

# TIRES & PARTS Magazine

The Middle East's First Automotive, Tires and Parts Magazine.



## KISS YOUR OLD RIDE GOODBYE

LEGENDARY BAND KISS WORKS WITH EBAY TO ROCK AND ROLL ALL NITE IN RARE KISS MINI COUNTRYMAN VEHICLES.



### Nicolas Goubert

Deputy director of the competition division  
and technical director, Michelin Tires



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**Design**  
Shabeer Azeef

**Circulation Assistants**  
Ansar  
Ali akbar  
Sasi Pillai

**Contributors**  
Peter Baikogli  
Arezou Marzara  
Farsh Shafikhani  
Kristen Koulic

**Media Representative for  
Taiwan, Hong Kong and  
China**

P. Sean Mulvihill,  
International Relations  
Department, Worldwide  
Services Co., Ltd.  
11F-2, No. 540, Wen Hsin  
Road, Section 1,  
Taichung, 408,  
TAIWAN.  
Tel.: +886-4-2325-1784

**Distributor**  
Dar Al Hikma

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TIA applauds **Tires & Parts'** efforts to bring the latest tire and automotive news to the Middle East.  
For more information on TIA, visit [www.tireindustry.org](http://www.tireindustry.org)



# Nicolas Goubert

Deputy Director Of The Competition Division And Technical Director, Michelin Tires

## **What do customers look for when considering which competition tires to buy?**

Customers expect MICHELIN tires to respond competently to their demands and, most importantly, with regards to performance, which is key to winning any race. In terms of performance, there are two key elements: safety and the level of grip that allows both the cars and the drivers to deliver their full potential. Customers also expect their tires to be tough enough to meet the challenges of terrain on which they are racing and the hot weather. Finally, they expect MICHELIN tires to last, while maintaining a consistent level of performance from the first to the last kilometer.

## **What are Michelin's recent innovations in competition tires?**

The main objective of Michelin's research and development is to reconcile the properties of a tire that are normally considered irreconcilable. The recent development of the MICHELIN LATITUDE Cross tire for rallies perfectly illustrates this strategy in order to better meet demands of our partners, (during the time between beginning of the 2011 season and the Jordan Rally), Michelin enhanced its tires balance the ratio between performance and robustness. To do this, we applied new technologies to almost all elements of the tire: bead area, sidewall, crown, structure and material of the tread pattern. As a result, the new MICHELIN tires are more robust while continuing to maintain a superior level of performance.

## **How do Michelin tires react to the extreme heat of Middle East tracks?**

The heat that one experiences throughout the year in the Middle East is very similar to the summer temperatures found in Europe and Asia. MICHELIN competition tires, especially those with "hard" mix, are designed to perform and endure these conditions. Do not forget that the performance temperature of a MICHELIN competition tire often exceeds 100 C°.

## **Do Michelin's tires respond best to a particular class of racing?**

When MICHELIN participates in competition, it does so with the aim of demonstrating the technological superiority of its tires compared to those of its competitors. This means that we have to hit the absolute highest standards in every sporting event: in rallies, Rally Raid races or track races; whether on cars, motorbikes or bicycles. All MICHELIN tires are designed to meet the demands of the drivers and their teams in each discipline. Our success proves the quality of our work.



### **Describe the market demographic Michelin's competition tires appeal to most?**

MICHELIN tires used in competition feature the very latest innovations. In fact, MICHELIN uses its presence in competition as a laboratory for developing new technologies. Drivers of road cars benefit from these technological advances in standard MICHELIN tires, in terms of safety, performance and longevity. Being the most advanced tires, MICHELIN competition tires are attractive both to the contestants for the balanced performance they provide, as well as to spectators for the way they contribute to entertaining racing.

### **How has Michelin used its road-tire technology to adapt to racing tires?**

The innovation process at MICHELIN starts with competitive racing and finishes with the launch of standard tires. MICHELIN uses motor sport to test and validate the latest technologies before transferring them to its standard tires. For example, the most recent MICHELIN PILOT Super Sport tire, designed for sports cars, benefits from two technologies originating from endurance racing: a dual compound, two different mixes of rubber, and the variable contact patch 2 (VCP2). The latter ensures that the size of the area of contact between the track and the tire remains constant.

### **Can you give some background to the BF Goodrich brand in competition?**

BF Goodrich has an impressive record in competition, especially in North America. Today BF Goodrich is an all-terrain specialist. In the Dakar, the Baja races in California and Mexico, as well as in other Rally Raid races around the world, this brand exhibits all the know-how of the MICHELIN Group in terms of the balance between performance and robustness of its "off-road" tires.

In 2011, Nasser Al-Attayah drove his Volkswagen Touareg to victory in the Dakar rally without sustaining a single puncture!



### **Is the Pilot Super Sport available for racers? What benefits does it offer them?**

The MICHELIN PILOT Super Sport is available to all owners of standard sports cars. This new MICHELIN tire was developed using technological advances borne out of competitive racing, like the dual compound and the variable contact patch 2 (VCP2). Its role: to offer high performance, safety and longevity. The facts confirm that MICHELIN has achieved its objectives: according to the independent body TÜV SÜD Automotive, the MICHELIN PSS is, in fact, the fastest tire in the world. It has a shorter braking distance on wet roads than its predecessor and performs consistently from the first to the last kilometer.

### **Is the racing market open for manufacturers or do tracks in the GCC favor certain brands?**

Of course, the market is open. Moreover, MICHELIN takes part in competitions that allow several tire manufacturers to participate. To compete in a race with other tire manufacturers is a question of passion, innovation and entertainment for spectators. Take the World Rally Championship (WRC) for example, which is open to several tire manufacturers. However it is very important that these tires are presented well before the season begins, as the opportunity to develop them during the season is limited since all the teams drive on the same type of tires. These restrictions therefore require participating manufacturers to demonstrate the very highest levels of ability.

### **How is Michelin using motorsport to increase brand awareness?**

MICHELIN's vision for motor sport can be best described in three words: passion, innovation and respect: Passion for competition that is open to several tire manufacturers; innovation as a result of races that act as technological laboratories; respect for the environment and a contribution to sustainable mobility. Having a famous name is, in itself, not MICHELIN's main objective for taking part in competitive motor sport - it is the result of the many successes that the Group has registered while participating in the world's leading races.



# DOPING FOR THE PASSAT

by KBR Motorsport

The latest models from the VW Passat could strip its image of a pure executive-class car. Uniformly blowing by definition, this wind of tropics has become a really stylish automobile. Specifically, the Passat CC (Comfort Coupe) manufactured since 2008 in Emden is not wrongly called the little Phaeton. It's typical for coupe gently sloping C-pillar has extremely dynamic design.

Such a Comfort Coupé has undergone several modifications made by KBR Motorsport Company from Erftstadt. The crew headed by CEO Christian KREHER has to trim the link between the car and the road, and to overlook the rim / tire combination. This includes 9x20-inch rims of type R12 Nero with 225/30ZR20 tires. By installing a shortened and modified KW Variant 3 coilover suspension – from KBR Motorsport – the Passat now crouches with its bulging wheel arches devilishly close to the asphalt. One could get the impression, in fact, as if to sweep away everything ahead of it, as befits a tropical wind. Moreover, the vehicle was foiled in a dull olive gray, which is alone worth mentioning because of the color choice.

The performance of the engine is invisible but "experienceable". According to the KBR's intensive doping treatment, 260 horsepower are put at your disposal. The in-house stainless steel exhaust system with a 76-mm guide tube from the turbocharger is certainly not entirely innocent of it. Of course, Rennkat and downpipe are also made of stainless steel.

The fact that the good work has its price is well known and certainly not a truism. In any case KBR Motorsport has set the value of such modifications with all the trimmings at the amount of AED 57,450.





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# Mercedes-Benz GL-Class Grand Edition

An exclusive, luxury specification for off-road terrain





**E**ven more visually expressive and with an even more elegant and comfortable interior, Mercedes-Benz presents the new GL-Class "Grand Edition". This distinctive, new special edition of the off-roader comes as standard with a level of spaciousness and comfort that is on a par with a luxury saloon. Features reserved exclusively for the "Grand Edition" designation include special light-alloy wheels with 275/50 R 20 tyres, high quality, two-tone leather seats in a new design, and wood trim in black ash. The special Grand Edition model also offers an array of high-quality additional equipment and is available with all the engines in the GL-Class line-up.

The exclusive front end of the "Grand Edition" is unmistakable: dark-tinted headlamps, a radiator grille with black, high-gloss louvres and a redesigned front bumper with integrated LED daytime running lamps define the special model. Light-alloy wheels in himalayas grey metallic – with a high-shine finish also available as an option – add further exclusivity. There are other visual highlights too, such as metallic paint finishes, heat-insulating and infrared-reflecting laminated glass all round, aluminium-look running boards with rubber studs, and separated exhaust tailpipe trim.

The interior of the GL-Class accommodates up to seven occupants in comfort with an exceptional level of spaciousness, creating the luxurious atmosphere you would expect from Mercedes-Benz – in this case comparable to the S-Class. For the "Grand Edition", Mercedes-Benz has refined the interior further, especially through the use of stylish materials. Exclusive appointments include two-tone seats (black/porcelain or black/maroon) in leather (or in nappa leather as an option) with a special piping design and contrasting stitching.

Likewise only available on the "Grand Edition" are door centre panels, armrests and dashboard instrument panel with double-lapped felling, as well as trim and a wood/leather steering wheel in black ash.



Other high-quality appointments: comfort headrests for the driver and front passenger, ambient lighting, roof liner in black designo fabric, velour floor mats with contrasting stitching and "Grand Edition" lettering, "Grand Edition" badge on the centre console, sports pedals in brushed stainless steel with rubber studs and door sill panels in stainless steel.

### **Powerful and economical engines**

The "Grand Edition" models are equipped with PARKTRONIC and any one of the available engines. The V6 diesel engine in the GL 350 BlueTEC 4MATIC utilises highly efficient SCR exhaust gas technology, outputs 155 kW (211 hp) and delivers its maximum torque of 540 Newton metres at 1600 rpm. On average this engine consumes 9.0 litres of diesel per 100 kilometres. In the GL 350 CDI 4MATIC BlueEFFICIENCY, the V6 engine outputs 195 kW (265 hp) and generates torque of 620 Newton metres. It consumes 8.9 litres per 100 kilometres.

Superior power delivery and maximum smoothness are the particular benefits of the two petrol V8 models. These models also comply with the EU5 emissions standard. The 5.5-litre V8 engine in the GL 500 outputs 285 kW (388 hp) and delivers 530 Newton metres of torque. At 6.5 seconds, its acceleration time from a standstill to 100 km/h is almost worthy of a sports car. On the GL 450, the V8 petrol engine has a displacement of 4.6 litres, outputs 250 kW (340 hp) and generates maximum torque of 460 Newton metres. It takes 7.2 seconds to sprint from 0 to 100 km/h.

### **Agile and safe both on-road and off-road**

With innovative 4MATIC all-wheel drive, AIRMATIC air suspension as standard, the accurate Direct-Steer system and the Adaptive Damping System ADS, which also comes as standard, the commanding GL-Class offers impressive handling, guaranteeing excellent ride comfort coupled with outstanding active safety. While the GL cuts an imposing figure on the asphalt, it also has genuine off-road credentials. The modified AIRMATIC air suspension enables ground clearance of up to 307 millimetres. Thanks to its low-range ratio and limited-slip rear-axle and centre differentials, the standard Off-Road Pro technical package opens up considerably more possibilities on challenging terrain. Other electronic dynamic handling control systems such as Off-Road ABS, Downhill Speed Regulation (DSR) and Hill-Start Assist also make life easier for the GL-Class driver.



# AL GHANDI AUTO OPENS FLAGSHIP SHOWROOM IN DUBAI



Al Ghandi Auto, the dealer for Chevrolet in Dubai and Ras Al Khaimah and for GMC in Dubai and the Northern Emirates, officially launched its flagship showroom on Sheikh Zayed Road in Dubai. Combined with a brand new service centre located nearby, these two purpose-built facilities demonstrate the company's continuing commitment to providing market-leading standards of customer service and the very best automotive products.

The state-of-the-art showroom was opened by Saeed Mohammed Al Ghandi, Chairman of Al Ghandi Auto, Buti Saeed Al Ghandi, Managing Director of Al Ghandi Auto and Graham Turner, CEO of Al Ghandi Auto. They were joined by John Stadwick, President and Managing Director of GM Middle East Operations, who reaffirmed the strength of the partnership between GM and Al Ghandi Auto, which now stretches back 23 years.

Prominently located close to the Dubai Garden Centre, the eye-catching new showroom and the nearby service centre represent a major investment by Al Ghandi Auto, one that is set to stand the company in good stead as it looks to grow its market share in the UAE over the second half of 2011. It is also indicative of the company's confidence that the car market in the Emirates is well on the road to recovery from the global economic crisis.

Speaking at the launch, Turner said: "These two new facilities have been designed and built to meet the highest global standards, in line with our on-going commitment to provide our customers with world class products and the highest possible quality of service and after sales support. They represent a major investment in the future of the company, and reflect our confidence in the continuing popularity in the UAE of the Chevrolet and GMC range."

The launch of this purpose-built, flagship showroom comes at a significant time for Al Ghandi Auto, with the company launching six major new models during 2011 – Chevrolet's Camaro Convertible, Captiva, Sonic and Cruze Hatchback, as well as the GMC Terrain and Acadia Denali. The showroom, which took just over one year to build, has a total floor space of 95,800 sq. ft. Some 35,000 sq. ft. of this is dedicated to displaying the full Chevrolet and GMC ranges, comprising a total of 71 vehicles (57 new and 14 certified pre-owned), which range from sedans to SUVs, and sports cars to trucks.



Saeed Mohammed Al Ghandi, Chairman of Al Ghandi Auto, officially opens the new Sheikh Zayed showroom, accompanied by John Stadwick, President and Managing Director of GM Middle East Operations, Buti Saeed Al Ghandi, Managing Director of Al Ghandi Auto and Graham Turner, CEO of Al Ghandi Auto.

Sited close to the new showroom, just behind the Times Square shopping centre, Al Ghandi Auto's equally advanced 29,000 sq. ft. service centre combines the highest standards of customer service with the latest technology. The centre features 33 service bays, specially designed waiting lounges, GM Quickservice as well as a full range of genuine GM parts and accessories.

The company's customisation and tuning division, Al Ghandi Customs, is also riding high, and its stunning Falcon Silverado, which recently won MBC Action's 'Battle of the Garages', was on display at the opening. Customers can choose from "off the shelf" customisation packages or work with the division's specially trained experts to create one that meets their requirements.

"For over 23 years, General Motors and Al Ghandi Auto have built a strong partnership founded on two common goals: to sell vehicles that meet our customers' needs and aspirations, and to provide a world class shopping, buying and ownership experience. These new facilities opened today are testament to Al Ghandi's commitment to raising customer service levels to new heights, and further evidence of the investment that Al Ghandi is willing to make in the Chevrolet and GMC brands," said Stadwick.

The Al Ghandi Automotive Group is one of the largest automotive industry organisations in the UAE, comprising seven divisions – Al Ghandi Auto, National Auto, Industrial Machinery and Equipment, Car Rental and Leasing, Vehicle Testing, Vehicle Customisation and Car Service. It employs over 700 staff, with five showrooms dedicated to the Chevrolet and GMC brands located on Sheikh Zayed and Al Ittihad roads in Dubai, as well as in Fujairah, Ras Al Khaimah and Sharjah.

The new showroom, which is located next to Sheikh Zayed Road, between the Dubai Garden Centre and Times Square, is open from 8.30am - 8pm Saturday to Thursday and 4.30pm - 6.30pm on Fridays. Customers can call 04 231 0800 for further information.



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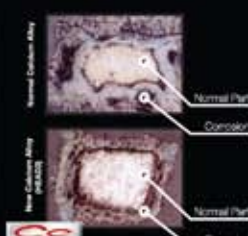
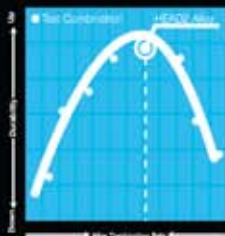
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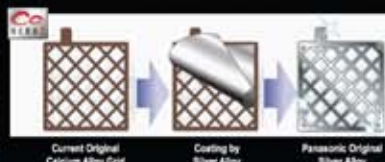
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# 60 Years Mercedes-Benz Unimog

## A spectacular design concept for the jubilee

The unit Mercedes-Benz Special Trucks (MBS), which includes the product ranges Unimog, Econic and Zetros, presented a spectacular design concept on the occasion of the ceremony "60 Years Mercedes-Benz Unimog" at the Daimler plant in Wörth. It has an impressive, dynamic and extremely expressive "face" corresponding to the future form language of Mercedes-Benz commercial vehicle design. The design concept combines the past and future of the Unimog in an extremely avantgardist way. "We have taken the Unimog-DNA with its unique concept features to 100 percent into consideration when creating this design concept," says Bertrand Janssen from the Daimler department for commercial vehicle design. Furthermore, this design concept gives the observer sufficient room for thought to interpret its technical innovations. To cut a long story short, it is literally an unusually idea to make one think about the Universal-Motor-Gerät (Unimog) of the future. And Yaris Pürsün, Director of the Mercedes-Benz Plant at Wörth and Mercedes-Benz Special Trucks, is visibly enthusiastic about this new interpretation of the Unimog idea by the commercial vehicle designers and the project team responsible. "The result is a complete success. At Mercedes Benz Special Trucks we decided to construct a design concept because we are of the opinion that such a vehicle will act as a bridge between the progressive strength of self-renewal that has distinguished the Unimog programme for 60 years and the future design of the coming generations of products."

The concept vehicle shows that even after 60 years – and including the 26 product ranges during this period – the Unimog is still able to renew itself. Just as its innovative power has left its mark on the Mercedes-Benz Unimog and driven it forward until the present day, the "Concept Design 60 Years Unimog" has shown impressively that a great deal of innovation is still possible in the engineering of future Unimog generations. This concept vehicle will no doubt surprise everyone who sees it, experts and enthusiasts, users and customers alike.

The design concept is based on the Unimog U 5000 chassis with its outstanding off-road capabilities. The traditional and well-known unique selling-point of the Unimog, its coil springs, are painted red in the concept vehicle, whereas Bertrand Janssen and his team have let its hulk of a bonnet with its typical Mercedes-Benz line and the mudguards shine out in a fresh green. When selecting the colours used, the designers in Bertrand Janssen's team were inspired by an unusual amphibian, the poison dart frog: Just like the Unimog it is also extremely mobile both in water and on land. And furthermore in this point it is once more the link between past and future as green was the colour of the very first Unimog and numerous follow-up generations of the vehicle. The headlights are like stage lights, which focus the beam of light. The clearly visible, sweeping lines of the frame have been finished with high-grade trims cut from aluminium blocks. The four same-size wheels make a strong optical impression with their five star alu-rim design. Bertrand Janssen emphasises, "On no account did we work in an atmosphere where our ideas were divorced from reality. Here we have a vehicle which is puristic, but still clearly true to concept – with the claim, that some of its details will turn up in coming product ranges in future. We continued to take up the most important Unimog features which have characterised the vehicle for the last 60 years and which will also characterise it in future – features such as portal axles, coil springs or the frame concept."

The design concept "60 Years Unimog" is not however a prototype for a new product range. But it becomes quite clear that the Mercedes-Benz Unimog will still continue to have an innovative character in future and will still possess a high degree of versatility in design and type of construction. It is after all a unique vehicle concept.

Michael Dietz, Head of Sales and Marketing Mercedes-Benz Special Trucks makes it clear. "During the last 60 years our Unimog has made a name for itself worldwide as an ambassador and image-carrier for the brand Mercedes-Benz. Whether working for numerous municipalities and contractors in Europe, under extreme conditions exploring for oil in the Taklamakan desert in China or for example as a motorhome "down under", the design concept is a forward projection of these unique Unimog-DNA and is impressive proof of the innovative power of Mercedes-Benz Special Trucks." Because of this, Yaris Pürsün pays the whole team a compliment. "Each of them brought his own competence to the project to the best of his ability. From the very beginning there was a unique spirit of cooperation. It has been a very emotional project which we all became very attached to." And in one very important point the design concept for the jubilee year 2011 and the very first Mercedes-Benz Unimog of the product range 2010 which rolled off the band on 3 Juni 1951 at the Gaggenau plant have something very obvious in common: Both vehicles are open – really genuine cabrios.





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# KISS YOUR OLD RIDE GOODBYE

LEGENDARY BAND KISS WORKS WITH EBAY TO ROCK AND ROLL ALL NITE IN RARE KISS MINI COUNTRYMAN VEHICLES.

KISS, the most iconic band in the history of rock, isn't just taking the show on the road this summer. They're also took it to eBay ( [www.eBay.com](http://www.eBay.com)) for a ten-day Father's Day Charity Auction. Auction participants were able to bid on any of the four MINI Countryman vehicles, each autographed by the entire band and custom-painted with the iconic makeup for each band member. All of the proceeds went to UNICEF to help children in Japan and other emergency relief efforts worldwide.

"Helping others is a gift we can give ourselves, but here's a four wheel bonus!" said KISS co-founder Paul Stanley. "The KISS MINIs are the ultimate way to show your KISS Army colors while helping our friends in Japan who have been devastated by the recent earthquake and floods. We're asking everyone to open their wallets to help UNICEF raise money for children who are still coping with the effects of these disasters."

The custom-painted vehicles are the all-new 2011 MINI Countryman, and feature the iconic makeup and costume association of one KISS member including co-founder and rhythm guitarist Paul Stanley (Starchild), co-founder and bassist Gene Simmons (The Demon), lead guitarist Tommy Thayer (Spaceman) and drummer Eric Singer (Catman).



All of the MINIs will also be autographed by all four members of KISS ( [www.KISSonline.com](http://www.KISSonline.com)).

"The KISS MINIs are the perfect Father's Day gift for the man who has everything," said KISS co-founder Gene Simmons, "But this ain't your father's car. It's bigger, better and the very best for the man who has the rest. It's KISS, baby. The custom-painted MINI Countryman would be the ultimate collector's item for a KISS fan or curator of rock band memorabilia, and would be the perfect addition to a car collector's garage; plus the new owner will have the satisfaction of knowing they've supported a great cause."

"MINI has a long history of philanthropic activities as part of our MINI Motoring Hearts program, which is all about giving back to the community," said Jim McDowell, Vice President - MINI USA. "These efforts support that and we are happy to help UNICEF make a difference in these kids' lives."

The original artwork for all four vehicles was painted by a team of three BMW Group employees, mostly after normal business hours and on weekends. The designs were influenced by each band member's iconic makeup, as well as some attributes of their costumes. Each car was taken apart and components were painted individually to ensure proper coverage and a quality finish that will last.

"It's been a lot of hard work, but the team is thrilled to help contribute to this much-needed cause," said Dan Doot, BMW Group Paint and Body Team Leader. "We have a real passion for this type of work."





# New Toyo Proxes T1 Sport Hi-performance tires.

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## Volkswagen Middle East celebrates 35 years of the GTI!

Volkswagen Middle East joined 200,000 diligent Volkswagen fans for the biggest Golf GTI Meet in the world. The festival which marks the 30th Anniversary of the historic gathering took place at Lake Wörthersee, Austria, between the 1-4 June, and saw the town completely taken over and transformed by Volkswagen enthusiasts.

The event also celebrated the 35th anniversary of the iconic sporty compact Volkswagen with a special Golf GTI Edition 35, developed for the momentous occasion – with 173 kW/ 235 PS, the most powerful GTI ever. The Meet was a celebration for Volkswagen AG with Professor Dr. Martin Winterkorn, Chairman of the Board of Management, Volkswagen AG, also attended the event alongside throngs of fans in Austria.

Stefan Mecha, Managing Director Volkswagen Middle East commented: "This year is a special year, not only for the Golf GTI Meet in Wörthersee, but also for Volkswagen's automotive history. The Golf has become an iconic car throughout the Middle East. The anniversary edition GTI 35 showcases German innovation and engineering at a whole new level, and the event at Lake Wörthersee was an exciting occasion to unveil our latest model with its worldwide fans present"

The very first GTI was launched in the summer of 1976 and has since become the automotive compact leader with almost two million Golf GTI sold to date. Wörthersee became a hub for GTI enthusiasts to meet, exchange motoring tips and showcase their GTI's, and this tradition has continued since the first official meet in 1981.

The Golf GTI Edition 35 utilises the engine of the all-wheel drive Golf R, its power adapted to the front-wheel drive. The model outputs the cited 235 PS (25 PS more than the "normal" GTI) and can move at 247 km/h; 6 kg/PS power density. The car offers nonstop road grip thanks to its XDS electronic differential lock. An optional 6-speed DSG handles gear-shifting in fractions of a second. The Volkswagen converts each and every one of its maximum of 300 Newton metres of torque into forward propulsion. After just 6.6 seconds, the GTI passes the 100 km/h mark. Sporty performance and fuel economy are no contradictions here – and that is how it has always been with the GTI. The standard fuel consumption of the exclusive Golf GTI Edition 35 is just 8.1 l/100 km; shifted by DSG, fuel consumption even improves to 8.0 l/100 km. This makes the Golf GTI Edition 35 one of the most fuel-efficient sports cars in its power class.

Visually, the Golf GTI Edition 35 can be recognised by its new bumper design in front, which can be optionally equipped with bi-xenon headlights plus cornering and LED daytime running lights. The car's aerodynamics were improved by winglets (air flow surfaces) positioned at lower outboard areas in front, and the mid-section of the front spoiler was kept in black. On the car's sides, it is the glossy black mirror housings, side sill extensions in body colour and the "35" edition badge on the front wings that identify the anniversary model. All Golf GTI Edition 35 cars are also equipped with smoked LED rear lights, an LED-illuminated licence plate at the rear and smoked rear windows.

"The Golf GTI is one of the most popular Volkswagen model in the Middle East, and has cultivated a following of enthusiast's throughout the region with a number of Golf GTI clubs actively meeting for GTI drives. The Golf GTI is a true classic and we at Volkswagen Middle East aim to continue to exceed our customer's expectation with this model," concluded Mecha.

The 2011 Meet also marked the world debut of two Volkswagen Concept cars the Golf GTI Cabriolet, the first officially built open-top version of the iconic car, and the Golf R Cabriolet with 270 PS of power and a top speed of 250km/h, which were both unveiled to rapturous Volkswagen fans at Lake Wörthersee.



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# The 2012MY SLS AMG Roadster

AMG is presenting a new dream-car: the 2012MY SLS AMG Roadster. This super sports car thrills with a perfect combination of open-top driving pleasure, outstanding driving dynamics and sophisticated lightweight construction.

The technological highlights of the 2012 SLS AMG Roadster include an aluminum spaceframe body, an AMG 6.3-liter V8 front-mid engine with dry sump lubrication developing a peak output of 563 hp and 479 pound-feet of torque, a seven-speed dual clutch transaxle transmission and a sports suspension with aluminum double wishbones – all of which will raise the pulse of sports car enthusiasts while providing outstanding driving dynamics and driving pleasure.

The compact fabric soft top of the SLS AMG Roadster opens and closes in just eleven seconds, and can be operated on the move at speeds up to 31 mph. The new Adaptive AMG Sport Suspension with electronically controlled damping is available as an attractive optional extra. It enables the damping characteristics to be modified at the touch of a button. Using the AMG DRIVE UNIT, the driver of the SLS AMG Roadster is therefore able to choose his own suspension setup. Three modes are available: "Comfort", "Sport" and "Sport plus".

"AMG Performance Media" is a unique new feature: this innovative, motorsport-inspired multimedia system offers an unrivalled combination of numerous telemetric displays such as lateral and linear acceleration, various engine data and lap times on a racetrack.

Dr Dieter Zetsche, Chairman of the Board of Management of Daimler AG and CEO of Mercedes-Benz Cars: "The SLS Roadster is a super sports car, cruiser and highly desirable dream-car all in one. In its distinctive way, it continues the succession of iconic and exciting sports cars from Mercedes-Benz."

Ola Källenius, Chairman of Mercedes-AMG GmbH: "Systematic lightweight construction, outstanding performance and a breathtaking design combined with sensuous open-air driving pleasure – the new SLS AMG Roadster perfectly embodies the AMG philosophy of German engineering and craftsmanship. The gullwing model has already thrilled sports car fans all over the world, and now the convertible version is bound to cause a sensation."

## Pure roadster design with perfect proportions

The new Roadster adds a second exciting dream-car to the SLS AMG family. Head of Design at Mercedes-Benz, Gorden Wagener: "As in the gullwing model, the pure, athletic design immediately catches the eye. Whether with the roof open or closed, the SLS AMG Roadster is an impressive visual delight!" The perfect proportions are particularly memorable: a long hood, the greenhouse positioned well to the rear and a short rear end. Plus the automatically extending rear wing, long wheelbase, wide track and short overhangs – in short, the convertible SLS AMG exudes effortless performance and an authentic charisma. The pronounced shoulder sections are reminiscent of tensed muscles, and suggest sheer power in combination with the large wheels – 265/35 ZR 19 (front) and 295/30 ZR 20 (rear). The attractive AMG Sepang brown metallic paint finish and weight-optimized forged wheels in a 10-spoke design, painted in matte black with a high-sheen rim flange, are available as new optional extras.

Features reminiscent of the 300 SL Roadster, the classic dream-car from the 1950s, include not only the wide radiator grille with its large Mercedes star and the wing-shaped cross-fin, but also the fins on the hood and on the vehicle sides. Like the SLS AMG Roadster, the 300 SL Roadster appeared slightly later than the original gullwing 300 SL, but unlike the SL's both AMG dream cars are available at the same time.

## Interior atmosphere like an aircraft cockpit

The interior continues the breathtaking design idiom of the exterior, and awakens associations with an aircraft cockpit: prominent features include the dashboard in the shape of a wing and the air vents with adjustable, cruciform nozzles reminiscent of jet engines. The extended center console of matte, solid metal and the new E-SELECT lever in the shape of an aircraft's thrust control are also design features adopted from the world of aviation. Another discreet, fine detail is the embossed AMG emblem on the leather-lined selector lever.





The AMG DRIVE UNIT – which like numerous other interior features is available in genuine carbon-fiber – is the central control unit in the center console: it allows the driver to choose a personal vehicle setup, including adjustment of the optional Adaptive AMG Sport Suspension. The AMG Performance steering wheel with its high-grade premium leather lining and flattened bottom rim section provides perfect vehicle control. The shift paddles and lower steering wheel bezel are made of solid metal.

#### **Fully automatic, weight-optimized soft top**

The sensual experience in the 2012 MY SLS AMG Roadster is further enhanced when the soft top is open, and the powerful, naturally aspirated eight-cylinder engine with 563 hp and 479 pound-feet of torque asserts itself and makes the heart beat faster with its distinctive AMG eight-cylinder sound. The fabric soft top can be opened and closed while on the move at speeds up to 31 mph; the fully automatic opening/closing process takes only eleven seconds. The driver only needs to operate the roof control unit conveniently integrated at the front of the center armrest. When open, the soft top is space-savily retracted behind the seats in a folded Z-configuration. Three soft top colors – black, red and beige – are available to suit the nine exterior and eight interior colors.

The three-layered fabric soft top is a weight-optimized magnesium/steel/aluminum construction, and contributes greatly to the car's low center of gravity. The soft top has a seamlessly bonded rear window of heated singlelayer safety glass. The flush, gap-free transition between the outer roof skin and the rear window keeps wind noise low. A continuous, flexible water pocket running under the soft top catches rainwater and directs it to the underbody via two apertures on each side. The trunk capacity is 6.1 cubic feet with the roof either open or closed, and therefore roughly equal to that of the SLS AMG Coupé (6.2 cubic feet).

#### **Outstanding material quality and finish**

The finest leather, matte-finished solid metal or optional, genuine carbon-fiber trim create an exclusive ambience and correspond with the authentic feel of the cockpit. Precisely executed decorative and contrasting stitching enhances the visual impression, heightens the hand crafted look and reflects the attention to detail which is the hallmark of Mercedes design.

The standard appointments of the SLS AMG Roadster include black designo leather, heated AMG sports seats, a detachable glass windstop, COMAND with Navigation and DVD player, anti-theft alarm system with tow-away protection and interior monitoring, dual-zone automatic climate control and the KEYLESSGO starting function. The standard AIRSCARF® system exclusive to Mercedes-Benz acts like an invisible scarf warming the head and neck areas of the occupants. It is integrated into the backrests of the AMG sports seats, and blows warm air from vents in the head restraints. The airflow can be adapted for different occupant sizes by means of adjustable louvers, and the level of warmth can be selected in three stages at the touch of a button.

Leather-lined roll-over bars with integrated mesh in a "Silver Shadow" look are available in conjunction with designo Exclusive leather to reduce turbulence in the cockpit. Ambient lighting is integrated into the electrically folding exterior mirrors. Single-tone or two-tone designo leather in espresso brown is available as a new interior color – this dark shade of brown perfectly matches the new metallic paint finish AMG Sepang brown.

#### **Specifically reinforced aluminum spaceframe, low curb weight**

In addition to maximum comfort, the key factor for driving pleasure in the new SLS AMG Roadster is the outstanding performance. The basis for this is the innovative body design: the chassis and body are made of aluminum, a design combining intelligent lightweight construction with high strength. With a curb weight of 3,661 pounds (estimated), the Roadster is only 88 pounds heavier than the Coupé. The result is a remarkable power-to-weight ratio of 6.5 pounds per hp.

To achieve the same level of driving dynamics – without a fixed roof, the SLS AMG Roadster incorporates several features specifically designed to strengthen the bodyshell, including side skirts with greater wall thicknesses and additional chambers. The dashboard cross member is supported against the windshield frame and center tunnel by additional struts, and a curved strut between the soft top and the tank reinforces the rear axle. The lack of a roof and gullwing doors means that the open-top SLS AMG has a reinforcing crossmember behind the seats to support the fixed roll-over protection system. This also accommodates the 250 watt subwoofer of the Bang & Olufsen BeoSound AMG high-end sound system.

All this prevents unwanted vibrations right from the start, and makes it unnecessary to use the additional, weight-increasing vibration dampers that are often found in open-top sports cars. The weight-optimized aluminum spaceframe weighs 536 pounds, tipping the scales at just 4.5 pounds more than the gullwing model.

#### **Intelligent material mix and low center of gravity**

50 percent of the intelligently designed, weight-optimized aluminum spaceframe is made of aluminum sections, 26 percent of sheet aluminum, 18 percent of cast aluminum and 6 percent of steel. Maximum occupant safety requires the use of ultra-high-strength, heat-formed steel in the A-pillars.

The entire vehicle has been designed to achieve the lowest possible center of gravity. This applies both to the low connection points of the powertrain and axles, as well as to the arrangement of the rigid bodyshell structure, which has been kept as low as possible. Examples include the rigid flexural and torsional connections between the front and rear section and the passenger safety cell, which have been designed to use force paths that are as low as possible.



# WHITE PEPPER

Porsche Cayenne II by LUMMA Design



#### auto fact

The Benz logo is a simplistic three-pointed star that represents its domination of the land, the sea, and the air. The famous three-pointed star was designed by Gottlieb Daimler to show the ability of his motors for land, air and sea-usage.





The Porsche Cayenne II is the logical continuation of its precedent model named Cayenne I with even cosmetic corrections, as e.g. the "takeover" of the headlamps looking like those of the Panamera, which, by the way also remembers the interior. The model No. II is a bit longer, increasing the wheelbase, with about 180 kg (400 lb.) less of weight, having nevertheless still about two metric tons.

The traditional tuning factory LUMMA Design from Winterlingen, Germany, presents with its interpretation of the new Cayenne, a SUV with conscious car body kit named CLR 558 GT, consisting in a spoiled front bumper with air inlet frames, which can be found together with diffusers on the rear bumper, front and rear wheel arch enlargements and side sills with door supports. Furthermore, there is an installation kit for fog lamps, optionally available in LED technics. The engine bonnet with its lateral air outlets is made of weight optimizing carbon/Kevlar.

Furthermore, LUMMA offers additional longish shaped daylight lamps, a rear spoiler lip in carbon or matching the paint work colored, an up to 40 mm (1 1/2 in.) lowering module for air suspended vehicles and a complete sports exhaust system with central 3-part stainless steel end pipe and sportive sound and, nevertheless only for export, adapted pre-muffler (only together with the mentioned above car body kit). Before describing the interior lets have a look at the multipart wheels in 10x22 in. rear and in front, with colored outer tire beds and tires in 295/30-22 including wheel spacing kit all around.



When opening the door, the two part aluminum pedals set for throttle and braking controls (all models with tiptronic) with milled foot pedals and integrated anti-slip rubber nobs are catching the eyes, the equally equipped with these anti-slip rubber nobs aluminum foot rest matching to them, as also the four part door sill panel set with illuminated LUMMA logo, for all models. The foot mat set with real leather bordering and the kick plate in real black leather decorate the LUMMA emblem. In the luggage compartment a trunk mat with loading edge protection and real black leather bordering catch equally attention, because here also is to be seen the already mentioned logo.

By this Porsche Cayenne II, the LUMMA team shows once more its known by precision craftsmanship, because good traditions oblige. It may be mentioned that actually, the Winterlinger cars tuner develops diverse detail solutions for interior modifications of the Cayenne. Furthermore, at the instance of the 25th company anniversary of LUMMA, until the end of 2011, there will be put on wheels a suitable to this event "Jubilee Cayenne Edition". There won't be betrayed any details, but one may be justifiably curious about ...



# SUCCESS OF AUTOMECHANIKA ME 2011 REFLECTS UPBEAT MOOD IN AUTO AFTERMARKET

There were business deals aplenty, new supply contracts drawn up for spare parts and accessories, orders for new machinery, specialty equipment, tyres and tubes by the truckloads, as the movers and shakers of the regional automotive aftermarket concluded three highly successful days of networking at ninth edition of Automechanika Middle East.

The region's largest auto-industry related gathering came to a close at the Dubai International Convention and Exhibition Centre, with exhibitors, trade visitors and organisers alike sounding decidedly upbeat on the industry's prospects for the future.

The initial indicators were promising with organiser Epoc Messe Frankfurt expressing optimism about the current surge in the regional industry as the event concluded with larger than expected numbers. Growing by 18% over the last edition, Automechanika Middle East 2011, drew in 1,102 exhibitors from 52 different countries, and took up 32,000 sqm of exhibition space, all reflective of the huge interest surrounding the region among major players on the international stage. 21 separate national pavilions made their presence felt, with the largest ever representation from Germany, the US and Italy amongst others. Additionally, the event had the support of 32 industry associations from across the world.

"Automechanika Middle East 2011 has, I'm glad to say, proved to be a great success," said Ahmed Pauwels, Chief Executive Officer of organiser Epoc Messe Frankfurt. "Not only did we get wider participation than expected, but the buzz on the show floor indicated that the event was very well received by the market. The quality of exhibitors and trade visitors was excellent, underlining the importance of events like Automechanika Middle East that reach across the markets of the region, to spur further growth and development in the sector," he added.

Apart from the numerous deals being done and contracts being finalised by key buyers and decision makers from around the Middle East and Central Asia, manufacturers chose Automechanika Middle East as the stage to launch a raft of new products into the region - the reach and reputation of the event in the automotive world making it a vital part of most company's promotional campaigns.





Two major exhibitors called on the public to remain vigilant and prevent them from buying fake auto aftermarket products which could endanger the lives of motorists. Mazen Ghanem, Marketing and Production Manager of Robert Bosch Aftermarket said his company had launched a website to combat fake parts. "Buyers should type in the 15-digit number from the label attached to our products in the website [www.protect.bosch.com](http://www.protect.bosch.com). The website then displays whether the numbers are correct or incorrect and shows whether the part is original or fake and they can return the part to their dealers."

"We are working with Dubai Customs, Dubai Economic Department, the Dubai Police and the Municipality on this campaign to seize fake parts and increase the public's awareness on this very important subject. In cooperation with these government departments, we have increased the raids on those who deal with counterfeit auto aftermarket parts," he said. Ghanem said Automechanika Middle East was a very effective platform for Bosch to meet clients in the wider region and Africa. "This year, we booked an additional 40 sqm. space for our stand." Bosch promoted a KTS Truck scanner tool for trucks as well as machines for tyre changing companies and other products and services.

Ousama Abu Khader, Sales and Marketing Director, Business Division of Automotive Aftermarket of the Schaeffler Group, said the number of raids conducted by the Dubai authorities have increased by 50 per cent. "At Automechanika Middle East we train auto parts aftermarket dealers to learn how to distinguish fake parts. We also train Dubai Customs officials on how to detect counterfeit parts. A year ago we received 25 cases while this year it rose to 50 cases. We are active in pursuing cases against counterfeiters in the GCC."

We have formed a united front against counterfeiters with other auto parts aftermarket manufacturers such as Bosch, Mahle and Al Futtaim as well as Epoc Messe Frankfurt, organiser of Automechanika Middle East."

Abu Khader said the Schaeffler Group's stand has occupied twice the space this year at the trade show. "Automechanika Middle East exhibition is good for our business and this year we got many new customers from Africa. The show also helped us to generate good inquiries and leads." Matthias Konig, Sales manager for Continental Contitech, promoted his company's product lines: Prime Ride and Phoenix Air Spring Systems. "These products are for trucks and trailers and for these we received a lot of good quality visitors from the Gulf and Africa."

Trade visitors from around the world flocked to the myriad exhibits on all three days of the exhibition as they scouted for the best deals, looked for new suppliers and searched for the latest trends in the market that would give their business a boost.

A spokesman for ZAFCO, making their debut at the event, said: "It has been a great show for us. We have received enquiries from the GCC countries, Europe and Africa."

A.S. Rajesh, Business Head Middle East and Africa for Emerald Resilient Tire Manufacturers from India was all praise for the organisation of the event. "It was better than last year. We are thankful to the government of UAE for issuing the visas for people coming from India, Middle East and Africa just to attend Automechanika Middle East and we are willing to participate next year as well."

"Adding to the overall buzz was the Automechanika Academy, which proved a great success and drew the attention of a large number of businessmen and professionals engaged in the industry. The Academy featured key experts in the various automotive aftermarket fields giving presentations spotlighting the latest trends and developments within the global market. Additionally, Dubai Customs chose the Academy to release vital trade figures that serve as a benchmark to the industry."

Automechanika continues to be the leading international meeting place for the automobile sector. As the world's biggest trade fair for the automotive aftermarket it spotlights innovations and solutions in the fields of parts, systems, tuning, workshop equipment, bodywork & paintwork, car wash, IT & management and the latest automobile services. Automechanika Middle East is one of 14 global Automechanika fairs held in Asia, Europe, North America, South America and Africa.



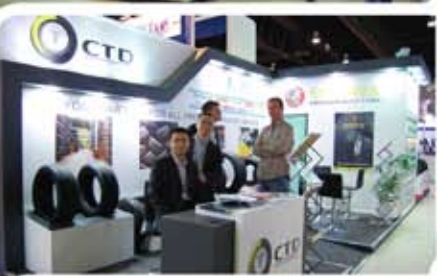


# automechanika

MIDDLE EAST









## Yokohama tires fitted as original equipment on new hybrid "Prius a"



The Yokohama Rubber Co., Ltd., announced that it has begun delivery of its premium comfort tire ADVAN dB as original equipment (OE) for Toyota Motor Corporation's new hybrid car the "Prius a"\*1 (name in the Japanese market). The tire size is 205/60R16 92V. Vehicles fitted with the ADVAN dB went on sale on May 2011.

Developed as a quiet, smooth-riding tire for a new age, the ADVAN dB delivers a high level of quiet ride with the high stability expected of Yokohama's top brand ADVAN - all with excellent environmental performance. Combined with the proven quiet of the "dB pattern" tread, technologies fostered for ADVAN were fully utilized, realizing impressive driving performance and a high level of comfort. In addition, rolling resistance was reduced, improving fuel efficiency. The fuel-saving performance of the tires for "Prius a" has been further improved based on Yokohama Tire's BluEarth concept of "environmentally, human and socially friendly." The BluEarth concept mark appears on the side of each tire.

Continuing the outstanding fuel efficiency, environmental performance and spirit of innovation brought on by the cutting edge technology of the Prius, the "Prius a" has a comfortable interior available allowing multiple seat arrangements, making it unique among hybrid vehicles. Two interior configurations are available: a five-seat, two-row model and a seven-seat, three-row model. All models are ranked first in their class\*2 for fuel efficiency at 31.0km/L\*3 (10:15 mode) and 26.2km/L\*3 (JC08 mode), respectively.

\*1: The small letter "a" in the English alphabet is used here for technical reasons. The actual mark is the small Greek letter "alpha" and is pronounced "alpha."

\*2: Comparison among compact minivans of the same displacement.

\*3: As tested by the Ministry of Land, Infrastructure, Transport and Tourism.

## Toyo tires urges motorists to save fuel and to be safe by properly maintaining their tires

Toyo Tire Corp. urges motorists to help save fuel and to be safe by properly maintaining their tires.

A recent 2011 nationwide survey conducted by RMA showed that 85% of U.S. drivers do not know how to properly check their tire pressure. As a result of those numbers, underinflated tires can waste up to 1.2 billion gallons of fuel annually. And most important, underinflated tires contribute to numerous fatalities and injuries each year.

With the summer travel season soon arriving, and near record fuel prices, there's no better time to learn the simple and easy tire care tips to save money and help stay safe on the road.

Toyo Tires provides four tire care and safety videos on their website [www.toyotires.com](http://www.toyotires.com), under Care & Safety. The videos provide information on: how to check and determine the correct tire pressure for a vehicle, how to check tire tread depth, how to inspect for wear, and how to read the markings on a tire sidewall. These short and informative videos provide a convenient resource to guide motorists how to properly maintain their vehicle's tires.

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# BRIDGESTONE ROLLS OUT NEW FUEL EFFICIENT, ENVIRONMENT-FRIENDLY TIRE IN THE REGION – “ECOPIA”



Bridgestone Middle East & Africa FZE announced the launch of ECOPIA EP100A in the Middle East and Africa markets. Bridgestone rises up to the challenge in helping our planet by developing cutting-edge technologies for a new kind of tire –one that takes better care of the environment –ECOPIA.

Fuel efficiency is a key to reducing CO2 emissions during driving, which in turn helps our planet on the prevention of global warming while valuing natural resources. Bridgestone's ECOPIA EP100A tire is the next generation of environmentally friendly tire which provides good balance on performance with better lower rolling resistance that result to enhanced fuel efficiency. Comparative tests showed that ECOPIA improves fuel efficiency by 3.1%\* compared to a Bridgestone standard tire.

"We are proud of this new kind of tyre that allows drivers to give respect to the environment," said Mr. Shoichi Sakuma, President of Bridgestone Middle East & Africa. "Bridgestone's ECOPIA boasts both environmental and safety performances. ECOPIA is a proof of the company's global efforts to help protect the environment for a sustainable society."

ECOPIA is a next-generation tire that maintains grip even though rolling resistance is reduced. Its advanced technology delivers a high safety performance and braking is not compromised at all.

ECOPIA's compound is a combination of silica with a coupling agent that compared to conventional ones reduces heat generation and energy loss; its innovative tire shape controls stress and deformation during driving; the rib-linked blocks uniform ground contact when braking and deliver an enhanced stopping performance, even in wet conditions.

ECOPIA is part of Bridgestone's effort towards a sustainable society. It continuously innovates its processes, products and services in order 'to help ensure a healthy environment for current and future generations'. Bridgestone Middle East and Africa FZE is particularly active in the region by supporting different environmental projects realized by the NGO, Emirates Wildlife Society in association with WWF (EWS-WWF).

Bridgestone has also been touring the GCC states for the last 6 months with the 'Tire Safety and Eco Station'. This awareness campaign aims to help reduce number of regional traffic accidents through education about Tire Safety which can lead to fuel efficiency and eco-friendliness. This GCC-wide campaign will conclude at the Mall of the Emirates, Dubai, from 30th June and 1st July.

ECOPIA EP100A will be available in the Middle East & Africa markets in the third quarter of this year. With this world standard environmentally friendly tire, drivers can contribute for a better future –for tomorrow, for our children, for our planet.



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Tyres & Batteries Division





# New commercial vehicle tires from Continental

## Specialists for demanding distribution jobs

The launch of the new LSR1+ tire for the steering axle and the new LDR1+ for the drive axle sees Continental provide exactly the right answer to the diverse challenges of regional and cross-regional transport. In demanding distribution assignments, the new tires in 17.5 inch format prove their qualities in the city as well as on long-distance journeys on country roads and motorways.

Being true all-round talents, the tires on light trucks need to prove themselves over and over again day after day. Downtown delivery rounds require both nimble performance and resistance to curb contact as well as to overloading at specific points. Regional distribution assignments demand optimum road grip, good braking performance and low rolling resistance. Continental's new LSR1+ and LDR1+ for 17.5 inch wheels and for widths of 205 to 265 millimeters with 75 cross section are lined up in this demanding field with top figures.

Thanks to an all-new material compound, it has been possible to reduce the rolling resistance by up to 10 percent without losing out on handling and durability. The new tire types allow fuel savings of between 3 and 4 percent to be achieved together with an overall increased mileage. Due to their savings potential, the new Continental tires make a considerable contribution to the overall economy of the vehicle in distribution assignments.

The LSR1+ steering axle tire has particularly good steering properties with its 3 plus 2 groove design. The closed shoulder structure of the new tire for distribution trucks allows it to withstand lateral shearing forces when cornering. Its counterpart on the drive axle, the LDR1+, has been specifically configured for optimum traction with low rolling resistance by means of numerous lateral openings and a high base of tread groove. The proven structure of the two tires along with stabilizing steel cord bead, triangular belt layer and the patented AirKeep® technology, which prevents creeping pressure loss, shapes the sustained character of the new tires.

In distribution assignments with frequently changing drivers, the two new light truck tires have to prove their robustness day after day. The high-quality structure of the casing guarantees that the new LSR1+ and LDR1+ will also be the first choice in their second life as factory retread tires.

Continental's new LSR1+ for the steering axle and LDR1+ for the drive axle are available in the following sizes: 205/75 R17.5, 215/75 R17.5, 225/75 R17.5, 235/75 R17.5, 245/75 R17.5 and 265/75 R17.5.



Continental's new LSR1+ and LDR1+ play their trump cards in demanding assignments with light distribution trucks. A new tread compound with improved rolling resistance reduces fuel consumption by up to 4 percent.



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## tire fact

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## Hankook-Farnbacher Racing Team at the Le Mans 24-Hour Race Aiming for the Podium again



After its recent victory at the Nuerburgring and the successfully completed Le Mans pre-test, the Hankook-Farnbacher Racing Team is looking forward to the first highlight of the year, the upcoming 24-hour race in Le Mans, with optimism. The team headed by Horst Farnbacher will take the starting line at the prestigious European endurance classic in its Ferrari F458 Italia GT – like last year with drivers Dominik Farnbacher of Germany, Allan Simonsen of Denmark and Leh Keen of the United States. As last year's runner-up and with podium places achieved in the first two races of the European Le Mans Series in Le Castellet and Spa, the team, starting in Le Mans for the third consecutive time, is aiming for a medal again.

"Our most recent successes give impressive proof that thanks to our successful long-standing partnership with Hankook Tire, we are excellently positioned for this race with regard to material. Our Ferrari F458 Italia was the fastest car in the GT2 class during the Le Mans pre-test with lap times below 4 minutes.

We are optimistic about Saturday's race and are aiming for the podium again" says Horst Farnbacher, head of the Hankook-Farnbacher Racing Team. "After finishing first on the Nordschleife at the Nuerburgring we have undoubtedly shown that we are able to stay ahead of the pack," adds Manfred Sandbichler, Director



Motorsports Hankook Tire Europe. "We are remarkably well prepared for the 24-hour race in Le Mans with an outstanding team as well as excellent drivers and material and hope to build on our past successes without any major incidents."

The Hankook-Farnbacher Ferrari F458 Italia GT in the characteristic Hankook colour scheme of white, orange and black is equipped with Hankook Ventus F200 slicks, and if needed Ventus Z207 rain tyres or custom-made intermediates for respective use. The size mounted to the front axle are 300/660 R 18 and 320/710 R18 on the rear axle, with 12x18 inch rims on the front and 13x18 inch ones at the rear. "The team can choose from various tread compounds designed for each axle positions and specially aligned to the track conditions on the circuit at the 24 Heures du Mans" explains Hankook's Chief Engineer Michael Eckert. "To make sure the car's balance is guaranteed at all times, tyres of different grades can be used during the race." Tyre partner Hankook Tire will provide the team with more than 300 tyres at the track.

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# Apollo Tires focuses on Dubai as a hub for its Middle East operations

India's leading tire manufacturer, the US\$ 2 billion Apollo Tires Ltd, today announced its plans for the Middle East market at a media gathering in Dubai. The region will be catered to by exports out of India, with Dubai as the hub of operations.

The region has traditionally been one of Apollo's strongest export markets, out of India, accounting for about 30% of export revenues. The company already has a distribution network in the Middle East, spanning 14 countries and 23 Business Partners. The Middle East also has infrastructure and tire usage very similar to India's, which is why Apollo's products have always enjoyed high demand in the region.

Dubai, as the world's largest free trade zone with strong financial systems and legislation, is the perfect business destination. Dubai is also strategically located with easy access to the 1.5 billion strong consumer market in the GCC, West Asia, Africa and East Europe. Dubai itself is the largest tire distribution hub in the region, and provides a booming domestic market with 1 car to every 1.8 individual.

Mr. Satish Sharma, Chief, India Operations, Apollo Tires Ltd. said : As a company we are currently in our second phase of global expansion. The Middle East region has always been a natural extension of our markets in India. Our tyres have enjoyed a very high demand in the region, for years now. However, due to capacity constraints at our end, we have not been able to fulfill the local demand. I am happy that we have crossed that. With an active sales and service team based here, we will now be able to provide our customers in the Middle East the service and operational excellence they deserve."

To this end, Apollo has opened its first and largest office outside its operations in India, Southern Africa and The Netherlands. This 2,000 square feet office located in the JAFZA Free Economic Zone will be the company's base in Dubai, and the reporting base for employees in Iran, Saudi Arabia and Turkey.

Apart from an office, the company has also taken up an expandable 10,000 square feet of warehousing space in Dubai, to stock its tires locally for speedy demand fulfillment in the region. This also enables Business Partners to have low inventories, cutting down on stocking costs; the ability to pay in local currency with no bank charges, and of course faster demand fulfillment to the end customer.

"The office, network of employees and local warehousing facility will allow us to address customer demands effectively; while our entire range of tires tuned to this market, along with our service proposition, will allow us product leadership over time," mentioned Satish Sharma, Chief, India Operations, Apollo Tires Ltd. He added: "This is a high potential market, where the Dubai tire distribution and re-export trade is valued at US\$ 1.5 billion, and expected to grow by 30% in the next 5 years. In that time frame I am looking at Apollo garnering a high single digit, if not 10%, of this market's share."

Apollo Tires has already invested around US\$ 250,000 in creating appropriate permanent infrastructure for its business needs in Dubai; and is projecting investments and expenses of around US\$ 1.5 million on an annual level, starting this year.

The company's focus products will be its entire range of passenger car, 4x4 and sand application tires, along with commercial vehicle tires both cross ply and radial. Like India, the Middle East has a high usage of cross ply commercial vehicle tires, a segment in which Apollo Tires is acknowledged as the undisputed leader in product performance and reliability.

Apollo's global operation are divided into 3 divisions (Zone I, E and A) across the world. Satish Sharma oversees Zone I, which includes Asia, Middle East, Asian CIS, Turkey, Australia and New Zealand. Zone I is Apollo Tires' largest revenue earner accounting for 62% of the company's US\$ 2 billion turnover.

Tires for this region are produced out of Apollo's 4 plants in India, including a state-of-the-art automated unit in the southern city of Chennai. Exports out of India grossed US\$ 106 million in the financial year just ended (FY2010-11), and are projected to grow at a double digit rate, in the next few years, due to strategic initiatives currently being taken.







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# Sun Global debuts at Automechanika Middle East



Sun Global, manufacturer of Suntrac and Nison brand tires, made its Automechanika Middle East debut in Dubai where the Company launched its range of Nison PCR tyres and introduced additional patterns to both the Suntrac TBR and Radial OTR range.

Having recently also launched its range of Suntrac Industrial Tires, at Tyre Expo Asia in Singapore in March, the Company has reflected its dynamic and aggressive growth plans as it cements its promise to offer quality tires across all categories.

Sun Global today manufactures the full range of tires: Passenger Car tires, Light and Heavy Commercial Truck and Bus tires (both Bias & Radial), Radial OTR as well as Solid Resilient, Press-on-Band, Industrial Pneumatic and GSE tires. Still in the 2011 pipeline, are plans to increase the PCR and TBR range further with new patterns and sizes, coupled with expansions in TBR and capacity and range as well.

Headquartered in Dubai, Sun Global has synchronized tire manufacturing with a comprehensive international marketing and logistics network out of Dubai, offering a comprehensive range of attractive patterns across all tire segments in Suntrac and Nison brands. Having been in existence as a part of the Sun Group of Companies for last four decades, it has vast experience and expertise in tire research and development and further appointments to the Company's technical team from the premium manufacturers bring additional experience and know-how.

The Company is further expanding its reach on the Middle East and African markets and hopes to capture greater market share in the region by using its participation at Automechanika Middle East as a platform for not only expanding the brand profiles but also attracting new distributors for Suntrac and Nison in markets not yet tapped. The Company's strategy across this region is in line with its other markets, namely to ensure exclusivity for its partners in each market and provide marketing and branding support and other value addition services where appropriate. The Firm has already witnessed exponential growth in the last few years from its other markets and with the addition of new partners across the Middle East region, coupled with an ever-growing product portfolio, expectations are that new company records will be set soon.





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## Toyo Tires Sponsors UFC Middleweight Mark Munoz



Toyo Tire U.S.A. Corp. announces the sponsorship of UFC® Middleweight fighter, Mark Munoz as a Team Toyo® Athlete for 2011. Nicknamed "The Filipino Wrecking Machine," Munoz has a 10-2-0 fight record. He faced Brazilian Demian Maia last month, during UFC® 131 at Rogers Arena in Vancouver, Canada.

Managed by MMA, Inc., the 6-foot tall, 33-year-old Munoz weighs 185 lbs. A former wrestling coach at the University of California, Davis; Munoz specializes in both wrestling and Muay Thai. He will wear the Toyo Tires® logo on his fighting gear while also promoting the Toyo Tires brand through appearances and additional marketing efforts.

"I am honored to be part of the Toyo Tires team," said Munoz. "As a professional athlete, I am driven to perform and having the support of a great company like Toyo Tires just motivates me even more."

"We are excited to have Mark Munoz represent Team Toyo for 2011," said Stan Chen, manager of events and motorsports, Toyo Tire Corp. "Munoz is a popular fighter in the sport of mixed martial arts and will represent the Toyo Tires brand well."

"We are very fortunate to have a great partner like Toyo Tires. Toyo Tires is an exceptional company and Mark Munoz is an exceptional athlete," said Jeff Meyer, Chief Executive Office, MMA, Inc. "The support Mark receives from Toyo Tires enables him to focus on training and increasing his performance in the octagon. It is a great combination."

Munoz is the second MMA, Inc. athlete to join Team Toyo this year, following UFC Lightweight Anthony "Showtime" Pettis who joined in March. To learn more about Team Toyo and the full line of products from Toyo Tires, log onto [www.toyotires.com](http://www.toyotires.com).

## Cooper tire unveils new interactive product microsites for virtual consumer

COOPER TIRE & RUBBER COMPANY recently launched a wide size range of new products in 2011. The company has also developed online product educational tools to encourage active engagement with its consumers and dealers in support of these new products.

To supplement additional educational components, such as eLearning, dealer product training and social media content, two newly designed microsites were launched June 2 and feature three of the new products, including the Cooper Zeon RS3-S™ and RS3-A™, and Discoverer A/T3™. The launch of the microsites, CooperZeon.com and CooperDiscoverer.com, mirrors Cooper Tire's dedication to provide not only cutting-edge tire technology, but also cutting-edge customer engagement.

"The sites enable consumers to directly connect with the Cooper brand and learn more about the new ultra high performance and light truck/sport utility vehicle tires," stated Hal Gardner, Vice President, Marketing Communications and Market Intelligence for Cooper Tire.

The microsites offer a new engaging web experience for the ultra high performance and off-road enthusiasts, providing new product awareness and interest with engaging, interactive content. Both sites include tire research, technology, design and engineering; performance development and testing videos; 360 degree design features and benefits; and the latest media reviews, all creating a great customer experience.



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## The 9th CITEXPO opening with continuous growth

The 9th CITEXPO will again be held at Shanghai Everbright Convention and Exhibition Center in September 7, 8 & 9, 2011.

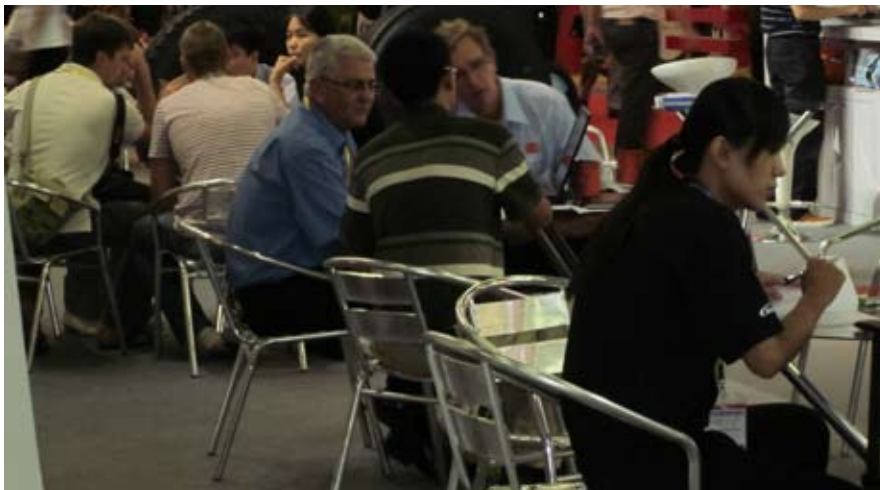
China continues to stand as the top ranked tire exporting country with its continuous growth of tire exporting. According to the export figures released by the Chinese customs, the quantity and value of the exported tires to Latin America, Europe, Asia and the Middle East has risen from about 30% in the major ports such as Shanghai, Guangzhou, Tianjin etc...

According to Mr. Wilko Fong, Managing Director of Reliable International Exhibition Services Co.,Ltd., the number and the booked space of registered exhibitors will make this year's show biggest ever. Wilko expects the number of exhibitors of CITEXPO 2011 will be over 280 occupying 22000 square meters exhibition

space in the three halls. Meanwhile, the number of pre-registered visitors from over 85 countries has significantly increased comparing to the same moment last year. Wilko believes that CITEXPO 2011 will continue to provide an excellent platform for the worldwide tire industry professionals to meet and create tremendous business opportunities.

The organizer anticipates that the high quality exhibitors will be showcasing their latest products and technology in CITEXPO 2011 including radial tires, bias tires, wheels/rims, tire maintenance equipments, retread materials and equipments, tire production material and equipment and other related products. Reliable also stated that there will be more eco-friendly products displaying in the show to cope with the market trend.

Besides the major Chinese manufacturers such as Techking, Guizhou, Aufine Group, Junhong Tire, YSM Wheels that will occupy their large stands and showcase their latest products to host their business partners, some foreign brands such as Cooper ChengShan Tire, Carlisle, Xtraseal from USA, Van den Ban Autobanden B.V. from Holland, MAI from Italy, Stamford from Singapore etc... will be showcasing their latest products in the show.





# Intel Collaborates with Foryou for Smart In-Vehicle Experience

Intel and Huizhou Foryou General Electronics Co. Ltd., a leading in-vehicle electronics manufacturer in China, signed a strategic cooperation agreement in Zhengzhou. The two companies will establish a strategic collaboration for developing In-Vehicle Infotainment (IVI) systems based on the latest Intel Atom platform and technologies, providing auto travelers with more intelligent, connected and comfortable driving experiences.

As a pioneer of in-vehicle electronics industry in China, Foryou has been at the frontline of the industry with strong R&D capability and brand advantage. "We value the opportunities provided by Intel architecture and software technologies and hope to develop more intelligent and digitalized In-vehicle Infotainment systems through the cooperation with Intel," said Zeng Renwu, General Manager of Foryou. "We will integrate the connected digital life into the auto industry and create more intelligent and connected driving experience, pushing the in-vehicle electronics industry to a new level."

The strategic collaboration between Intel and Foryou is a new milestone for both companies. To Foryou, the collaboration with Intel will enhance its R&D capability and help it launch more intelligent and competitive products based on Intel's advanced technologies and improve and optimize its channel networks. For Intel, the collaboration with Foryou allows it to bring advanced technologies and more compelling IVI systems to the PRC marketplace. Starting from product R&D, Intel will provide Foryou with solution-level support in both software and hardware. Through collaboration with local ecosystem, Intel will work together with its partners to tap the potential of IVI market in China and bring the digital lifestyle into the vehicle.

The new generation In-vehicle Infotainment systems jointly developed by Intel and Foryou will feature various intelligent applications such as voice control, 3D real-time GPS navigation and Internet access, and support for concurrent applications on multiple screens. Foryou In-vehicle Infotainment products based on Intel Atom platform will target at both the aftermarket and before-market applications.

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EVENT	DATE	INFORMATION	LOCATION
China Auto Motor Power Exhibition	01- 03-Sep-2011	It will be a unique exhibition related to the Automotive industry where global auto brands compete with each other to offer the latest and best in every category, from an entire new generation of vehicles to state-of-the-art components. Besides personal cars, the outdoor exhibit area will also display commercial, heavy utilities, construction and earth moving vehicles.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China
National 4X4 Off Road Show-Melbourne	02- 04-Sep-2011	National 4X4 Off Road Show-Melbourne 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
China International Tire Expo	07- 09-Sep-2011	China International Tire Expo (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) and has become one of most popular trade shows in the tire industry on the globe.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China
China International Auto Parts Expo	02- 04-Sep-2011	China International Auto Parts Expo (CIAPE) is one of the premier trade events of China auto parts industry. Lot many exhibitors participate in this event from across the world to showcase hi-tech preeminent engines & transmissions. It is a gathering attracting domestic and international R&D, purchasing, distribution, trade and maintenance professionals in the automotive manufacturing, circulation and maintenance fields.	Beijing China International Exhibition Center (CIEC), Beijing, China



EVENT	DATE	INFORMATION	LOCATION
AUTO XPO	13- 15- Sep-2011	The biggest automobile fair in South Bengal comprising of both domestic and commercial vehicles along with two wheeler companies, accessories, financial institution and decor segment.	Gandhi Maidan Durgapur, Durgapur, West Bengal, India
Motus	10- 18-Sep-2011	Motus is an International exhibition for Automotive industry in the region and one of the biggest trade show which will be taking place at the Fiera del Levante. The exhibition will showcase all the latest products and accessories for the related industry under single roof.	Fiera del Levante, Bari, Puglia, Italy
Diyarbakir Auto show	13- 18-Sep-2011	Diyarbakir Auto show is Turkey's leading trade fair for automobile industry. It is organized by Tuyap Fairs and Exhibitions Organization Inc., Diyarbakir Auto show is an annual six day event that features hundreds of High-net-worth families & individuals, Executives & Businessmen, Overseas Buyers, Automobile Professionals and services.	TBA, Diyarbakir, Turkey
Automotive Manufacturing Vietnam	15- 17-Sep-2011	Automotive Manufacturing Vietnam will offer a great chance to get in touch with the latest development of auto parts production machineries and technologies, advanced know-how for productivity improvement, and important industry professionals and players in the industry.	Hanoi International Center for Exhibition (I.C.E. Hanoi), Hanoi, Vietnam
Taxi Point	16- 17-Sep-2011	Taxi Point is one of the leading trade fair for Taxi Industry in Brazil. The event will provide an opportunity to meet all the related professionals under one roof.	Centro de Exposicoes Imigrantes, Sao Paulo, Brazil
New York Motorexpo	18- 23-Sep-2011	New York Motorexpo is the International exhibition which is organized at The World Financial Center, USA. Scheduled for 6 days, the event is organized by The Aspect Partnership Limited. for giving an edge to the Automotive industry.	The World Financial Center, New York, United States Of America





## Bosch celebrates its 125th anniversary and the 150th birthday of the company's founder

In a double ceremony that reflects the company's past, present and future

To celebrate Bosch's double anniversary in 2011: the company's 125th anniversary as well as the 150th anniversary of its founder, Bosch organised on Wednesday, 8 June 2011 an evening gala event at The Address Hotel in Dubai. On 15 November 1886, Bosch established its "Workshop for Precision Mechanics and Electrical Engineering" in Stuttgart, laying the foundations for what has since become a leading global supplier of technology and services. Born on 23 September 1861 in Albeck near Ulm, Robert Bosch was a technology pioneer, and propelled his company to international success during his own lifetime. Robert Bosch died at the age of 80 on 12 March 1942 in Stuttgart.

Bosch operates through more than 350 subsidiaries and regional companies in over 60 countries with a workforce of over 285,000 associates worldwide. Moreover, its international network comprising sales companies and partners in 150 countries ensures that the company's products and services will continue to enter further growth markets in the near future. Bosch has also been present in the GCC region for more than 50 years through its agents and representatives. Already ten years ago, the company established its first Gulf branch in Dubai, which had been responsible for the whole GCC region. In 2008, Bosch expanded its Dubai office and transformed it into an integrated regional office for the Middle East and North Africa region with a team of more than 70 employees.

Commenting on Bosch's anniversary, Gürkan Karakas, Senior Vice President, Corporate Department Marketing and Sales at Bosch, said: "Bosch's 125-year success story encourages the company to constantly maintain its focus on creativity and investment in the field of research and development, especially in the development of green products. Bosch's global activities in leading technical fields ensure the company's competitiveness in the upcoming years."

Meanwhile, Frank Schlehuber, Vice President, Sales Independent Aftermarket, Automotive Aftermarket Division, indicated that "the company has gained a leading position worldwide because of its highly developed products, services as well as creativity and due to the fact that Bosch was transformed into a successful global player by a pioneer in the field of technology. He stressed that "Bosch's achievements and spirit of innovation characterising the company since its inception, always pushes the company to explore new business fields, markets and technologies, which eventually bring even bigger success for the company."

Guido Gring, Vice President, Automotive Aftermarket, Middle East and Africa, said: "The presence of Bosch through its office in Dubai for a whole decade and the fact that it was responsible for the Middle East and North Africa region in recent years, show the company's interest in this region and its aspiration to strengthen its activities in it." He pointed out that "Bosch's anniversary activities reflect the company's past, present, and future as well as its goal to enhance relationships with customers, trade partners and employees around the world".

For the Bosch Group, the double anniversary will be the dominant event in 2011. With 700 activities around the world, including more than 200 events for associates, the company will be celebrating its two anniversaries over the course of this year. The first of these activities is the interactive anniversary website, which went online in January 2011. At [www.125.bosch.com](http://www.125.bosch.com), everything revolves around the "BoschGlobe", which encourages visitors to explore and take part in. In this multimedia Bosch world, visitors can go on a journey through time, where they will experience not only the company's history, but also the new technologies of the present day. When turning the globe towards the future, they can leave their own mark on the map in the form of ideas and wishes.

With over 3,800 patent applications filed each year and approximately 3.8 billion euros invested in research and development annually, Bosch aims to maintain its focus on future innovations and in this way to lay the foundations for further sustainable growth. In accordance with its strategic guiding principle, all products supplied by the three Bosch business sectors automotive technology, industrial technology, as well as consumer goods and building technology are fully in line with the company motto "invented for life". Thus, Bosch has become one of the world's leading manufacturers of diesel and gasoline injection systems as well as vehicle safety systems such as the ABS antilock braking system and the ESP® electronic stability programme. Bosch is also one of the largest suppliers of power tools, heating technology, household appliances, and security systems. The Bosch industrial technology business sector is a recognised specialist in drive and control technologies. Moreover, Bosch's business sector includes the packaging technology and solar energy divisions.

With targeted long-term plans, Bosch is investing in promising markets such as renewable energy and electromobility. Accordingly, some 45 percent of the annual research and development budget is devoted exclusively to products that conserve energy and resources. At the same time, the company has been developing innovative products for decades, whose everyday use save considerable amounts of energy worldwide – in automotive powertrains, in household appliances, and in heating, cooling, as well as air conditioning systems.

It is worthwhile mentioning that credibility, efficiency, and reliability – the fundamental values of the company founder Robert Bosch – are still core elements of the corporate culture and the company's business strategy. In the spirit of its founder, the Bosch Group continues to place great emphasis on its social and environmental responsibility.

# Yokohama Batteries launched in the U.A.E.



Al Dobowi and Yokohama Industries Berhad launched the Yokohama Battery Beta Series in Dubai on June 6, 2011. The event took place in Media Rotana, Dubai. More than 100 tire and battery dealers from Abu Dhabi, Al Ain, Dubai, and Sharjah attended the event. Dubai Taxi Corporation (DTC-RTA) Officials, led by DTC Fleet Operations Director Yousef Mohammed Al Ali, were the guests of honors for the launching.

Yokohama Industries Berhad, listed on the KLSE, is the largest manufacturer of Automotive Batteries in Malaysia. Yokohama's manufacturing plant is equipped with the latest technology with a state of the art R&D centre, it is located on a 32-acre site located in Semenyih, Selangor, Malaysia.

Yokohama Industries produces 1.6 million of automotive batteries and 1 million on motorcycle batteries per annum and holds 55% of the domestic market and 45% of the OEM market, servicing customers such as Perodua, Honda, Toyota, Hyundai, Naza, Modenas, Yamaha and Nissan to name a few and exports 30% of their product to 40 countries around the world at present and is certified ISO 14001:2004 and ISO9001:2008 and soon to follow, the TS 16949 certification.

Al Dobowi Group has partnered with Yokohama Industries Berhad and is the official distributor of Yokohama Batteries for the United Arab Emirates. Since 1976, the Group has been providing Power Management Solutions across the UAE through its service centers in Dubai, Sharjah, Abu Dhabi and Al Ain. In addition to providing full range of automotive and traction batteries, Al Dobowi also provides 24/7 breakdown service and on the spot charging, training seminars, battery clinics and Fleet Management.

The new Yokohama Beta Series battery comes with a host of improvements. A unidirectional integrated venting system allows for electrolyte drain back and gas recombination. A double handle design provides maximum ease of handling during fitment. Its proprietary beta alloy and paste ensures more than 100,000km of mileage without water top up with a long shelf life. The Yokohama battery is suitable for use in most terrain conditions. Cross angled side walls provides high mechanical strength ensuring less vibrational impact on plates. Lastly, Yokohama batteries have a Quick Charge acceptance with longer service life.





# UAE's Annual Car Battery Replacement Market Booms on Back of Increased Consumer Convenience

ENOC/EPPCO Teams with A-MAP to Make Auto Battery Replacement as Easy as Filling-Up on Petrol

First-Ever 'Show a Little Love and WIN BIG' Spring Promotion will See 30 Winners Get a 'Battery-for-Life' and One Winner Drive Away in a Brand New KIA Sportage 2011

Making time to replace car batteries each year just got a whole lot easier for the UAE's more than three million automobile owners, thanks to a new initiative from ENOC/EPPCO, the country's leading petroleum retailer, and A-MAP, the region's top-selling auto parts dealer.

ENOC/EPPCO's 170 service stations in Dubai and the Northern Emirates have expanded over the last several years to include garage maintenance services, among them oil change and auto parts replacement, to include car batteries which require replacement every 12 months, according to Tariq Al Rasheed, ENOC/EPPCO automotive sales and marketing manager.

Under the partnership with A-MAP, ENOC/EPPCO customers can now quickly and easily replace their existing, aging batteries with new, affordable ones from A-MAP's dependable Korean brand, Solite, even as they are having their cars serviced or washed.

"ENOC/EPPCO's approach to customer service is holistic; we don't see ourselves only as the company that fills your petrol tank from time to time," said Al Rasheed. "We are the team that services your car from start to finish, preserving its lifetime and making its use a far more enjoyable experience. We always strive to on our promise to bring customers speed, convenience, service, and value."

A-MAP became the exclusive distributor for Korean-made Solite auto batteries in 2007, and has since successfully grown the partnership to cover the Middle East, Asia, and Africa.



UAE's three million car owners look to petrol stations on annual basis to replace auto batteries, says A-MAP's Badami.

"The role of the UAE petrol station has evolved dramatically over the last few years. Now, everyone gets everything done at petrol stations, from paying utility bills and SALIK credits, to having their cars serviced," said Asad Badami, managing director of Dubai-based A-MAP. "A-MAP's tie-up with ENOC/EPPCO to bring Solite batteries to UAE drivers is sure to make one annual chore a lot less stressful, and significantly less expensive."

ENOC/EPPCO and A-MAP have also joined forces to promote their first-ever spring promotion called: 'Show a Little Love and WIN BIG.' The spring promotion rewards a daily customer with a Solite battery-for-life, a weekly customer with an iPad 2, and the month-ending customer with a 2011 KIA Sportage car.

A-MAP, which has grown by 300 per cent since 2009 and is expecting to double in size by 2013, is currently expanding into new markets, having already established operations in Africa, Asia, C.I.S and South Africa.







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Ford Researchers Develop

# Car seat that monitors drivers' heart activity

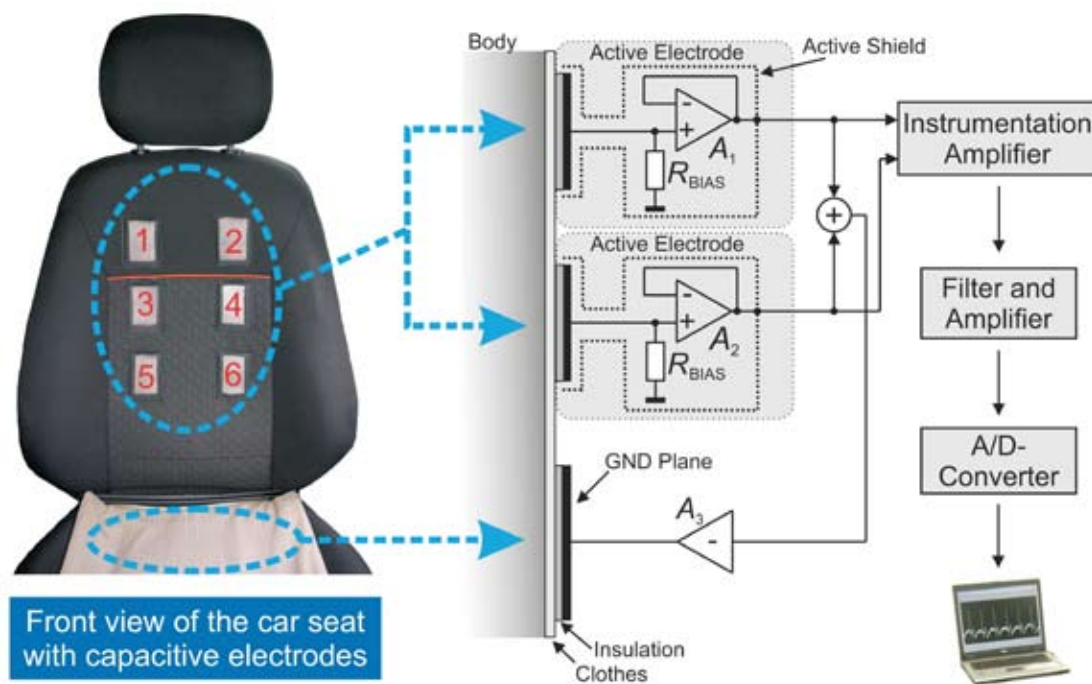


Ford's heart monitoring driver's seat could potentially link with other Ford safety systems to reduce risk for drivers with heart conditions and benefit fellow road users

Ford Motor Company's advanced research engineers have developed a prototype vehicle seat that can monitor a driver's heart activity and could one day reduce the number of accidents and fatalities that occur as a result of motorists having heart attacks behind the wheel.

Engineers from Ford's European Research Centre in Aachen, Germany, working closely with Rheinisch-Westfälische Technische Hochschule, Aachen University, embarked on the project to address an often overlooked traffic safety issue – accidents triggered by drivers who experience heart problems.

The prototype Ford seat employs ECG (electrocardiograph) technology that monitors the heart's electrical impulses and detects signs of irregularity that can provide an early warning that a driver should seek medical advice, because he might be impacted by a heart attack or other cardiovascular issues. Whereas a normal ECG machine in a doctor's office requires metal electrodes to be attached to the skin at various points on the body, the Ford ECG seat has six built-in sensors that can detect heart activity through the driver's clothing.



"The system will be able to detect if someone is having a cardiovascular issue, for example a heart attack, and could also be used to detect the symptoms of other conditions such as high blood pressure or electrolyte imbalances," said Dr. Achim Lindner, Ford Research Centre medical officer. "This not only benefits the driver; but also could make the roads safer for all users."

Research by the Impaired Motorists, Methods of Roadside Testing and Assessment for Licensing project, a three-year European Union research programme, found that drivers suffering from cardiovascular disease were, on average, 23 per cent more likely to be involved in a road accident. For drivers who suffered from angina, this figure grew to 52 per cent.

With 23 per cent of Europe's population expected to be 65-years or older by 2025, and 30 per cent by 2050, the number of drivers at risk of heart attacks is likely to rise considerably in the coming decades.

Ford is also testing the prototype seat to understand how it could work with other advanced systems within Ford vehicles to warn a driver to pull over and seek medical attention, or possibly even send out an alert to emergency medical workers if necessary.

Lindner said the mobile phone could play a key role as the interface for any future application of the technology. Connected to a system such as Ford SYNC with MyFord Touch, due to arrive in Europe in 2012, the Ford heart rate monitoring seat potentially could use the driver's mobile phone to send a message to medical centres, alerting doctors to irregular heart activity. The seat also could be linked to SYNC's Emergency Assistance function to inform emergency response teams of the driver's heart condition before, during and after an accident.

Ford is exploring how advanced safety technologies such as Lane Departure Warning with Lane Keeping Aid, Active City Stop and Speed Limiter could work together with the heart rate monitoring seat to help protect drivers in cases where they experience heart problems.

Ford's engineers also are studying how the heart monitoring seat can be used to observe heart patients and allow doctors to maintain a record of heart activity that can be transmitted to medical professionals and reduce the need for visits to the hospital.

"Although currently still a research project, this technology could prove to be an important breakthrough," said Lindner. "As always in medicine, the earlier a condition is detected the easier it is to treat, and this technology even has the potential to be instrumental in diagnosing heart conditions early."

Ford researchers have been working since early 2009 to adapt the contactless ECG technology developed by Rheinisch-Westfälische Technische Hochschule, Aachen University.

"The Ford seat is a natural progression from our work on contactless ECG monitoring equipment and provides an exciting potential real-world benefit," said Professor Steffen Leonhardt of Rheinisch-Westfälische Technische Hochschule, Aachen University. "As the population in Europe and around the world ages, more older people will be behind the wheel and the safety risks increase. This technology holds the promise of saving lives and making the roads safer."

In early tests, the Ford heart monitoring seat has recorded accurate readings during 98 per cent of driving time for 95 per cent of drivers. Ford's research engineers are continuing to study how sensors can be made to record signals through a greater number of materials including those that interrupt readings with their own electrical activity.

#### Heart Health Facts

It is a misconception that heart attacks are always accompanied by severe chest pain; some victims suffer no pain at all and an American study found that a third of people who suffered a heart attack did not call an ambulance (UK National Health Service)

Across the EU in 2008, men were nearly twice as likely to die from a heart attack as women (Organisation for Economic Co-operation and Development and European Commission)

More than one quarter of the world's adult population suffered from high blood pressure at the beginning of the 21st century. That figure is expected to have increased by 60 per cent by 2025 (European Union Public Health Information System)

Diseases of the heart accounted for 40 per cent of all deaths inside the European Union in 2008 (Organisation for Economic Co-operation and Development and European Commission)



# Al Futtaim Motors' Fast Fit centre introduces UAE's first 4D Master Aligner

Newly inaugurated centre will enhance customer experience



FastFit, Al Futtaim Motors all new Express Tire & Battery fitting centre, became the country's first company to install the fastest wheel aligner in the world by introducing the 4D Master Aligner.

Located in Al Quoz Dubai, FastFit is a one-stop shop solution for those looking for benchmarked services and speedier turnaround times for each job, thereby enhancing a great customer experience

Sadao Ichihara, Corporate Officer, Toyo Tire Co. and Mr Hiroaki Koike, President and CEO, Sojitz Automotive & Engineering Inc, inaugurated the Centre recently in the presence of several of Al-Futtaim Motors' officials.

The Japanese visitors also included Naoki Gonsui, General Manager, Yukio Hasegawa, Area Manager, Toyo. Nobuyuki Kawaguchi, General Manager, Ryosuke Kataoka, Managing Director and Kiichiro Watanabe, Manager Sojitz Middle East Fze.

The delegation were impressed with the services FastFit offers, the skill sets of its employees and by the retail sales and service operations growth recorded by Al-Futtaim Motors over the past 10 years. The visitors indicated their intention to recommend Al-Futtaim Motors' business model comprising Tyre Express and FastFit centres to their other Gulf distributors.

The 4D Master Aligner operates 50 percent faster than any other wheel aligning machine in the UAE market today, giving FastFit—a division of AFM's Tires & Batteries division – a head start in this very competitive business sector.

FastFit serves the world's leading brands of tires from Toyo Tires, BF Goodrich Tires, Maxxis Tires, Panasonic Car Batteries and GS Batteries to suit all passenger cars, 4x4's, sport utility vehicles and light commercial vehicles.

The 4D Master Aligner while being immensely fast, also increases productivity and reduces turnaround times so that customers are not inconvenienced. Sophisticated cameras capture eight measurements per second, thus guaranteeing real time visualisation of data on the control unit screen, along with LCD repeaters integrated into the rear measuring heads, permitting simultaneous work under the vehicle on adjustment operations.

Arsalan Mirza, Manager, Al-Futtaim Motors Tires and Batteries Division, said: "At Al Futtaim Motors, we are constantly upgrading our services to provide our valuable customers with the latest state-of-the-art equipment. The UAE's passion for vehicles is well known and to be able to offer the best in Automotive service while reducing turnaround times will surely be valued and welcomed."

The 4D Master aligner allows for the operation to be carried out via drive-through bays, while the actual 4D control unit is placed at an appropriate area within the workshop. The 4D Master is capable of limitless assessment of vehicle angles at elevated levels, while automatically compensating the lift at identification of improper vehicle alignment.

In comparison to its predecessors, the 4D Master aligner does not require maintaining a fixed distance between the sensor and lift, with the additional option of skipping run-out proceeds owing to a calibrated coupling target-clamp.

The advanced alignment station is equipped with special 3 point clamps to avoid any damage to alloy rims, while the compact precision minimises disturbances when working Turntables with automatic sideways movements and pneumatic locking system.

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# Younger Generation Goes for Fully Networked Car

Young drivers expect their cars to be networked



Jump into the car, take off and let the good times roll: Earlier generations enjoyed simply driving about. But they also enjoyed the shiny chrome, the integrated high-end music system, the leather trim and the car's HP output. For today's younger generation, that is no longer enough; they make demands of a much different order when it comes to cars. Surfing the Internet and downloading software – so-called apps – while driving and being able to communicate with others on the road are all crucial aspects for the 18-to-25 age group. Only a fully networked car grabs their interest. This is the conclusion arrived at by the study entitled "iCar: The younger generation and the networked car" conducted by the Center of Automotive (CoA) at the Bergisch Gladbach University of Applied Sciences [Fachhochschule der Wirtschaft (FHDW)]. Accordingly, reliable Internet access has even become a prerequisite for young car buyers. More than half of those surveyed not only want to listen to music. They also want to be able to download current songs straightaway from the car radio. More than 30 percent want to reliably send e-mails while on the road – via voice entry, for example – and be able to get in touch with friends via social networks like Facebook. Likewise of top interest while driving are information apps about prices and opening times for bars and businesses in the neighborhood. More than 40 percent would also like to be able to make phone calls on the Internet (Skype) while moving about in their cars.

Half of those between 18 and 25 understand networking to mean that controls in the car allow them to access the Internet, download apps and surf the Web virtually unrestricted. Roughly a third say they don't regard a car as "networked" unless it can communicate with other vehicles, warning cars behind it, for instance, of the end of a tailback. The surprising thing: Young people are also willing to spend more on a car purchase to have all of this.

Continental is likewise aware of these demands and wishes. In response, it has developed the AutoLinQ concept. It makes a wide range of in-car infotainment and Internet services available. For example, various apps can be accessed via voice entry while driving and then safely used. Drivers can have e-mails read aloud to them, for instance, and voice back a reply. A music recognition app is able to identify a song played on the radio and download it into the music library. A buddy function that enhances driving and convenience functions is also conceivable. The social network can be networked with the infotainment system so that car's navigation can, for example, pinpoint the location of the driver's friends. The driver can call them up directly and, based on current traffic information, take the shortest route to where they are.

Dr. Stefan Bratzel, professor at the FHDW in Bergisch Gladbach and head of the Center of Automotive there, confirms the importance of a networked car for young people: "It is basically true that the younger generation views networking as an extremely important matter. It all comes down to the need to develop vehicle-specific networking services. These have to create added value in the vehicle – more, that is, than what an iPhone or smartphone already provides."

# The Shelby Cruiser



Felt designers worked hand-in-hand with the Shelby team to create a bike that exudes the Shelby image and culture. Designers drew upon the wealth of Shelby racing traditions when developing the design and graphic scheme. The bike features the legendary Wimbledon White and Guardsman Blue paint scheme that adorned many of Shelby's vintage cars, including the famed GT350.

"Felt Bicycles is a world renowned competition and high performance bicycle manufacturer and designer," noted Tracey Smith, vice president of Carroll Shelby Licensing. "The team at Felt understands the passion that drives many Shelby enthusiasts, which is similar to the spirit of competition in many Felt bike owners. Now enthusiasts can take their love of Shelsbys to the bike trails, streets and beach boardwalks."

The bike is built around Felt's hydro-formed aluminum tank frame and fitted with high performance three-speed Nexus internal gearing. The bike rolls on 36 spoke wheels wrapped with "blue dot" tires to resemble automotive racing tires, and a proprietary linkage-designed springer fork affords fast and precise handling. Every detail on the bike is honed to the tradition and passion embodied by Carroll Shelby and his company.

Each of the limited edition bicycles is individually badged and serial numbered to ensure authenticity.

Felt Bicycles, a global leader of innovative and state-of-the-art competition bicycles, has announced its new agreement with Carroll Shelby Licensing. Felt and Shelby Licensing have teamed up to design and develop a cruiser that pays homage to the iconic Shelby image. The Shelby Cruiser will be a limited edition offering and available worldwide.

"Carroll is known for his determination to succeed and his passion for performance," said Felt President Bill Duehring. "These attributes propelled Shelby to the pinnacle of auto racing and inspired a legion of fans. At Felt Bicycles, we share these same values and we are honored to be part of this project."



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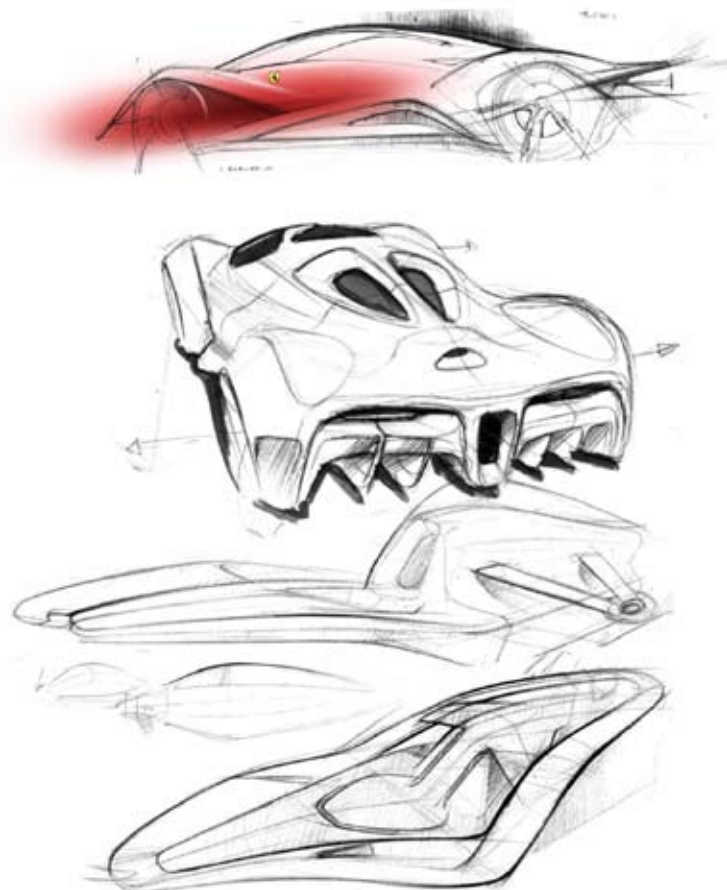


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# FERRARI WORLD DESIGN CONTEST

Seven prestigious  
international design  
schools enter the Contest's  
second stage



The first part of the Ferrari World Design Contest selection process has been concluded. The Contest has been launched by the manufacturer from Maranello in collaboration with Autodesk, the Ferrari's technical partner and proud supporter of the project, for 50 prestigious international design schools. The seven finalist schools, with students from all over the world, will be involved in planning the Ferrari of the future. The finalists are: IED and IAAD from Turin (Italy), the London Royal College of Arts (UK), the European Design Institute Barcelona (Spain), Seoul's Hong-ik College (Korea), the DSK Supinfocom from Pune (India) and the College For Creative Studies in Detroit (USA).

In this second part of the competition, which follows the part of the style research, the finalists will be involved in the creation of the three models every school can present: in 3D Autodesk® Alias and as a physical model in a scale of 1:4. The contest's goal is to develop the Ferrari of the future, a pure hypercar, using technologies and materials of the latest generation. A supercar, extreme regarding its architecture and its functional aspects: hyper-light and hyper-fast, hyper-ecologic and hyper-technological. During this second stage, the students have to pay special attention to details and the interior's development, without leaving the car's functional aspects unconsidered.

The more than 200 projects, which arrived at Maranello, underlined great attention towards lowering consumption, combined with alternative powertrains, mainly focused on hybrids. Meanwhile the projects all have driving pleasure in common, ensured by weight reduction, while the design goes both ways: geometric or tortuous, with organic forms created by the students. It was a difficult selection process for the jury, under the presidency of Luca di Montezemolo, which decided unanimously, thanks to the works' quality, to raise the number of finalists to seven, compared to six schools scheduled for the contest's final stage.

The winners, with the results announced in July, will win an internship at Ferrari, and cash prizes. Autodesk will also present an award to the student team that best uses Autodesk Alias software to both communicate their design intent and demonstrate the process of design. The contest follows the tradition of Enzo Ferrari, brought forth by Chairman Montezemolo, supporting research and investing in young talents.

THE STAGE IS SET. LET THE GAME BEGIN.



## Al Noor Indoor Sports Auditorium (ANISA) is now open!

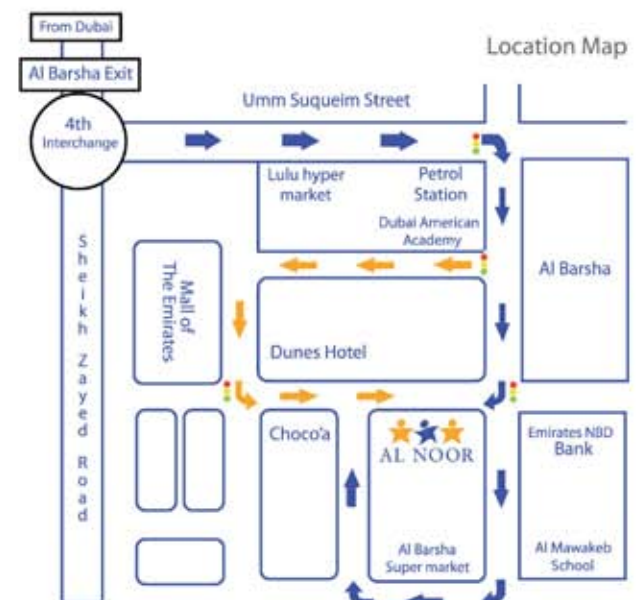
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## Perrelet unveils limited edition Turbine especially for Qatar

Reaching out to discerning clients by designing masterpieces to suit their individual tastes, Perrelet, the master creator of elite timepieces has unveiled the exclusive Turbine, in a Limited Edition especially created for Qatari watch aficionados.

The resource-rich Gulf emirate enjoys among the highest living standards in the world and is constantly in the headlines for their pioneering spirit and initiatives. In tribute to the innovativeness of the small but influential country, Perrelet has fashioned the Turbine in the maroon and white colours of Qatar. The Limited Edition is presented in partnership with Al Majed Jewellery.

The surprising and amusing "Turbine", the most exciting interpretation of the Double Rotor, is housed in a 44mm, DLC-coated, steel case, the Double Rotor transformed into a turbine with 12 titanium blades covers the whole dial. The "Turbine", whose concept is patented, dazzles every observer by producing a spectacular optical effect, with the aid of a lower dial. A distinctive effect that, on this model only, has been reinforced by the exceptional separation of the two rotors. The "maroon" colour of the hours and minutes hands in combination with the white of the seconds hand is a new demonstration of style and is simply breathtaking!

The privilege of wearing this subtle creation, whose physical appearance is further enhanced by its mechanical qualities, will be granted to only 10 watchmaking enthusiasts.

## Sony Ericsson Unveils Two Phones from its Diverse Portfolio Line-Up



Sony Ericsson unveiled the Sony Ericsson Mix Walkman™ phone, which offers best in class music entertainment and the Sony Ericsson txt pro that offers seamless social networking functionalities facilitated by its full slide-out QWERTY keyboard and friends' application. Both phones integrate full touch functionality with a corner user interface similar to that available in the Xperia™ mini range. Packed with features the phones include cameras enabled with video recording and WiFi™ connectivity for chatting and browsing. The Sony Ericsson Mix Walkman™ provides a new and fun way to listen to music. It comes with a Zappin™ key to make it easy to search for your favourite song. Simply pressing the Zappin™ key allows preview of the chorus of the next track, offering the user an option to choose the favourite. A karaoke function also enables the vocal track from songs to be lowered instantly allowing you to sing along with your favourite tune.

## Logitech Introduces Multi-Touch Lapdesk



So you can browse comfortably – right from your lap – Logitech (SIX: LOGN) (NASDAQ: LOGI) unveiled the Logitech® Touch Lapdesk N600, featuring a large touchpad that makes it easier than ever to point, scroll and swipe your way through the Web.

"We've seen people using everything from pillows to pets to shield their laps from the heat their laptops generate," said Yousif Atwan, Logitech Regional Director Middle East & Africa. "Our lapdesks are much more effective and, with the addition of a multi-touch touchpad, you'll get the added capability to more easily move through your favorite content without attaching additional peripherals."

The Logitech Touch Lapdesk N600 features a 5-inch, retractable touchpad with multi-touch navigation. You can move the pointer with one finger, scroll using two, and swipe through pages or pictures with three.



The multi-layer, heat-shielding design of the lapdesk protects you from laptop heat so you can browse in cool comfort, and the anti-slip surface helps keep your laptop in place. To get started, you just plug the tiny Logitech Unifying receiver into the USB port and start navigating. For your convenience, Logitech's newest lapdesk offers up to six months of battery life.





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## Unforgivable by sean Jean



Sean Combs (aka Puff Daddy) launched his first fragrance, Unforgivable by Sean John, in 2005 with the slogan "Life without passion is unforgivable." The seductive and explosive scent for men was created by perfumer David Apel and features a central note of bergamot accented by fresh marine notes, rich spices and heady woods. A rich and confident water-woods scent choice for him.

## Sony's Double Full HD 3D Camcorder Enables Users to Shoot 3D Content



The dual recording system allows 3D content to be recorded in 1920x1080 Full HD resolution and viewed with 3D active glasses on 3D-capable HDTVs or in Full HD 2D on non-3D displays. The 3D footage can also be played back without glasses on the camcorder's 3.5-inch Xtra Fine LCD™ 3D touch screen. In addition to other innovative features, 10x optical zoom incorporating Optical SteadyShot™ image stabilisation with Active Mode and iAUTO are offered even in 3D mode. It is further enhanced with a 64GB flash memory.

In line with Sony's camcorder family, the HDR-TD10 boasts sleek designs and best-in-class features such as high-speed BIONZ® imaging processor that offers unparalleled performance. This model uses the "frame packing" 3D signalling method to send data over HDMI by switching between two Full HD video signals, one for the left and one for the right, to achieve very high 3D image quality.



Get a firm grip with  
the Union Jack  
Sneakers by MINI.  
British shoe cult for the  
streetsmart.



The MINI Union Jack Sneakers are hi-tops covering his or her ankles. They come in classic blue with soles and laces in contrasting white. Fashionable Union Jack details add attractive highlights, with the flag printed on the heel cap and along the shoelace eyelets. The Union Jack profile at the front and back of the sole ensures that these sneakers will leave behind a distinctly British footprint: MINI was here!

The upper material is water-repellent canvas, guaranteeing dry feet should the weather put a damper on things, while the silver eyelets for the laces lend the sneakers a retro look. Discreet branding reflects the hallmark MINI understatement, with MINI logos on the outside of the left shoe, the back of the sole and the inside of the tongue. "Beat the street" lettering on the insole of the right shoe adds another catchy detail.

The MINI Union Jack Sneakers will be available from September 2011 on the internet at [www.MINI.de/shop](http://www.MINI.de/shop) and from select MINI dealers.

The HDR-TD10 provides ultra-realistic stereoscopic effect with optimum distance between each lens. Studies show that the optimum distance between the two lenses of a 3D camera should be in the range of 20-35 millimetres when compared to the human eyes (roughly 64 millimetres between the human eyes). To maximize the 3D depth effect without sacrificing the usability of the camcorder, a distance of 31mm was chosen to provide the best 3D experience.

The 3D Handycam HDR-TD10 is currently available at select Jumbo Electronics showrooms and will be available shortly in other leading electronics stores in the UAE.



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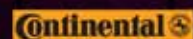


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