverstone.

Mobil 1, technology partner to Hamilton's Vodafone McLaren Mercedes team, charged US artist David Macaluso with the creation of the picture of Lewis in typically triumphant pose to celebrate his title success and highlight Mobil's role in the UK-wide car maintenance initiative ([www.CheckYourOil.co.uk](http://www.CheckYourOil.co.uk)), which kicks off next Monday, June 15.

A limited run of 50 prints of the painting has also been made and one of these special pieces of memorabilia can be won in a competition at [www.mobil-1.co.uk](http://www.mobil-1.co.uk) in the run-up to the British GP.

The painting will have its first public outing at the ExxonMobil VIP customer event, on the eve of Hamilton's home Grand Prix at Silverstone.

2008 FIA Formula One™ World Drivers' Champion Lewis Hamilton comments: "I'm very

impressed with the oil painting. I've always known that the Mobil 1 in my race car is an important component that can give us an edge over our rivals in some circumstances, but I'd never have guessed you could use it to paint with; the oil gives this picture a unique look and feel..."

Macaluso, an expert in the use of motor oil as a painting medium, said: "I've been recycling used motor oil into paintings since 2005, so it was exciting to do a portrait of Lewis, and it was a privilege. When people look at my portrait of Lewis Hamilton, I want them to know it contains the Mobil 1 that circulated inside his Mercedes-Benz engine. History was made by Hamilton with this oil, and to experience this painting is to be eye-to-eye with that history.

"Painting with the Mobil 1 used motor oil offered a wide range of tones and was obviously a very refined product from its texture. It was extremely smooth and very particle-rich, with all the engine dirt in perpetual suspension, making for a great painting medium."

Mobil 1 UK marketing manager, Gary Plumridge, said: "Lewis's World Championship win last season was the fifth Formula 1 drivers' title Mobil has won but it was perhaps the most satisfying because of the thrilling manner in which the title was decided.

"We wanted to create something that celebrates Lewis's spectacular triumph but also highlights the vital role that Mobil 1 plays in the performance and protection of any engine."

National Oil Check Week ([www.CheckYourOil.co.uk](http://www.CheckYourOil.co.uk)) was set up by Comma Oil, owned by ExxonMobil, to encourage the UK's 35 million motorists to carry out basic car maintenance tasks like checking oil levels, after it was revealed that 17% of UK drivers were risking an average repair bill of £1,413 by never checking their oil, while a staggering 1 in 5 cars on the road has so little oil in the engine that it is perilously close to suffering a catastrophic breakdown.

Mobil 1 pledged its support to the National Oil Check Week campaign along with Esso service stations and Halfords, the UK's leading car parts and accessories store

# Entertainment- and Connectivity-Related Technologies Garner High Levels of Interest

Among Consumers Planning to Buy a New Vehicle Soon

Among consumers who plan to purchase a vehicle in the near future, select entertainment- and connectivity-related features are among the most desired technologies for their consideration, according to the J.D. Power and Associates 2009 U.S. Automotive Emerging Technologies Study<sup>SM</sup> released today.

The study is designed to measure consumer familiarity, interest and purchase intent for emerging automotive technologies, both before and after an estimated market price is revealed.



The study finds that among consumers who plan to purchase a new vehicle within the next six months, interest levels are high for select entertainment- and connectivity-related features. For example, premium surround sound garners the highest interest rate among these near-term vehicle intenders (72%), while just 61 percent

of consumers who plan on purchasing a new vehicle in two years or more indicate interest in this feature.

"Consumers nearing the final phase of the vehicle purchase process are often more well-versed on vehicle options and features than those in the early stages of shopping and likely have recently researched available vehicle specifications," said Mike Marshall, director of automotive emerging technologies at J.D. Power and Associates. "The increased familiarity of the possible benefits and conveniences of these technologies may lead to an increase in interest."

The study also finds that consumer interest in a navigation system is at 67 percent prior to the average market price being revealed, but falls to just 20 percent after the market price of \$1,600 is known. However, among owners of premium vehicles, interest after the price is revealed is 45 percent.

Among those consumers who expressed interest in a navigation system, just one-third say they are interested in the lower-cost alternative of an off-board navigation system,

which enables the driver to provide an address to a live operator and receive text or audible directions without a full-screen map integrated into a display within the vehicle.

"While the factory-installed options are considerably more expensive than an off-board navigation system, the price difference is not reflected in a proportionate decrease in consumer interest levels," said Marshall. "Among consumers who express interest in both types of navigation system, seven out of ten indicate they would choose a factory-installed navigation system rather than an off-board version-despite the cost premium."

The study also finds the following entertainment and connectivity patterns:

- \* Among consumers who listen to their portable digital music player in their vehicle, more than one-half use an auxiliary input jack, while approximately 20 percent use a wireless FM transmitter.

- \* Nearly two-thirds of consumers indicate that they would like the ability to listen to a portable digital music player through their vehicle's speakers, while 27 percent express a desire to use a smartphone's music capabilities in conjunction with their vehicle's audio system.

- \* Among consumers currently utilizing their vehicle's Bluetooth functionality, initial interest for a wireless connectivity system in their vehicle is 68 percent, compared with just 47 percent among those who have this feature but do not utilize this technology in their vehicle.

# Segway Introduces New Patroller Models With Greater Visibility For Police, Security, and Emergency Response

## Established Customer Base of More Than 1,000 Installations Drove Product Enhancements

As a recognized leader in the small electric vehicle space, Segway Inc. announced late last week the availability of the new Segway Patroller models. Designed with the direct input of existing customers, the enhancements will help patrolling officers and public safety personnel keep communities safe around the world.











The Patroller models are identifiable by their highly reflective surfaces and an integrated lighting system. Additional product enhancements include a newly designed LeanSteer™ frame, a front bag specifically designed to carry officers' cargo, and an upper shield for affixing the organization's insignia.

"Law enforcement and security professionals demand a lot from our products," said Jim Norrod, CEO of Segway Inc. "As we've grown to serve a customer base of more than 1,000 patrol installations worldwide, we've been collecting feedback that has been directly interpreted in to the new Segway Patroller models. They are very durable and have the visual performance enhancements for which the patrolling officers have been asking," he said.



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# ARB Rear Bumpers for Toyota 200 Series

ARB's extensive range of 4x4 equipment for the 200 Series continues to expand with the recent release of two distinct and exceptionally strong rear protection bumpers.

While ARB generally manufactures only one style of rear bumper for each vehicle, considerable development and design by ARB's engineers has given 200 Series owners the option of selecting either a standard rear protection bumper or the ultra functional rear bumper with wheel carrier and jerry can holder.

The unique style and design characteristics of the 200 Series demanded an incredibly involved engineering process to ensure that the new rear bumpers not only provided outstanding rear protection, but delivered increases in functionality and off road versatility.

Manufactured to be exceptionally strong, the rear bumpers for the 200 Series utilise steel construction, with full length 32mm tube bracing in the wings for extra strength, 4 and 8mm steel mounting system construction and 3mm steel pan and wings. Both bumpers are also designed with optimum approach angles, an important feature when venturing off road.

For owners who do not require the spare wheel to be relocated from underneath the vehicle, ARB's standard rear protection bumper is the ideal answer to providing protection for the 200 Series. Featuring dual Hi-Lift jacking points (with cover panels supplied for when not in use), integrated reflectors and a mounting kit for the fitment of ARB or aftermarket mudflaps, this bumper is a stylish and practical accessory for your vehicle. Finished in a durable black powder coat, optional colour coding is available to further tailor it to individual vehicles.

For users who require more functionality, the rear bumper incorporating wheel and jerry can holder is a better solution. The fitment of some auxiliary fuel tanks means the spare tyre needs to be relocated, which takes up valuable storage space inside the vehicle. In its original position, the spare tyre can also sustain damage simply by coming into contact with rocks and road debris. The ARB rear bumper solves these problems by accommodating up to two tyres or a tyre and a jerry can holder, and will accept twin 33 inch tyres or a single 35 inch tyre. The convenient multi fit spare wheel stud system means that alternative rim styles can be selected without the expense of extra parts. If two carriers are not necessary, a single carrier can be fitted, or the bumper can be fitted without any carriers or jerry can holders whatsoever (neat insert panels are used instead).



The wheel carriers on this bumper are simple to operate with only slight pressure required to open them. The gas struts assist with this and also work to hold the carriers in the open position, with a locking pin only required if the vehicle is on an extreme side angle. A simple 'slam shut' is all that's needed to close the carriers.

The carriers will also accept a number of functional accessories including a Hi-Lift jack holder, camp light and HF aerial bracket. A lock nut secures the spare wheel to the stud plate, and an optional padlock then locks the stud plate to the carrier. And like the standard rear bumper, this model integrates durable towing points and Hi-Lift jacking points for use in recovery situations.

Other ARB accessories available for the Toyota 200 Series include deluxe bull bars, Old Man Emu suspension systems, side rails, Air Lockers, steel and aluminium roof racks, and dual battery systems. For further details and a full product list, contact your nearest ARB stockist.





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## Omnia II features a new version of TouchWiz 2.0 widget-based interface.



Samsung i8000 Omnia II has 3.7-inch AMOLED (Active-Matrix Organic Light Emitting Diode) WQVGA touchscreen display. This 800x480 pixel touchscreen displays brighter and vibrant colors. Omnia II features a faster 800MHz processor and this faster CPU speed bump started with Asus P565. Following the legacy of new Omni PRO phones, Omnia II features 5.0 megapixel camera with face detection, geo-tagging and other imagery goodies. Mobile web browsing experience is promised.



## GENX's new portable car DVD player

The GX-MCDP01 "MoView" car DVD player as the latest addition to its growing range of IT-enabled products and solutions. The tablet-size device offers a seven-inch widescreen, USB and SD Card compatibility and whole range of easy-to-use features that make the MoView a versatile and function-rich car DVD player.

MoView supports DVD, DVD+RW, CD and CD-R/RW and can also play audio, video and photo files direct from USB drives and SD/MMC cards. The compact, portable design allows 180-degree rotation of the swivel screen, while the MoView's anti-skip circuitry enables flawless playback performance on the go. Other key features of MoView are Dolby Digital Decoder, digital and analog AV outputs that make it compatible with home theatre systems, headphone jacks for private listening, multiple-language, subtitle, and camera angle support; and Parental Lock Control. The MoView comes with accessories to enable easy mounting on the car seat, allowing passengers to watch movies on the move. Further, the DVD player is equipped with a car charger, which means that users do not have to worry about the battery running out.

## CK one Summer

Calvin Klein ck one summer transports you to a free-spirited summer afternoon. At once lush, fresh, and woody, this versatile fragrance is the perfect easygoing essence for a man or a woman. Its initial invigorating freshness flows into a dynamic waterfall accord and mellows into a tranquil, blue-water sensation. The heart emerges with brilliant confidence that is undeniably attractive. Style: Vibrant. Playful. Cool.



## Blancpain Chronograph for the Lamborghini Super Trofeo



To celebrate the exceptional racing championship, Blancpain has created a Super Trofeo Chronograph watch. This timepiece is inspired by the ardent character and the sophisticated lines of the Lamborghini car. This limited edition watch will only have 300 pieces made.

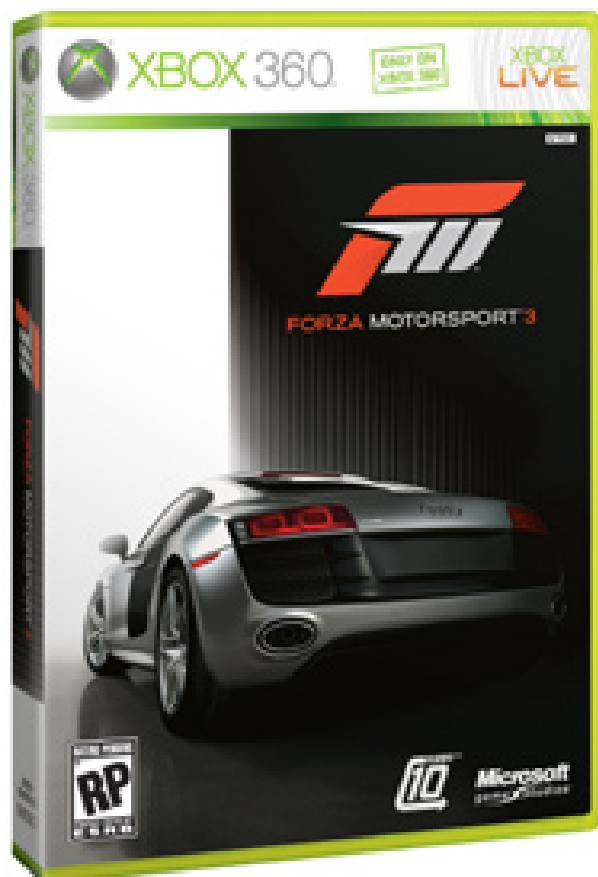
The case construction is 100-metre water-resistant and demonstrates alternating satin-brushed and polished surfaces. The case-back is engraved with an individual number of the watch. The case is covered in a material called Diamond Like Carbon (DLC), secured with wrist straps of Alcantara. The numbers 9 and 12, in the same style as the numbers identifying the racers themselves, dominate the watch face along with the sub-dials powered by Blancpain's own Calibre F185 automatic chronograph movement, operated by push-buttons (one in carbon, the other in red) on the right side of the case in classic style.

## Forza Motorsport 3

Whether it's an exotic sports car like the new Audi R8 V10, a classic American muscle car like the Ford GT or a hot Asian import like the Nissan 370Z, everyone has a dream car. Now you can drive that dream with Turn 10's latest racing epic. Launching this October exclusively for Xbox 360, "Forza Motorsport 3" unites the racing game genre making it possible for everyone to experience the thrill of the world's most exotic and exquisite cars. Live the most realistic racing experience ever as you take the wheel of more than 400 of the most-beloved cars on over 100 renowned real-world tracks and exotic road courses from around the globe. With breathtaking HD graphics and the most advanced vehicle performance modeling in a video game, "Forza Motorsport 3" includes a host of driving assists and adjustable skill levels to make the game a gripping pick-up-and-play experience for audiences of all ages and skill levels.

Your escape into the world of car culture in "Forza Motorsport 3" doesn't stop at the track. Turn 10 is a proven leader in user-generated content creation in games. "Forza Motorsport 3" further fuels the imaginations of its already thriving community of painters, tuners and photographers with improved customization tools and brand new ways to share creations with the world via Xbox LIVE\*. Xbox LIVE makes your journey into the "Forza Motorsport" community and the world of user-generated content easy and fun.

A love of cars lives in all of us. "Forza Motorsport 3" is the automotive playground we've all been waiting for.



# UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Vietnam Auto & Petrol Show	03-09 sept 09	Vietnam Auto & Petrol Show has become a very conducive event for the manufacturers and suppliers in the means of transport and petroleum industry to display the preeminent products/ services and to provide the clients with comprehensive information on their brand and company at one of the most dynamic Asian market.	Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Ho Chi Minh, Vietnam	<a href="http://www.syrmotorshow.com">www.syrmotorshow.com</a>
National 4X4 Show-Melbourne	04-06 sept 09	This Show gives visitors the chance to spy, try and buy the very latest in 4-wheel drive vehicles, accessories, safety and protection equipment, recovery and emergency gear and fully equipped camper trailers. Experts at the show provide free advice on the challenges of going off-road with a great range of 4WD destinations from around Australia, for the experienced enthusiast to the avid beginner.	Melbourne Showgrounds, Melbourne, Victoria, Australia	<a href="http://www.4x4show.com.au/">www.4x4show.com.au/</a>
Auto Expo-Armenia Auto Expo-Armenia	04-07 sept 09	Auto Expo-Armenia is the largest international Automobile event in Armenia and its neighbouring countries, making it the perfect opportunity for exhibitors to establish their company's presence on the Armenian transport market and promote their products and services to a large number of potential clients.	Venue: Yerevan Exhibition Center, Yerevan, Armenia	<a href="http://www.expo.am">www.expo.am</a>
China International Tire Expo (CITEXPO)	09-11 sept 09	CITEXPO will continue to serve as the best platform for the tire industry's professionals in business trade, brand promotion and information exchange. Since 2003, CITEXPO has been held in the same city in China (Shanghai)	Shanghai Everbright Convention & Exhibition Center, Shanghai, China	<a href="http://www.CITExpo.com.cn">www.CITExpo.com.cn</a>
Canadian Offroad Expo	12-13 sept 09	Canadian Offroad Expo puts on a number of awesome events and entertainment throughout the expo weekend. At a show unlike anything of its kind in Western Canada, attendees will not only be drawn to the off road related Exhibitor's booths, but the Expo will also feature live and exciting spectator shows.	Westerner Park, Red Deer, Alberta, Canada	<a href="http://www.offroadexpo.ca">www.offroadexpo.ca</a>
Automotive Testing Expo China	15-17 sept 09	The world's leading trade fair for automotive vehicle and component test, evaluation and quality engineering. Never before has East Asia had a trade show totally focused on the technologies and services involved within automotive testing and quality engineering. Hosted at the perfectly located Shanghai.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China	<a href="http://www.testing-expo.com/china/">www.testing-expo.com/china/</a>





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## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
CIMA Motor	17-20 sept 09	CIMAMotor is sponsored by China Council for the Promotion of International Trade and it is the sole national-level motorcycle exhibition in China. After 7-year continuous development, it has become the most powerful event for motorcycle industry in China and is fully supported by China vital manufacturers of motorized vehicles and motorcycle parts.	: Chongqing International Convention & Exhibition Center, Chongqing, China	<a href="http://www.cimamotori.com">www.cimamotori.com</a>
International Motor Show (IAA)	17-27 sept 09	International Motor Show (IAA) is the world's most comprehensive show for the whole industry, which makes it the international platform for all those who develop, manufacture or use passenger cars.	Messe Frankfurt, Frankfurt, Hessen, Germany	<a href="http://www.iaa.de/">www.iaa.de/</a>
Speedshow	18-20 sept 09	Speedshow 2009 will showcase the new cars, new motorcycles, classical and historical Vehicles. This is one of the leading automotive trade show in New Zealand. T	ASB Showgrounds, Auckland, New Zealand	<a href="http://www.speedshow.co.nz">www.speedshow.co.nz</a>
Chengdu Motor Show (CDMS)	19-25 sept 09	Chengdu Motor Show (CDMS) will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories being present, offering you a perfect chance to show case your products.	Chengdu New International Convention & Exposition Center, Chengdu, Sichuan, China	N/A
Autotech Expo	22-25 sept 09	Autotech Expo is a mega show of automobile first time of its own in Ukraine. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Lviv Palace of Arts, Lviv, Ukraine	<a href="http://www.autotech.com">www.autotech.com</a>
CAPA Expo	28-30 Aug 2009	CAPA Expo is a professional exhibition jointly sponsored by related authoritative organizations, held in Beijing at fixed period. Now it has become an exhibition famous both at home and overseas.	China International Exhibition Center (CIEC), Beijing, China	<a href="http://www.expo-capa.com/">www.expo-capa.com/</a>

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