

TIRES & AUTOMOTIVE PARTS MAGAZINE

AVAILABLE ON



ANDROID



App Store

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

Reifen Essen 2012

Reports the Best Results in Its History



TOM LEE

Head of Middle East Regional Headquarters, Hyundai



Ray-Ban Folding Aviator

Hot Products / Page 72



Official sponsor of



Continental
Tyres – Engineered in Germany.



High technology



breaks new ground.

The new ContiSportContact 5 P offers you the best in safety and driving experience. The precise steering and maximum grip in all conditions ensure that your car performs to its full potential.

For more information:
www.amsconti.ae

EMIRATES
FOR UNIVERSAL TYRES LLC
Exclusive Distributor for Continental Tyres in the UAE

ABU DHABI
Musaffah
Tel: +971 2 5550 540

DUBAI
Sheikh Zayed Road
Tel: +971 4 3394 230

Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen

Sales & Marketing
Ahmad
Aji

Design
Shabeer Azeez

Circulation Assistants
Ansar
Sasi Pillai
Dulfar

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

Publishers Note :

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

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

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

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

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

The New SLS AMG GT

Enhanced driving dynamics

AUTOMOTIVE / PAGE 8



The new Toyota 86

AUTOMOTIVE / PAGE 22



Infinity launches its new generation of tires

TIRES / PAGE 48



Q&A With Manfred Wolf, MANN+HUMMEL.

PARTS / PAGE 58

Nissan power for A quarter of le mans 24 Hours field 06

The enhanced McLaren MP4-12C 12

ICC World Twenty20 cricket trophy to tour Middle East 16

Hankook Tire Receives World Excellence Award from Ford 42

ZEETEX showcased ZT1000 as an environment friendly tire 42

MICHELIN Pilot Super Sport tire 50

Ferrari chooses Stringo for vehicle handling 62

The Nissan House Hunter Test Drive 65

Hot products 72



Morjan Media L.L.C
P.O.Box 7830, Dubai, U.A.E



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



TOM LEE

Head of Middle East Regional Headquarters, Hyundai

What is your flagship vehicle at Hyundai?

Our flagship model is the Hyundai Centennial our luxury, top of the range sedan. The Centennial successfully competes with the best sedans in the world while adding a new level of customer experience to luxury car ownership. The Centennial (named Equus in other markets) features Hyundai's most powerful engine ever, the direct-injected 5.0 litre Tau V8 engine. This engine produces 429 horsepower and is mated to an in-house eight-speed transmission providing Centennial drivers more power and refinement. The interior is truly luxurious too, with high quality leather, massaging seats, cruise control and temperature control seating so you are comfortable whatever the weather.

What is your highest selling vehicle and why?

The Elantra is our biggest selling model in the Middle East, and it is certainly the buyers number one choice in model. The reason why it does so well is that it is stylish, hi-tech and loaded with specification as standard. It returns excellent fuel economy, has the peace of mind of reliability that comes with all Hyundai models, it also exemplifies Hyundai's emotional "Fluidic Sculpture" design principles. It has won awards across the globe and in fact, it was North America's car of the year for 2012.

What are the new launching models for 2012?

2012 is an exciting year for Hyundai in the Middle East. We have the facelifted Genesis Coupe, the New generation i30, the New i40 and at the end of the year the New SUV will be launched.

Do you think the current trend in the Middle East is gearing towards smaller, more fuel efficient cars?

Smaller cars are definitely popular, however, so are bigger more luxurious cars especially in the gulf region, this is because that economic downturn has not affected the region as much as the US, Europe etc. and people are still spending their income on bigger cars. In the US and Europe, the situation has not been as stable, and so people are gravitating more towards smaller, more fuel efficient cars.

I don't believe that fuel efficiency in cars is a major factor in the Middle East. The reason is that gas prices are cheaper than other regions, therefore most people here are not sensitive to the price of gas and won't let it influence their buying options.

In terms of sales and revenues, how important is the Middle East to Hyundai globally now?

The Middle East Market is our fifth biggest market worldwide; it is indeed one of the most important markets for us because of how much potential it holds for our continued growth. This is why we have made it our top priority put a lot of focus on improving the awareness regarding our brand name and quality in the region.

What other markets show the greatest growth potential for Hyundai and why?

A key market for Hyundai this year will be the luxury market. We are now seeing an increase in demand for our new Genesis and Centennial models as people are becoming more aware of these luxury products. For Hyundai Middle East this year we are really focusing on the luxury car market and increasing awareness of this fantastic range. We are known for one of the widest selection of vehicles in the market, from smaller cars through to the bigger SUVs, but we do still need to focus on making people aware of the luxury models we offer.

The Genesis has won many awards in the USA where it is recognised as one of the leaders in the luxury large cars segment. The 2012 Hyundai Genesis is a fantastic choice for customers who want a luxury vehicle, a powerful engine, excellent levels of equipment and a smooth ride but don't want to pay a premium for similar cars from other luxury brands like Lexus, Audi, BMW and Mercedes-Benz.

What are your 2012 business expectations for Hyundai in the region? What will be the likely main market drivers this year?

This year will see the 2012 face lifted Genesis Coupe, a sports car that in its previous form was very well received and won awards around the world. We have high hopes for this new 2012 model here in the region.

Our biggest selling model in 2011 was the Elantra (up 27%) which sold 62,636 units across the region. At the end of 2011 we introduced a new Elantra with updated exterior styling and levels of specification which puts the new model way ahead of competitors in the compact car sector, so we expect to see demand for this vehicle further increase.

With the introduction this year of the new i40 and also an all-new Santa Fe, we shall see new customers to the brand this year as well as repeat custom by previous owners of these models as they consider updating their cars.

How does Hyundai plan to enhance its brand perception in the Middle East?

Last year, Hyundai Motor launched its new brand direction, "New Thinking. New Possibilities." This encompasses Hyundai Motor's new brand concept, "Modern Premium," which aims to provide customers with emotional value and experiences beyond expectations through new thinking and new possibilities. The new brand direction also captures the spirit of change at Hyundai, which has shown dramatic growth in all areas of business. We keep a close eye on the needs of our modern world, and have embarked on a new direction with "Modern Premium". The new concept of premium that we are pursuing stands for highly finished quality and flawless technical perfection, providing everything necessary and leaving out everything else.

We work ceaselessly for customer satisfaction, and will create new initiatives to enhance the brand perception. While new products and marketing campaigns can increase awareness of Hyundai in the Middle East it is important that customers have an enjoyable experience from all aspects of dealing with Hyundai. In the Middle East we will strengthen our focus on qualitative growth and implementing innovative marketing strategies. Hyundai's new thinking seeks to uplift our customers' quality of life in continuous pursuit of better quality and services through new experiences.

JD Power placed us first in vehicle Dependability Survey (VDS) for the third consecutive year and this is very important to us.

How important is R&D to Hyundai with regards to product development for this market?

Research and Development is extremely important to product development in this market. Hyundai technical research and design centres and testing facilities never rest in their continuous quest to create the style and quality that customers desire, creating more than just a mere automobile. With technical centres in Korea, California, Frankfurt, Japan and India, over 10,000 researchers are working constantly to develop vehicles with world-class performance, quality and environmental friendliness. The specification of vehicles is chosen by the regional head-office; therefore we always tailor the vehicles to the features that we know customers want in the market.

What is your main target customer in the region - e.g GCC national or expatriate, businessman or housewife etc?

The great thing about Hyundai is the extensive vehicle range offering the perfect car for different needs. We have smaller vehicles such as the i10, i30, Elantra and Accent through to larger SUVs such as Tucson, Santa Fe and Veracruz. We then have family and executive saloons with the Sonata and Elantra, sporty coupe with the Veloster and luxury vehicles with the Genesis and Centennial. We really have a car to suit every customer and their needs.

NISSAN POWER FOR A QUARTER OF LE MANS 24 HOURS FIELD

Japanese manufacturer's engines will dominate round-the-clock classic, powering more than half of all LMP2 cars plus the experimental Nissan DeltaWing

Nissan will be the dominant force at this year's Le Mans 24 Hours, with a quarter of all entries running on Nismo-tuned Nissan power.

Leading the charge in the LMP2 class, in which Nismo-produced Nissan units power more than half of the competing cars, are Nissan's partner teams, Signatech Nissan and Greaves Motorsport.

Among the drivers vying for LMP2 victory this year will be two graduates of Nissan's unique GT Academy initiative, which has made motorsport careers a reality for Playstation 3 gamers; Lucas Ordonez - who will share his car with ex-Formula 1 driver Martin Brundle - and second GTA champion, Jordan Tresson.

Paul Willcox, Senior Vice President, Nissan in Europe, said: "This year's Le Mans 24 Hours will be our biggest yet and the Nissan DeltaWing shows the direction we are looking to take with motorsport technology in the future. We are already dominant in LMP2, where teams know that we can help them win, while the DeltaWing project is the

kind of experiment in design and technology that only a company as forward-thinking and bold as Nissan could get behind.

"As a test bed for future road car and motorsport innovations, there is no greater, more publicly-scrutinised laboratory than the Le Mans 24 Hours for the experiment that DeltaWing represents, but the concept will prove that the technology for a vastly more efficient future is viable now, whether the car finishes the race or not."

The Nissan DeltaWing is the most revolutionary car to appear in motorsport for a generation; the aim is to show that it is possible to make huge efficiency savings by downsizing and using a truly innovative aerodynamic package.

Everything about DeltaWing is designed with efficiency in mind - its unique shape has half the aerodynamic drag of a conventional racer, while all parts - including the downsized Nissan 1.6-litre DIG-Turbo engine - are smaller and weigh much less than traditional Le Mans machines. The car is so unique that it competes in the race outside the regulations of Le Mans, wearing the number '0' and running from "Garage 56", reserved exclusively for experimental racers.

Nissan's involvement in LMP2 is similarly ground-breaking, thanks to the presence of GT Academy graduates - Spaniard, Ordonez and Frenchman, Tresson.

Winner of the first Nissan GT Academy in 2008, Ordonez finished second in LMP2 at Le Mans in 2011 and this year will race with the Greaves Motorsport team alongside 1990 Le Mans 24 Hour winner and former F1 racer, Martin Brundle and his son Alex.

Also aiming to become the first gamer-turned-racer to win Le Mans outright, Tresson - winner of the second GT Academy in 2010 - joins 2011 Le Mans LMP2 winner, Olivier Lombard and runner-up, Franck Mailleux, at the Signatech team.



The SONAR logo is located in the top left corner, featuring the word "SONAR" in a stylized blue font with a swoosh underneath.

Fantastic Drive



An innovative asymmetrical pattern design provides great comfort, quietness and maneuverability.
Four broad circumferential grooves enhance drainage efficiency and upgrade handling performance on wet roads.

The SONAR logo is located in the bottom left corner, featuring the word "SONAR" in a stylized blue font with a swoosh underneath.

SX-2

www.sonartire.com

SUITE 608, NO.136, SEC3, JEN AI ROAD, TAIPEI CITY, TAIWAN

TEL: +886-2-27065137

FAX: +886-2-27065174

info@sonartire.com

The New SLS AMG GT

Enhanced driving dynamics

The new 2013 Mercedes-Benz SLS AMG GT boasts enhanced driving dynamics and even better on-track performance. With an enhanced maximum output of 583 hp (435 kW), a recalibrated AMG SPEEDSHIFT DCT 7-speed sports transmission and the redeveloped AMG Adaptive Suspension, the new SLS AMG GT – which is available both as a Coupé and a Roadster – has raised the bar even higher. As a further highlight, a new optional AMG designo STYLE interior package is now also available for the 2013 SLS AMG GT. According to Tobias Moers, Board Member and Head of Overall Vehicle Development for Mercedes-AMG GmbH: “The new SLS AMG GT demonstrates the sort of potential which lies in AMG’s super sports cars. With its even higher levels of performance, the SLS AMG GT excites out on the race track in particular by providing an emotionally enjoyable and passionate driving experience.”

Masculine and decidedly athletic the new SLS AMG GT is distinguished by darkened headlamp and tail light lenses a unique wheel color and red-painted brake calipers. The wing-shaped cross fins and the star recess in the radiator grille are given a new high-gloss black finish, as do the exterior mirrors and the fins on the hood and front fenders. The AMG logo on the right of the trunk lid also features the additional letters “GT” to clearly identify this new model.

One look at the technical specifications highlights the fact that AMG successfully elevated the dynamic profile of the SLS AMG GT even further. The maximum output of the AMG 6.3-liter V8 front mid-engine has been increased to 583 hp at 6800 rpm, while the maximum torque is maintained at 479 lb/ft at 4750 rpm. These changes yield a 0-60 mph acceleration time of 3.6 (est) seconds with a max speed of 197mph (electronically limited)

Mercedes-AMG has achieved the output of 583 hp through internal dethrottling measures in conjunction with an increase in peak combustion pressure. The SLS AMG GT M159 6.3-liter eight-cylinder engine responds with even greater agility to accelerator pedal movements and excites with even sportier-tuned performance characteristics. The AMG SPEEDSHIFT DCT 7-speed sports transmission located on the rear axle is more direct and aggressive in the manual “M” transmission mode. Thanks to newly developed gear change logic and optimised transmission control, it has been possible to shorten reaction time significantly during shifts.

When changing gears manually via the alloy shift paddles on the AMG Performance steering wheel, gear change are executed crisply and markedly quicker than previously – all of which is ideal when striving to achieve ambitious lap times on a closed race circuit.

These changes in shift reaction time and feel provide an even more emotional experience for the driver. The automatic double-declutching function when downshifting is also more pronounced in the SLS AMG GT. Due to a modified engine mapping profile that changes the engine torque delivered in manual mode, the shift procedure is even quicker than previously – and is accompanied by some passionate acoustic feedback for the driver. Overall, the optimization of the dual clutch transmission complements the sportier focus of the SLS AMG GT perfectly.

New AMG Adaptive Performance Suspension

It is not just the enhancements to AMG’s M159 6.3-liter V8 and the optimized dual clutch transmission which are responsible for increasing the driving dynamics of the SLS AMG GT. The newly developed AMG Adaptive Performance Suspension also enhances the vehicle’s sportiness. In the case of the SLS





AMG GT, Mercedes-AMG has combined the sophisticated suspension layout of twin aluminium wishbones all round with specially tuned variable, electronically controlled dampers. Compared with the AMG Adaptive Suspension from the 2012 Model Year SLS AMG, the new AMG Adaptive Performance Suspension for the SLS AMG GT features stiffer and more aggressive spring/damper tuning for a more dynamic feel.

“Sport” mode is tuned as the optimum setting for undulating road surfaces and routes requiring increased suspension travel – such as found on rural roads or the legendary North Loop of the Nürburgring, for example.

The control algorithm of the AMG Adaptive Performance Suspension reacts best to fluctuations in the road surface with a tendency towards lower/softer damper force levels. The resulting effect is the best possible performance by effectively preventing body roll for enhanced contact with the road when adopting a sporty driving style. The enhanced driving dynamics and even better race track performance are measurable: as part of an internal comparison with the SLS AMG, the SLS AMG GT is able to achieve faster lap times on a race track.

“Sport plus” provides higher/firmer damping forces and features specific control algorithms which have been adjusted for a decidedly sporty driving style on routes with a level road surface – such as when trying to achieve ambitious lap times on a race circuit such as Hockenheim.

Selection of suspension modes via the AMG DRIVE UNIT

Depending on the driving conditions, speed and vehicle load, the AMG Adaptive Performance Suspension adjusts the damping characteristics at lightning speed and automatically reduces the roll angle of the body. The two modes can be selected via a button on the AMG DRIVE UNIT. The activated suspension mode is indicated by means of indicator lamps on the button and the display in the AMG main menu.

As standard, the vehicle comes with 265/35 R 19 tires on the front and 295/30 R 20 tires on the rear, fitted to weight-optimized AMG forged light-alloy wheels featuring a 10-spoke design and that are inlaid in a matte black finish and with machine

polished high-sheen finish on the face of the wheel. Three additional optional AMG light-alloy wheel styles/colors are also available.

Interior with consistently sporty highlights

The interior of the SLS AMG GT features a distinctively sporty design: combining the high-quality, exclusive ambience of a true AMG model with the emotional atmosphere of a racing car. The sports seats covered in designo leather, feature center sections finished in Alcantara® and are accented with an embossed AMG crest on the head restraint. Complimenting the styling design of the seats, Alcantara® is also found as an accent on the door panels. These premium materials are combined with red seat belts, red trimmed floor mats and red contrast stitching throughout the interior on the sports seats, center console, dashboard, and door panels.

The high-gloss black trim on the center console and door panels perfectly match the new high-gloss black finish found on the trim rings of the air vents and the real metal insert on the AMG Performance steering wheel. The steering wheel has been enhanced as well with side grips finished in Alcantara®, a flat bottom section and now features a new red 12 o'clock marking for easier orientation while driving. The instrument cluster of the SLS GT has also been visually enhanced with new black dials and a black accent surrounding the LED shift lights.



TEAM HOT WHEELS LANDS GUINNESS WORLD RECORDS TITLE AS DRIVERS RACE THROUGH 60-FOOT TALL DOUBLE LOOP

Two drivers for Team Hot Wheels™ set a Guinness World Records® title for successfully racing through a 60-foot-tall double vertical loop at X Games Los Angeles 2012. The Team Hot Wheels™ Double Loop Dare, a life-sized version of a Hot Wheels® orange track set, defied gravity with a first-of-its-kind two-driver challenge. Green Driver Greg Tracy, one of Hollywood's top stuntmen, took first place victory as he edged three-time X Games gold medalist and Hot Wheels® Yellow Team Driver Tanner Foust as the two simultaneously raced through the giant up-side-down loop.

"Boys of all ages around the world imagine playing with Hot Wheels on a life-size scale – and our vision with Team Hot Wheels was to transform this fantasy into reality," said Simon Waldron, vice president marketing, wheels, Mattel. "The Double Loop Dare was truly a can't-miss spectacle that altered the Los Angeles skyline. Anyone downtown couldn't miss this massive six-story-tall bright orange structure – it was unmistakably Hot Wheels."

Bringing Toy to Life

The Team Hot Wheels™ Double Loop Dare was modeled after the new Team Hot Wheels™ Double Loop Dare Snare™ track set – available globally at retail – which lets boys race their 1:64 scale Hot Wheels® cars side-by-side in a vertical loop competition. The larger than life Double Loop Dare incorporated an enormous side-by-side loop, exerting a force of 7 G's which Team Hot Wheels™ drivers took on at a speed of 52 MPH.

"I've been a fan of Hot Wheels since I was a little kid, racing cars around my parents' living room," said Tracy, a six-time Pikes Peak Champion and a Hollywood stuntman since 1991. "So to be able to be a part of something like this – with Hot Wheels bringing one of its toys to life – is remarkable."

Meanwhile, Foust, who provided tremendous competition, and spirit can continue to boast about his latest world record obtaining the longest distance vehicle jump at last year's Indianapolis 500. Additionally Foust a world-renowned professional stunt driver has two Formula Drift Championships complimenting his three X Games gold medals. He will be racing for more X Games glory in the RallyCross competition Sunday July 1 on ESPN.

Double Loop Dare on Instant Replay

While the live broadcast took place on ABC and internationally on ESPN, footage of the Team Hot Wheels™ Double Loop Dare can also be viewed on the Hot Wheels® YouTube channel, www.youtube.com/hotwheels. Additional behind-the-scenes footage will be available on www.HotWheels.com. For added entertainment in 2012, Hot Wheels® will unveil 19, live-action webisodes on www.HotWheels.com.



12.00R24-20PR PRO S10

All New 2012 Pro Series
Truck & Bus Radials
From CEAT

Partnering in your growth!



- | All position special rib lug design.
- | Cooler running compound for excellent speed and heat durability.
- | Optimized tread design, designed to resist cut chip and rib tearing.
- | Stronger casing for load durability.

Size	Type	Pattern	LI/SS	PR	OD	SW	NSD
12.00R24	Tube Type	PRO S10	160 / 156K	20	1206	313	14

www.ceat.in



Even more powerful and usable

The enhanced McLaren MP4-12C

McLaren Automotive, rather than resting on its laurels, has instead announced a package of enhancements that will make its 12C high performance sports car even more invigorating to drive yet even easier to live with.

Headlining the changes is a 25PS (25hp) power increase. It takes the maximum output of the mid mounted, twin turbocharged V8 engine to 625PS (616hp) to give yet more vivid acceleration at track speeds with no loss in efficiency. Modifications have been made by McLaren's engineers to the 12C's engine and SSG transmission increasing responsiveness. Ease of use, a phrase not often associated with cars of this type, is further improved through a host of detail changes while a wider variety of paint, leather and wheel options give customers yet more scope for personalisation.

The 12C's unique Intake Sound Generator (ISG) system, which controls the amount of engine intake sound heard in the cabin, is now programmable across three levels in all three Powertrain modes allowing the driver to select the amount of aural drama he or she wants to enjoy, whatever the road. But one aspect that hasn't changed is the 12C's purposeful styling ... apart from a subtle revision to the McLaren Speed Marque badge, that is.

This latest iteration of the 12C, which at launch set a new benchmark among its competitors for power, efficiency and pioneering technology, is available to order now. Customers who have already taken delivery of a 12C are not being neglected, though. Every 12C owner is being

offered a package of upgrades, including the extra 25PS (25hp), at no cost, underlining McLaren's commitment to its customers ensuring they enjoy owning their 12C as much as they do driving it.

Antony Sheriff, McLaren Automotive Managing Director said: "Given our racing heritage, it is in our nature to continuously seek out improvements. The team at McLaren Automotive recognizes that our existing and future customers deserve the very best product and service we can offer, and the launch of the enhanced 12C reaffirms its position as the most powerful luxury sports car among its competitor set.

"We designed and engineered the 12C from a clean sheet of paper, and I am delighted with the innovative technology package created for our first sports car. Our customers love driving a car with technologies and systems that have proved successful in Formula 1 and which create an incredible driving experience in a unique new high performance sports car. New and existing customers will now enjoy an even better experience thanks to the upgrades."



Sava

Your Reliable Partner On/Off Road



*All Sava consumer tires are warranted against workmanship and material or design related conditions according to the Sava EMTA warranty conditions for tires. The warranty terms and conditions applicable in a specific country may be obtained from the tire dealers in the respective country upon request.

Sava

EUROPEAN QUALITY TIRES

Avant 4



- Optimized cavity for a better fuel consumption and good mileage
- Wide and shallow bladed shoulder ribs for more resistance against shoulder wear
- Optimized blading geometry for wet grip and all weather capability improvement
- Tread compound technology focused on mileage performance

Orjak 4



- Optimized cavity for a better fuel consumption and good mileage
- Deep tread depth for maximizing the mileage and the traction through whole tire life
- Tread compound technology focused on mileage performance and cut resistance

Orjak 24 Plus



- Designed for all axles of the trucks and trailers
- Authentic construction and robust tread design
- Optimal on road and off road driving experience

الروستاماني
AWR ROSTAMANI
Trading Company LLC

Dubai, Airport Road, P.O. Box 55424
Tel: +971 4 2112999, Fax: +971 4 2952440
trading@awrostamani.com, www.awrtrading.com

2800 **AWR** 297



HIGH GEAR

Chosen as Concept for First-Ever SEMA Mustang Build Powered by Women

Thousands of fans voted for a satin-black, luxury Ford Mustang concept in the first-ever SEMA Mustang Build Powered by Women. The project – a collaboration between Ford Motor Company and the Specialty Equipment Market Association (SEMA) – invited the public to view three concepts online and vote for the one they would like to see built by a group of women volunteers.

Known as “High Gear,” the winning concept was designed by Jennifer Seely of Ford.

Inspired by international products in categories such as jewelry, couture clothing and architecture, High Gear is meant to stimulate the senses by fusing luxury and power. Highlights include rose-gold chrome accents throughout the exterior and interior; satin-black body; plush, quilted suede seats and a leather-wrapped interior. Modifications will also be made to the engine, undercarriage, drivetrain and sound system.

“We appreciate our readers and fans helping us determine which concept will be used for this very exciting project,” said Doug Evans, executive vice president of Source Interlink Media (SIM). SIM, a partner in the project, hosted the voting on several of its websites and will also host the physical build at its El Segundo, Calif., headquarters.



Jennifer Seely

“The concept selected by everyone who voted is amazing,” Evans added. “It will be very exciting to see the vehicle transformed in just eight short weeks by this dedicated group of women. The drive and talent this collaboration of women from the SEMA Business Network (SBN), Ford and Source Interlink Media brings to this project is nothing short of phenomenal.”

As title sponsor of the project, Ford donated a 2013 Ford Mustang GT. Women members of SBN will perform the hands-on modifications from July to August. The finished car will debut at the 2012 SEMA show in Las Vegas, then be auctioned on eBay to raise money for the SEMA Memorial Scholarship Fund. The fund is dedicated to fostering the next generation of automotive aftermarket leaders and innovators.





AMARA RAJA
Gotta be a better way

Johnson
Controls

CHECK FOR SILVER INSIDE. GET A LONG LIFE.



■ LONG LIFE ■ HIGHEST CRANKING POWER ■ ZERO MAINTENANCE ■ FACTORY FRESH



■ LONG LIFE ■ MAINTENANCE FREE ■ HIGHEST CRANKING POWER ■ LEAK PROOF
■ READY TO INSTALL ■ HI POWER & HI BACK-UP TIME

AMARON®

LASTS LONG, REALLY LONG.

www.amaron.in

الروستاماني
AWR OSTAMANI
Trading Company LLC

Dubai, Airport Road, P.O. Box 55424
Tel: +971 4 2112999, Fax: +971 4 2952440
trading@awrostamani.com, www.awrtrading.com

2800 **AWR** 297



ICC World Twenty20 cricket trophy to tour Middle East

Middle East cricket fans are in for a treat this summer as the highly-prized trophy for the ICC World Twenty20 - one of cricket's most prestigious tournaments - visits several of the region's cities. The tour, which will take in Dubai, United Arab Emirates, and Jeddah, Saudi Arabia, is being organized by the sport's governing body, the International Cricket Council (ICC), in conjunction with official car partner, Hyundai Motor Company.

The ICC World Twenty20 trophy, which will visit the Hyundai showroom in Jeddah, started its tour on (7 June) in the UAE at the Hyundai showroom in Deira, Dubai. Hosted by UAE distributor Juma Al Majid, the event was attended by VIPs, media and members of the public, in addition to Haroon Logart, Chief Executive Officer of the Dubai-headquartered ICC, Tom Lee, Managing Director of Hyundai in the Middle East and Khaled Issa, CEO of Juma Al Majid Group.

The ICC World Twenty20 cricket world cup will be held for the first time in Sri Lanka later this year, and will be the fourth time the event has been played. Starting on 18 September, the men's tournament will consist of 12 teams and the women's tournament will be formed of eight teams. Previous winners of the highly popular tournament are England, Australia, Pakistan and India.

Haroon Logart said: "The ICC is fortunate to work with such a world renowned and innovative company as Hyundai and once again I am confident that the ICC World Twenty20 in Sri Lanka will be a fabulous event for the ICC, global cricket fans and our commercial partners. I am delighted to have joined Hyundai for the launch of their leg of the ICC World Twenty20 Trophy tour, which I am sure, will help to create excitement in this region and in India".

Hyundai, the world's fastest-growing major automaker, signed a four-year deal with the ICC in 2011 to become the organization's first official car sponsor. The agreement, which covers the ICC World Twenty20, is part of Hyundai's effort to expand its global sports marketing activities and boost its brand image worldwide. Hyundai's high profile partnership with FIFA sees it serve as the official automotive supplier to all FIFA-sanctioned events around the world, including the next three FIFA World Cups and the UEFA EURO 2012 championship, while the company is also involved with sports as diverse as golf, tennis and ski jumping.

Tom Lee commented: "The ICC World Twenty20 Sri Lanka 2012 will be followed avidly by large numbers of cricket fans across the Middle East. As the official car partner, we are proud to be part of this event, and we are pleased to be able to give these fans the opportunity to see the trophy itself."

Speaking at the event, CEO of Juma Al Majid Group Khaled Issa said, "Being the official partners is a long term relationship with the International Cricket Council as part of our commitment to provide the exciting experiences to our customers. We recognize the immense power of cricket in our region which brings the passion and the thrill to cricket lovers and legions of loyal fans."



The perfect engine oil for your car



الروستاماني
AWR ROSTAMANI
Trading Company LLC

P.O. Box 55424, Airport Road, Dubai, U.A.E.
Tel: +971 42112999, Fax: +971 4 2952440
trading@awrostamani.com, www.awrtrading.com
800AWR (800-297)



A brand of **TOTAL**

FREEJ and Chevrolet Join Forces to Promote Child Safety

Four educational films have been created to spread the 'buckle up' message



The films will be available to view on YouTube, www.facebook.com/chevroletarabia, www.freej.ae and on other social media channels. A DVD will be released later in the summer and distributed to children visited by the 'Buckle Up In The Back' schools road show.

The 'Chevrolet: Child Seats Save Lives' road safety initiative comprises a number of programs. In December 2011, Chevrolet announced the sponsorship of non-profit awareness campaign Buckle Up In The Back, which visits schools across the UAE to educate children, teachers and parents about the 'buckle up' message.

This sponsorship followed the donation of 1,500 premium Maxi-Cosi child seats to maternity units in three UAE hospitals: Abu Dhabi's Al Rahba Hospital, Dubai's Al Wasl Hospital and Sharjah's Al Qassimi Hospital. Chevrolet also partnered with Safe Kids Worldwide to send child injury prevention experts from the U.S. to train more than 70 maternity nurses in the three hospitals.

Film 1: It's not a competition! Um Allawi teaches Um Khammas about the importance of ensuring your baby is always buckled up in a child seat. View this film at <http://bit.ly/Kt1NVh>

Film 2: Where is Abood? Abood, Apple and Banana get measured up to see if they require a booster seat, while Um Saeed gets carried away on a crane. View this film at <http://bit.ly/LPUPb0>

Film 3: Did anyone buckle up the Cat? Abood and The Cat go on a road trip. Abood is safely buckled up in his booster seat, but what about the Cat?!!! View this film at <http://bit.ly/LPV6L6>

Film 4: Wear seat belts, or get scrambled! With the help of two 'egg families', Um Saloom learns why everyone must buckle up on every road trip. <http://bit.ly/LyCUZT>

Chevrolet has partnered with the Middle East's most popular 3D cartoon series FREEJ to produce a series of four short films to promote the use of child seats and booster seats, and to encourage families to buckle up on all road journeys.

The films form part of the 'Chevrolet: Child Seats Save Lives' road safety initiative and feature FREEJ's most popular characters: Um Allawi, Um Khammas, Um Saeed, Um Saloom, Abood and the latest characters from Series 4, Apple and Banana.

The films, which are recorded in Arabic with English subtitles, are all presented by Um Allawi. She teaches the other FREEJ characters about the importance of always restraining your baby in a child seat, when to use a booster seat, and the consequences of not using a seat belt.

Chevrolet launched its safety initiative in response to the high number of fatal road accidents in the UAE. Traffic accidents are the leading cause of infant mortality in the country, accounting for 63% of all child deaths in the country. Child and booster seats are recognized as the most effective method of reducing infant mortality in the event of a traffic accident. Research shows that they can reduce infant fatal injuries by up to 71%.

"FREEJ is an incredibly popular series that appeals to people of all ages and nationalities. We hope the films will help change attitudes regarding the use of child seats, booster seats and seat belts across the UAE to lower the high rate of infant mortality in traffic accidents," said John Stadwick, President and Managing Director of General Motors Middle East.

FREEJ creator, Mohammed Saeed Harib, added: "We were very happy to work with Chevrolet on this important road safety message. We produced the films to educate children and parents in a fun way and hope to encourage children and adults to always buckle up in the back."



MORRIS GARAGES
Make the Difference



Preferred Tinting Partner of MG

XCOOL tint art

A range of exciting automotive window film in modern colors and shades that match the latest factory tints adding a stylish, sophisticated look to your car.

XCOOL provides high tech metalized and sputtered metal automotive films for vehicles with total solar energy rejection up to 60% that will reduce the strain on your car air conditioner.

The 99%+ UV block will prevent damage from harmful radiation while ensuring that the fabrics and trim do not fade.

The tinted safety films in XCOOL range protect from flying glass and small stones during accidents and off road use.

Special Features of XCOOL premium automotive films

- ✓ Complete range of metalized, sputtered, spectral selective and ceramic film products
- ✓ Better solar heat rejection and UV protection than competition
- ✓ Tinted Safety range protects against small stones and flying glass during accidents and off road use
- ✓ High VLT windscreen films with excellent heat rejection
- ✓ 100% Genuine USA product
- ✓ 5 Year Warranty
- ✓ Competitively priced



UAE Drivers Still Rampant Users of Mobile Phones

Driving behaviour seems to be improving on key variables such as seat belt and child seat use according to study

Nearly 60 per cent of UAE drivers talk on their mobile phones without headsets while driving with one in three of them answering a call or dialling a number always or mostly when they are behind the steering wheel. A whopping 43.92 per cent of drivers talk on their phones sometimes with only 31.76 per cent stating that they never use their mobiles when driving.

The remarkable findings of the Zarca Interactive are yet another reason of concern for the country's police forces who say that motorists continue to ignore risk of mobile phone use despite aggressive campaigns to stamp it out.

According to UAE federal traffic law the use of mobile phones while driving is banned and offenders pay fines of Dh 200 and get four black points on their driving license. This doesn't seem to deter motorists from indulging in the use of their smart phone and other handset devices as a combined total of 59,000 violations were recorded in 2011 by Abu Dhabi and Dubai police.

"The findings of this study accurately mirror the driving behaviour patterns of drivers in the UAE. While talking on the mobile phone when driving continues to be a very popular offense, other traffic law violations have started becoming less poignant as awareness campaigns seem to be gaining traction amongst motorists," said Javed Farooqui, Executive Director & Head Middle East and Africa, Zarca Interactive, a feedback management specialist.

Nearly 88 per cent of those who participated in the survey said that they always use their seat belts with the rest indicating that they don't always make use of it. Only a miniscule 0.68 per cent admitted that they never make use of the seat belt. Some 95 per cent of those surveyed said that they always, mostly or sometimes make sure that other passengers are buckled in. High was also the percentage of those drivers who insist that children are seated on child seats with only four per cent saying that they never make sure of that.

"There seems to be a direct correlation between the changing behavioural patterns of UAE drivers in key road safety variables such as the use of seat belts and child seats with the raft of intensive awareness campaigns launched by the UAE government and the police forces across the emirates in recent years," said George Kotsolios, Joint Managing Director, GolinHarris, a communications agency in Dubai.

This observation becomes all the more relevant considering the continuous bad habit of eating or drinking while driving, a road safety concern which hasn't thus far been adequately addressed or penalised by the relevant authorities and which however poses a high risk. Some 77 per cent of those asked said that they always, mostly or sometimes indulge in the odd burger or fizzy drink while driving with less than 20.95 per cent saying that they never do it.

The need to embark on awareness campaigns highlighting the less obvious of driving violations is amplified through the same survey which also found out that 58.78 per cent of those asked stated that they use hazard lights during foggy weather, something which the police vehemently opposes as it is the cause of many road accidents.

ZHENGZHOU NISSAN AUTOMOBILE



- | 2.4 L, Gasoline, 4 cyl, 137 HP, 5 Speed Manual Transmission
- | Drive Type: 4x2 and 4x4
- | Body type: 5 Door Pickup + Closed Rear Compartment
- | Seating: 9 Passengers (2 + 3 + 4)
- | Electric Windows
- | A/C + Heater
- | CD + USB + SD Card



• 3 Years / 100,000 Km Warranty • Supported by Nissan Technology • Maintained by AWR 1st class After sales

الروستاماني
AWR ROSTAMANI
Trading Company LLC

Dubai, Airport Road, P.O. Box 55424
Tel: +971 4 2112999, Fax: +971 4 2952440
trading@awrostamani.com, www.awrtrading.com

2800AWR
297

ZHENGZHOU NISSAN AUTOMOBILE

www.zznissan.com.cn

Abu Dhabi: +9712 550 6266- AWRT

Jeddah : +9665 5027 7774- AWRM

Riyadh: +9665 4701 7357- AWRM

Muscat : +9689 932 8782- AWRT/TAC

Baghdad: +9647 90 192 0759- AWRT/DLR

Erbil : +9647 50 445 1193- AWRT/DLR



THE NEW TOYOTA 86

Al-Futtaim Motors announces the come-back of sports car through the launch of the new Toyota 86

At an unprecedented media event held at Yas Marina Abu Dhabi, Al-Futtaim Motors, exclusive distributors of Toyota in the UAE, announced the come-back of Toyota's sports cars through the launch of the eagerly awaited Toyota 86.

The media day formed only a part of a week-long staff and distinguished customers launch event where all car enthusiasts enjoyed thrill-filled test drive and entertainment time.

The event hosted Chief Engineer Tetsuya Tada who shared with the press the development history of the car and the challenges he and his team found in creating this car, while Simon Firth, Managing Director Al-Futtaim Motors took the audience through a brief history of Toyota's sports car heritage and discussed the cars that mostly inspired the creation of the Toyota 86.

The Toyota 86 is Toyota's new definition of an authentic rear-wheel-drive sports car with exceptionally balanced performance and handling, compelling style, flexible utility and surprising fuel economy.

The entirely driver-oriented vehicle is based on a new platform featuring the highly advanced aerodynamic body shell stretched over the engineering hard points, making it the world's most compact four-seat sport car design*.

Conceived to focus specifically on the purity of the classic sports car experience and fine-tuned to satisfy the most discerning enthusiast, the Toyota 86 inherits the spirit of former Toyota sports cars to reward drivers with pure driving involvement.

During the event Simon Frith stressed on the importance of this car to Toyota and how it will help emotionally reconnecting the customers to their cars, and injecting back the sports spirit into the brand: "Adding this new car to our lineup provides us the opportunity to expand the ranks of our customers and reaching out to a somehow forgotten target market, passionate about driving true sports cars. Toyota 86 will reignite this passion"

He added, "Unlike other sports car the Toyota 86 is not just designed for the rich but will be accessible by many, because what fun is a sports car if you can't afford to buy one."

Balance

The Toyota 86 is designed to achieve an exceptional balance. The balance begins with the strategic use of the world's only flat Boxer engine in a front-engine, rear-wheel drive configuration. The engine's compact size and flat shape allow it to be mounted mid-ship and extremely low. This together with the focus and attention the engineers have given to the body design give the car a near perfect front-to-rear weight ratio of 53:47 and a low center of gravity.

Boxer Engine

The Toyota 86's 2.0-liter, naturally aspirated four-cylinder boxer engine is mounted as low as possible within the chassis and closer to its center, the boxer's inherent advantages of low center of gravity, lightweight, and compact size are maximized. With this Toyota 86 achieves the honor of having one of the lowest possible centers of gravity in the world.

The new engine develops 200 hp/147 kW at 7000 rpm and maximum torque of 205 Nm at 6600 rpm, giving the 86 brisk, and a top speed of 230 km/h. Conversely, the new Toyota sports car returns an estimated average fuel consumption of 6.9 l/100 km.

This unique powertrain format combines with light weight, low inertia and a low centre of gravity to realize the best possible power-to-weight ratio. These attributes give the Toyota 86 lively, accessible performance, highly engaging, readily exploitable dynamic abilities with minimal electronic intrusion, and maximum driving pleasure.

Transmission and Handling

The flat engine mates with either a six-speed manual or a six-speed automatic transmission. The manual offers quick, precise shifts with a short-throw; while the automatic transmission features aggressive up shifts and sporty rev-matched down shifts that are initiated by steering-wheel-mounted paddle shifters.

The excellent balance is further realized by the Toyota 86's lightweight design and compact size. This combination allows the car to be quick and nimble into and out of corners, with dynamic maneuverability and confident handling.

Exterior

The fierce exterior of the Toyota 86 is a solid reflection of its inner power. The stylish profile reveals a hood and roof-line that is remarkably sleek and low, giving it an aerodynamic shape that channels air cleanly over to the top. The low stance continues to exaggerate the coupe's menacing face, which is made up of sharp lines, a wide mouth and angular headlights. The aggressive front fenders protrude upward and boast the iconic '86' piston emblem,



which highlights the car's AE86 heritage as well as its unique new Boxer engine. The rear fascia sits low and wide, with aerodynamic lower treatments that surround the sporty dual exhaust system.

Interior

The Toyota 86's interior features a 2+2 seating configuration that is designed with both form and function in mind. The front seats are mounted extremely low and are comfortable yet assertive, while the rear seat folds down flat, creating flexible space. The large center-mounted tachometer is the focus of the three-gauge cluster, keeping the driver informed of the engine's vitals. Speed is monitored by both digital and analog gauges.

Modification

Based on the concept of "Blank Canvas" the Toyota 86 engineering design incorporates elements that allow easy adjustment or customization to suit the user's preferences. Making the car as simple as possible by, for instance, minimizing electronic control devices, allows customers to make these modifications with relative ease. Even higher performance tyres are not necessary on the Toyota 86 as its refined balance enables great road holding and this was the one overriding development goal of the Toyota 86: to develop a car which engages the driver without the need for expensive add-ons.





Dodge, Plymouth, and Chrysler have an engine called the „Hemi“ what is it named after/for?

Its hemispherical combustion chambers. Yes, also if you look at the answers it is the most complex.

Ford Conservation and Environmental Grants Call for Grassroots Environmental Projects

The Ford Motor Company Conservation and Environmental Grants, one of the largest corporate initiatives of its kind in the world, is looking to award a total of USD100,000 of funds to deserving environmental projects from groups and individuals across the GCC, Levant and for the first time, in Iraq, in a bid to help grass-root level conservation efforts.

Supported by UNESCO Doha, Ford is encouraging individuals, community and non-profit groups that have projects currently running in the areas of preservation of the natural environment, environmental education and conservation engineering to apply for the grants.

The Ford Grants programme, now entering its 13th year, has awarded a total of USD1.2 million to over 140 environmental projects from the GCC, Lebanon and Jordan since its inception. Application forms are available and can be downloaded from www.me.ford.com.

In recent years, recipients of the Grants included efforts of different groups to raise awareness on conservation through education especially among students. Majority of these projects involve schoolchildren, engaging the youth to be environmental advocates at an early age. With funds received from Ford, these projects were able to continue with their missions in conserving the environment and activating the community's participation.

An independent panel of jurors consisting of nine experts and academics from environmental agencies and institutions in the region will choose the winning projects. The jury panel was carefully selected in cooperation with UNESCO Doha, based on geographical coverage, experience and gender equality.

Ford Motor Company



Conservation and Environmental Grants

Recipients of the Ford Grants will be selected based on initiatives that demonstrate a well-defined sense of purpose, a commitment to maximizing available resources, and a reputation for meeting objectives and delivering planned programmes and services.

Larry Prein, managing director of Ford Middle East said: "We're looking forward to receiving applications from the region especially from Iraq which is now included in the expanded coverage of the programme. We hope that the recipients which will be chosen this year will continue to provide the impetus and motivation for others to intensify their efforts in conserving the environment. But before this year's recipients are chosen, we encourage everyone who is active in this field to send in your application for the Grants by visiting Ford Motor Company Conservation and Environmental Grants page through www.me.ford.com."

The programme was initially created to empower individuals and nonprofit groups that are donating their time and effort to preserve the environment. By providing the necessary funding and visibility, they hope to encourage the multiplication of similar grassroots efforts that they will serve as catalysts for change across the globe.

For his part, Dr. Benno Boer, UNESCO's Ecological Sciences Advisor in the Arab Region said: "UNESCO is the lead agency of the United Nations Decade on Education for Sustainable Development (2005 – 2014), adopting practices that foster sustainable development. With the United Nations Conference on Sustainable Development (known as Rio + 20), it is high time to discuss globally "The Future We Want", and develop local practices that will make significant contributions to the Millennium Development Goal No. 7, which is "Environmental Sustainability". Environmental problems can only be solved, if they are identified, studied, and discussed, and activities implemented. One of the essential contributions to improve the ecological foot-print is via public awareness and engagement. There are many unsung heroes of the environment here in our region and we are seeking to support them through the available funds provided by the Ford Motor Company Conservation and Environmental Grants. Taking care of the environment is a huge task that requires technical, intellectual and financial resources. We hope that this programme will provide additional support to the ongoing projects being carried out by environmental groups and individuals. UNESCO has supported this initiative of Ford for some time in the Middle East – we most certainly hope that, based on the achievements and lessons learned, we can widen our ongoing partnership a broader international scale."



ROADSTONE

CP 672

CP 661

RO-HT

RO-HP



 **ZAFCO**

GROWING TOGETHER

P.O. Box: 262176 Dubai, UAE • Toll-free: 800-ZAFCO [92326] • Fax: +971 4 886 2701 • Email: info@zafco.com

www.zafco.com

Green Car Rental gives the opportunity to rent Fisker Karma for the first time in the world



In the world one out of every 100,000 people gets to see a Fisker Karma car and now Green Car rental is providing the opportunity to rent and experience the Fisker Karma automobile-the world's first true Hybrid and Electrical Vehicle, a perfect combination of luxury, style and performance. "We are pleased to introduce Fisker Karma car for the first time in the Middle East which arrived in Dubai and is available to be leased in Green Car Rental offices" Mazen Al Toukhi, Managing Director of Green Car Rental said.

Fisker Karma is a plug-in hybrid luxury vehicle with a range of 300 miles fully charged and, if operated in battery mode, the driver can get up to 100 miles per gallon. Fisker Karma is an award winner as "Luxury Car of the year" by BBC top Gear and has been named as "The world's first true Electronic Vehicle with extended range" by Automobile Magazine.

Leonardo DiCaprio was the first person to drive the Fisker Karma car, which was delivered to him last July 2011. Since then and together with Jhon Lasseater and Justin Bieber, the actors stated themselves as fans of Fisker Karma. The car has also been selected by the producers of Two and a Half Men as the perfect vehicle for Walden Schmidt.

Green Car Rental is the first car rental business in Dubai and the Middle East whose luxury fleet consist of electric and Hybrid vehicles. The company offers a fleet of hybrid and electrically powered cars ranging from the Chevrolet Volt and Nissan Leaf, to high-end luxury vehicles such as the BMW X6 for rent, ranging a price from under 300AED per day to over 3000AED per day.

Through its fleet, Green Car Rental is fully committed to promoting the move towards renewable sustainable energy, to actively help to lower the region's carbon emissions levels and move the Gulf towards a healthier future for everyone.

Mazen Al Toukhi, Manager Director said: "This shows our commitment to the Middle East market by bringing latest technology of green vehicles that works as hybrid or electrical which translate into business value to our customers having more choices from our fleet offering".



Facebook competition winners strap in to experience 'AMG Driving Performance' at YAS

Three winners of a Mercedes-Benz Middle East and Levant Facebook competition and their friends strapped in to experience 'AMG Driving Performance' at the YAS Marina F1 Circuit, harnessing the full fury of the latest thundering beasts from Affalterbach.

To take part, users downloaded a special Mercedes-AMG Performance Tour 2012 app that enabled entrants to place a photo of them to an AMG background. Entrants then competed in describing why they should be chosen to drive the AMGs at Yas Island. Three winners from Kuwait and Jordan received the most votes to win their spots in the hot seats with a friend, and were flown in to the Yas F1 circuit to drive the full range of the thundering AMG fleet, including the newly launched trio of the E 63 AMG, SLK 55 AMG and ML 63 AMG.

Entering the third annual instalment of the competition to win a once in a lifetime opportunity to drive the precision AMG performance machines on a world class circuit, the winners sourced votes from over 50,000 new fans to the MercedesBenzME Facebook page. The competition's pole position was taken by Osama Al Farkh, followed by Dina Abu-Mwais and Zeyad Alasbah.

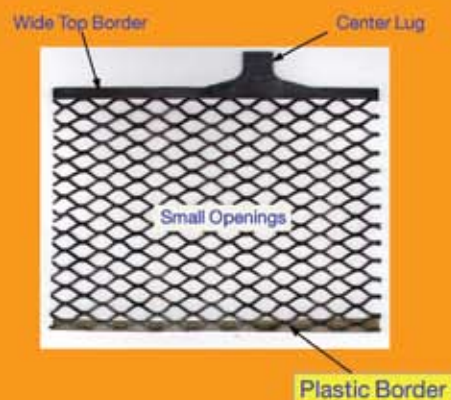
Frank Bernthaler, Director, Sales and Marketing, Mercedes-Benz Cars, Middle East & Levant said: "The third instalment of this hugely popular annual competition to take part in the AMG Performance Tour 2012 allows us to reward the passion for our adrenalin fuelled Affalterbach performance division across the Middle East through a convenient and easily accessible medium. The unforgettable experience provides fans a firsthand understanding of what the AMG 'Driving Performance' brand claim truly means. Judging by the grins on our lucky winners' faces, I think it's safe to say they got the message loud and clear!"



ZEETEX brand has best-in-class batteries which expertly utilize the following modern technologies

- Lead-calcium tin alloy grids
- Expanded metal grids
- Continuous grid production line
- Continuous plate pasting line
- EF intercell welding
- Sealed corrosion-proof terminal and connector
- Low silhouette venting system
- Flex rib cases

GRID PLASTIC BORDER



- ◆ **Minimize shock from Vibration and Road Conditions**
- ◆ **Longer Service Life due to less active material shed**



Cut to the Chase

All-New 2013 Ford Police Interceptor Models Pull in to the Middle East, Delivering More Performance, Handling and Fuel Economy

Ford Middle East brought forward its latest introductions in law enforcement vehicles with the regional launch of the all-new 2013 Police Interceptor Sedan and Utility. Building on more than 15 years of undisputed leadership in the police pursuit vehicle business, and working hand-in-hand with its Police Advisory Board of law enforcement professionals, Ford introduced the all-new Police Interceptor sedan and utility to further grow its legacy of leadership in this segment.

"We are really excited about the 2013 Police Interceptor vehicles," said Hussein Murad, Ford Middle East's director of Sales. "Ford has been the police segment leader for over a decade, and we're raising the bar once again with the new generation Police Interceptor vehicles which have been specially designed and engineered to handle the rigors of police work, providing more performance, outstanding handling and fuel economy."

"We're confident that the region's Police authorities who have experienced the legendary Crown Victoria Police Interceptor will see in the new generation models the key attributes that made the CVPI the leading law enforcement vehicle, coupled with the latest technologies that enhance handling and performance. The new Police Interceptor Sedan and Utility are truly purpose-built to meet the requirements of this demanding industry," Murad added.

Ford specially engineered and designed the new Police Interceptor Sedan and Utility working with its Police Advisory Board, consisting of law enforcement professionals from the United States and Canada who provided feedback on attributes such as safety, performance, durability, driver comfort and functionality. Input was also received from Police authorities from around the Middle East.

Key product attributes from the Crown Victoria Police Interceptor were taken and increased the next-generation products' capabilities including offering the first and only pursuit-rated all-wheel-drive police vehicles. Police departments and other law enforcement agencies now can get an all-new vehicle with the same durability of the popular Crown Victoria.

"Our experience with the Crown Victoria helped us develop the next generation of Police Interceptor vehicles that serve as tools for public safety officials to do their jobs safely, efficiently and effectively," said Lisa Teed, Ford marketing manager for the Police Interceptor products.

Safety First

Officer protection is the first priority. The Ford Police Interceptors are the only vehicles certified to pass 75 mph (120 kph) rear collisions. Ballistic door panels to protect from gunshots are available on the driver or passenger doors.



Both models feature a unibody platform designed to meet NHTSA's 5-star requirements and current IIHS Top Safety Pick standards. Safety cell construction also helps direct the force of a collision around the occupant compartment, while crumple zones help absorb and dissipate the energy of a crash.

The standard Ford Personal Safety System and the Safety Canopy System provide much needed protection to the vehicle occupants as they employ a network of sophisticated and specifically programmed sensors that control the operation of the airbags and front seat belts in the event of a collision.

Enhanced Power and Performance

Ford's Police Interceptor engine strategy provides a V6 lineup that performs equal to or better than V8 engines. The lineup features efficient powertrain packages that provide more performance and better fuel economy, and are paired with standard and exclusive all-wheel drive for optimised traction and control.

- The base 3.5-liter V6 in the Police Interceptor sedan delivers 288 horsepower and EPA-certified fuel economy of 18 mpg city (13 L/100km), 26 mpg highway (9L/100km). Compared to the Crown Victoria, the Police Interceptor sedan offers an improvement of 4 mpg city and 5 mpg highway, and 38 more horsepower

- The optional EcoBoost® 3.5-liter V6 in the all-wheel-drive Police Interceptor sedan is rated at 365 horsepower and is EPA-certified at 16 mpg city (14.7 L/100km), 23 mpg highway (10.2 L/100km). In recent Los Angeles Sheriff's Department testing, the EcoBoost Police Interceptor beat all competitive police cars from General Motors and Chrysler in 0-60 mph acceleration tests and 0-100 mph (161 kph) acceleration tests, and City Pursuit and High Speed Handling lap times.

- The Police Interceptor utility is built with a 3.7-liter V6 rated at 304 horsepower. The EPA rating of 16 mpg city (14.7 L/100km), 22 mpg highway (10.7 L/100km) is best in class, topping the Chevrolet Tahoe PPV. The Police Interceptor utility easily out-accelerated the V8-powered Tahoe in the LASD tests, reaching 60 mph (96.5 kph) in 8.4 seconds compared with 9.5 seconds for the Tahoe. The Utility Interceptor with a 181 kg payload handicap even beat both Gas-powered V8 police vehicles from Dodge and Chevrolet.

The pursuit-rated Ford Police Interceptors come standard with all-wheel-drive. Front-wheel-drive configuration is optional. The new Police Interceptor models also come with a 6-speed automatic transmission with calibrated shift points for maximum acceleration.



Rigorously tested, police-tuned

Throughout its development, Ford's new Police Interceptor has been put through the paces, undergoing a battery of torture tests to ensure its individual components can hold up to the rigorous driving styles of police professionals.

Certification testing designed by the Michigan State Police and Los Angeles County Sheriff's Department evaluated the durability and capability of the vehicle through a variety of tests where its systems are pushed to the limits for nearly an hour and a half – tests designed to duplicate the most demanding pursuit conditions.

To meet the rigors of the durability testing, the brakes have been increased in size and performance. Plus, the standard 18-inch steel wheels are vented, designed to work in concert with the enhanced brake system. The cooling package is purpose-built as well, featuring a 50% higher-capacity radiator.

The Police Interceptor's large honeycomb grille is designed to work in harmony with lower fascia components, providing more airflow for the brakes and cooling system.

Functional, inside and out

Front seats have been specially designed, with a lower bolster removed to better accommodate officers' utility belts. Inserted into the seatback are anti-stab plates, designed to protect front-seat occupants.

The Police Interceptor second row also has been optimised to address police-specific needs. The vinyl seats are specially sculpted and set back to improve second-row space and maximise legroom. The back door hinges are modified to open up another 10 degrees versus traditional rear doors.

The Ford Police Interceptor also is equipped with a column shift specially designed so the console area is free for the ever-increasing amounts of aftermarket police equipment necessary for officers to do their jobs.

New Technologies

The new Police Interceptor vehicles feature the following Ford technologies:

- BLIS® (Blind Spot Information System): The system uses two radar sensors in the rear quarter panels to detect vehicles in surrounding lanes. If a vehicle enters the driver's blind-spot zones, the system alerts the driver with a warning light in the sideview mirror

- Cross-traffic alert: This system uses the existing BLIS radar modules to sense oncoming traffic when slowly backing out of a parking spot. This industry-exclusive system functions only while the vehicle is in reverse and warns when cross-traffic appears within three car-widths

- Rear view camera: When the vehicle is in rear camera mode, a color image with guidance markers on the rearview mirror will assist the driver in backing up

- Reverse Sensing System: An audible tone will alert the driver to certain objects up to 6 feet behind the vehicle

- Standard AdvanceTrac® ESC (electronic stability control): This helps maintain the intended path by measuring side-to-side yaw, or skidding, by the vehicle's speed, throttle position and steering wheel angle. When wheel slip is sensed, AdvanceTrac reduces engine torque and applies selected brakes

- Ford SYNC®: The Ford-exclusive, hands-free information system has the potential to be customised and remapped to work specifically with police aftermarket equipment such as lights and sirens, allowing officers to focus on the task at hand.

Next Century, Next Technology

OBCS
OPTIMIZED BODY CONTROL SYSTEM

SS
SILENCE SYSTEM

Silence

Driving Tomorrow, Nexen



N7000

N8000

CP641

CP661



NEXEN TIRE CORPORATION DUBAI BRANCH

Flat number 206, Business Point BLDG, Deira, Dubai, UAE P.O. box 22803

Tel: 971-4-294-6031

E-mail : ceyun@nexentire.co.kr



NEXEN TIRE

www.nexentire.com

Reifen Essen 2012

Reports the Best Results in Its History

The World's Premier Fair Highlights Its Leading Role as the Most Important Sectoral Meeting Place



The 27th edition of the international "Reifen" trade fair was very successful. "Reifen 2012" was able to improve its results once more in comparison with the preceding events. While it had already been able to announce in advance the highest number of exhibitors, the strongest international participation and the most comprehensive range on offer in its history, it ended with another record after four days of the fair: Around 19,000 trade visitors from all over the world bestowed a guest plus of over five percent upon the premier worldwide fair for the tire business.

The experts for everything to do with tires, wheels and chassis technology had travelled from more than 130 countries on all continents in order to obtain information about the innovations on the global market, to place orders from the available range or to make concrete preparations for transactions. According to the results of a representative survey, over a third of the visitors ordered something from the range on offer directly at the fair and concluded deals in situ on the fair booths. 88 percent of the visitors were amongst the circle of the decision takers with purchasing and procurement powers in their companies.

The following companies were honoured with the "Reifen Innovation Award 2012":

"Technology and Products" Category:

Snap-on Equipment GmbH from Unterneukirchen received the award. The "geodyna optima II diagnosis and balancing machine" was honoured. It combines the stripe of light technology with precise balancing technology. The wheel is

scanned with the aid of five cameras. All the data is established: Any possible defects on the tire or the wheel rim are diagnosed and documented and can thus be rectified.

"Service Concepts and Process Optimisation" Category:

Alligator Ventilfabrik GmbH from Giengen is pleased about the award in this category. The prize went to the "Alligator sens.it" - a tyre pressure checking (TPC) sensor which can be programmed in the garage and offers programming and support via the Internet. In the near future, all European vehicles must be equipped with TPC systems. In the finally fitted wheel, the "Alligator sens.it" TPC sensors can be programmed for the customer's specific vehicle through the tyre wall.

"Environmental and Resource Conservation" Category:

This award went to Frankfurt - to Continental Aftermarket GmbH for the ATE Ceramic brake linings. During the braking operation, these brake linings equipped with an innovative compound with fibre technology produce a transfer film on the brake disc which protects it from excessive abrasion. The result: less braking dust and thus a better appearance, more comfort and less wear. The wheel rims must be cleaned less often. That saves time and lowers the consumption of expensive and environmentally harmful wheel rim cleaners and valuable drinking water.



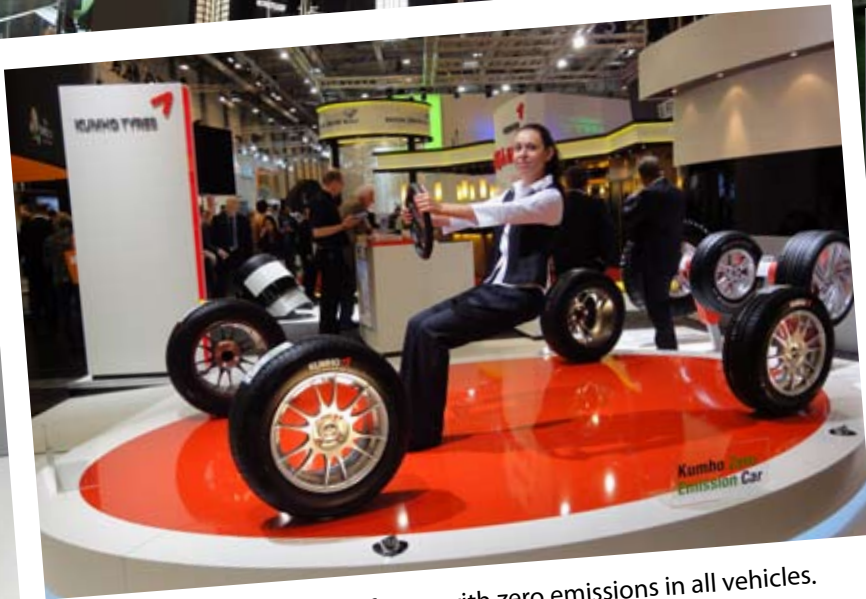
Continental tires booth, sponsors of the Euro 2012 in Poland and Ukraine



The most attractive feature showcased at the Reifen show would have to be the live artist's at the BKT tires booth. Each artist with their unique styles would draw a caricature of you that would be surely memorable.



A very new and innovative way of displaying wheels was at the borbet wheels stand. This is something that we had not witnessed before.



Kumho showcasing the future with zero emissions in all vehicles.



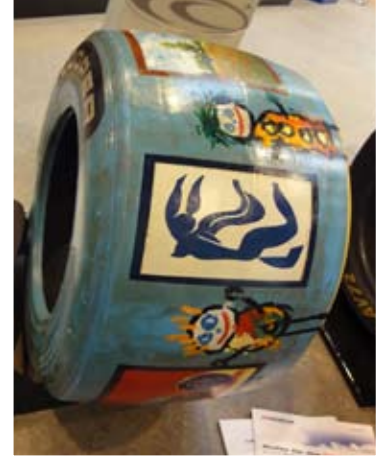
Bridgestone's DNA of a multiple tire life

Bridgestone demonstrated that retreading your tires helps you to reduce your Total Tire Life cost. Through maximizing the life of a tire, and thus minimizing the costs.

Bridgestone delivers durable and fuel-efficient new tires, for steer, drive and trailer axles.

After the tread on the tire wears out retreading with premium casings would be done. Which, yet again, gives extended mileage... A long second life.





To mark the 30th anniversary of formula 3 racing in the UK, British F3 title sponsors Cooper tires commissioned London Jewelers FK Diamonds to create a set of Diamond and Swarovski Crystal-encrusted racing tires. It was also the 30th consecutive year that Cooper tires and its associated brand, Avon tires acted as the supplier to the prestigious championship.



Pirelli gave customers a chance in riding in the F1 simulator, it gave a glimpse of racing in a F1 Vehicle.



Future designs and technologies from Yokohama

Blue earth "Nature Designs"

A design aiming for less impact on the earth, environmentally friendly and human friendly. One that incorporates high safety aspects and stress free performance. Ideas for product design shall come from "shapes and phenomena in nature". Which have been available on earth from the beginning of time and innovated by verification and natural selection during its long history.

Yokohama focuses on these shapes and phenomena in nature for the product design philosophy called nature design to deliver environmentally and human friendly tires for the future.



Pirelli showcasing the New tire labels that would be effective at the last quarter of this year.

What is the EU tire label?

It's a new standardized label for tires that will provide fleet operators and tire purchasers with valuable information on three key tire performance attributes:

- Wet grip
- Rolling resistance
- Exterior rolling noise

The label is similar to existing energy-efficiency labels used on white goods such as fridges and washing machines.

Why is it necessary?

The aim of the new label is to better inform tire purchasers on the safety and environmental performance of tires. It will help them choose safer and more fuel-efficient tires with low noise levels.

What's so important about these three performance indicators?

Wet grip is a key indicator of the safety performance of a tire. Rolling resistance affects a vehicle's fuel consumption and therefore has a direct impact on the fleet's operating cost and the environment. The exterior noise also affects the environmental impact of tires.



Summer is Here and the Heat is on Your Retreads!

Harvey Brodsky, Managing Director of the Retread Tire Association, passes along some good tips for keeping down the wear and tear on your tires that is often amplified by hot summer driving.

Brodsky says, "Studies have shown that excessive heat is among the common causes of tire failure, causing up to 30% of failures. With Summer air temperatures reaching well over 38 degrees celsius in some locations, and additional heat from road friction and braking, its no wonder that even well maintained tires can be stressed."

Brodsky continues, "But there are precautions that you can take to minimize any potential hazards."

- The most significant action you can take? Check your tire's air pressure regularly. As a general rule, lower tire pressure will generate more heat and more irregular wear on your tires. An increase in heat, subsequently will cause an increase in tire air pressure. In a hot tire, the air inside is expanded, creating an increase.

So what do you do? Should you bleed out air from a hot tire? Absolutely NOT! No, because when that tire cools, the air pressure inside will drop and then you'll have an under inflated tire."

Continues Brodsky, "A properly inflated tire is checked for proper inflation when the tire is cold, meaning after its been parked for 3 hours or more. Using a calibrated and accurate tire gauge, making sure the tire is properly inflated according to that tires specs.

Assuming that a normal radial tire is standard at around 100psi its operating road temperature will be near 150 degrees. if that tire is under inflated, it will run 5 degrees hotter with every drop of 2psi. You can see that a properly inflated tire, will operate at a cooler temperature and that though hot driving conditions will increase the temp, your proper inflation will keep that heat in check."

A few more suggestions from RTA -

- Always use valve caps. Road grime and debris will quickly compromise a valve stem. Keep them covered for best results.
- Make sure your fleet is monitored with a regular tire maintenance and repair program at least once a week. Your investment and safety record is on the line, so practice a step-by-step tire program with your fleet. Many retreaders offer regular fleet maintenance checks and monitored records to keep your tires at their highest level of quality.

"In conclusion", says Brodsky, "When it comes to the hot Summer months, proper maintenance is your best assurance"

Brodsky is a well known speaker about the economic and environmental benefits of retreading and has made presentations in many countries over the past 30 years, including Canada, the U.S., Australia, Brazil, China, England, India, Italy and Scotland. He is ready to speak to your group or industry association and will travel anywhere to do it.

Yokohama Rubber to Run its Original EV on Fuel-Efficient Tires in World's Toughest Hill Climb Race

Its unique EV racing car is equipped with BluEarth-A tires, a new product in the BluEarth fuel-efficient tire line incorporating the latest environmental technologies, including orange oil compounding technology. Yokohama will thus be competing with a zero-emission vehicle running on fuel-efficient tires.

The "Challenge" is just one of Yokohama's many environmental activities based on the BluEarth concept, which the company seeks to share with the world under the theme "environmentally, human and socially friendly." This will be the fourth year for Yokohama to participate in the race. In each of 2010 and 2011, the team accomplished the outstanding feat of substantially besting the previous all-time record for an EV. By taking on the challenge of the world's most iconic hill climb race, Yokohama seeks to further the research and development of eco-friendly, fuel efficient tires, while pushing the boundaries of performance.

The team will compete using the same EV car painted in BluEarth colors that shattered the world record for EVs at last

year's event. It will again be driven by Mr. Ikuo Hanawa, a skilled, world-class off-road racing driver.

This year also supporting the "Show Aikawa World Rally Team," managed by the famous Japanese actor and rally driver Mr. Show Aikawa and competing in the EV class, Yokohama will supply ADVAN A048 tires

under its global flagship ADVAN brand. Mr. Fumio Nutahara, a world-class rally driver, will drive the team's EV developed by Toyota Motorsport GmbH.

Marking its 90th year, the Pikes Peak International Hill Climb - also called the "Race to the Clouds" - is the one of the most difficult motorsports challenges in the world. Racing to the 4,301-meter (about 14,110.8 feet) summit, participants cover a 20-kilometer (about 12.4 miles) course beginning at the 2,862-meter (about 9,389.7 feet) level. Starting this year, the surface will be tarmac all the way up, but the course and conditions remain daunting, with 156 turns and rapidly changing temperatures and weather.





BE ONE WITH IT

ventus
V12evo

ventus
S1evo

ventus
ME01



Be one with your tires, and the road will be one with you.
HANKOOK. Driving Emotion

Hankook
driving emotion

Hankook Tire Co., Ltd. Dubai Office : Al Moosa Tower 2, #1002 P.O.Box 15097 Sheikh Zayed Road, Dubai, U.A.E
Tel. 971-4-3321330

AL DOBOWI
the future of motion

Official Distributors in the U.A.E.: Al Dobowi Tyre Company
Jebel Ali, Dubai Tel.: 04-883 6661 Fax: 04-883 7720
Deira, Dubai Tel.: 04-222 5165 Fax: 04-228 5044
sales@aldobowi.com www.aldobowi.com

Dubai Tel.: 04-338 8346 / 04-251 1431
Abu Dhabi Tel.: 02-554 4489
Sharjah Tel.: 06-533 7027
Ajman Tel.: 03-761 9747
Tel.: 06-731 2540 / 06-731 2542



DUNLOP **PRO SHOP**

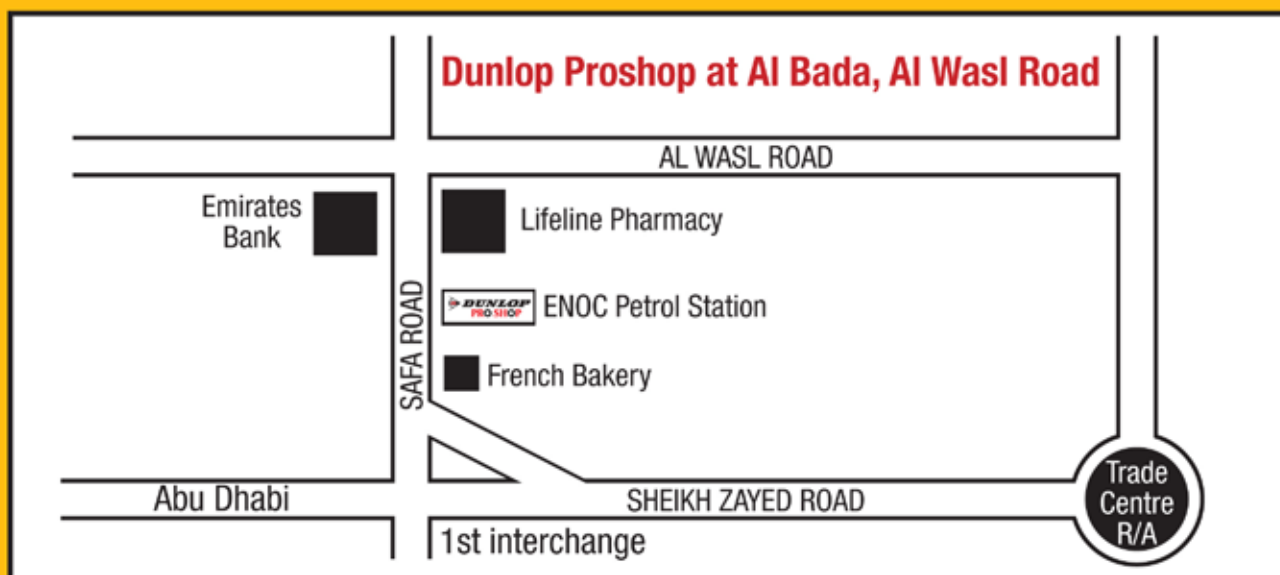


Now open at ENOC Petrol Station, Al Bada

**Between 1st interchange and Al Wasl Road,
Tel: 04-342 7796**

For swift and professional tyre services

Drive into any Dunlop Proshop for a wide range of tyre services. Be it fitting, balancing, wheel alignment or even free advice on tyre selection and tyre care. Our trained and qualified service professionals will attend to your needs using the latest equipments while you relax in the designated customer care area.



AN EASA SALEH AL GURG VENTURE: DUNLOP PRO SHOP: Enoc Petrol Station, Between 1st interchange and Al Wasl Road. Tel:-04 342 7796, Fax:-342 7234, Enoc Petrol Station (Near Ibn Batuta Mall), Tel:-04 8824983, Jebel Ali Industrial Area No.1, Tel:-04 8804435, Al Quoz (Opp Lulu Al Barsha), Tel:-04 3473309. DUNLOP SERVICE CENTRE: Rashidya (Behind Dubai Duty Free Warehouse), Tel:-04 2858323. OFFICE: Post Box 325, Dubai U.A.E. Tel:-04 3378731, Fax:-04 3365167 Email: gurgtyre@eim.ae

NITTO TIRE PARTNERS WITH DJ STEVE AOKI

Collaboration Includes Series of Creative Programs and Facebook Campaigns – Exclusive Track, “Birthday Bash” November Concert, Apps, Contests and “Drift with Steve Aoki” Grand Prize

Nitto Tire USA, a performance tire manufacturer for racing, off-road and street vehicles, is bringing a fresh, new attitude to the high performance tire market by announcing today its partnership with electro house musician and producer Steve Aoki. The collaboration will encompass a comprehensive promotional campaign featuring various creative programs centered on Facebook, which will include the streaming of an exclusive track, Aoki’s “Birthday Bash” concert in November, new apps designed exclusively for the promotion, fun contests, and a “Drift with Steve Aoki” grand prize.

“I love that Nitto is a Japanese built company. I’m a Japanese-American, so it means a lot to me to work with a company that came from the underground,” said Steve Aoki. “Very similar paths coming together, and then we’re kind of forging at the party.”

“Nitto Tire’s philosophy is grounded in passion and innovation, so partnering with Steve Aoki was an easy decision,” said Tomo Mizutani, president of Nitto Tire USA. “Aoki’s music reflects his unabashed personality to innovate in his field, and he continuously strives for creativity. That’s the kind of energy we want to bring to the market, and collaborating with a talent like Aoki will drive this dynamic of the Nitto brand to consumers and enthusiasts alike.”

Through its partnership with Aoki, Nitto will deliver exclusive content and fun, innovative ways for fans and enthusiasts to engage with the Nitto brand on Facebook. The company hopes to draw the attention of Aoki’s passionate fan base to help bridge the music and tire communities.

Nitto’s creative collaboration with Aoki will include:

- “Come with Me (Doorly Remix) Fueled By Nitto” – Nitto will release an exclusive track by Aoki in August, which fans can stream on Nitto’s Facebook page.

- “Insomniac Presents Steve Aoki’s Birthday Bash Fueled by Nitto” – Aoki will host a concert in celebration of his birthday – with special performances – at The Shrine Auditorium in Los Angeles on November 21st.

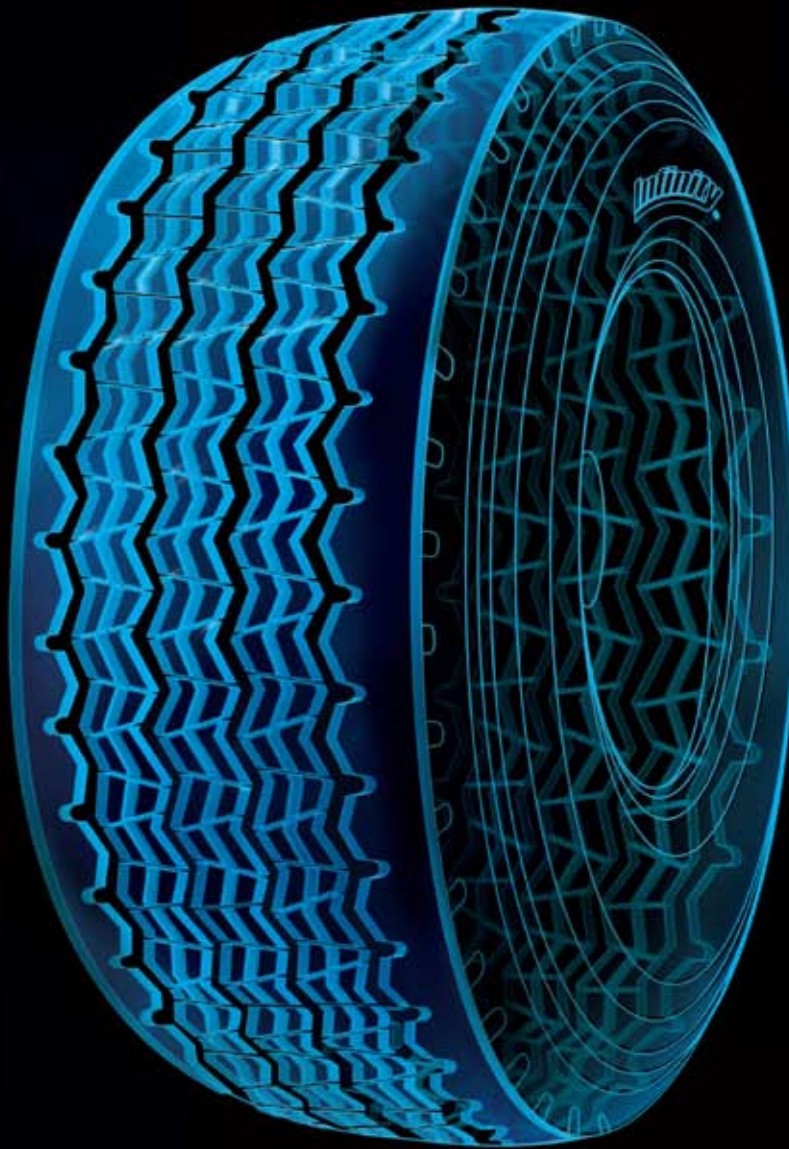
- “Drift with Steve Aoki” Contest – Five lucky winners will be flown to Los Angeles for VIP access to Aoki’s “Birthday Bash” concert, which includes a meet-and-greet with the inimitable DJ. One grand prize winner will drift with Aoki and acclaimed Nitto drift driver Matt Powers on a set of Nitto ultra high performance street tires.

- “Cake Maker” Custom Facebook App – Created by Cie Studios, this unique app will allow fans to create a cake in the shape of a Nitto tire and submit it for a chance to have their edible masterpieces presented to Aoki during his “Birthday Bash” concert in November.



Infinity[®]

Not all Truck tyres are created equal.



Infinity Truck tyres. Bred to be better.

There are Truck tyres. Then there are Infinity Truck tyres. Designed specifically to meet the demands of your customer's transport needs, their unfailing safety, dependability and performance mean they're the natural choice for every haulage situation.

www.infinity-tyres.com

AL DOBOWI
the future of motion

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

Hankook Tire Receives World Excellence Award from Ford Motor Company

Hankook Tire, the seventh-largest and one of the fastest growing tire companies in the world, announced it was recently recognized with a World Excellence Award as an outstanding global supplier by the Ford Motor Company. The award honors suppliers that have aligned themselves with the values and operating practices of Ford while reaching the highest quality, technology and delivery performance.

Hankook Tire was the only tire supplier honored at this year's World Excellence Awards. This marks the third time since 2005 that Hankook Tire has received this distinction from Ford.

"Since first supplying original equipment tires for Ford vehicles in 1999, Hankook Tire has built and maintained a strong relationship with the Ford Motor Company," said Bryan Woo, Vice President, Hankook Tire Global OE Division. "Our original equipment automotive manufacturer partners such as Ford are a vital part of our overall business and allow us to reach new customers, giving them the opportunity to experience the quality and performance of our tires."

Award Marks Third Time Hankook Honored By Ford as an Outstanding Supplier

In North America, Hankook Tire supplies original equipment tires for the Ford Fiesta, Edge, Explorer, Flex, Taurus, E-250, E-350 and the F-150. Hankook also supplies original equipment tires for Ford's Lincoln brand.

Ford President and CEO Alan Mulally thanked all of Ford's supplier partners for their commitment to excellence and for continuing to embrace the ONE Ford mindset. "Our suppliers play a critical role in Ford's growth around the world," Mulally said. "We are so grateful for their work to serve our global customers with a full family of cars, utilities and trucks offering the very best quality, fuel efficiency, safety, smart design and value."

Working closely with Ford, Hankook engineers design tires for Ford's original equipment applications, paying attention to proper fit, durability and performance targets-attributes that customers have come to expect from both Ford and Hankook products.

Hankook has been steadily expanding its portfolio of OE tire supply to premium automakers, light truck, and commercial truck manufacturers. In 2011, Hankook's supply of OE tires increased 64% in the United States.

ZEETEX showcased ZT1000 as an environment friendly tire in Reifen.



ZAFCO exhibited in Essen with its brand ZEETEX and unveiled ZT1000 as the latest product introduction. The exciting new pattern of ZT1000, which was unveiled during the exhibition, enthralled the audience by its eco-friendly attributes along with the creative manner in which it was launched by the world famous entertainers LaMetta. Describing the objective behind the exhibit, Rashmi Bhola, Senior Vice President of Sales at Zafco for Europe, said that the stand provided an opportunity for customers to see ZT1000 and learn more about the very positive results of a recent test at IDIADA. In addition, ZEETEX displayed its comprehensive range of passenger and truck tires for the European market as the brand has recently entered strongly into Italy, France, Germany, Ireland, Portugal, Belgium, Russia and Baltic countries. At the show all their distributors were present in full strength together with their potential customers. "There are exciting new developments on the horizon. Additional patterns and sizes are coming up very soon to support the existing range and further strengthen brand Zeetex" stated Zafar Hussain, Executive Director of Zafco, during the gala dinner which was attended by all the European distributors of Zeetex.

ZEETEX



ZT1000

An Environment friendly tire from Zeetex, a new revolution.

FEATURES:



Eco friendly because of the curved edge of pattern blocks that ensures efficient wear resistance, increasing tire service life



Outer shoulder blocks help increase stability while cornering & inner shoulder dissipates water and heat quickly



Well positioned wider grooves & slightly curved lateral grooves help in quicker dissipation of water thereby enhancing braking & stability on wet conditions

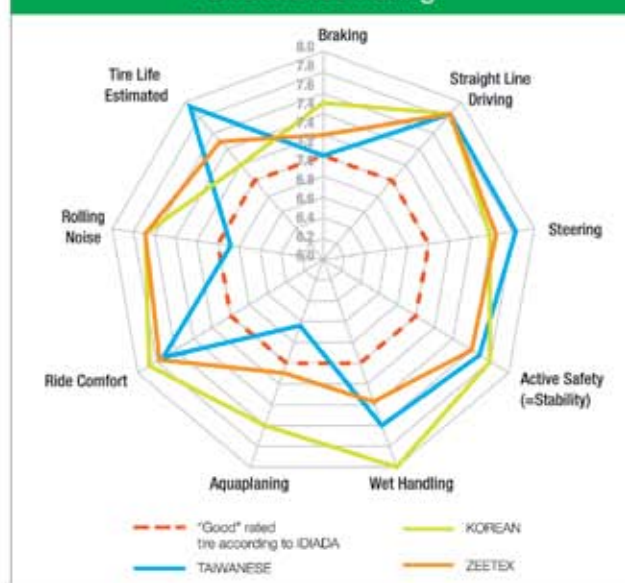


Continuous 3 center ribs with optimal block distribution provide steering stability performance at a high speed



Unordered and optimal pitch design provides exceptional driving comfort and also lower the noise

Performance Rating



To learn more about how well ZT1000 has done in IDIADA performance test, please visit www.zeetex.com



Ensure to check your tires this summer as there is a higher risk of tire failure in high temperatures.

New Proxes 4 Plus from Toyo Tires

A Safer, Quieter, Longer Lasting UHP All-Season Tire



Toyo Tire Corp. introduces their best ultra-high performance, all-season tire ever – the all-new Toyo® Proxes® 4 Plus. It delivers ultra-high performance and all-season versatility plus better snow braking and significantly longer tread life than its leading competitor, plus a quieter ride over the life of the tire.

Independent testing on a 2010 BMW 328i showed the Proxes 4 Plus to be safer in the snow, stopping six car lengths shorter than its leading competitor when new and over seven car lengths shorter when worn.

In addition to the performance attributes expected from an ultra-high performance, all-season tire, the Proxes 4 Plus lasts up to 47% longer than the competitor. That equals 14,000 more miles of tread life and more savings on tires. The Proxes 4 Plus also remains quieter throughout its lifetime thanks to an advanced tread pattern design.

Compared to the original Toyo Proxes 4, Proxes 4 Plus offers longer tread life, better wet and dry handling and improved ride comfort. These improvements were achieved without sacrificing other areas of performance.

Designed for today's high-powered sports cars, the Proxes 4 Plus also comes with an extremely competitive treadwear warranty of up to 50,000 miles and qualifies for the Toyo Tires No Regrets™ 45-day, 500-mile trial offer. The line-up features 58 original equipment and plus-fitment sizes with more than 94% of those manufactured in Toyo Tires' state-of-the-art factory in Georgia, U.S.A.

Coinciding with the introduction is the Toyo Tires Plus Your Performance Contest. Featured on the company's Facebook page, fans can upload a photo of their car or truck and share why they deserve to win a set of Toyo tires and MHT wheels to plus their performance. The fan with the most votes will win the tires and wheels; second and third place winners will also receive prizes to enhance their vehicle.



CALCIUM MF BATTERY[®] **PLATINUM** CaMF BATTERY



**Delkor Corporation the manufacturer of
PLATINUM batteries
Selected as the Best Company in 2011
in the Sector of Automotive Battery
by Korean Standards Association
for 6 Consecutive Years**

Manufactured By
Delkor
Corporation



ABDUL ZAHIR BASHIR GEN. TRDG. (L.L.C.) BR.

P.O Box: 40223, Dubai, United Arab Emirates

Tel: +971 4 2276343 Fax: +971 4 2276347

E-mail: bashiridubai@emirates.net.ae Website: www.abdulzahirbashir.ae

www.platinum.ae

Dodge selects Kumho as a tire vendor for the comeback of the Dodge Dart



Kumho Tire Inc., one of the world's leading tire manufacturers, announced that its Solus KH25 high performance tire has been selected by Dodge as one of the official tire fitments for the 2013 Dodge Dart SE, SXT and Rallye trim levels. The Solus KH25 is a high performance touring tire for sporty sedans like the Dodge Dart providing incredible steering response, ride comfort, low noise impact and impressive all-season traction. Production started for the Dodge Dart in early May.

"The all-new 2012 Dodge Dart is an incredible new vehicle and we are very proud Dodge selected our Solus KH25 high performance tires for its SE, SXT and Rallye trim levels," said Rick Brennan, . "The Solus KH25 has a strong track record with many other vehicles on the market, so the Dodge Dart is in great company."

Solus KH25 to Come Standard on the SE, SXT and Rallye

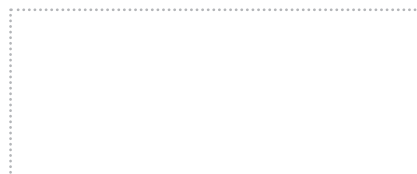


Designed to deliver traction and superior mileage, along with greater handling, the Solus KH25 will come in two tire sizes. For the Dodge Dart SE trim level, the tire size will be the Solus KH25 205/55R-16, which is an all season tire with black sidewalls. For the SXT and Rallye trim levels, the Dodge Dart will sport the Solus KH 25 225/45R-17 all season with black sidewalls.

Other features include an all-season tread compound molded into a symmetric design that combines notched shoulders, independent intermediate tread blocks and continuous center ribs. A fine tuned footprint shape allows for long-lasting and even tread wear, while the optimized design and exacting manufacturing process reduces vibrations and road noise to deliver a comfortable and safe ride.



Post your listings here for free.



Send the details to
editor@tirespartsmag.com

A Dubai based group of companies in the automotive aftermarket field is seeking for candidates with experience for the following vacancies. The candidates should be fluent in English, Arabic will be added advantage. Must have driving license. Minimum 2-3 years experience in the related field. Interested candidates may send their CV's to hr.201206@gmail.com. Please mention the post applied for.

1.Salesman - Auto Spare Parts

The candidate should have experience in the U.A.E local market and or G.C.C. markets

2.Salesman - Tires

The candidate should have experience in the U.A.E local market and or G.C.C. markets

3.Salesman - Batteries

The candidate should have experience in the U.A.E local market and or G.C.C. markets

SEALED MAINTENANCE FREE

SBK[®]

**Complete protection against
reduction of sulfuric acid**

*Preventing electrolyte losses by collecting
and returning liquid to the reservoir*

Consistent starting performance

*High durability achieved by adoption of special
wrought lead calcium grids and low resistance
envelope separator*

Longer lifetime achieved

*Longer lifetime achieved by minimizing
vibration which reduces battery lifetime*



CALCIUM MF BATTERY

MADE IN KOREA

Exclusively marketed worldwide by :



ABDUL ZAHIR BASHIR GEN. TRDG. (L.L.C.) BR.

P.O.Box: 40223, Dubai, United Arab Emirates

Tel: +971 4 2276343 Fax: +971 4 2276347

E-mail: bashiridubai@emirates.net.ae Website: www.adulzahirbashir.ae

Infinity launches its new generation of tires

The range has been designed and developed over the last year and a half by Infinity Tires in conjunction with its board members, partners, clients and an expert team of designers and engineers to ensure, among other things, that the new tire models are fully compliant with Europe's REACH legislation as well as the forthcoming EU tire labelling laws.

Ecomax, its UHP model, and Ecosis, its HP model, will be introduced in the latter half of 2012 with Enviro (SUV) and Ecovan (Van) to follow shortly afterwards. Infinity has been testing the range internally in several top test tracks in Europe, such as IDIADA in Spain, to analyse the tire's performance such as braking distances, handling or rolling resistance. The results of these tests position these tires at the same level as some of the market's top premium brands.

As their name implies, both models benefit from having been designed with the environment in mind and their green credentials stem from their Eco-Friendly Fuel Efficient (EFFE) manufacturing process down as well as their the Advanced Comfort Control Construction (ACCC) development techniques, which are applied to the tyre moulds.

ECOMAX. Performance. Delivered.

Ecomax is the ultimate summer tire designed for ultra-high performance. It provides a winning combination of enhanced driving, precise cornering and offers excellent grip in both wet and dry conditions. Its enhanced silica tread compound gives the range exceptional wet driving performance.

The range features wide longitudinal grooves for improved control for hydroplaning resistance and enhanced cornering capabilities. Its asymmetric tread design gives it excellent dry handling and traction, low tread pattern noise and constant performance at high speed. Ecomax's optimised tread elements improve its handling via tread block stiffness control, and the latest silica tread compounds used give it superb wet performance.

This new range has been augmented with improved shoulder profiles to give it excellent braking and traction at high speed and enhanced dry handling. Its computer-optimised pitch sequence gives it reduced pattern noise and vehicle vibration and also minimises irregular tread wear.

Infinity Tires is proud to present the newest members of its excellent tire range, Ecomax and Ecosis



Finally, Ecomax's computer-optimised void-to-tread ratio is intended to improve fuel efficiency and lower CO2 emissions as well as provide optimised water evacuation outstanding wet handling.

ECOSIS. Travel light.

This new tire is being marketed as the ideal summer tire, designed for all road and weather conditions. It combines precise driving performance, passenger comfort and superior wet weather handling. Furthermore, as its name implies, it has exceptional 'Eco' credentials which are fully supported by its enhanced silica tread compounds.

Among its features and benefits, Ecosis features 4 longitudinal grooves for optimum width and the positioning of channels for quick water dispersal. It has also been given an improved shoulder profile which will ensure crisp handling response to obtain a smooth and comfortable ride, and enhance cornering and dry handling.

The model's solid centre rib provides constant grip for improved acceleration and braking and optimum road and surface contact. Furthermore, The range uses the latest silica tread compound technology for improved fuel efficiency and lower CO2 emissions as well as offering outstanding wet handling and excellent hydroplaning control.

The model's superb pressure and stress distribution minimises irregular wear and reduces noise and its computer-optimised pitch sequence gives the tires enhanced regular wear

for comfortable driving and quieter running due to the optimised pitch sequence.

Finally, Ecosis has been designed with variable sipes to minimise set stopping distances and to give superb grip in wet conditions.

What is Infinity? A unique tire Brand

Infinity Tires have been in constant development over the past decade and the brand, which is sold all over the world, is now recognised for offering a superb, research-led, quality product which is well known in all the markets where it operates for its durability, efficiency, its great safety record, as well as its excellent value and efficiency.

Developed through an extremely high investment in specialised technology, Infinity's tires offer the highest degree of engineering combined with the maximum levels of comfort and longevity.

Infinity Tires aims to increase its already well-proven eco-credentials and with this objective in mind, it has created, developed and applied its Eco-Friendly Fuel Efficient (EFFE) manufacturing process as well as its Advanced Comfort Control Construction (ACCC) development techniques which is applied to the brand's tire moulds. Both EFFE and ACCC are carried out during a tire's manufacture and production.

Michelin Awards its First Certified Centre Label in the UAE to Al Mansoor Tires



Michelin, the worldwide leader for tires and mobility, awarded Al Mansoor Tires with its Certified Centre Certificate at an awards ceremony held recently at the Al Mansoor Tires workshop in Al Quoz. This is the first time that the Michelin Certified Centre label has been awarded to one of the company's tire dealers in the UAE and is testament to Al Mansoor Tires' exemplary processes and customer service.

Mr. Hany Abdul Samad, Marketing Manager for Michelin Middle East and other Michelin executives, were joined by Mr. Mansoor Hassan Al Muhajer, Managing Director of Al Mansoor Tires and colleagues to celebrate the occasion – an important milestone for both companies.

Al Mansoor Tires has been an official Michelin dealer since 1977, and is one of the first Michelin dealers in the UAE. Michelin accounts for 90% of Al Mansoor Tires annual sales, and is hence considered to be the company's best-selling brand.

Commenting at the event, Hany Abdul Samad, Marketing Manager for Michelin Middle East, said: "The Michelin Certified Centre Label is only granted when an organisation has demonstrated its professionalism and dedication in all aspects of the tire business including sales and after sales services. The certificate represents only the best of tire specialists."

Mr. Mansoor Hassan Al Muhajer, Managing Director of Al Mansoor Tires said: "Receiving international recognition is an incredible achievement for our team. This accolade signifies the outstanding service and performance standards of Al Mansoor Tires in all areas of business and I am truly delighted that all the hard work of our team has been recognised with such a prestigious award."

Michelin introduced its certification scheme to recognise the best performing dealers for their dedication, professionalism and commitment to delivering exceptionally high standards of customer service and expertise. Dealers must pass various independent quality audits that examine every aspect of their business, including workshop cleanliness, standard of equipment, staff training, sales and after sales before qualifying for this certificate.

Yokohama Rubber Signs United Nations Global Compact

The Yokohama Rubber Co., Ltd., announced that it signed the United Nations Global Compact (GC), a UN initiative encouraging companies to conduct their business activities with sustainability and responsibility. Yokohama also joined the Global Compact Japan Network (GC-JN), consisting of companies and organizations that have signed the GC. In so doing, Yokohama Rubber embraces and will support and observe the GC's ten principles of Corporate Social Responsibility (CSR) in the areas of human rights, labor, environment and anti-corruption.

Launched in 2008, the goal of Yokohama's CSR Management Vision is to "build a trusted identity as a contributing member of the global community." Since fiscal year 2011 the company has carried out its activities in line with seven pillars of critical issues, including promoting environmental management and creating safe, healthy workplaces, based on ISO 26000, the recognized international standard for Social Responsibility (SR). Yokohama signed the GC in part because the ten GC principles and the basic concepts under ISO 26000 have much in common. In addition, emphasizing the increasingly global nature of its business, Yokohama intends to manifest its CSR activities widely to the world by signing the internationally well-recognized GC. In fact, its employees had already participated ten times, in the fall of 2011 and spring of 2012, in volunteer tours and restoration work on Oshima in Kesennuma, Miyagi Prefecture, planned by GC-JN -- increasing the company's understanding of the GC. Yokohama will continue to take part in volunteer activities sponsored by GC-JN.

First announced by then UN Secretary-General Kofi Annan in 1999 and officially launched at UN Headquarters in New York in 2000, the UN Global Compact is the world's largest CSR initiative. Approximately 145 countries and more than 9,500 companies/organizations (about 6,500 of which are companies) participate in it. GC-JN is a local network inaugurated in 2003. In 2011 it became a general incorporated association. Currently, with participants from more than 153 companies and organizations, it functions as a platform for the integration of CSR and business.

MICHELIN Pilot Super Sport tire

High Technology Tires for the New BMW M6

BMW has certified the MICHELIN Pilot Super Sport tire, the world's fastest street tire on the racetrack¹, to equip its new high-performance M6 sedan. The tire delivers all the motorsports experience acquired by Michelin, notably in the Le Mans 24 Hours race.

A unique combination of three technologies

From its market launch this summer 2012, the BMW M6 will be equipped exclusively with the advanced MICHELIN Pilot Super Sport tires, which feature a unique combination of three technologies: the Twaron®-reinforced belt, the Bi-Compound tread band and the Variable Contact Patch 2.0.

The Twaron® belt is a high-density fiber primarily used in aeronautics and protective military gear, whose key feature is its high traction resistance. Strong and light at the same time, Twaron® is five times more resistant than steel at equivalent weight. Thanks to its variable tension, the belt tightens the tread more than the shoulders, so that centrifugal force is more effectively overcome and pressure is more evenly distributed.

Originally developed for racing tires, Bi-Compound technology uses different rubber compounds on the left and right sides of the tread. On the outside, an elastomer ensures exceptional endurance in tight cornering, while on the inside, a different elastomer combines with a special tread design to enable the tire, on wet pavement, to break through the water's surface and adhere to even the slightest irregularities in the road.

The innovative feature of the Variable Contact Patch 2.0 is that it changes shape depending on actual driving conditions, thereby guaranteeing total vehicle control. In this way, even as the patch's shape changes when cornering, the amount of rubber in contact with the road remains the same.

The combination of these three technologies delivers an exciting drive that meets BMW M's standards, particularly in terms of precision steering, sportiness and safety, on both street and track. What's more, the MICHELIN Pilot Super Sport tire offers superior mileage, one of the brand's traditional hallmarks. This performance balance reflects the successful transfer of technology from track to street, as well as close cooperation with the carmaker, initiated several years ago for the BMW M5 project.

All together, nearly 1,200 prototype tires and 1,000 pre-series tires have been produced, measured and tested in extreme conditions. From the Nordschleife circuit in Germany to the Ladoux test tracks in France, the tires underwent extensive track and street testing. These road trials are critically important to both BMW M and Michelin, as a reflection of their shared commitment to high performance.





Nankang Releases Mud Terrain Terminator 4x4 Tires

Nankang launches a new 4x4 tire FT-9, called "Mud Terrain Terminator", and aimed at off-road enthusiasts.

Thanks to its extra large shoulder lugs for enhanced shoulder traction, Nankang FT-9 is competitive over rocky, muddy, uneven and harsh surfaces, on which its interlocking shoulder block design enhanced grip besides exclude screes and clods for better maneuverability. The technical tread patterns on Nankang FT-9, hook-shaped block, z-shaped zigzag grooves and the prominent bar on the bottom of the grooves, are even designed to give extra traction in superior off-road conditions. "Nankang FT-9 will certainly get the attention of anyone who takes off-road traction seriously," company representatives said. Nankang FT-9 even won "Taiwan Excellence award 2012."

Bridgestone to be title sponsor of the 2012 South American Football Cup



The company sponsors championship for the second time

Bridgestone Corporation announced that the Bridgestone brand will be the title sponsor of the 2012 South American Football Cup, held by the South American Football Confederation (CONMEBOL). This is the second time for the company to sponsor the championship. The official name of this tournament will be "the 2012 Bridgestone South American Football Cup".

COPA BRIDGESTON SUDAMERICANA

The South American Football Cup is one of the most important football tournaments in Latin America and an event that stirs the passion and interest of people all across Latin America. 47 club teams from 10 countries (*) are expected to participate and play 92 matches at the 2012 Bridgestone South American Football Cup.

*Argentina, Bolivia, Brazil, Chile, Columbia, Ecuador, Paraguay, Peru, Uruguay and Venezuela.

"We are aware of the passion that awakens football in consumers across Latin America which is aligned to our brand values," said Matias Borges, Sales and Marketing Director and a leader of this sponsorship project, Bridgestone Americas Tire Operations Latin American Tire Division. "Winning a football championship is all about performance, so it is an excellent fit to have Bridgestone, a brand that represents performance, to be such a big part of this important event. We earned excellent results last year so we are excited to build on that success and support this important championship once again," Borges concluded.

The 2012 Bridgestone South American Football Cup logotype was created based on a dynamic concept where the tire and ball are designed to appear as though they are moving together in the same shape as the cup. The event logo will be prominently featured in the stadiums, including pitch-side advertising boards, as well as on the team uniform patches, the team benches, and the center circle banner.

Available on




ANDROID


App Store

www.tirespartsmag.com




EVENT	DATE	INFORMATION	LOCATION
Kolkata Auto Expo	06-09-Sep 2012	Kolkata Auto Expo 2012, the city's biggest-ever promotional event, showcasing the finest and the latest products Kolkata Auto Expo promises a never-before opportunity for manufacturers, retailers, dealers of vehicles, allied products and services to make the most of the ongoing automobile revolution;	Milan Mela Complex, Kolkata, West Bengal, India
TRANS EXPO ARMENIA	07-09-Sep 2012	Auto Expo-Armenia is the largest international Automobile event in Armenia and its neighbouring countries, making it the perfect opportunity for exhibitors to establish their company's presence on the Armenian transport market and promote their products and services to a large number of potential clients.	Yerevan Exhibition Center, Yerevan, Armenia
Motus	08-16-Sep 2012	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
Automechanika Frankfurt	11-16-Sep 2012	Automechanika Frankfurt 2012 is the worlds leading trade fair for the automotive industry. Many exhibitors participate in this event from across the world and provide them an opportunity to showcase wide variety of products from the fields of automotive parts, car washing, workshop and filling-station equipment, IT products and services, accessories and tuning.	Messe Frankfurt, Frankfurt, Hessen, Germany
China International Tire Expo	12-14-Sep 2012	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



Power you can trust

- High cranking and durability
- High resistance to vibration and road shocks
- Japanese Standard & manufactured
QS9000 & ISO9001 certified factory



Exclusively marketed worldwide by :



ABDUL ZAHIR BASHIR GEN. TRDG. (L.L.C.) BR.

P.O.Box: 40223, Dubai, United Arab Emirates

Tel: +971 4 2276343 Fax: +971 4 2276347

E-mail: bashiridubai@emirates.net.ae Website: www.adulzahirbashir.ae

EVENT	DATE	INFORMATION	LOCATION
Colombo Motor Show	14-16-Sep 2012	Colombo Motor Show makes for one of the biggest automobile events in Sri Lanka as it brings together some of the best experts together to combine their knowhow and expertise together in bettering the overall profession.	Sri Lanka Exhibition & Convention Centre, Colombo, Sri Lanka
New York Motorexpo	16-21-Sep 2012	New York Motorexpo is as organized by The Aspect Partnership Limited. for giving an edge to the Automotive industry. Motor cars up-to-date, standard, exclusive, special, sport Motorcycles, scooters, motorized bicycles, snowmobiles will be targeting High-net-worth families & individuals, Executives & Businessmen, Overseas Buyers, Automobile Professionals.	The World Financial Center, New York, United States Of America
Auto Fair	20-23-Sep 2012	The event is highlighted by the series of exciting games, contests and special events that are hosted here and more than 104 professional exhibitors are also present here. A wide array of automobiles, SUVs, audio systems, safety equipments and car decoration concepts are put on exhibit at the show and expert banking and financial services are also highlighted here.	Maniram Dewan Trade Centre ,Guwahati, Assam, India
The Motorhome Show Season Finale	21-23-Sep 2012	The Motorhome Show Season Finale will be one of the most professionally organized shows where the accessory suppliers and the motor homes suppliers and service providers can participate. The visitors can lay their hands at and buy second hand motor homes.	Lincolnshire Showground Uk, Lincoln, England, United Kingdom
Auto Moto Retro	22-23-Sep 2012	The Auto Moto Retro event is a two days show dedicated to all the automobile and motorcycle companies and associations that includes all the automobile spare parts. The show will be organized in Rouen. The show will present over 400 classic cars in the hall and outside. The attendees will be able to indulge in the stock market for exchanging and buying new car accessories and bikes.	Parc des expositions de Rouen - France, Rouen, Seine-Maritime, France



ADAC Motorwelt :
Recommendable
(N8000)



Autobild sportscars :
Recommendable
(N8000)



Promobil :
Very Recommendable
(CP321)

* ADAC Motorwelt satisfactory certificate is equivalent to the previous ADAC Motorwelt recommendable certificate.

Selected as **Recommended Products** as a result of tire tests by renowned German magazines, such as **ADAC Motorwelt**, **Autobild Sportscars**, and **Promobil**.

Performance



Nexen Tire, cutting-edge technologies that harmonizes performance and design



Design



Nexen Tire won the **Reddot Design Award 2012**, one of the World's Top Three Design Awards
(Award-winning product: Nexen Tire N9000)



N9000



reddot design award
winner 2012



N8000



Recommended
Product by
ADAC Motorwelt



Recommended
Product by
Autobild Sportscars



CP321



Very Recommended
Product by Promobil



NEXEN TIRE

RECORD BREAKING 10TH ANNIVERSARY EDITION FOR AUTOMECHANIKA MIDDLE EAST

"This is the largest exhibition of its kind in this region" - H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority, Dubai

The Middle East's foremost trade and networking platform for the automotive aftermarket, Automechanika Middle East 2012, concluded recently in Dubai with record breaking numbers. Exhibitors and trade visitors were impressed stating that the 10th anniversary edition of the show exceeded all expectations.

With 1,324 exhibitors from 56 countries and 20,810 visitors from 128 countries*, the 10th anniversary edition enjoyed an all round 20% growth, further anchoring Automechanika Middle East as the most important exhibition of its kind in the wider region. The top five visiting countries after the UAE were Iran, Saudi Arabia, Pakistan, India and Kuwait. Furthermore, the exhibition grew by 24% in terms of space sold, with many exhibitors taking larger stands than in previous editions.

During the official inauguration of the tenth anniversary edition, H.E. Mattar Al Tayer, Chairman of the Board and Executive Director of the Roads and Transport Authority, commented: "This is the biggest exhibition of its kind in this region. There are some really interesting companies participating. Automechanika Middle East has played a key role in shaping and developing the auto spare parts industry across the region."

The upbeat trend at Automechanika Middle East was a direct reflection of the extremely positive outlook for the regional aftermarket, as underlined by Dubai's most recent trade figures.

20% increase in both visitor and exhibitor numbers

The latest figures released during the Automechanika Academy by the Statistics Department of Dubai Customs showed a 12% increase in auto parts total trade in Dubai in 2011, which reached US\$9.9 bn. Additionally, a 13% increase in Q1, 2012 as compared to the same period last year was announced, auguring well for continued growth into 2012 and beyond.

"With the 10th edition of Automechanika Middle East proving to be a great success, going by initial reports, it is clear that the future for the regional aftermarket continues to look bright," said Ahmed Pauwels, CEO of organiser, Epoc Messe Frankfurt.

"We not only had wide-ranging participation from a large number of international leaders in the aftermarket industry, but also attracted a record number and broad spectrum of trade visitors and buyers from across the region. The number of product launches at the exhibition, the fringe activities and the large number of networking opportunities provided by Automechanika Middle East underscores the relevance of the fair to the regional industry," he added.

Also participating at the Automechanika Academy was Mr. Bill Carter, Head of Valuations & Research Department at

Autodata. Mr. Carter gave a fascinating presentation on "The Impact of Devaluation of Vehicles" during the Academy. He commented: "This is a really important topic for the automotive aftermarket. Insurance companies in the region are now beginning to use our data to give the most accurate premiums to their customers. The Automechanika Academy is a great platform for spreading further awareness and educating on the key issues and trends affecting the sector."

Long term and key exhibitor Schaeffler Middle East was very happy with the outcome of the 10th anniversary edition. Attending the exhibition for the first time was Mr. Michael Soeding, President Schaeffler Automotive Aftermarket worldwide, who said: "Automechanika Middle East is a very professional concept. We see really professional people here and the quality of meetings and discussions we are having here is on a very high scale."

Hardex Corporation from Vancouver, Canada launched four new series of brake pads into the region. Babak Ras, International Marketing & Sales Manager from Hardex, said: "We were delighted with the initial response to our products at Automechanika Middle East. This has been a fantastic platform for our product launches. You have to participate in Automechanika Middle East if you are serious about doing business in this region."

TBC International had a very successful exhibition with their range of US made tyres and confirmed a series of business deals during the three day exhibition. Srinivas Tirupati, Middle East Area Sales Manager for TBC International, commented: "We came to Automechanika Middle East to find quality, exclusive distributors and the exhibition has exceeded all our expectations."

I got all my money back in the first hour of the show. The quality of customers I got from Saudi Arabia and Kuwait was brilliant. The right decision makers are here. They came, they felt, they touched and they bought."

Pleased with finding the heavy equipment and spare parts he was looking for, Mohammed Abbas of Saba Tech, a regular visitor to Automechanika Middle East thought that this edition was bigger and better organised than before, with a larger variety of exhibitors.

Also upbeat about Automechanika Middle East was Ossamah Azzuni, Division Manager of Genavco. "I found that the exhibition was better than in previous years, making it easier to find what I was looking for."

The increased focus on Truck Competence which is being implemented across the Automechanika exhibitions globally, met with great success at the Middle East edition. A total of 418 out of the 1,324 exhibitors, (approximately a third of exhibitors) had truck competence within their portfolios. Expanding the extensive Automechanika brand profile, Truck Competence covers the entire value chain in the truck sector from truck parts and accessories, via workshop equipment to body repairs and care.

With a positive industry outlook and continued support from the international and regional aftermarket community, Automechanika Middle East is firmly set on a continued growth path.

As the world's biggest trade fair for the automotive aftermarket, Automechanika 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 12 global Automechanika fairs held in Asia, Europe, North America, South America and Africa.







Manfred Wolf

President & General Manager, Automotive
& Industrial Business, MANN+HUMMEL.

Considering that manufacturing of automobiles does not take place in the Middle East, how important is this market to Mann + Hummel being an original equipment manufacturer?

It's certainly not an area where we intend to produce our products, at least not for the foreseeable future. But it has always been an interesting market for the replacement business and also for industrial applications. We have exported these products mainly from Germany and to a certain extent from other production sites. It is so important that we have decided now to establish ourselves in a more solid way in the area.

We have been active in Dubai with our representative office for some years. It was established in 2006, so that is some years back. We have just now changed this office to a legal entity – a subsidiary, and that allows us to provide a much better service to our customers. It means that we now have a team in place – most of them are present here in auto mechanics and they look after our customers in the area.

We will also have a local warehouse in Dubai. It is just being established and I think the first shipments have been made. It will be fully operational in the very near future i.e. the next couple of weeks. That will improve the service level to our customers. We invoice in AED so we believe it will be easier as far as the region is concerned. It is important and that is why we have to establish ourselves here.

Overall of course, for the main group, we are a company with a 2.5 billion Euro turnover and we are one of the largest auto-manufacturers in the world, and with production sites in Europe, in the Americas and in Asia.

The area is currently not as important as China for example as a German component manufacturer. But it is very important to cover the after-market over here as well.

How appealing is the region's vehicle servicing and repair sector to your company?

With our products, we cover more or less every car in the car park. We have a product for original equipment. We are mainly with the large European manufacturers and less so with American and Japanese – but we have a product for every single car and truck. That is obviously why the replacement/ service market is important to us.

In the service market, you will see this brand here – Mann Filter – so we don't operate with the company name which is Mann + Hummel but with Mann Filter. With this brand, we are one of the largest in the world.

Every second, we produce 15 filters – 24 hours a day, 7 days a week, 365 days a year. So that's pretty significant.

Other than the automotive sector, which industries in the region/ UAE do you cater to?

Yes, we cover automotive with passenger cars and trucks as I mentioned. We also cover industrial applications – mainly agricultural equipment manufacture, construction equipment manufacture, the compressor industry (with companies like Atlas Copco the compressor manufacturer as a very significant and good customer of Mann + Hummel).

In addition to that, we have also just now gone into the segment of water filtration with a new product produced in Singapore. We have made acquisitions of Ultra Flow and Louis Vazeel to do that. The Middle East is a target market for us and we have actually in the team of Mann + Hummel Dubai somebody who deals with water filtration. We are actively looking for customers. We are not so much involved with drinking water, but with processed water for industrial use.

What necessitated the opening of your first Middle East subsidiary in Dubai?

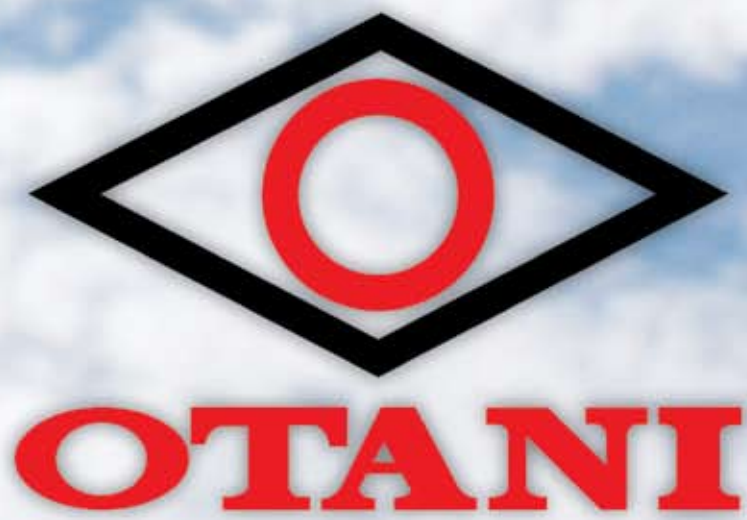
We wanted to be closer to the market and customer. We wanted to provide support to our customers and agents in the area.

What are your growth and expansion plans in the region?

There is no news to share in that area at this stage.

Other news?

We have just had our annual press conference. Mann + Hummel has done well in 2011, as have many automotive manufacturers. We have grown with 2 digit growth rate in this last period. We have consistently grown every year for 15 years with close to 10 per cent growth. We cover the world market, and we are now starting with new fields of activity. The most important one to mention for now is water filtration, but there is more to come. Obviously the automotive business and the industrial business are the backbone of our business.



Prima
OH-228

SpeedeX
OH-101

PerfomaX
OH-201

ExtramaX
OH-301

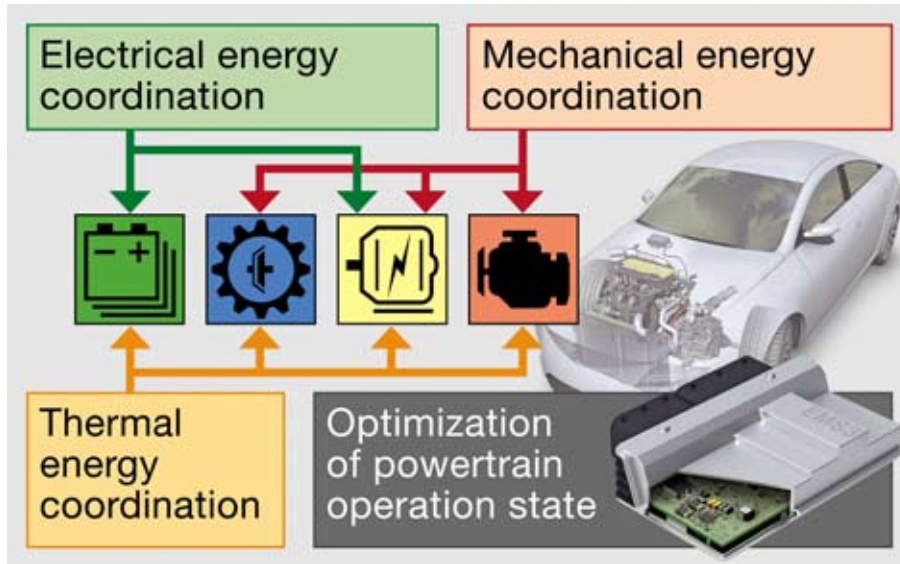


Distributed by:

ZAFCO
GROWING TOGETHER

P.O. Box: 262176, Jebel Ali Free Zone (South) Dubai, U.A.E.
Toll Free: 800-ZAFCO (92326) • Fax: +971 4 886 2701
email:sales@zafco.com

New Engine Controls by Continental Integrates Energy-Flow Management



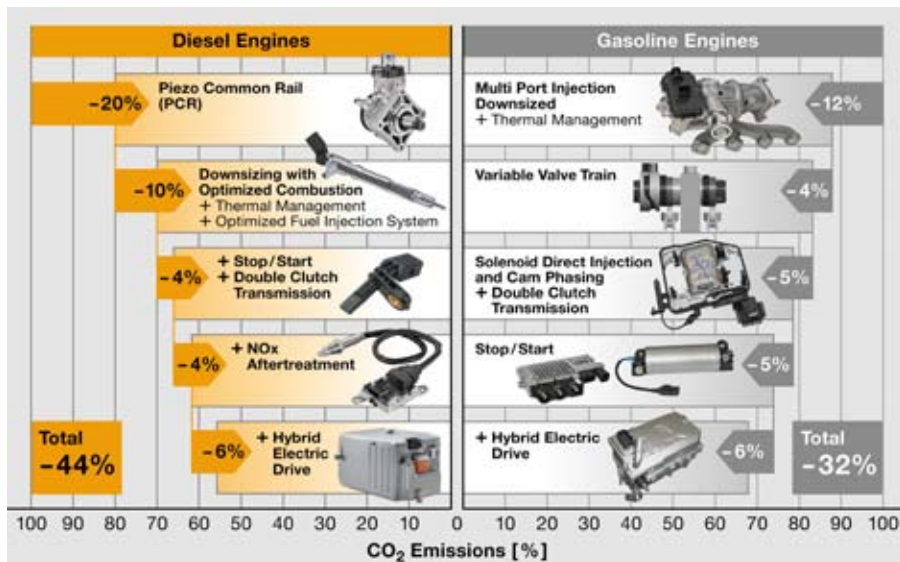
The international automotive supplier Continental announces its Engine Management System 3 (EMS3) platform, a new generation of engine and drive controls. It not only governs fuel injection and ignition with even more precision than ever before, but also coordinates electric automobile motors and monitors their battery charge status. The system is thus capable of generating the power that drivers desire by maximizing the interplay between a hybrid's internal combustion engine and its electric motor. The EMS3 incorporates still another completely new feature: predictive-based energy management (pEM). This software module is based on information obtained from the eHorizon and processes information on the driving style of whoever is behind the wheel. The eHorizon utilizes topographical data and the GPS signal to furnish a three-dimensional profile of the

route to the EMS3. However, it doesn't just use that information to calculate energy requirements. Instead, it identifies the segments along the route where recuperation is possible. It determines with what load and where the combustion engine would work more efficiently alone, or where the electric motor would perform better. "With our new engine management platform, we coordinate power, but we also direct the flow of energy along the drive train," said Jörg Grotendorst, head of strategy and technology of the Continental Powertrain Division.

The system's open architecture, patterned after AUTOSAR standards, also helps diminish the variety of applications along the engine's periphery. Existing subsystems will be able to continue serving in many cases.

Predictive-based energy management lowers both system costs and fuel consumption

The cars of the future will have electric motors, but the classic internal combustion engine will continue to do duty throughout the foreseeable future. Therefore, the challenge to both automotive suppliers and manufacturers will be to come to terms with the great variety of propulsion concepts and to refine them. The initial exuberant expectations of electronic vehicles have given way to a more realistic assessment. Whereas electric vehicles are gaining acceptance very slowly, hybrids are garnering more attention. Continental will therefore adhere unswervingly to its strategy of refining the power train by the addition of electric elements. The new EMS3 engine management system will be a major element in this strategy. The new Engine Management System integrates the fully variable valve control, cylinder shutoff, all the sensors, and the actuators needed to satisfy the Euro 6 norm. It also governs the components in the electrical path of a hybrid vehicle, coordinates electrical devices along the drive train and handles heat management for the battery.



Since storage devices cause the highest costs in a hybrid drive system, the goal is to employ batteries with as little capacity as possible. Continental engineers therefore came up with a completely new approach: predictive-based energy management (pEM). The idea behind it is that a small battery that permanently performs at full capacity is just as effective in reducing fuel consumption as a larger one that only recharges during the usual window of opportunity.

Two problems needed solving first. A situation could arise in which the electric motor might be the more efficient alternative but the battery is dead precisely at that moment. Or good opportunities for recharging the battery might go by unused because the combustion engine has already charged it. Continental has circumvented these problems by forecasting how much energy the vehicle will need to make a trip. It doesn't just calculate the total amount of energy needed but also, the amount needed for each segment. To do so, Continental's eHorizon draws upon data from the navigation system such as distance, geography, number and spacing of curves, intersections, and speed limits. It also draws upon information on the driving style of whoever is sitting behind the wheel. The Engine Management System then utilizes this information to determine where and to what extent it can recuperate braking energy, during which segment the combustion engine can recharge the battery with the least possible load, where it is possible to drive solely with an electric motor, plus numerous other functions. This new function of the engine control unit delivers whatever power a driver might need, but it also manages the entire flow of energy along the drive train, be it from fossil fuel or from electricity. Although the abbreviation EMS could stand for Engine Management System, here it could also mean Energy Management System. It is now possible to push the window of opportunity for recharging the battery to its electrochemical limit, thus maximizing utilization. Test drives have indicated that comprehensive management of this kind can reduce the total amount of energy needed by up to 10 percent.

EMS 3 reduces complexity

This sophisticated energy-management system results in a smaller battery, which in turn results in manageable system costs. Since the new engine control platform is based on Power SAR®, the Powertrain implementation of AUTOSAR standards, existing subsystems can frequently continue in use or, customers can replace them with AUTOSAR-based object code. Many applications are already scalable, which makes them usable for varying numbers of cylinders, different fuels or different classes of vehicles. To name some examples, the energy and torque management functions or the air-path function can find application in either diesel or gasoline engines, while the SCR (Selective Catalytic Reduction) function can find application in anything from a passenger car to a heavy truck. The EMS 3 platform's system architecture, moreover, reflects the ongoing merger of gasoline and diesel technology. Many functions have been developed for both gasoline and diesel engines. The Powertrain Division will eventually package the functions and solutions in the EMS3 platform.

This approach will help to lastingly diminish the complexity of the entire system.

Mazda to Make New SKYACTIV-D Clean Diesel Engines Available for GRAND-AM's New Advanced Technology Racing Class



Mazda Motorsports announced that it will supply racing versions of its new SKYACTIV-D clean diesel engines to customer teams competing in GRAND-AM's new GX Class for advanced/clean technologies, beginning with the 2013 season.

"This opens a new chapter in racing for us," said Jay Amestoy, Vice President of Mazda Motorsports, Mazda North American Operations (MNAO). "We've won with rotary technology, and now we're looking to again put our customers in the winner's circle with what we believe will be the most advanced and cleanest production-based powerplant the sport has ever seen."

The engines will be stock-block Mazda SKYACTIV-D 2.2-liter diesel four-cylinder, dual-stage turbocharged powerplants that, according to John Doonan, MNAO's Director of Mazda Motorsports, "will deliver outstanding performance and fuel economy coupled with the kind of quality, durability and reliability needed to produce great street cars and win endurance races."

Mazda remains the only Asian auto maker committed to bringing modern clean-diesel technology to the United States. The production Mazda SKYACTIV-D features include:

- 14:1 low compression ratio
- New two-stage turbocharger
- A 5,200 rpm redline
- Compared to Mazda's current-production
- 2.2L MZR-CD diesel engine:
- Up to 20% reduction in fuel consumption
- 20% reduction in internal engine friction
- 10% reduction in weight

Mazda Motorsports is noted for many things, including grassroots dominance in road racing, and being the only Asian car company with an overall win at the 24 Hours of Le Mans. Its David and Goliath approach -- supported by unique powertrains, devoted teams and drivers, and sales of parts to all who wish to compete -- has made Mazda one of the most successful brands in motorsports.

Since 2007, Mazda has been competing with great success in the GRAND-AM GT class with the rotary-powered RX-8. Mazda racers have secured manufacturers, team and drivers championships, along with 2008 and 2010 GT-class wins by the SpeedSource RX-8 in the Rolex 24 at Daytona. With the RX-8 no longer in production for the U.S. market, Mazda needed a new challenge.

SKYACTIV TECHNOLOGY will allow Mazda to chart its own path in racing, showcasing the latest in fuel-efficient, powerful and clean powertrains.

The engines are being developed jointly by Mazda Motor Corporation, Mazda North American Operations and SpeedSource Engineering. Dyno testing has already begun and on-track testing begins in late 2012. Engine pricing and terms will be announced at a later date.

The actual Mazda model in which the SKYACTIV-D racing engine will be installed will be announced after the conclusion of the 2012 GRAND-AM racing season.

Ferrari chooses Stringo for vehicle handling

Ferrari has chosen Famek as its supplier of a newly developed vehicle mover for their racing cars. Ferrari's racing cars have an extremely low ground clearance of 60 mm, which places very high demands on the vehicle mover. Thanks to Famek's extensive experience and expertise, it took only three months from receiving the purchase order to

"The model we developed for Ferrari's racing cars is probably the lowest in the world," says Anders Bergkvist, Marketing Director at Famek AB, developer and manufacturer of Stringo Vehicle Movers. "It shows that we can also develop products for extreme handling situations. It was technically challenging, since no one had ever developed a product like this before. But we are specialized in developing movers from scratch."

The extremely low ground clearance of 60 mm is at the rear of the car. It's even lower in the front, so the lifting device has to go underneath the car from the back. The rear wheels are secured in recesses on the mover, which are very shallow due to the low height. The press arms that prevent the racing car from rolling forward were specially designed so they could be folded in under the car. A brake pad prevents backward rolling.

World's lowest car mover

The press arms lie flat against the ground when the car's rear wheels roll into the recesses and are secured. There is only 10 mm of space between the mover and the car's undercarriage. Then the mover lifts the car 50 mm, shifting its 800 kg onto the rear axle.

"After receiving the order from Ferrari, it took us three months to develop and test the machine," says Bergkvist. "We've developed low-clearance machines before, but not to this extreme. It's probably the world's lowest car mover. Ferrari has already started using it."

The vehicle mover was delivered to Ferrari in Modena on schedule and to specification. No further adjustments have been necessary.

Made-to-order

Famek, which makes the Stringo, has previously developed custom made products for the aerospace, automotive and other industries. It is the only company of its kind that develops and builds customized products as well as standard products from scratch.





**MESSE
ESSEN**
Place of Events

**Nov. 14-16, 2012
SHANGHAI · CHINA**



REIFEN CHINA

6th ASIAN ESSEN TIRE SHOW

第六届亚洲埃森轮胎展

Further information:

Messe Essen GmbH · Phone: +49 201 72 44-727/-645 · Fax: +49 201 72 44-435
E-Mail: reifen.china@messe-essen.de · www.reifen-china.com

China United Rubber Corporation · Phone: +86 10 5865 0277 · Fax: +86 10 5865 0288
E-Mail: reifen.china@chrubber.com · www.reifenchina.com

Ferrari hits the links with new golf gear



COBRA PUMA GOLF is bringing consumers a premium new golf line. The Ferrari Golf Collection engineered by COBRA PUMA GOLF is a full offering that features luxury equipment, apparel, footwear and accessories. This long-term partnership between COBRA PUMA GOLF and Ferrari SpA is bringing a new type of product to the industry that is both beautiful and technically advanced, truly merging both art and science.

The Ferrari Golf Collection was developed through a collaboration with COBRA PUMA GOLF and Ferrari SpA. It brings the most innovative technologies from COBRA PUMA GOLF engineers and Ferrari aerodynamic engineers together with premium materials, packaging and unquestionable style.

"We saw an opportunity in the current marketplace to bring the Ferrari Golf Collection to life," commented Bob Phillion, President of COBRA PUMA GOLF. "It's a high end collection the golf industry has never seen before; bringing together the best of COBRA PUMA GOLF enriched with the expertise of Ferrari in a superior product offering of equipment, apparel, accessories and footwear. We are thrilled to be working with Ferrari SpA on this long-term collection to bring a new, premium golf product line up to consumers."

The culmination of the Ferrari Golf Collection lies in the COBRA Ferrari Driver, a true work of art designed and developed by COBRA PUMA GOLF equipment engineers with Ferrari SpA aerodynamics engineers. The result is a super premium, aerodynamic, multi-material design that delivers fast club head speed and exceptional distance. After studying the COBRA® ZL Encore™ Driver Ferrari aerodynamics engineers suggested shape changes that would reduce drag coefficient, making the club swing easily through the air and resulting in more club head speed. These changes included new radii along the face perimeter, smoothing of the bottom sole surfaces and raising the trailing edge of the driver higher off the ground (to delay separation). These new designs along with multi-material construction reduce drag, increase club head speed and maximize distance.

"The Ferrari Golf Collection Driver is a work of art," said Tom Preece, Vice President of Research and Development at COBRA PUMA GOLF. "We worked with Ferrari engineers to create a truly impressive driver that reduces drag and delivers fast club head speed. This results in maximized distance in a beautiful driver. To add to the allure, the driver features a hand-stitched leather grip, a headcover made from genuine Ferrari leather, a premium Fujikura® Motore Speeder Shaft and it is packaged up in a luxurious Ferrari Golf Collection Driver display box."



The attention to detail, performance and style did not end with the driver. The Ferrari Golf Collection apparel, footwear and accessories fuse form, function and fashion in a collection of impeccable design. The accessory range features premium visors, belts, gloves, umbrellas and bags. A selection of the accessories, such as the Ferrari Golf Luxury Bag and Ferrari Golf Luxury Duffel, are crafted in Poltrona Frau Leather, the same leather used in Ferrari GT Cars.

This season, the Ferrari Golf Collection apparel features polos, knits, jackets and pants. The Ferrari Golf Tech Polo uses state of the art fabrics and technology such as COOLMAX® All Season, UPF 50+ and moisture wicking for a shirt that keeps you comfortable and stylish in any weather. The Ferrari On Course Jacket has a striking style with contrast red stitching on black fabric, this design was based off of the interior of a Ferrari car. The jacket is also breathable, wind resistant and water resistant for extreme comfort throughout course of play.

The Ferrari Golf Leather Shoe is handcrafted in Italy with genuine full grain leather upper and sole. Available in white or black, the shoe is the epitome of fashion and technology. Utilizing PUMA's S2Quill technology, the shoe provides superior traction, stability and support while on course. The delicate stitching in the shoe is designed after the interior of a Ferrari car and the sleek silhouette is an understated, luxury look that will have heads turning all over the golf course.



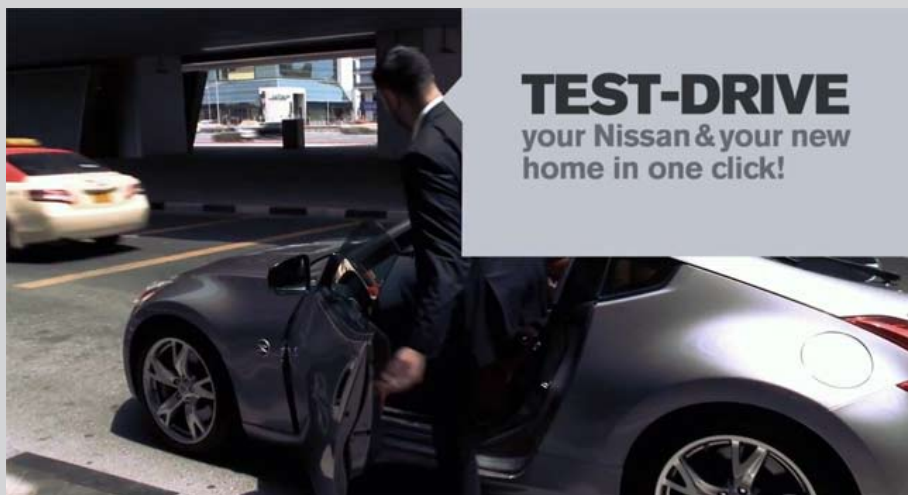
The Nissan House Hunter Test Drive



Nissan was looking for a creative and inexpensive way to boost its number of test drives in Dubai. TBWA\RAAD took up the challenge, and started looking at the problem from a larger perspective: Dubai is mainly a city of ex-pats, and what's the first thing that ex-pats need when they get here? A place to live. A home.

With this as the approach, TBWA\RAAD teamed up with Dubizzle.com, the most popular house-hunting site in the region, to create a unique initiative called The House-Hunter Test Drive. The House-Hunter Test Drive banner ad was integrated with the Dubizzle search engine to match the user's home, neighbourhood, budget and family size. When the search results for homes came up, the banner ad displayed the perfect Nissan vehicle for that person's lifestyle, and then offered the opportunity for sign up for a test drive right then and there. If the user accepted the offer, he/she would be picked up in the Nissan of their choice and taken to go see their potential new home.

The campaign was a huge success, with over 1,200 test drives booked across seven Nissan models in only a few weeks.



Pioneer Head-up display navigation system

Pioneer Corp announced a car navigation system that is equipped with a head-up display (HUD) and displays augmented-reality (AR) information in front of the driver.

The car navigation system, "Cyber Navi," comes in two models: "AVIC-VH99HUD" (1D + 1D unit), which is a high-end model, and "AVIC-ZH99HUD" (2D unit). Both of them will be released in later this month. Though there are no manufacturer's suggested retail prices, the expected retail prices of the VH99 and ZH99 are ¥320,000 (approx US\$4,006) and 300,000, respectively.

Pioneer claims that the Cyber Navi is the world's first AR-enabled car navigation system using an HUD. The company exhibited a prototyped HUD at CEATEC Japan 2011, which took place in October 2011

XTS Capless Fueling Keeps Hands and Paint Clean

Smart engineering makes gas stops quicker, less messy

The new Cadillac XTS luxury sedan features many technologies that are noticed the instant the vehicle's ignition button is pushed. But some advancements, like a new capless fuel filler assembly, hide literally behind closed doors.

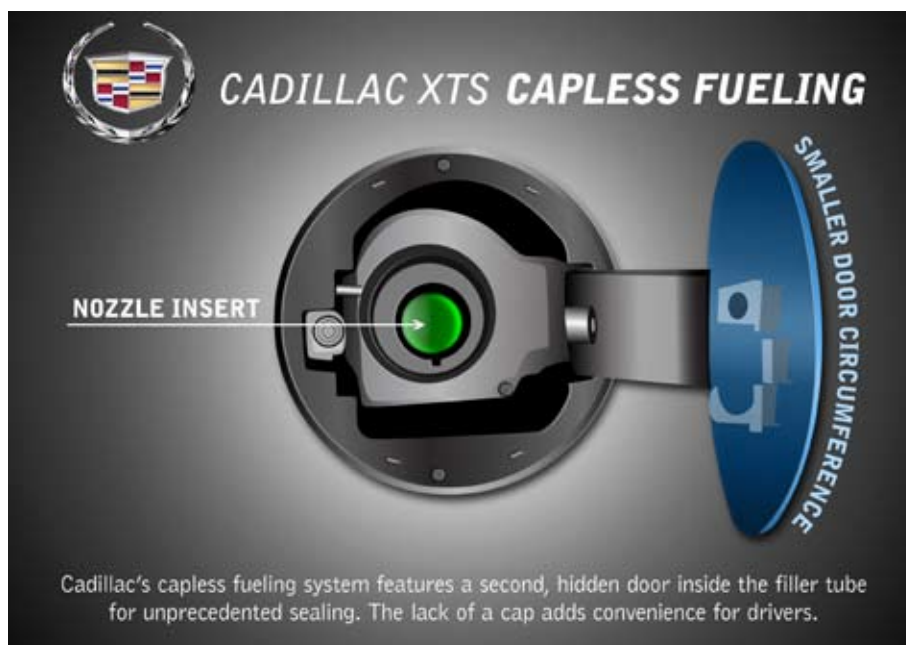
"This new system has advantages for both the car and the driver," said John Hamilton, Cadillac fuel fill systems design engineer. "It helps keep hands free of dirt and fuel, paint free of scratches caused by a swinging cap, and the engine running smoothly."

Because fuel systems must be fully sealed, a loose cap can trigger a "check engine" light and lead to service visit.

The 2013 XTS doesn't have a traditional twist-off cap hidden behind its fuel door. Because of this, the door itself doesn't need to accommodate a hand and was designed to be smaller and less noticeable on the XTS' sheet metal.

Despite having no cap, the system meets all fuel system sealing regulations. When a fuel nozzle is inserted, it pushes aside a set of two doors, each locking fuel in with a rubber seal around its edge. The two doors are designed to assure the system will remain air-tight through years of ownership.

"Some capless systems on the market have just a single door, making them vulnerable to leaks," said Hamilton. "Unlike competitors, Cadillac's system also has no internal drain, something that can also lead to inadvertent dripping."



Moving beyond capped systems has further advantages for car owners. It eliminates the risk of leaving a gas station with a dangling cap, which can lead to paint damage and messy fuel dripping.

Because the XTS uses an advanced V-6 engine with direct-injection and lightweight innovations like exhaust manifolds integrated into the cylinder heads and a next-generation six-speed transmission, fuel stops will also be less frequent.

"We ignored no detail in making XTS the most advanced Cadillac sedan yet," said chief engineer Sheri Hickok. "Even things taken for granted, like a fuel cap, deserved and received a full rethink."

Porsche creates another classic for luxury car lovers in UAE



Cool way to take the heat out of summer

Finding ways to keep cool during the summer months is always a challenge, but here's one that should go down well with luxury car lovers in the UAE.

A classic bottle cooler available in Dubai exclusively from Porsche Centre Dubai, Al Nabooda Automobiles LLC, is made from an original ribbed cylinder found in early 911 models from the German manufacturer.

Designed by Porsche, it comes with an anodized aluminium base and a lasered company crest, and is a new addition to the Driver's Selection product line.

With a specially reduced price valid in June only of AED1,825 from AED2,280, it provides constant and long-lasting coolness thanks to its double-walled construction.

THE BEST TRUCK RADIAL TYRES



***Driven
The World over***

RLB200+

RR202

RR605



AW Rostamani Trading Co. LLC & AMARON India honors its valuable Dealers



■ Senior Management of AWR & Amaron

•AMARON Horizon Dealers meet organized by AW Rostamani Trading Co. LLC & AMARON India

•Over 200 dealers attend the meet

AW Rostamani Trading Co. LLC, part of the AW Rostamani Group, in association with AMARON India, one of the major leaders in the battery industry, honored 200 AMARON Dealers at an event organized at Al Bustan Rotana Dubai. The ceremony was attended by top level management of AW Rostamani & AMARON India.

AMARON Battery is manufactured in India in collaboration with Johnston Controls. AMARON has a strong reputation for ultra-long service life under the toughest of conditions. AMARON batteries incorporate the latest technological advances in the field of captive power and are on par with batteries manufactured and marketed anywhere in the world.

AMARON batteries are made in QS 9000 IS 14000 & TS 16949 certified plants using world-class technology. The finished batteries also undergo stringent quality control parameters to ensure they meet global standards, and will last you for a long, long time.

Don't Get Stranded in the Heat

A-MAP Urges Yearly Car Battery Checks



With summer in full swing it's not only people that are affected by the searing heat, with the region's car owners warned to have their car batteries tested professionally to avoid being stranded in the high temperatures.

According to experts, excessive heat is one of the main reasons for reduced battery life, as heat will increase the discharge rate of the battery causing it to die out quicker.

"With average daily temperatures in the UAE topping 40 degrees Celsius over summer, being stranded on the side of the road with a flat battery is a disastrous scenario," said Asad Badami, Managing Director for A-MAP, the region's leading distributor of aftermarket automotive spare parts, batteries, tyres and lubricants.

"It's important for car owners to be aware of the effect of heat on batteries. The more heat that a battery is exposed to, the shorter the lifecycle and the quicker it needs to be replaced. Unexpected battery failure is just that – unexpected – and car owners should not wait until they are caught in the heat by the side of the road before realising the importance of battery testing," he added.

Generally automotive batteries have a lifespan of one to two years, which reduces significantly in hotter climates such as the UAE. As a result of the extreme weather, it is recommended that car batteries are checked every quarter, especially before summer, and ultimately replaced where necessary.

It's important to choose the best battery for your car; too small capacity wise, and it will need to be replaced sooner than normal. Too much capacity and you will have spent excess money unnecessarily.

Four quick steps to choosing the right battery for your car:

1) Determine the proper group size for your car, which identifies the external dimensions of the battery and determines the space required under the hood. This information can be found in the owner or service manual of your vehicle.

2) Determine cold cranking amps (CCA) needs – CCA is a car battery rating that pertains to the amount of current the battery is capable of supplying for up to 30 seconds, at an ambient temperature of 30 degrees. Again, you should find this in the owner/service manual.

3) Decide on the price range.

4) Choose the appropriate battery.

A-MAP is the sole distributor of Solite batteries in the region, a highly reliable automotive battery installed in all factory assembled Hyundai and Kia vehicles all over the world. The superior quality Solite features an internal rust-free calcium metal, displaying excellent heat resistibility and strong immunity against drastic temperature changes.

SOLITE[®]

BATTERY

Give Your Car a Long Life.

The trusted name in automotive batteries. Infuse your car with the OEM of Car Batteries! With its superior quality and exceptional performance, you can be assured of a **HASSLE-FREE DRIVING EXPERIENCE.**



High strength forged Bushing



Lead-Calcium Grids



Hydrometer (Indicator)

- Made specifically for the region
- Ultra heat resistance capability
- Internal rust-free calcium metal
- Maintenance-free reliability

For more information call **800-SOLITE (765483)** or visit **www.solitebatteries.com**

**Now Available with all Leading
Retailers across U.A.E.**

a-map
AL-MUGARRAM AUTO PARTS

SOLITE[®]
BATTERY

In Case of Emergency Eat this Book

While Land Rover vehicles can take on any obstacles in the desert, it cannot be said the same of their owners. Scorching temperatures, deadly animals and sinkholes are just a few things they might encounter. And when they venture deep into it, even the most experienced drivers can quickly succumb to the harshness of the desert. They wanted to create something that would cut through the clutter and that these people would like to keep. So they created a survival guide, which explained the basics for staying alive in the Arabian Desert, and packaged it in a way that would spur the attention of their target audience.

The researched every indigenous animal and plant, people could encounter in the Arabian Desert and how they could be used to survive. They studied the topography of the region to guide people to safety. They used a reflective packaging similar to army rations, which could be used to signal for help, and bound the book with a metal spiral, which could be used for cooking. Finally, they even took an extra step so that in case

of emergency, people could always EAT the book. It was made out of edible ink and paper, and it had a nutritional value close to that of a cheeseburger.

The sent the Land Rover Edible Desert Survival Guide book to 5,000 existing customers, gave it away as a supplement to the cars' manual and made it freely available in sports shops.

The initial response was very positive. Land rover was so happy with the concept that they asked to include the book as an insert in the next edition of a car magazine, with a 70,000 circulation.



Land Rover Edible Survival Guide

The Arabian Desert is one of the most extreme environments known to man. There, even the most experienced driver can quickly succumb to the harshness of the desert.

To form a lasting connection between Land Rover and its target audience, we created a practical desert survival guide as a giveaway to all Land Rover owners. This guide not only gives you extreme tips to stay alive in the desert but as a last resort, you can also eat it.

The survival guide is made out of edible paper and ink, its metal binding can be used as skewers, and its reflective packaging to signal for help.

As a result, more than 5,000 Land Rover owners are now embracing their sense of adventure, and the campaign helped reinforce the brand's off-roading capabilities in consumers' minds.

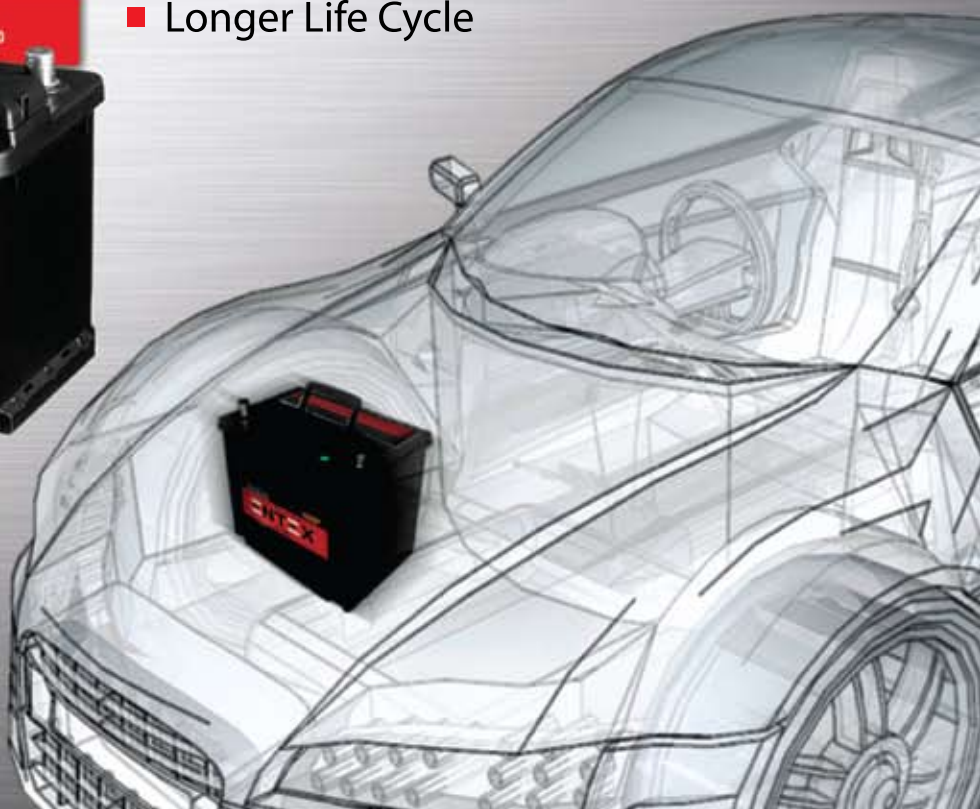


ENTEX

Empowering Movement



- Super intensity terminal
- Terminal design
- Integrated handle
- High resistance design for vibration
- Longer Life Cycle



Experience. Growth.

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

35
Years
Experience. Growth.

Head Office

Varga Trading Company L.L.C

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

Branches

Varga Trading Company L.L.C (Dubai)

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

Varga Trading Company L.L.C (Sharjah)

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

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

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

www.vargaco.com

HOT PRODUCTS



CITIZEN ECO-DRIVE RING

Eco-Drive RING, the latest limited edition collection of CITIZEN launched recently in the Middle East. The watch highlights further innovation in Citizen's Eco-Drive technology and one of its signature design elements is that it is now captures light from the side of the case.

A ring-shaped solar cell surrounds the case sidewall is enclosed in an outer sapphire crystal ring while the hollowed case lugs are born out of necessity to absorb light from the side and is finished with a thick-stitched, pearl-coated, blue-grey strap in crocodile leather. Eco-Drive RING is now, more than ever, an exquisite fusion of beautiful design and power from light and is limited to 250 pieces worldwide.



The Asus Transformer Infinity

Running the Android operating system, the ASUS Transformer Pad Infinity offers unrivaled performance and flexibility with advanced multitasking, rich notifications, customizable home screens and deep interactivity.

Featuring a Full HD 1920 x 1200 Super IPS+ display with Corning® Gorilla® Glass 2, the ASUS Transformer Pad Infinity morphs into the ultimate workhorse when combined with the Mobile Dock thanks to its full QWERTY keyboard, multi-touch touchpad, USB and SD card ports and extended battery life up to 14 hours. The extra battery-saver core on the CPU handles low-power tasks such as active standby, music and video, and is transparent to the OS and applications.

An unmatched 8MP rear camera with auto-focus and an LED flash allows the Transformer Pad Infinity to take sharp, vibrant and highly detailed photos thanks to its large F/2.2 aperture, 5-element lens, back-illuminated CMOS sensor, touch-to-focus capabilities, shallow depth of field, low light noise reduction and a wide 75-degree angle of view (28mm equivalent focal length). The rear camera also has the ability to record Full HD 1080p video at 30fps, while the 2MP front camera is ideally suited to video conferencing. With 32GB or 64GB of internal memory, 8GB of free storage on ASUS WebStorage for life, and a variety of external storage options, Transformer Pad Infinity users will be able to store and share their memories anytime, anywhere.

SAINT HONORE COLLECTION FOR THE REAL GENTLEMAN

SAINT HONORE has long enjoyed recognition as an outstanding watchmaker, but the brand is also known for its expertise in writing instruments, cufflinks and leather goods. Unjustly categorised as "men's accessories", at SAINT HONORE they gain a whole new dimension.

Particularly noteworthy this year is the new "White Edition" finish on the pens and cufflinks, offering a touch of originality while remaining discreet. In steel or plated with pink gold, the "chevron" and "basket weave" patterns make this a unique and utterly precious collection.

As immaculate as ever, the Worldcode, Coloseo and Haussman ranges of pens come in new colours and finishes such as brushed aluminium, carbon, or the "chainmail" and "tears" patterns.

Bold and contemporary, the shapes and finishes of the cufflinks echo the designs of the watches and writing instruments in the collection.





VEZDA AST KR26

- Tread design with five – pitch sequence offers a quite, Comfortable ride.
- Four outside ribs with consistent stiffness provide handling and cornering stability.
- Inside shoulder with high void ratio design evacuates water for excellent wet performance.

KENDA

Performance Minded. Value Conscious.

Experience. Growth.

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

35
Years
Experience. Growth.

Head Office

Varga Trading Company L.L.C

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

Branches

Varga Trading Company L.L.C (Dubai)

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

Varga Trading Company L.L.C (Sharjah)

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

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

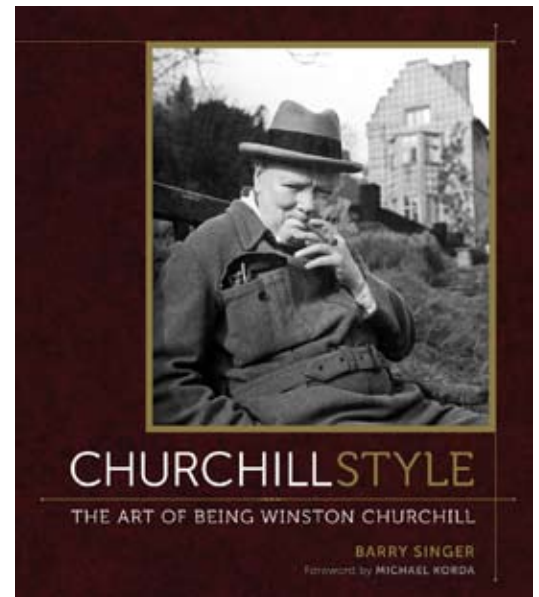
Tel : 04 - 2274686, Al Maktoum Hospital Road
Deira, Dubai, U.A.E

www.vargaco.com

HOT PRODUCTS

Churchill Style

One of the most iconic and endlessly fascinating figures of the 20th century, Winston Churchill has been the subject of any number of books, but none of them have analyzed his lifestyle as a way to really understand the man. This book features a vivid and entertaining timeline of his public history, but also focuses on the more personal, nonwork aspects of his day-to-day life, covering topics such as autos, books, cigars, dining, fashion, home, libations, and pastimes. Churchill lived an extravagant life, but in reality did not have much money. His ability to live well beyond his means is a lesson that will intrigue many.



Ray-Ban Folding Aviator

Ray-Ban® Folding Aviator™ brings an element of fun and space conservation to the iconic sunglasses. The tubular metal temples have a hinged curve that allow you to fold your sunglasses into a compact size that fits in a unique smaller Ray-Ban lens case. Polarized and Gradient crystal lenses ensure the style and protection that Ray-Ban sunglasses are known for worldwide. The Aviator has an extremely flattering fit for most face shapes and are prescription friendly. A Ray-Ban logo can be found on the lens and temples. The recognizable Ray-Ban shape is that of the original Aviator Large Metal sunglasses.

Sony VAIO T-Series Ultrabook

Available in 11.6-inch or 13.3-inch screen sizes, the VAIO T-Series Ultrabook boasts impressive productivity using the latest-generation Ultra Low Voltage Intel® Core™ processors and ultra-fast SSD flash drives. The feature ensures file access is close to ten times faster than a standard hard disk drive. 'Hybrid' models offer the best of both worlds, using the new Intel® Smart Response Technology (iSRT) that teams fast SSD cache memory with a high-capacity HDD drive for quicker boot times and larger storage space.

With the new Rapid Wake technology that will be available across the new summer line up, the user won't need to shut down his unit. Additionally one can resume the VAIO T Series from sleep mode even after 30 days owing to long battery life. The VAIO T-series comes with full featured connectivity and a generous complement of interfaces including HDMI, VGA and RJ45 network ports plus an SD/MMC media slot. A light and portable laptop, it is equipped with Sony's exclusive xLOUD™ and Clear Phase™ sound technologies that boost volume levels without distortion for crisp and clear web chats, video clips and games.



Precision minded,
Performance driven.



MARSHAL

Experience. Growth.

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

35
Years
Experience. Growth.

Head Office

Varga Trading Company L.L.C

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

Branches

Varga Trading Company L.L.C (Dubai)

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

Varga Trading Company L.L.C (Sharjah)

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

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

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

www.vargaco.com

GT RADIAL

Experience the performance
Discover the value.



Bagader Trading Est.



مؤسسة باقادر التجارية

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

