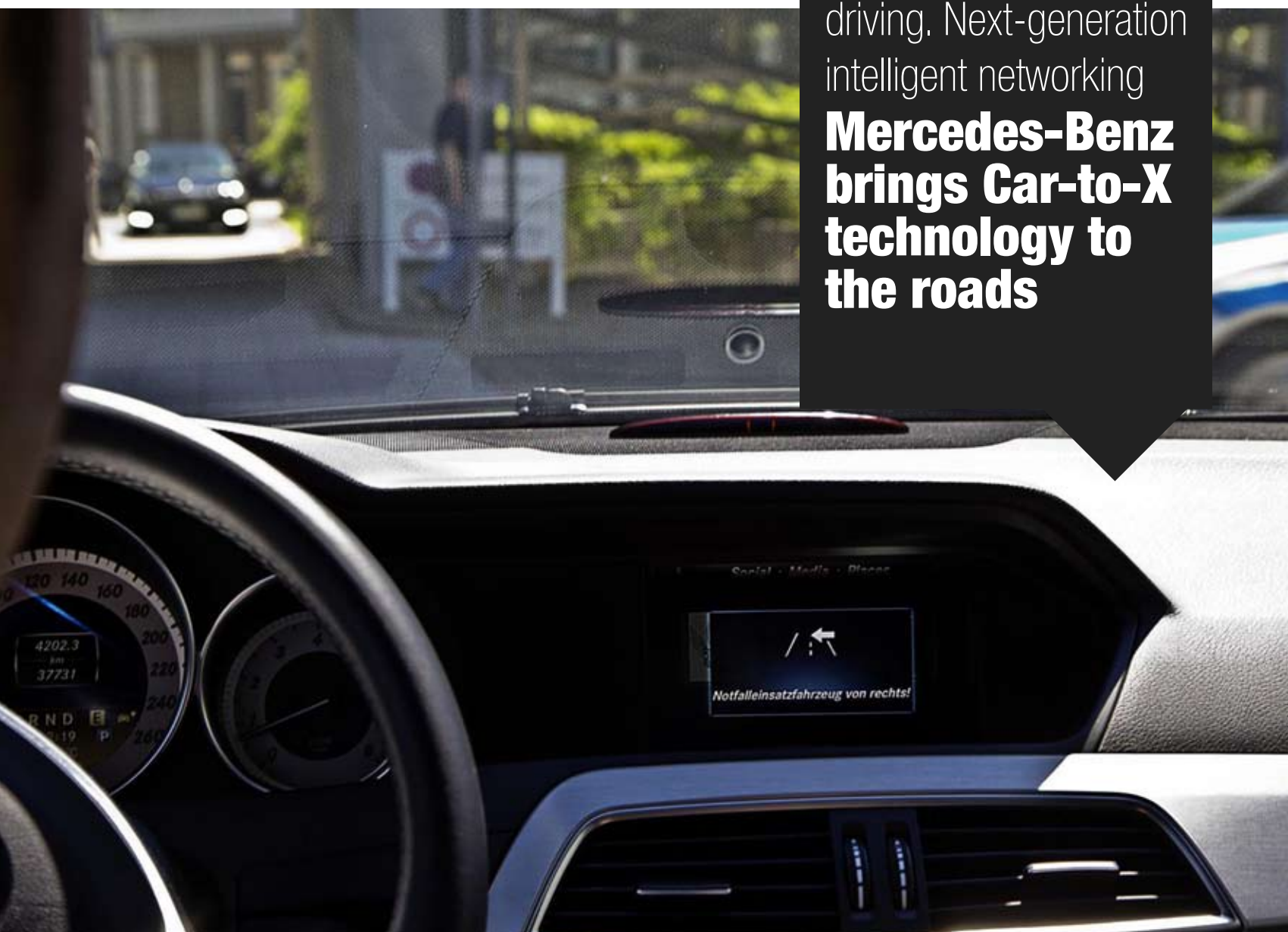


TIRES & AUTOMOTIVE PARTS MAGAZINE

Next step on the road to accident-free driving. Next-generation intelligent networking
Mercedes-Benz brings Car-to-X technology to the roads



Mr. Charles Jesudason
Sales Director of Zafco

Lenovo Yoga 11S



Hot Products / Page 68



Alexia
Tires

www.alexiatires.com

Bespoke tires

Specifically designed and produced for you.



ART 1100



ART 1200



ART 1300



ART 1400



ART 1500



ART 1600



ART 1700



ART 1900

Guided by the main principles of value, trust, honesty and quality Alexia tires has been proudly manufacturing commercial and OTR tires from Asia with the intention to fill a gap in the replacement tire market. Alexia Tires believes in delivering the greatest value, quality and service without compromising on innovation and style. With over 35 years of experience in the industry, Alexia Tires is passionate about its work. We bring to the market unique tire products and designs that specialize in the manufacturing of custom products that fit the market requirements of the day. Alexia's strength lies in its flexibility and its ability to listen to the demands of the market and make subsequent swift changes as needed.

Alexia Tires is a global company comprised of passionate designers and engineers who continue to use the latest technology to deliver the most innovative and original tires in the market. With worldwide distribution, Alexia Tires looks forward to further reaching out to the masses with truly one of a kind products and continuing to be trailblazers in the industry.

For exclusive territory enquiries pls contact sales@alexiatires.com.

MARSHAL

INTRODUCING OUR LATEST UHP
MATRAC MU 19

MADE IN KOREA

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

Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen
Manju Mathew

Sales & Marketing
Ahmad
Aji

Design
Shabeer Aziz

Circulation Assistants
Thaha
Sasi Pillai
Dilfar
Oscar
Manjunath Kotian

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.

911 50TH ANNIVERSARY EDITION

AUTOMOTIVE / PAGE 26



AUTOMOTIVE

TIRES

PARTS



Mopar '13 Dart 20
AUTOMOTIVE / PAGE 200



**MICHELIN Primacy 3 tire applauded by
UAE dealers**
TIRES / PAGE 44



Intelligent Sensor by Continental
PARTS / PAGE 64

Lamborghini builds 2,000th
Aventador 12

Al Majid Motors launches All
New Kia Carens 27

Rolls-Royce wraith Arrives In
The UAE 28

Varga Inspiring success for more
than 35 years 42

APOLLO Tires TO ACQUIRE
COOPER TIRE 46

BKT aims to lead the Off
Highway Tire Market 47

BMW Group accelerates the fight
against counterfeit 56

Stay cool with genuine radiators
from GAP 60

Hot products 68



Mr. Charles Jesudason
Sales Director of Zafco

What features can we expect from the launch of ZDEGREE retail brand?

With the launch of the online portal, customers in the UAE can now order tires and related services by the click of a mouse at www.myzdegree.com from the comfort of their home or productive time at work. The standout feature is that the services are rendered by ZDEGREE's mobile service vans at the customer's preferred location – at home, at work at no extra cost or at one of our four outlets

What is the link between ZAFCO and ZDEGREE? Please explain this further.

ZDEGREE is the retail arm of ZAFCO in the UAE. Our strategy is to expand the business portfolio, to serve the community for automotive products and services simultaneously and be able to have a full-fledged automotive aftermarket experience

How will you assess the current sales trend of the global tire market?

The tire market trend is closely linked to regional automobile sales and raw material prices, petroleum and rubber in particular. What is relevant for us is how these factors affect us here in the UAE. Automotive sales is buoyant and the vehicle parc is increasing year on year. Currently the raw material prices are going through a stable if not downward trend. Both these factors bode well for tire sales although it puts pressure on distributor's margin with new entrants (brands) into the market, mainly from China.

How are you going to evaluate the existing product tire sales within the UAE?

The major shift comes from our online portal, for which we are the first in the region. Customer interface is now being shifted from a conventional store to eCommerce. This is the fundamental concept behind ZDEGREE operations and there is no better place to pioneer this in the region than Dubai, UAE.

Part of the core values of Zafco is empowerment, whereby employees are involved in the decision making process; can you state this clearly?

Sure, we at ZAFCO are privileged and proud to be associated with this organization wherein employees are empowered in a manner through a formal process which is designed to ensure our capability to adapt to dynamic market conditions without affecting the speed of business and fulfill the responsibility of proper Corporate Governance as well.

We also have periodic Town Hall meetings where the employees are informed of the company's performance along with imminent

plans, future areas of investment etc. which are critical for employees to know, at all levels. The primary stakeholders are open to any no-holds-barred questions at this time. Other tools such as 'Listening to You' surveys with a documented action plan for implementation go a long way in furthering the empowerment of employees within the organization.

You see, the leadership of the organization is visionary and along with the passionate inexhaustible will to succeed with excellence in our area of operations also place a high value on the opinion and well-being of their employees.

Since Zafco owns one of the world's biggest warehousing networks (with a combined average inventory of more than 1 million tires), what initiative is the company doing to sustain its standing and reputation in the global tire market?

We are constantly on the path of growth and innovation. Apart from brands being added to our portfolio in various countries worldwide, we are also aggressively investing in our own brand ZEETEX with new patterns and additional sizes. You will hear more of this in the coming months because exciting things are happening on this front. We have recently acquired ARMSTRONG from Pirelli. Our constant endeavor in maintaining and improving our customer satisfaction through all touch points together with a strong conviction in all that we do with a proficient and dedicated team will surely sustain our standing and reputation in the global tire market.

Being the current head of Zafco UAE & ZDEGREE, what strategies are you working on to promote the company in line with its products and services? Please tell us more about the customer centric approach that you would be implementing.

It is very important that we listen to our employees, customers and act accordingly. Happy employees make happy customers. On one hand, I can confidently state that our current customers gladly deal with us due to the people they are in contact with in ZAFCO on a day to day basis. On the other hand, I can also state that our key strengths are the response time to customer requests, warranty solution, complaint resolution. Convenience and confidence in conducting their transactions with ZAFCO / ZDEGREE is the byword, and



in line with this we offer products and value added services at competitive prices. We have 600+ B2B customers scattered across the emirates not counting ZDEGREE retail, and their requirements are fulfilled within 24-48hrs and in urgent cases, on the same day at no extra cost. We reward our patrons on quarterly / annual basis through various means of a structured loyalty program.

What are the amenities and services included in ZDEGREE's modern automotive maintenance Centers in Al Quoz and ENOC petrol stations?

Complete automotive maintenance services. We have already launched three service centers on Al Khail Road and Sk.MBZ Road (Emirates Rd). These service centers are your quick stop for availing the full services related to tires, brakes or battery change and other light maintenance jobs. For extended automotive maintenance and repair work, our main flagship branch in Al Quoz 4 is a comprehensively equipped service center that caters to the entire automotive needs of our respected customers. How is that possible? Well, we literally designed our concept around our customers' needs: talking to discerning car owners who sought quality and convenience in everything in life, we learnt that they were missing these benefits when it came to getting their cars serviced in UAE. So, at ZDEGREE, we took care of this.

Among 800 customers in 85 countries, who is your most profitable customer and in which country?

Well, this is a difficult question because we greatly value the relationship with all our customers equally. Having said that, it is a fact that during some years due to adverse socio-political climate business gets affected.

What can we expect from Zafco next year? What is your next project?

Currently we are working diligently on strengthening the ZAFCO distribution business in UAE which is our core strength and establishing the ZDEGREE concept for tires and automotive services, especially online through our eCommerce platform www.myzdegree.com. Currently well established in Dubai and Abu Dhabi, I see this project continuing next year actively across all the emirates before we venture elsewhere.

As you have demonstrated a strong track record in your career for more than 24 years, what challenges are you currently facing being the sales director of ZAFCO UAE?

What is life without challenges? It makes us stronger and wiser. The same issues one would face in any business is what I come across here as well. But, it is extremely heartening to say that I am blessed with a strong and dedicated team who support me with their passion and hard work and ever ready to take on any new challenges that come our way. Therefore, together we are able to overcome and ensure that our customers are satisfied and will continue to enjoy the products and services through ZAFCO / ZDEGREE now and in all the years to come.

ASTON MARTIN DUBAI LAUNCHES THE WORLD'S MOST BEAUTIFUL 4-DOOR SPORTS CAR

ASTON MARTIN RAPIDE S

Aston Martin announced the launch of the stunning new Rapide S, a strikingly beautiful car that offers more luxury and more power in its quintessentially elegant four-door silhouette. The event, taking place at Aston Martin's Dubai showroom, gathered prominent figures from the UAE, and was themed in a unique Art Gallery style showing hundred years of Aston Martin's legacy.

Tim Trenker, General Manager, Aston Martin UAE, said: "We are delighted to announce the launch of the Rapid S in the UAE. With its unique positioning and striking appeal, it certainly stands out as the most stylish four-door sports car in the market today."

Aside from the extensive design and engineering improvements, the luxurious new Rapide S – which replaces the outgoing Rapide in markets worldwide – is now even more refined thanks to a range of additions to the four-seater's sumptuous interior. The iconic British carmaker's new luxury GT has been considerably redesigned and meticulously re-engineered to reassert its position as the world's most beautiful, and beautifully balanced, four-seat sports car.

Changes under the new Rapide's skin are comprehensive, with a new version of the new AM11 naturally aspirated 6.0-litre V12 power plant delivering unprecedented power and improved in-gear acceleration.

Power from the new engine jumps significantly versus that of its predecessor: up by 17 per cent or a massive 80bhp from 470bhp at 6,000rpm to a now very substantial 550bhp at 6,750rpm. Peak torque increases, too, up from 600Nm to 620Nm at 5,000 rpm. Meanwhile an even more marked improvement in torque occurs lower down the rev range, as pulling power rises by more than 40Nm between idle and 4,000 rpm with an additional 50Nm available at 2,500 rpm.

Mr. Trenker also added that, "The UAE stands out as a unique market for luxury car brands with its dynamic customer base. With the amount of personalization on offer, the Rapide S can be tailor made to suit any individual's needs. This level of customization paired with the brand's exclusive image and heritage makes the Rapide S a solid proposition for luxury car buyers in the UAE."

The new Aston Martin Rapide S will be available to order through the Aston Martin UAE showroom in Downtown Dubai.

Most recently, Aston Martin Dubai announced the plans to open a standalone service center in Al Quoz, Dubai, just off Sheikh Zayed Road. This service center is the first facility servicing strictly Aston Martin customers in the UAE. The new Aston Martin Dubai Service Center has over twenty service bays as well as a full parts department and customer service call centers with an aftersales team accessible at all times.





ROADSTONE

CP 672

CP 661

RO-HT

RO-HP



ZAFCO

GROWING TOGETHER

P.O. Box: 262176 Dubai, UAE • Toll-free: 800-ZAFCO (92326) • Tel: +971 4 8862700 • Fax: +971 4 886 2701 • Email: info@zafco.com

www.zafco.com

The Audi tron family

New technologies for mobility of the future

Berlin, One of the strategic corporate objectives of Audi is to develop technologies that combine driving fun with sustainability. It seeks solutions that strike a balance between individual mobility on one hand and economy, ecology and the requirements of Audi customers on the other. The models of the Audi tron family demonstrate especially well how these seemingly opposing pulls can be reconciled. g-tron stands for drive concepts that run on synthetic Audi e-gas and natural gas and achieve an excellent CO₂ footprint. The first production model to pave the way for CO₂-neutral long-distance mobility is the A3 Sportback g-tron. The term e-tron, on the other hand, stands for the systematic electrification of the driveline. As one outcome of its research and development projects in this area, Audi is now going into volume production with the A3 Sportback e-tron, the first premium compact car with plug-in hybrid drive.

"The Audi tron family stands for plug-in hybrids suitable for everyday driving and CO₂-neutral long-distance mobility," said Wolfgang Dürheimer, Member of the Board of Management for Technical Development at AUDI AG. "Our approach leads to sustainable and zero-emissions mobility that is both fun and affordable." The A3 Sportback g-tron and A3 Sportback e-tron already show how diverse the Audi range of technologies for sustainable mobility is. Audi will be bringing further pioneering cars onto the market in rapid succession.

With its plug-in hybrid concept, the A3 SPORTBACK E-TRON combines the advantages of a 1.4 TFSI combustion engine with those of electric drive. The power is transmitted to the front wheels via a newly developed e-S tronic. The liquid-cooled lithium-ion battery is located ahead of the front axle; it stores 8.8 kWh of energy, enough to drive 50 kilometers purely electrically and therefore with zero local emissions. With 204 hp of system power and 350 Nm of system torque, the Audi A3 Sportback e-tron is a sporty premium compact vehicle. It accelerates from 0 to 100 km/h in 7.6 seconds and reaches a top speed of 222 km/h. The overall range is 940 kilometers. Consumption measured in accordance with the ECE standard averages just 1.5 liters of fuel per 100 km, equivalent to CO₂ emissions of 35 grams per kilometer. **The A3 Sportback e-tron will go on sale in Germany from the end of 2013.**

The 1.4-liter TFSI engine of the A3 SPORTBACK G-TRON runs on Audi e-gas, a synthetic fuel that in chemical terms is almost identical to natural gas and can therefore be distributed as mains natural gas. This fuel, which Audi produces at its new facility in Werlte/Germany, is CO₂-neutral. Its starting components are water and carbon dioxide, and it is produced using exclusively renewable power. The A3 Sportback g-tron will be arriving at dealers in Germany before the end of this year.

Motor sport is the ideal development lab for new technologies. At last year's 24 Hours of Le Mans, the R18 E-TRON QUATTRO brought Audi a historic double victory with a hybrid racecar that highlights just how much power an electrified driveline can put on the road. As well as the R18 e-tron quattro, Audi brought out a second high-tech car – the all-electric-drive R8 E-TRON high-performance sports car. It sprints from a standstill to 100 km/h in 4.2 seconds and is governed at 200 km/h. Its two electric motors supply the rear wheels with a combined 280 kW of power and 820 Nm of torque. Every facet of this high-performance sports cars demonstrates the sheer breadth of what is technically feasible. All Audi production developments will now benefit from the expertise acquired throughout this project.

The AUDI A1 E-TRON is a technology demonstrator of entirely different stature. It is conceived as a specialist for urban driving and is currently participating in the German government's "Electric Mobility Showcase" pilot project. Its electric motor achieves peak output of 85 kW. The battery stores 13.3 kWh, making a operating range of 50 km possible. For longer journeys a rear-mounted combustion engine, which in its second development stage develops 34 hp, charges up the electric motor via an alternator.

Berlin, June 12, 2013 – One of the strategic corporate objectives of Audi is to develop technologies that combine driving fun with sustainability. It seeks solutions that strike a balance between individual mobility on one hand and economy, ecology and the requirements of Audi customers on the other. The models of the Audi tron family demonstrate especially well how these seemingly opposing pulls can be reconciled. g-tron stands for drive concepts that run on synthetic Audi e-gas and natural gas and achieve an excellent CO₂ footprint. The first production model to pave the way for CO₂-neutral long-distance mobility is the A3 Sportback g-tron. The term e-tron, on the other hand, stands for the systematic electrification of the driveline. As one outcome of its research and development projects in this area, Audi is now going into volume production with the A3 Sportback e-tron, the first premium compact car with plug-in hybrid drive.

"The Audi tron family stands for plug-in hybrids suitable for everyday driving and CO₂-neutral long-distance mobility," said Wolfgang Dürheimer, Member of the Board of Management for Technical Development at AUDI AG. "Our approach leads to sustainable and zero-emissions mobility that is both fun and affordable." The A3 Sportback g-tron and A3 Sportback e-tron already show how diverse the Audi range of technologies for sustainable mobility is. Audi will be bringing further pioneering cars onto the market in rapid succession.

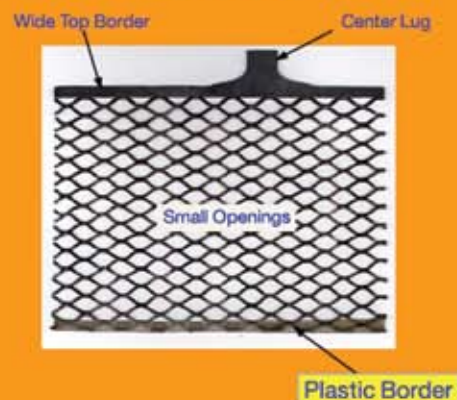




ZEETEX brand has best-in-class batteries which expertly utilize the following modern technologies

- 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**

LAMBORGHINI BUILDS 2,000TH AVENTADOR, PRODUCTION RATE CONTINUES TO CLIMB

The Lamborghini Aventador LP 700-4 achieved an important milestone in its history, with the 2,000th vehicle produced. The Nero Nemesis car, chassis number 2,000, rolled off the assembly line destined for the United States.

Its owner, Thaddeus Arroyo, Chief Intelligence Officer for AT&T, is a highly ranked U.S. executive and a passionate Lamborghini customer, who already owns a Lamborghini Gallardo LP 550-2 Spyder.

Following a test drive of the Aventador LP 700-4 during a Lamborghini event in Palm Beach, he was immediately impressed by the extraordinary performance of the car to the point that he decided to purchase it.

The Sant'Agata Bolognese plant's productivity has noticeably increased for the Aventador LP 700-4 compared to the previous flagship model: the Murcielago took four years and half before the 2,000th example rolled off the assembly line. Launched in 2001, the Murcielago reached the 2,000-vehicle milestone in March 2006. The Aventador has reached this milestone in just over two years, with production currently of nearly five cars per day.

In 2013 the Aventador LP 700-4 Roadster, the most extraordinary open top super sports car, joined the successful coupe. Initial pre-order expectations for this model have been exceeded and the order bank for both versions covers more than one year.



ARABIAN AUTOMOBILES LAUNCHES NISSAN N-PLUS CUSTOMISATION PROGRAMME



Arabian Automobiles, flagship company of the AW Rostamani group, the exclusive dealer of Nissan in Dubai and the Northern Emirates, has launched a customisation programme across its Nissan model range. Aptly titled 'n-plus', the customization and enhancement programme has been launched with special emphasis on personalizing customers' vehicles to meet their own unique and individual style.

Salah Yamout, the Sales & Marketing Director of Arabian Automobiles, said: "The n-plus programme has been launched with the intention of giving Arabian Automobiles' customers the opportunity to enhance the experience of owning a Nissan by customising it to their taste at a competitive price. The Nissan Patrol and Nissan Altima are two of our most popular vehicles, and are a natural choice to launch the n-plus programme."

Customers can add a variety of locally fitted accessories to their vehicles such as on the Nissan Altima n-plus; a remote engine starter, rear view mirror with camera, Bluetooth® connectivity and window tinting. For the Nissan Maxima leather interior, window tinting, rearview mirror with camera and DRLs. And for the Patrol; multiple interior leather colors options, Bluetooth connectivity, DVD headrests system, DRLs



CEAT



- * *Leading tyre manufacturer from India with presence in over 115 countries*
- * *Only Indian tyre company with a range from Earthmovers to Scooter tyres*
- * *1st Indian Tyre company to get the prestigious ISO 16949-2000*
- * *Unmatched commitment to quality and service*

PRO S10

315/80R22.5
12.00R24

PRO R10

10.00R20 • 12.R22.5
295/80R22.5

PRO R10

385/65R22.5



BENTLEY CONTINENTAL GT3 PROJECT POWERS AHEAD

Since the world debut of Bentley's GT3 Concept Racer at the Paris Auto Salon in September 2012, a dedicated team of Bentley engineers has been developing the Continental GT3 in preparation for Bentley's highly anticipated return to the track. Building on a rich racing heritage spanning ninety years, the new Continental GT3 is set to explore the extreme potential of Bentley's iconic Grand Tourer and exploit the performance DNA contained within every Bentley.

With expert guidance and cooperation from Bentley's GT3 technical partner, M-Sport Ltd1, the race-ready version of the Continental has been taking shape over the last six months. Leading the project is Brian Gush, Bentley's Director of Motorsport, who took the company to victory at Le Mans in 2003. He comments: "Motorsport is an integral part of Bentley, and the performance and endurance qualities of all of our road cars reflect this racing heritage. Not one single part of the GT3 has escaped our attention, and the result is a car that can compete with the field in terms of factors such as power, weight and aerodynamics."

Powered by a race-configured version of Bentley's highly efficient 4.0-litre twin-turbo V8 engine, the GT3 puts its power to the road via a six-speed sequential racing gearbox. Double wishbone suspension, four-way adjustable dampers and competition brakes make up the chassis system, while more than 1000 kg of weight has been saved over the Continental GT road car by removing the equipment and parts that make the road car such a luxurious and refined Grand Tourer such as double glazing, over fifty ECUs and extensive electrical systems. The exquisitely trimmed Continental GT doors have been replaced by race versions, weighing just 12% of the originals.

The iconic silhouette of the road car is retained as the main body shell is almost a direct carryover, while doors, boot lid and bonnet are now hand-crafted in carbon fibre. The bodyshell itself benefits from a comprehensive FIA-specification roll cage, more than doubling its stiffness. Meanwhile, the carbon fibre racing seat has been trimmed by the craftsmen and women of the Crewe factory, who have also meticulously stitched the racing steering wheel and door pulls, just as they would on a Continental GT road car.

The Continental GT3 will soon be ready to begin a test programme ahead of its race debut. More details and specification of the Continental GT3 will be released soon.



BLACK. WIDE. STRONG.



SportControl

The Ultra High Performance German Tire

TESTED & CERTIFIED BY TÜV, GERMANY'S INDEPENDENT TEST INSTITUTE



Available at all selected Arabian Automobiles Service Centers

الروستاماني
AWR OSTAMANI
Trading Company LLC

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

22 800 **AWR** 297



INVITED TO THE WORLD'S LARGEST MOTORING GARDEN PARTY GEMBALLA GT SPIDER AT THE GOODWOOD FESTIVAL OF SPEED 2013

Motorsport fans who find garden parties dull must not have been to the Goodwood Festival of Speed yet. Because for the last 20 years, the "largest motoring garden party in the world" has been attracting car fans as if by magic – even current Formula One drivers are reluctant to miss the biggest and fastest event of its kind. The premium vehicle refiner GEMBALLA is the guest of honour at the stand of its technology partner Michelin during this Goodwood anniversary year. The tire brand has long represented the ultimate expertise when it comes to performance and safety – features which GEMBALLA also demands from its in-house developments. The company from Germany has been world-famous for more than three decades for the vehicles born of this philosophy. In order to show its appreciation of the event location, GEMBALLA has decided to exhibit its new GT Spider, based on the McLaren MP4-12C Spider. The technically and visually refined version of the open-top sports car will be displayed for the first time in the UK, the country where it all began.

The aerodynamic kit used by GEMBALLA comes from "good old Germany" and consists of the highest quality carbon fibre materials. These parts are extremely rigid, ultralight, and are the base material used in the front skirt, side skirts and rear skirt. In the development and design of these parts, GEMBALLA uses ultramodern digital measurement technology, allowing it to guarantee the best possible fit at the original attachment points.



GEMBALLA engineers use the high-tech body components in their pursuit of the MP4-12C's lightweight concept, and have given the Brit a somewhat more emotional appearance. This blend should ensure that the vehicle will be well received by the "car-crazy" public (in the best sense of the word) at the Goodwood Festival of Speed.

The performance concept behind the GT Spider is based throughout on thinking patterns drawn from motorsport. Its aluminium rims are not merely decorative, but serve primarily to reduce weight. The GForged-one forged wheels are 20 inches in the front and 21 inches on the drive axle, and weigh significantly less than the original despite the size increase. The car is also a hit in the "Black Magic" and "Gunmetal" versions.



Sava

Your Reliable Partner On/Off Road



Sava

EUROPEAN QUALITY TIRES



*All Sava consumer tires are protected against treadwear and shoulder wear under normal conditions according to the Sava (RMA) Standard. Conditions, terms, the warranty limits and conditions, available in a local language may be attached from the tire dealer in the respective country upon request.

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

800 **AWR** 297

2014 Sierra Denali Pairs High-Tech Luxury and Capability

An all-new 2014 Sierra 1500 Denali full-size pickup arrives this fall with an available 6.2L EcoTec3 V-8 that will produce an estimated 420 horsepower and 450 lb-ft of torque, the most power and torque of any light duty truck engine.

Final SAE-rated power and torque numbers will be available later this year. Now entering its third generation, the Sierra Denali is the most luxurious and technologically advanced GMC half-ton pickup.

Sierra's 6.2L V-8 will also be available for Sierra SLT models this fall. With this engine, the Sierra is expected to have a class-leading maximum trailering capacity of 12,000 pounds. Like every 2014 Sierra, it offers more power and higher expected efficiency than its predecessor thanks to a trio of technologies including direct injection, active fuel management and variable valve timing.

Design cues for the 2014 Sierra Denali follow the formula that attracted two-in-10 GMC buyers to Denali vehicles last year. On the exterior, the truck has a signature Denali chrome grille, unique 20-inch chrome wheels, unique interior decorative trim, a polished stainless steel exhaust outlet and body-color front and rear bumpers. Denali-specific interior details include script on the bright door sills and embossed into the front seats and real aluminum trim.



Sierra Denali's high-tech interior also features an exclusive eight-inch Customizable Driver Display that can show relevant settings, audio and navigation information in the instrument panel. Sierra Denali's standard eight-inch Color Touch navigation radio with IntelliLink, located above the center console, serves as the main hub for Bluetooth-connected phones and portable devices connected through five standard USB ports.

Other features standard on Sierra Denali include projector-style headlamps with LED signature daytime running lights, a Bose audio system, heated and cooled leather front bucket seats, a heated steering wheel, front and rear park assist and a power sliding rear window with defogger.

"The 2014 Sierra Denali has a combination of performance, capability and luxury that no other pickup can match," said Tony DiSalle, vice president of GMC Marketing. "It leaves no boxes unchecked for those owners looking for the ultimate expression of 'Professional Grade.'"

A 5.3L EcoTec3 V-8 is standard for the 2014 Sierra Denali. It produces 355 horsepower and offers better EPA-estimated fuel economy (23 mpg highway on 2WD models) than any V-8 or turbocharged V-6 pickup on the market.

Sierra Denali will be available with two option packages, including a Z71 Off-Road Package (4WD only) with monotube Rancho shocks, Hill Descent Control and transfer

case shield, and a Driver Alert Package that includes Lane Departure Warning, Forward Collision Alert and patented Safety Alert Seat Technology.

Standalone options include the 6.2L EcoTec3 V-8, a sunroof and Rear Seat Entertainment.





AMARA RAJA
Gotta be a better way



- Longest Lasting
- Highest Cranking Amps
- Zero Maintenance

AMARON[®]

LASTS LONG, REALLY LONG.

MOPAR '13 DART

THE STYLISH SEDAN WITH BAD-BOY ATTITUDE

Every Dodge Dart leaves the Belvidere, Ill., factory with attitude, but only 500 will reach dealers with Mopar attitude right off the truck. Dealers are taking orders now for the limited-edition 2013 Mopar '13 Dart;

The Mopar '13 Dart arrives this summer. Each wears a signature Pitch Black exterior with offset Mopar blue racing stripe running from nose to tail. That's a color scheme similar to previous Mopar editions of the Dodge Charger, Challenger and Chrysler 300.

Inside, the seats are covered in Katzkin leather. The driver's seat is Mopar blue with black accents while the rest of the seats are black with blue accents. The steering wheel and shift knob get black leather coverings with blue stitching. Black is the dominant theme throughout the rest of the cabin, with Mopar blue lighting accenting the instrument panel.

Power for the Mopar '13 Dart comes from the MultiAir turbocharged and intercooled 1.4-liter four-cylinder engine, rated at 160 hp at 5,500 rpm and 184 lb-ft of torque, mated to a six-speed manual transmission. The car announces its arrival with a Mopar sport-tuned exhaust.

Ride height of the Mopar '13 Dart is 7 millimeters lower than the base Dart and that low and mean look is accented with a Mopar ground effects kit – chin spoiler, deck-lid spoiler, and rear diffuser – and low-profile 225/40R18 tires mounted on gloss-black 18-inch wheels. The Mopar '13 Dart also gets premium disc brakes with slotted rotors and a revised calibration for the power steering.

Additional features on the Mopar '13 Dart include an 8.4-inch Uconnect screen, wireless charging for smartphones, bright sport-pedal kit, door-sill guards and premium Mopar floor mats.

Each Mopar '13 Dart will be delivered with a personalized owner kit in a custom-made black case. The kit includes a personalized plate with vehicle specifications, unique identification number and production date; a limited-edition sketch of the car signed by Mark Trostle, Chrysler Group Chief Designer for the Mopar Brand; a copy of the Mopar '13 Dart brochure and other memorabilia





RICH PICKUP

En-RICH your business..

Starting from
AED 39,000

- 3 yrs/100,000 km warranty
- Free full service for 2 years / 40 k



3 Years / 100,000 Kms Warranty



Light-color interior



Electric doors and power windows



Ergonomic rear-leather seat



Hi-lite meters



Tilt and telescopic steering wheel



Center armrest box

Mercedes-AMG establishes lap record in the “Grüne Hölle”

SLS AMG Coupé Electric Drive masters Nordschleife in 7:56.234 minutes



The Mercedes-Benz SLS AMG Coupé Electric Drive circled the Nürburgring Nordschleife (“north loop”) in a record time of 7:56.234 minutes. Therefore, the electric AMG super sports car is at the same time the first electrically-powered series production vehicle, which masters the legendary race track in under eight minutes. The record time of the SLS AMG Coupé Electric Drive was notarially certified. Two weeks after the first overall win for the Mercedes-Benz SLS AMG GT3 in the 24 Hours Nürburgring, a further member of the SLS AMG family impressively demonstrates its potential on the most difficult race track worldwide.

“Mercedes-AMG impressively shows the potential of the SLS AMG Coupé Electric Drive with the new record on the Nürburgring Nordschleife. Mercedes-AMG is the first vehicle manufacturer which makes it possible to circle the Nordschleife in under eight minutes with an electrically-powered series production vehicle. This record run is another proof for our constant innovative vigour”, according to Ola Källenius, Chairman of Mercedes-AMG GmbH.

“For the first time, an electrically-powered series production vehicle circles the Nürburgring Nordschleife in under eight minutes. The record for the SLS AMG Coupé Electric Drive in 7:56.234 minutes on the Nordschleife shows the special position of our innovative and unique drive solution. With the extremely efficient battery

technology deriving from Formula 1, four electric motors positioned close to the wheels, the individual wheel torques “AMG Torque Dynamics”, the SLS eSound and our ambitious “AMG Lightweight Performance” design strategy, the SLS AMG Coupé Electric Drive generates a breathtaking sensation unlike any other model out on the road”, according to Tobias Moers, Head of Overall Vehicle Development and member of the Board of Management of Mercedes-AMG GmbH.

The SLS AMG Coupé Electric Drive, with which Mercedes-AMG set up the record on the 20.832 kilometres long traditional race track in the Eifel, corresponds to the series version, which celebrates its launch in June 2013. The currently strongest AMG high-performance car has four electrical motors with a total output of 552 kW (751 hp) and maximum torque of 1000 Nm. The gullwing car is therefore advancing to become the strongest and fastest electrically-powered series production vehicle in the world. The SLS AMG Coupé Electric Drive accelerates from zero to 100 km/h in a mere 3.9 seconds and can reach a top speed of 250 km/h (electronically limited).

A new dimension of driving performance – the AMG brand pledge is fulfilled to remarkable effect by the outstanding performance dynamics, which come courtesy of AMG Torque Dynamics and are made possible by the wheel-selective all-



wheel drive. The most “electrifying” gullwing model ever has been developed in-house by Mercedes-AMG GmbH. The extremely powerful high-voltage battery for the SLS AMG Coupé Electric Drive is the result of the collaboration between Mercedes-AMG and Mercedes AMG High Performance Powertrains in Brixworth in the UK and is setting the pace in energy density, power density and efficiency. Here, the British Formula 1 experts were able to draw on their extensive experience with KERS hybrid concepts.

The car’s agile response to movements of the accelerator pedal and the linear power output are a source of pure delight: unlike with a combustion engine, the build-up of torque is instantaneous with electric motors – maximum torque is effectively available from standstill. The spontaneous torque build-up and immense power delivery without any interruption in traction on the one hand are combined with completely vibration-free motor running characteristics on the other

Next Century, Next Technology

OBCS
OPTIMIZED BODY CONTROL SYSTEM

SILENCE
SYSTEM



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



The world's first commercially mass-produced and marketed hybrid automobile was the Toyota Prius.

NISSAN SHOWCASES ZERO EMISSION MOBILITY LEADERSHIP AT AJMAN GREEN ECONOMY CONFERENCE

Nissan's global leadership in Zero Emission mobility was showcased at the Ajman Green Economy Conference. Arranged by Dubai Carbon Centre of Excellence, under the guidance of Ajman Municipality and patronage of H.H Sheikh Rashid Bin Humaid Al Nuaimi, Member of Supreme Council and Ruler of Ajman, the event launched the Greenhouse Gas initiative in the northern emirates of the UAE. At the centre of the prestigious event, which was one of the key activities mandated by the Ministry of Environment and Water (MoEW), Nissan displayed the ground-breaking Nissan Leaf, the world's best selling all-electric, zero tailpipe emission production vehicle. Keynote speakers included H.E Dr. Rashid Ahmad Bin Fahad, Minister of Environment and Water, and H.E Paolo Lembo, United Nations Resident Representative with international panelists and speakers including Dr. Kipling Perkins, United Nations Director and Dr. Finn Mortensen, CEO Denmark State of Green.

"Nissan is investing in a portfolio of 'green' technologies to maintain its global leadership in developing and delivering 'zero emission' transport," said Mr. Samir Cherfan, Managing Director, Nissan Middle East. "Some of these technologies are the future but today we already produce the world's best selling all-electric passenger vehicle in Nissan Leaf. While Leaf is not yet available in the region, its presence at events such as the Ajman Green Economy Conference underlines Nissan's commitment to being at the forefront of the Middle East's drive towards a sustainable future."

While Leaf is its best-known zero emission product, Nissan has made substantial investment in a broad range of 'green' technologies, beginning with the all-electric car. However, Nissan is preparing with the ultimate objective of supplying a lineup of cars that will be totally neutral to the environment. These include hybrids and fuel cell vehicles.

"Nissan has a clear vision of the future of transportation and in conjunction with countries and governments, it will develop the necessary infrastructure to manufacture high-quality zero-emission cars that are safe, well-engineered, attractive, affordable and fun to drive," said Samir.

Nissan Leaf is powered by a compact electric motor in the front of the car, which drives the front wheels. Leaf has the performance of a 1.6 litre petrol-engine car and can be recharged to 80% battery capacity in around 25 minutes from a fast charging point. In two-and-a-half years more than 58,000 have been sold around the world, 30% ahead of where hybrid sales were in a comparative period of time.

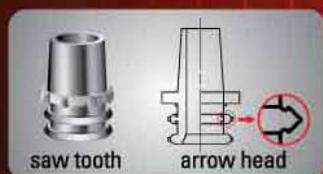


SOLITE[®]

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-MUQARRAM AUTO PARTS

SOLITE[®]
BATTERY

911 50TH ANNIVERSARY EDITION

The Porsche 911 resolves apparent contradictions like no other sports car - such as between tradition and innovation or between exclusivity and high social acceptance, and of course between performance and efficiency. And so, Porsche is celebrating the 50th anniversary of the 911 at the International Motor Show (IAA) in Frankfurt with a special anniversary model based on the 911 Carrera S. Like the original 911, the 911 50th Anniversary Edition is a coupe with a flat-six rear engine and rear wheel drive. Its efficient performance, active sport suspension and special body have current relevance. The anniversary 911 features the wide body, which is typically reserved for the all-wheel drive Carrera 4 models. This special edition will be limited to 1963 cars, a number that represents the year of the 911 world premiere.

For the US market, the 911 50th Anniversary Edition will be equipped as standard with a Powerkit, which increases engine performance to 430 hp and includes the Sport Chrono Package. The 911 50th Anniversary Edition sprints from zero to 60 mph in 4.2 seconds (3.8 with PDK) and can reach a top speed of 186 mph (185 with PDK). The limited edition models will be available at Porsche dealers this fall and will be priced from \$124,100, not including a \$950 destination charge.

Porsche will present the limited edition model in time for the 50th anniversary of the 911 at the IAA motor show in Frankfurt, which opens its gates to the public on September 12, 2013. In 1963, Porsche presented the original model to the public at this leading international show for the automotive industry. Since its first presentation - initially as the type 901 - the sports car icon has excited automotive fans across the globe, and today it is considered as the reference for all other sports cars. Since making its debut in 1963, the model series has progressively developed without interruption. In the process, the unique character of the 911 was always preserved. The result of this evolution over a 50-year period - which included countless race victories as well - is a sports car that fully embodies the authenticity of the Porsche brand. Its DNA is reflected in all Porsche models.

This limited edition of the 911 Carrera S includes features that have contributed to the 50-year success story of the 911. For example, the limited edition includes Porsche Active Suspension Management (PASM) with special tuning to complement its increased track width and to add support to the exceptional cornering dynamics of the 911. The sport exhaust system outputs a fitting emotional sound. Special 20-inch wheels are a visual tribute to the legendary "Fuchs" wheels and are finished in matte black paint with machine-polished centers. Chrome trim strips on the front air inlets, the fins of the engine compartment grille and the panel between the rear lights emphasize the distinctive appearance of this limited edition model. Another technical highlight of the car's equipment is the Porsche Dynamic Light System (PDLS) with bi-xenon headlights and dynamic cornering lights.

The anniversary 911 is available in three colors; a light Geyser grey metallic, a darker graphite grey and black monochrome. Each of the cars has a two-tone 3D-effect badge on the rear lid with the numbers "911 50". This is repeated in three color embroidery on the headrest and in two colors as a logo on the tachometer and the aluminum door sill plates. It can also be found on the cup holder panel together with the limited edition number of the individual vehicle. Other exterior characteristics of the special model are high-gloss window frames and sport design exterior mirrors on the doors panels.

There are tributes to the original 911 in the interior as well: green labeling on the instruments with white pointer needles and silver caps on the instrument pivot pins, just like 50 years ago. Another special feature is the center panels of the leather seats, which are designed with a fabric pattern reminiscent of the "Pepita" tartan design from the 1960s. The full-leather interior is designed in agate grey or black with decorative stitching, some in contrasting color. The driver and front passenger experience typical 911 driving fun in 14-way sport seats or optional 18-way sport seats plus. The gear shift or selector lever - which matches the decorative panels on the dashboard, doors and center console in brushed aluminum - comes from the Porsche Exclusive program.



Al Majid Motors launches All New Kia Carens in the UAE



Al Majid Motors Co., the sole distributor of KIA Motors in the UAE, unveiled the all-new Kia Carens during a glittering ceremony held in Jumeirah Etihad Towers in Abu Dhabi at the beginning of this month.

The family class vehicle joins a range of models that continue to deliver the now familiar Kia traits that include striking exterior design, functional interior quality and modern fuel-efficient engines, all for an affordable price. The Kia Carens is a great choice for any aspiring buyer looking for a well-priced seven-seater that combines space and practicality.

Giving credit where it is due, Peter Schreyer, President and Chief Design Officer, Kia Motors, and his team is responsible for the appealing new look of the model.

He said: "I wanted to give the new Carens a sleeker look and feel, to create a design that blends functionality and versatility in something altogether more athletic and dynamic."

Advanced technology lives up to customer preferences, and the entire car boasts a stronger and more stable structure coupled with enhanced safety systems. The Kia Carens is engineered for agility, stability, comfort and refinement; and the six-speed transmission makes for a more enjoyable ride.

Mohammed Khader, President of Al Majid Motors- Kia, commented: "The new model puts the fun in functionality, giving a practical car a dynamic makeover. Kia has a strong record for producing vehicles that offer customers high levels of active and passive safety technology. Kia Carens will continue to be a big hit in the family vehicle segment."

Forbes ranks Abdullatif Alissa Group Holding Company 10th among 'Top 100 Making an Impact in the Arab World'

Abdullatif Alissa Group Holding Company (AAGH) the pioneer of automotive sales, service, financing and leasing in the Kingdom of Saudi Arabia has been ranked 10th of the 'Top 100 Making an Impact in the Arab World' by Forbes. Forbes is one of the world's leading providers of reliable business news and financial information. The Forbes survey looked at unlisted, private companies across the Arab World, with particular focus on those companies seen to be contributing to social development, charities and charitable work and to companies adjudged to be supporting economic growth in their home countries and the wider region.

The criteria for the ranking included transparency in financial information in terms of operations and business results, quality of sustainable CSR programs, global presence and size, the number of years of trading, social interactivity, charitable initiatives and the size of the CSR and overall expenditures.

Since AAGH's inception by the late Sheikh Abdullatif Al Issa in the 1940's, the company has evolved substantially from its original focus on trading in textiles and food stuff. Today, AAGH is a diversified conglomerate with around 3,000 employees and annual revenue exceeding SAR 4 billion. As well as importing world-class motor vehicles into the Kingdom of Saudi Arabia, AAGH also provides servicing, financing and leasing services and has further diversified its investments and business development activities within the industrial and real estate sectors.

ROLLS-ROYCE WRAITH ARRIVES IN THE UAE CAPITAL

Makes its Debut at Abu Dhabi Motors



The Rolls-Royce Wraith has arrived in the UAE's Capital, making its debut at an exclusive evening showing held at the Abu Dhabi Motors Rolls-Royce showroom, the biggest Rolls-Royce showroom in the world.

The Rolls-Royce Wraith is the most powerful and dynamic Rolls-Royce in history. With an elegant fastback design and the ability to accelerate from 0-100 km/hr in just 4.6 seconds, the 624 bhp-model from the world's pinnacle super-luxury marque presents a unique character defined by power, style and drama, and a hint of noir, while maintaining the hallmark Rolls-Royce attributes of luxury, refinement and hand-craftsmanship.

Commenting on the launch of this vehicle, Arno Husselmann, General Manager of Abu Dhabi Motors, said; "Ever since the very first images of this car were revealed, the Rolls-Royce Wraith has generated great interest among automotive enthusiasts and Rolls-Royce customers here in the UAE capital. Now that it has arrived, we are proud to showcase it to a select group of our discerning clientele."

"As the best performing Rolls-Royce dealer in the Middle East, Abu Dhabi Motors continually delivers excellence - from our unsurpassed vehicles, to the quality of service we provide our uncompromising clientele. This vehicle marks the epitome of aesthetic design and supreme driving pleasure. With its unique and elegant design, we expect the Wraith to add a new chapter of success to the history of Rolls-Royce in Abu Dhabi," he added.



Priding itself on being the home of the largest Rolls-Royce showrooms in the world, Abu Dhabi Motors has completed 10 years as the exclusive dealer for Rolls-Royce in Abu Dhabi. Through the dealership, Abu Dhabi Motors has won over 7 Global Awards, such as "Global Dealer of the Year 2012", "Highest Sales Growth - Phantom Family" "Best Parts and Accessories Performance" and "Regional Dealer of the Year 2011".

Most recently, Abu Dhabi Motors was awarded the title 'Best Bespoke Dealer Worldwide 2012', following a stellar year in which every single Rolls-Royce Phantom and Ghost vehicle sold in Abu Dhabi and Al Ain was commissioned with bespoke personalisation. Abu Dhabi Motors proved once again to be the global leader in customised vehicle sales, boasting the richest bespoke specifications in the entire world.

Abu Dhabi Motors has also invested in industry-leading infrastructure to help the Rolls-Royce brand flourish in Abu Dhabi over the coming years and allow it to continue to dominate the upper premium segment of automotive sales.

Infinity[®]
powered by **AL DOBOWI**

**Not all tyres are
created equal.**



**Infinity Tyres.
Bred to be better.**

There are tyres. Then there are Infinity tyres. Designed specifically to meet the demands of your customer's lives. Their unfailing safety, dependability and performance ensures that they are the natural choice for every motoring 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

Volkswagen Middle East Crowns

Regional Winner of the "Think Blue World Championship".

Top ten finalists participate to win a place at the 'Think Blue. World Championship 2013.' in Germany



Volkswagen Middle East recently announced Naimesh Vijaysingh Sejpal, an Indian national based in Abu Dhabi, as the official Middle East winner of the 'Think Blue World Championship.' following a thrilling live finale in Dubai. Naimesh will now travel to Germany in September to compete for the title of world champion.

As part of an international campaign, Volkswagen Middle East invited their regional Facebook followers to post details about their contribution towards sustaining the environment in their daily life. The top ten Facebook participants were then asked to demonstrate their best driving skills at the regional final.

The final was held on 15th June at the Media Rotana Hotel in Dubai, the official hotel partner for the Middle East event. Each finalist was required to undertake two driving sessions in a Volkswagen Touareg, in order to measure their technique and fuel efficient driving skills. The ten participants took to the roads of Dubai and were monitored with data recorders that measured fuel consumption, CO2 emissions, acceleration rate and the number of times brakes were applied in each car.

Following the first driving stage, Volkswagen Middle East provided a training session in order to heighten the driver's awareness of more efficient driving practices, and demonstrated that all drivers can make their own personal contribution to environmental protection without sacrificing driving pleasure.

Commenting on the success of the 'Think Blue. World Championship.' competition Thomas Milz, Managing Director, Volkswagen Middle East said: "This event has allowed us to engage with our Volkswagen fans and Facebook followers from all across the region in an exciting and educational manner. The fate of the environment is something we are all responsible for and it is important that we each play our role to reduce our daily impact.

"A big congratulations to everyone who competed in our Middle East leg of the competition but particularly to our winner, Naimesh. We wish him all of the very best for the world final in Germany."

Naimesh Vijaysingh Sejpal, Middle East winner for the 'Think Blue. World Championship.' said: "I am thrilled to be the winner of the regional final of the

'Think Blue. World Championship.' and I can't wait to test my driving skills in Germany. I'm aiming to win the World Championship for Middle East, so fingers crossed! This event is a wonderful concept and I would like to thank the Volkswagen team for making this such a memorable occasion."

At the world final in Germany, the driver who completes the competition with the lowest fuel consumption and also demonstrates the strongest knowledge of environmental protection and sustainability will become the world champion.

Mr. Rabih Melhem, General Manager, Media Rotana Dubai, said: "The Rotana Hotel Group has a strong policy of being environmental-friendly and believe that organisations need to encourage eco-conscious behavior and work towards a sustainable future. The Volkswagen 'Think Blue. World Championship.' fits in perfectly with our environmental principles and we are delighted to be able to play a role in educating people about more efficient driving practices."

Ayham Ibrahim, a Syrian national living in Sharjah, was named runner up at the Middle East final and awarded a weekend stay at the Media Rotana Hotel in Dubai.

RAM TRUCK BRAND AND WARNER BROS. PICTURES TEAM UP FOR MAN OF STEEL

The Ram Truck brand and Warner Bros. launched a new co-branded commercial for the Ram 1500, MotorTrend magazine's 2013 Truck of the Year, as part of a partnership promoting Warner Bros. Pictures' and Legendary Pictures' "Man of Steel," the highly anticipated summer action adventure movie that was screened in theaters from June 14.

The Chrysler Group provided vintage trucks and other vehicles to Warner Bros. for integration into key scenes in the movie.

"We are excited to partner with Warner Bros. on 'Man of Steel,'" said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "With film alignment, we have a fresh consumer engagement opportunity, connecting the heroic character traits of Superman with Ram's DNA. Our custom creative and marketing program is squarely aimed at building advocacy among passionate fans outside traditional marketing channels."

The 30-second "Action" spot intersperses scenes from the movie and footage of the Ram truck as the voiceover says, "Everyone has the ability to do something amazing ... Some just do it on a more regular basis." It closes with the Ram logo and the words "In dealerships everywhere" followed by the "Man of Steel" logo and "in theaters everywhere June 14." The spot can be viewed on the Ram Truck brand YouTube channel.

The key message of the television ad – how the work that Ram owners do make them superheroes in their own right – also is reinforced in print ads that will promote Ram trucks and the "Man of Steel" movie through the July 4 weekend. The Ram brand teamed up with DC Entertainment comic artist Shane Davis to create a custom illustration for the ad, which ran on June 7 in

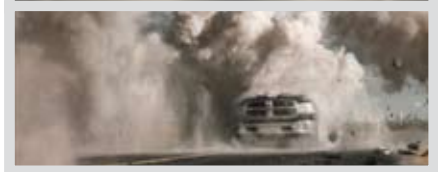
the weekend edition of USA Today.

"Ram celebrates those who dare to be great and never back down from a challenge," said Reid Bigland, President and CEO – Ram Truck Brand. "This is the essence of Superman and also embodies our Ram truck buyers, who believe in hard work, integrity and standing up for what is right."

The Ram interior and exterior design team created a special edition, one-of-a-kind "Man of Steel" Power Wagon truck with special "Man of Steel"-inspired design cues, colors and branding. The truck made its debut on June 10 in New York City at the world premiere of the movie. It will then be on display at special events throughout the summer and fall, including the National Finals Rodeo and State Fair of Texas, before being auctioned off for charity at a later date.

The Dark Ceramic Gray truck features a high-gloss black roof with Anodized Red grille accents, created from a durable 14-coat paint process. It has forged-aluminum, satin black 17-inch off-road wheels, Superman logos on the front grille and rear tailgate and a custom, one-off vehicle wrap inspired by the crest and texture of Superman's suit. The wrap highlights a tone-on-tone interpretation of the iconic Superman S-shield, and helps unify themes found on the interior and exterior of the truck.

Interior features include custom mesh seat inserts reminiscent of Superman's own suit with integrated Superman logos on the seats and console, pewter leather seats and anodized red paint trim accents on the doors, steering column, radio cluster and seats. There also is "Man of Steel" logo badging on the glove box and a "Man of Steel" screen backdrop and start-up screen on the radio cluster.



The television ad ran in network and cable entertainment, news and sports programming from June 4. The spot and print ads were created by the Dallas-based The Richards Group agency.



Automechanika Academy Kicks Off With Encouraging Figures on Automotive Trade in Dubai

Automechanika Dubai kicked off its 2013 edition with more than 1482 exhibitors spread over multiple halls in the Dubai International Convention and Exhibition Centre, a surge of 14% over the last year.

The Automechanika Academy, a forum of industry experts held in conjunction with Automechanika Dubai 2013 began its first session on June 12, with a presentation by Dubai Customs on the upswing in the automotive trade in Dubai. Dubai, with its hoary history of trade right from the middle ages has now turned into a hub in the Middle East, acting as a feeder market for import and re-export of automotive products to other countries in the region. Exhibitors and visitors from countries as varied as China, U.S., Nigeria, the Ukraine and Japan visited the show to network with other industry players and find distributors and suppliers they would not meet otherwise.

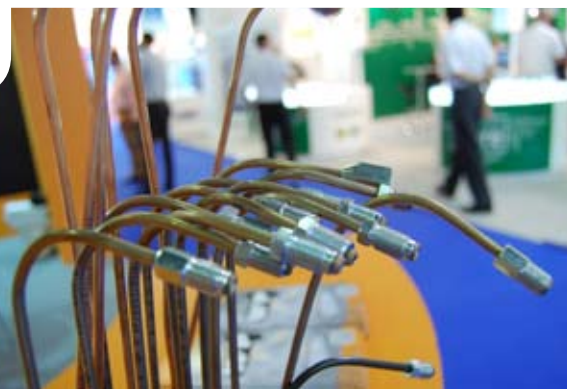
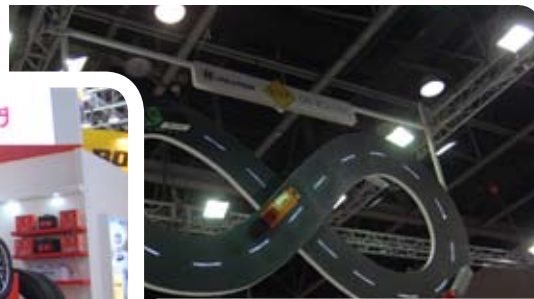
Dubai benefits immensely from a ports and customs operation that acts smoothly and efficiently in tandem with logistics companies to facilitate quick release of goods and their immediate re-export or distribution. A presentation held at the academy by the Department of Statistics at Dubai Customs revealed that the total value of Dubai's auto parts and accessories trade in 2012 was AED 37 billion contributing 3% to the total non-oil foreign trade, up from AED 29 billion in 2009. Each year has showed progressive growth with the figures being AED 32 billion, AD 36 billion and AED 37 billion in 2010, 2011 and 2012 respectively. The fact that Dubai acts as a regional hub for the automotive trade in the region is proved by the fact that 68% of the parts and accessories imported are then re-exported.

The growing gray market for second-hand and fake car parts market is an area of concern but Japan is still Dubai's top trade partner being the source of 28% of the imports, followed by China and South Korea which account for 13% and 11% respectively.

Saudi Arabia is the country that relies on Dubai most heavily for imports of automotive parts and accessories accounting for 11% of the imports (AED 1.6 billion) relegating Afghanistan with 5% (800 million) and Oman with 4% (AED 700 million) to the second and third places.

This presentation by Dubai Customs only served to confirm what we have known all along, that Dubai with its advanced infrastructure and positional advantage is truly the centre of the world, at least when it comes to the automotive trade.





Key Megatrends-Passenger and Commercial Vehicles Industry in the GCC

Automechanika Dubai had 1007 exhibitors from 46 countries in 2009. Now just four years later, the exhibition has undergone phenomenal growth with the number of exhibitors zooming to the 1500 mark. One of the highlights of the exhibition is the automechanika academy, a forum where industry experts share their knowledge with other industry experts.

The first session of the automechanika academy this year covered market statistics and trends. Mr. Subhash Joshi, the Program Manager, and a key member of the Automation & Transportation consulting practice of Frost & Sullivan for the MENASA region was the maiden presenter. No stranger to the automotive market, Subhash has eight years experience as an industry expert and specializes in planning, and delivering client-defined consulting engagements and strategic market reports.

Subhash gave a masterful presentation on the current megatrends in the GCC commercial and passenger vehicles industry. He first gave a general overview of the market and proceeded to demonstrate how using statistical techniques to analyze past and current market data, it is possible to predict future car, tire, battery and parts sales right down to the micro level. Key players in the automotive industry can thus effectively use this information to become more competitive by optimizing inventory levels, mitigating business risk and spotting organic and inorganic expansion opportunities.

For the sake of accuracy, his study was based on the number of vehicles from a consumption point of view rather than trade figures as is the usual case. Regression and correlation analysis of key economic factors that may have a possible negative and positive impact on the growth of the GCC automotive market in the next five years was used to forecast sales for a five year period right up to 2017. Major factors driving growing demand in this sector include rising government expenditure, low price of crude oil, the increasing population of the GCC, growth in the service sector, higher rates of employment leading to a higher per capita income, favorable oil prices and robust GDP growth of the GCC countries.

Prospects look bright for the GCC automotive market with the market being in a growth stage and a base year growth rate of 11.5%. Most of the major brands are present in these markets offering intense competition and wide choice for consumers. Even on a conservative basis, car and pickup sales are projected to reach 15.97 million units in 2017 from the current 12.07 million units and truck and pickup sales to reach 1.4 million units from the current 0.99 million units. The GCC has 13.14 million vehicles on the roads today with 90% being cars and pickups and the rest being trucks and buses.

Vehicle sales were expected to grow from 1.2 million units in 2012 to 1.7 million units in 2017, a growth rate of nearly 7%. The actual vehicles in operation or vehicle parc as it is technically known is expected to reach 16.4 million units in 2017 from 12 million units in 2012, again a growth of 6.5 to 7%. Cars and pickups form the lion's share of new vehicles sales (92%) with trucks and buses making up the rest. Oman has displaced Kuwait as the third largest market for trucks and buses. In terms of total new vehicles registered, the KSA led the GCC with nearly 53.7 per cent share, followed by the UAE with 23.3 per cent share. The GCC market relies heavily on imports with Japan being the main source of imports followed by the U.S. and China.



Mr. Subhash Joshi, Program Manager, Frost & Sullivan

When it comes to auto components including tires, batteries and parts, better servicing facilities today have car owners keeping their vehicles longer and the market demand is expected to almost double to USD 13.46 billion by 2017 from USD 6.73 billion this year. Parts account for over half of the market closely followed by tires and batteries contributed to slightly less than 5% of the market. The sector had an overall CAGR growth rate of 11.5% over the past five years and brake parts and batteries in particular are experiencing double-digit growth. Along expected lines, Saudi Arabia emerged as the largest market for auto components closely followed by the UAE and together they account for 80% of the trade in automotive components.

In this sector KSA, Oman, Kuwait, Qatar, and Bahrain are growing markets in the GCC, whereas the UAE is perceived as a mature market. Most batteries, parts and tires are imported in the GCC with the UAE serving as a key feeder market. Growing second-hand car parts market and increasing fake car parts market in key countries like the KSA and the UAE will have a direct negative impact on parts, batteries, & tires sales. But the majority of parts, batteries, and tires demand will continue to be addressed by Japanese majors.

The demand in the GCC market is huge enough to make global tyre majors and electronic and plastic component majors think of establishing manufacturing bases in the GCC but this is definitely going to take time and will not have any major impact on the market in the next 5 years.

The major influencers in the market when it comes to decision making on the part of the consumers are distributors, dealers and retailers, mechanics or installers and authorized service centers.

A key area of interest was the unique and complex distribution structure in the GCC countries with a three-tier structure and players that took on multiple roles. In some cases they acted as exclusive distributors and importers, and in others as multi-brand dealers and retailers, especially in the cases of brands imported from China and Indonesia with the margins varying depending on the channel.

Subhash concluded his session by announcing that his definitive study on key megatrends in the passenger and commercial vehicles industry in the GCC will be published as a white paper by Frost & Sullivan on their website.

Auto Component Industry in India

Growing Capabilities and Strengths

The second session on the Indian automotive industry at the Automechanika academy was presented by Mr. Vinnie Mehta, the Executive Director of Automotive Component Manufacturers Association (ACMA) of India. An electrical engineer by profession, he also has an MBA from FMS, University of Delhi and a Masters in International Trade from the Indian Institute of Foreign Trade. The soft-spoken Mr. Mehta has been actively involved in the promotion, growth and development of the auto component industry in India.

Mr. Mehta started with an overview of the Indian economy which has been on the growth track for the past five years with an average GDP growth of 8.4%. As a nation of 1.2 billion people with almost two-thirds of the population below 30 years of age and a youth driven economy, India has a thriving middle class that is larger than the entire market in many developed countries. India's GDP and FDI are expected to outpace China in the next few years. India has the third largest investor base in the world with a robust legal and banking infrastructure that was strong enough to withstand recessionary cycles that affected many other strong economies in the world. India also has the second largest pool of certified professionals and the highest number of qualified engineers in the world making the prospects look bright indeed for the automotive sector in the country.

The government is highly supportive of industrial development, with plans to double the infrastructural budget to USD 1 trillion for the five year period from 2012 to 2017 to facilitate investment. Just to illustrate the size of the Indian market, Mr. Mehta stated that the consumption of mobile phones is 20 million annually in India while the entire population of Dubai is about 2 million.

The automotive industry has three major hubs in India in the north, south and west with an upcoming hub at Sanand in Gujarat. Every brand in the industry has a manufacturing presence in the country. When it comes to the passenger vehicle market by OEM parent country, the Japanese were the pioneers in the OEM market in India with a significant presence in 2007 (58%). This has become more diversified now with the Japanese share decreasing to 53%, the local share decreasing from 17% to 9% and the share of other countries like the US, Korea and Europe registering a marked increase in 2012.

The type of cars sold in the country have also evolved over the years with local cars like Mahindra, Hindustan Motors and Premier dominating in the 1980s, the advent of Maruti Suzuki and Tata Motors in the 1990s, and with doors being thrown open to foreign players in this century, the introduction of mid size cars and foreign manufacturers such as Mercedes Benz, Renault and General Motors. All the foreign players have stayed invested in India and have flourished in the country proving the long term success of the Indian growth story.

The number of passenger vehicles produced in the country went up from 1, 838,000 units in 2008-2009 to an estimated 3.23 million units in 2012-13 and is projected to cross 10 million units in 2020-21, with a cumulative annual growth rate of 13% and vehicle sales doubling every five years. Commercial vehicles, two and three wheelers, tractors and construction vehicles are all projected to have growth rates of 11%, 7%, 5% and 14% respectively in the decade from 2012-2021. India is the world's largest manufacturer of tractors and Ferrari now has plans to set up a joint venture with Escorts to manufacture tractors. India is emerging as a global hub for the manufacture of compact passenger cars or A segment cars which dominate the market.



Mr. Vinnie Mehta, the Executive Director, ACMA

The auto component industry is a USD 41 billion industry today and though there is a marginal dip this year due to the slide in rupee value, by 2020-21 this is projected to be a USD 115 billion industry. Practically everything under the bonnet is manufactured in the country from engine parts to electrical parts and brake parts. Engine parts dominate the market (31%) and put together with drive transmission and steering parts account for just over half of the market.

Auto component exports add up to USD 9.3 billion in the current year and the market is expected to grow at a cumulative rate of 16% to USD 30 billion in 2020-1. The European market (35%) is India's single largest export market with North America (26%) and Asia (25%) a close second and third respectively. OEMs constitute 80% of the market. Most global OEMs and tier 1 manufacturers have international procurement offices in India and are driving global exports.

When it comes to imports, China in Asia and Germany in Europe are the main sources of imports. The Chinese imports belong mostly to the aftermarket, an area that is not yet subject to regulation and is a source of growing concern. The ACMA is working with the government on this and plans to have regulations in place for the aftermarket segment in the next two years.

The Indian government's vision for 2020 is to have the automotive market cross USD 150 billion, almost tripling in size within the next decade. The government is highly supportive of the auto component industry with measures allowing 100% foreign investment, dismantling of the license regime, reduction of tariff levels for imports, increase in budgets for R&D, and the provision of a stable legal framework. This has led to a spurt of growth in the industry with all major manufacturers in the auto component world having a presence in India.

Mr. Mehta concluded his session with an overview of the capabilities and challenges faced by the Indian auto component industry. Indian manufacturers have stringent quality standards and follow TQM, Deming and Six Sigma practices. India has the largest number of Deming Award winning companies outside Japan. There is an increasing focus on innovation and research with companies such as Boeing, Motorola and Microsoft setting up R&D centers in India. Challenges include those typical of an emerging market such as the lack of infrastructural facilities, lack of focus on R&D, high cost of capital, rising inflation, and paucity of skilled manpower and broad based managerial talent to effectively manage high tech companies in multiple locations.

Nevertheless, a vibrant economy and a sector that is exhibiting growth in the double digits with an auto component industry that is poised to hit the USD 113 billion mark in 2020 offers an opportunity that is just too good to miss.

The Indian Automobile industry

Opportunities and Challenges

Once seen as a disdainful giant with a closed economy, India is now one of the BRIC countries and an investment hotspot with its stable economy and a growing middle class. India's average GDP growth rate has been 8.4% over the past five years and the automotive industry in India is also a part of this growth story. In view of the immense opportunities offered by such a market, the session on the Indian automobile industry at the Automechanika academy drew a large and knowledgeable crowd.

The first speaker in the session on the Indian automobile industry was Mr. Aman Chadha, the youngest ever chairman of EEPC India, a quasi-government organization established in 1955 to boost engineering exports and strengthen the country's industrial prowess. This trade and investment pro-motion body has evolved over the last 57 years from 42 members and exports of USD 10 million to 13,000 members and exports of USD 57 billion, a growth of over 6000 times in five and a half decades. The Managing Director of Indo Nikko Industries, part of a family owned conglomerate having business interests in India, Middle East and Africa, Mr. Chadha is a highly experienced engineer, entrepreneur and industry leader. His knowledge of global markets and expertise in the engineering and the foreign trade sector has been used by many organizations to help improve their market strategy in a highly crowded and competitive environment.

During his brief session, Mr. Chadha managed to give a comprehensive overview of the opportunities and challenges faced by the Indian automotive market. He started off by detailing India's rich historical legacy in the engineering sector with the cast iron pillar at Mehrauli as a perfect example of the skill of ancient Indian blacksmiths. They did their job so perfectly that it has not had even a smidgen of rust for the past 1600 years. Today, India is one of the engineering powerhouses in the world with the engineering sector forming the crucial backbone of the country's economy. With regard to the exports market, engineering goods are the top foreign exchange earner for the country accounting for 20% of the total exports. Of this sector, auto and auto components constitute 19% of the total engineering exports. The share of auto sector exports as a percentage of the total exports climbed from 16.69% in 2010-11 to 19.44% in 2011-12. Of the exports, automobiles form the biggest share at 54.82% followed by parts at 33.55%. The fact that India's leading export markets are markets like South Africa (9.22%), U.S (8.37%), and United Kingdom (7.38%) attest to the high production standards of Indian companies in the automotive sector. The UAE is also one of the top export destinations for automobiles and auto parts accounting for 4.05% of exports from India. This figure highlights the growing emergence of the automotive sector in India.

One of the main advantages enjoyed by India in the development of the engineering sector is robust foreign investment expectation. India ranks second only to China in terms of investment as a percentage of GDP beating even developed countries like Japan and Russia. India has also been ranked as the third best investment destination in a UNCTAD survey after China and the U.S. Cumulative inflow of FDIs in the country has reached USD 193 billion in 2013. Some of the factors that have helped India grow are creation of more and more special economic zones with tax breaks for investors, increased investment by the government in development of infrastructure facilities, a large pool of skilled manpower, growing



Mr. Aman Chadha, Chairman of EEPC India,

domestic market powered by the expansion of the Indian middle class, manufacturing quality and flexibility, proximity to importing countries, high production volumes and relatively low cost of production.

India has a particularly large auto manufacturing base and this has emerged as a sunrise sector in the Indian economy. In fact, India is fast developing as a global hub for the manufacture of small cars with most of the American, Japanese and German giants like Volkswagen, GM, Mercedes setting up manufacturing bases in India. The government of India too is highly supportive of growth in this sector with the announcement of a new manufacturing policy that envisages a growth of 12-14% in the manufacturing sector and the creation of 100 million additional jobs by 2022 while keeping the growth sustainable through environmental controls and optimal use of natural resources.

When it comes to manufacturing trends, the number of passenger vehicles manufactured in India has increased exponentially from 1,309,300 in 2005-6 to 3,123,528 in 2011-12. The same rate of growth has been seen for commercial vehicles, three wheelers and two wheelers. India is the fastest growing market for passenger cars, the second largest manufacturer of two wheelers and the largest motorcycle manufacturer. The Indian automotive aftermarket is currently estimated at USD 5.9 billion, more than 10% of the USD 48 billion global market and was one of the few markets to buck the global recessionary trend. The automotive aftermarket for parts in India is a large and growing market that spans manufacturers, distributors, retailers, service providers and garages.

India is seen as one of the leading markets for investment in this sector with companies like Volvo, Honda, Yamaha, Ferrari, Isuzu Motors and even Rolls Royce planning to set up manufacturing bases and research and development centers in the country.

Mr. Chadha concluded his session by summing up the strengths and weaknesses of the Indian automotive industry. The key advantages are a large pool of skilled labor, the commitment to high production standards, the improvement in infrastructural facilities, the high productivity, the large domestic market and the increasing presence of foreign companies and foreign investment in this sector. On the other hand, there exists a low level of commitment to research and development, inadequacies in infrastructure, quality issues in some instances, the challenge to improve the "Brand India" image, land acquisition hassles that obstruct the setting up of manufacturing bases, and thorny legal complications. From the current standpoint, with a market that has 20 million vehicles, the advantages far outweigh the disadvantages and it looks like "Brand India" is here to stay.






ZEETEX



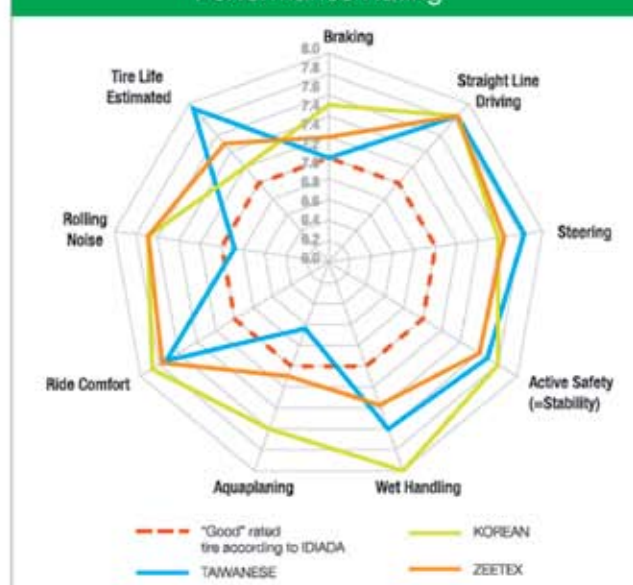
ZT1000

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

Three days training on the importance of vehicle safety

Arabian Automobiles wraps up a successful Tire Safety Awareness campaign with Dubai Taxi Corporation



Arabian Automobiles, the exclusive distributor of Nissan, Infiniti and Renault in Dubai and the Northern Emirates conducted Tire Safety Awareness Programme in close coordination with Dubai Taxi Corporation (DTC). The event was launched with the unveiling and handing over of a unique 'Tire Art' with safety message for drivers and technicians of Dubai Taxi Corporation.

Speaking on the occasion, Mr. M K Rajkumar, Director Aftersales, Arabian Automobiles, said "Arabian Automobiles as a part of its corporate social responsibility, takes pride in creating awareness on tire safety in society through its strategic partner Dubai Taxi. Tire is the most critical and only component which is in contact with road during vehicle movement and bears the brunt of heat and impact at all times. We must not ignore the dangers and risks arising out of poor maintenance of tires. Hence regular check and maintenance is of prime importance. We express our gratitude to DTC for joining hands with us to support our campaign to spread awareness of tire safety and responsible driving issues".

The programme was initiated with the objectives of promoting safety among fleet customers and educating them on the importance of vehicle & passenger safety. The campaign ran for three days within DTC premises with training sessions and demonstrations to taxi drivers on tire

maintenance and tips to identify potential issues.

Mr. Mohammed Yousef, Director Fleet Operation, Dubai Taxi Corporation said, "Dubai Taxi Corporation is committed to making the roads in the UAE a safer place for drivers and passengers and are delighted to have our Strategic Partner, Arabian Automobiles on board for this critical initiative on tire safety.

"Our taxis play a significant role in the community and we strongly believe that it is our responsibility to contribute to safety. This campaign was a great opportunity to raise awareness about tire safety and the importance of checking them regularly."

Arabian Automobiles conducted the training for over 100 DTC taxi drivers and technicians in three batches. The technical aspects pertaining to visual inspection, specifications, regulation, repairs and safety tips were also in these sessions.

"We sincerely hope that, through this campaign, we have contributed to instilling the basics of road safety in Dubai taxi drivers, bringing into the limelight the necessary safety measures that are essential for safe driving, and thereby avoiding the potential fatality and risk associated with each and every commuter or passenger on Dubai roads," said Mr. M K Rajkumar, Director Aftersales and Trading, Arabian

Automobiles.

Arabian Automobiles' technicians also performed tire checks for more than 100 vehicles of different brands using a comprehensive tire check sheet, based on which suitable recommendations were given on maintenance and replacements of tires.

Dubai Taxi Corporation transports 5 million passengers in a year.

BRIDGESTONE WINS DESIGN PATENT RIGHTS LAWSUIT IN CHINA

Qingdao Genco Industrial Group Co., Ltd.'s catalog included a tire featuring a Bridgestone patented truck and bus tire tread pattern*. Bridgestone Corporation filed a lawsuit in the Qingdao City Intermediate People's Court alleging that Bridgestone's design patent rights had been violated. Subsequently, the court released a decision that affirmed Bridgestone's claims of patent infringement by Qingdao Genco Industrial Group Co., Ltd. The decision was not appealed by Qingdao Genco Industrial Group Co., Ltd., and as a result the ruling stands.

The Bridgestone Group will continue working on maintaining and enhancing the value of its brands by taking the necessary actions to protect its trade secrets and intellectual property. This includes reporting patent infringements to the appropriate authorities and seeking proper redress through the court system



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
Al Ain Tel.: 03-761 9747
Ajman Tel.: 06-731 2540 / 06-731 2542

**The first Pneumatic tire**

The first practical pneumatic tire was developed by John Boyd Dunlop, who was originally a veterinarian. He created the pneumatic tire to help his son who suffered from head-aches when riding his bike. The rubber tire gave a smoother ride for him on rough roads than his wooden wheels.



MASERATI TO EQUIP QUATTROPORTE WITH SPORTS TIRES FROM CONTINENTAL

Italian sports car manufacturer fits ContiSportContact 5 P ex works

Italian sports car manufacturer Maserati has approved the ContiSportContact 5 P tire for the new Quattroporte. This is the first approval that the tire specialist from Hanover has ever received from the maker of thoroughbred sports cars. Maserati has released a total of six tires with diameters from 19 to 21 inches which will be fitted in line with equipment specifications and engine size. The ContiSportContact 5 P is Continental's high-tech sports tire. The tires built specially for the Quattroporte will be marked with the letters "MGT" to avoid confusion with other tires from the same series. The tires for the sports cars from Modena are approved for speeds of up to 320 km/h.

In all, Maserati has approved two tires in each of three sizes: 19, 20 and 21-inch. To ensure that the exceptionally dynamic performance of the Quattroporte is put onto the road with maximum precision, different size tires are fitted at the front and rear. The Italian automaker

uses 19-inch tires on its standard models, while the cars with higher engine outputs are equipped with 20 and 21-inch tires.

The ContiSportContact 5 P is the sportiest, high-tech tire model built by Continental. Featuring asymmetrical tread ribs and offset tread blocks and manufactured in different versions for front and rear axles using a rubber compound with high silica content, these tires are available for 18 to 23-inch rims, in widths from 225 mm, and with aspect ratios of 40, 35, 30 and 25. Continental supplies the leading automakers with this tire as original equipment for their high-end sports models, while prominent tuning companies and sports car manufacturers also rely on the ContiSportContact 5 P engineered in Hanover.





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

info@zafco.com

VARGA INSPIRING SUCCESS FOR MORE THAN 35 YEARS

"Hitting such a milestone is something we are very proud of and we give all credit to the UAE for giving us the opportunity to grow, as well as to our hard working staff and the leadership of our chairman A.H. Moaref, who has directed the company through these years," says Alireza Moaref, Managing Director, Varga.



Varga Trading Company LLC is celebrating more than 35 years of its presence in the UAE by announcing plans for expansion.

"Hitting such a milestone is something we are very proud of and we give all credit to the UAE for giving us the opportunity to grow, as well as to our hard working staff and the leadership of our chairman A.H. Moaref, who has directed the company through these years," says Alireza Moaref, Managing Director, Varga.

The company has announced that it will be launching its new 85,000 sq ft. warehousing facility in Sajaa, Sharjah, to facilitate its expansion plans for the UAE local market, as well as setting up a number of retail stores within the UAE.

"The UAE market is not the same as it was 20 years ago; the population has increased and is still growing. In 2012, the emirate of Dubai alone attracted 10 million tourists and this number is expected to double by 2020. This clearly shows the growth that the country is geared for and we confidently plan to grow along with the economy," adds Moaref.

The group has become one of the leading distributors of tires, batteries, tubes and alloy wheels within the Middle East, North Africa and CIS regions. It has been distributing a number of brands in the UAE for more than three decades, one of which is Marshal tires. "Marshal is our oldest partner and the Korean brand is also one of the oldest brand names in the tire industry. In the coming months, we have plans to increase our market share by launching a new range of sizes as well as patterns that meet the market demand."

As part of its expansion plans, Varga has launched its own private label of battery called ENTEX and has also simultaneously secured the sole distributorship for HYUNDAI batteries. Alireza Moaref, says, "Kourosh Moaref successfully launched our battery division almost two years ago and we have seen double-digit growth each year. We are very excited about this division's growth prospects and you will soon hear about upcoming innovative marketing offers through the media.

The Varga group credits its success to its dedicated staff, consistently high standards, timely delivery, after sales services and the company's partnerships with top international manufacturers, dealers and retailers. As an industry expert, Varga group continues to be sought after by manufacturers who seek representation in the ever growing markets in the Middle East and Africa.

"As a Dubai based company, our company holds strong UAE values that are built on trust and our ability to build long lasting relationships. We consider these principles fundamental to our survival and growth and plan to use the company's extensive experience to grow alongside our valued partners. At Varga, we look forward to the next 35 years by expanding on our current friendships as well making new ones."

EXPLORING THE LIMITS



The three main circumferential groove on central tread can improve drainage efficiency and wet handling performance.



Unique groove wall angle prevents excessive stress massing to reduce irregular treadwear effectively.



Continuous tread shoulder design enhance tire stiffness and ensure cornering precision.



113%

The optimized tread width has 13% wider contact patch than a regular tire, and increases stability while driving at high speed.



Large blocks on tread shoulder upgrade stiffness and handling performance.



Sportnex
NS-2R



TOP 100
TAIWAN BRANDS

NANKANG RUBBER TIRE CORP., LTD. T +886-2-27071000 F +886-2-27065174
www.nankang-tyre.com

NANKANG
FREE TREAD WAY

MICHELIN PRIMACY 3 TIRE APPLAUDED BY UAE DEALERS

MICHELIN launches latest tire innovation promising safety to the power of 3

MICHELIN, a global leader and manufacturer of tires, revealed its new, innovative MICHELIN Primacy 3 tire at two exclusive dealer events in May 2013. Organised in Dubai and Abu Dhabi, the events welcomed dealers from across the UAE who applauded MICHELIN's dedication to consistently supply the most innovative tire technology that delivers uncompromising performance and control to drivers, leading to improved road safety – a growing concern faced in the GCC.

Opening the launch event ceremonies, Franck Barge, Commercial Director, MICHELIN Middle East, said: "It is a privilege to launch this caliber of tire among our industry supporters and we appreciate the positive feedback that we received from them. As a dealer, it is also important to offer high quality tires to customers and with the launch of the Primacy 3 tire, we know that we are giving dealers a premium product that will aid in their customers' safety."

During the launch event, MICHELIN made use of interactive platforms to share facts and information about the new Primacy 3 tire. During team challenges, dealers learnt about the tire's new patents such as the new tread pattern and the patented compound while also gaining insight into the tire's unique safety elements that focusses on excellence in braking and performance in cornering.

"Road safety is definitely MICHELIN's primary focus in all their product developments and with the launch of their Primacy 3 tire, it is evident how determined they are to ensure people have access to the safest tire available. The Primacy 3 tire

will be well received by motorists in the GCC as extreme dry road conditions are faced along with short distance braking during peak traffic hours," said Mohammed Aqel, General Manager, Central Trading Company, Al Rostamani Group.

During the event, Bilal Al Ribbi, General Manager, Central Motors and Equipment, Al Fahim Group, said: "We are extremely pleased with the dealers' enthusiastic welcoming of the six-week promotional campaign and we look forward to the positive outcome as it runs parallel to the launch of the new MICHELIN Primacy 3 tire". Upon purchasing 2 MICHELIN tires, customers will gain entry into a daily draw to stand a chance of winning an all-inclusive trip for two to the Maldives, every day, along with a chance to win a brand new Mercedes-Benz SLK 200.

Commenting on the promotion, Hany Abdul Samad, Marketing Manager, MICHELIN Middle East, said: "Summer is around the corner and it is a good time to evaluate your tires' condition. During hotter months, running on well-maintained tires at the right pressures becomes even more critical. With this promotion, we hope to create awareness about road safety and the importance of fitting good quality tires and making sure to check their condition frequently."



Nokian Tires published its Corporate Sustainability Report

Nokian Tires published its first Corporate Sustainability Report that was drawn up according to the GRI (Global Reporting Initiative) guidelines; it describes the goals, plans, actions, and results of the group's sustainability programme in 2012. Added perspective has been introduced by describing Nokian Tires' activities from the past few years.

"I am very happy that we expanded our comprehensive Environmental Report into a Corporate Sustainability Report pursuant to the GRI guidelines. This will further increase the transparency and openness of our activities, and offer a good opportunity to track our activities and the effects of our actions on the world," says Kim Gran, President and CEO.

Nokian Tires was the first tire manufacturer in the world to discontinue the use of high aromatic oils in its production. The Corporate Sustainability Report from this responsible pioneer in environmental issues and the tire industry brings out a comprehensive selection of issues related to product responsibility, and takes into account the effects of its products during their entire lifetime.

Some of the new indicators that have not been published in the company's earlier Environmental Reports include the proportion of products with low rolling resistance and high wet grip in the product range, and the success of the company's products in magazine tests. In 2012, the proportion of tires with ultra-low rolling resistance that reduce fuel consumption was up to 44%. A total of 88% of the Nokian Tires summer tire products are in the very high wet grip category. Nokian-branded tires achieved astonishing success in the independent magazine tests of the 2011–2012 season: they took first place in over half of all the tests. Issues related to personnel welfare and competence development are also comprehensively presented.

"Improving social responsibility issues and our activities is important to us. We can succeed and responsibly develop our activities despite the challenging international market situation. Profitable growth brings success and financial gain to our company, which in turn increases the welfare around us – for our investors and personnel alike," Kim Gran, President and CEO summarised.

nokian[®]
TYRES



www.nokiantyres.com

GERMAN TYRES CO. LLC 

P.O Box 34818 Dubai- U.A.E, Tel : +971 4 380 4284, Fax : +971 4 388 1643 Email : info@german-tyres.ae

APOLLO Tires TO ACQUIRE COOPER TIRE & RUBBER COMPANY

Apollo Tires Ltd (NSE: ApolloTire) and Cooper Tire & Rubber Company (NYSE: CTB) announced the execution of a definitive merger agreement under which a wholly-owned subsidiary of Apollo will acquire Cooper in an all-cash transaction valued at approximately \$2.5 billion. Under the terms of the agreement, which has been unanimously approved by the boards of directors of both companies, Cooper stockholders will receive \$35.00 per share in cash. The transaction represents a 40% premium to Cooper's 30-day volume-weighted average price.

This strategic combination will bring together two companies with highly complementary brands, geographic presence, and technological expertise to create a global leader in tire manufacturing and distribution. Apollo, founded in 1972, has an international reputation for high performance tires across a portfolio of well-known premium and mid-tier brands, including the flagship Apollo brand and Vredestein. Cooper, the 11th-largest tire company in the world by revenue, was founded in 1914 and today supplies premium and mid-tier tires worldwide through renowned brands such as Cooper, Mastercraft, Starfire, Chengshan, Roadmaster and Avon.

The combined company will be the seventh-largest tire company in the world and will have a strong presence in high-growth end-markets across four continents. With a combined \$6.6 billion in total sales in 2012, the combined company will have a full range of brands and greater ability to satisfy customer needs worldwide.

The combination is expected to deliver value creation benefits of approximately \$80-120 million per annum at the EBITDA level. These ongoing benefits are expected to be fully achieved after three years and derived from operating scale, sourcing benefits, technology, product optimization, and manufacturing improvements. The transaction is expected to be immediately accretive to Apollo's earnings.

Onkar S. Kanwar, Chairman of Apollo, stated, "This transformational transaction provides an unprecedented opportunity to serve customers across a host of geographies in both developed and fast-growing emerging markets around the world. Cooper is one of the most respected names in the tire industry, with an extensive distribution network and manufacturing infrastructure, and a particularly robust presence in North

America and China. The combined company will be uniquely positioned to address large, established markets, such as the United States and the European Union, as well as the fast-growing markets of India, China, Africa, and Latin America where there is significant potential for further growth. Our combined portfolio of brands and products will be amongst the most comprehensive in the industry."

Roy Armes, Cooper's Chairman, Chief Executive Officer and President, said, "This is a compelling transaction that is in the best interest of Cooper's stockholders and offers attractive benefits to our customers and employees. We have watched Apollo's successful transformation into a major global tire group, and have a great deal of respect for the company and its leadership. Together, our two organizations have almost no geographic overlap and significant opportunities for growth. We share a commitment to innovation, quality, and customer service, as well as to the core values of safety, environmental sustainability, the development of our people and giving back to our communities. We look forward to working together to drive continued growth in a dynamic global tire business where increased scale and expanded manufacturing footprint help to ensure long-term success."

Neeraj Kanwar, Vice Chairman and Managing Director of Apollo, said, "The combined company's diversified product offering will serve the passenger car, light and heavy truck, farm, and off-the-road vehicle segments. Our extended global reach will create opportunities to provide our customers and distributors around the world with increased access to the quality tires they have come to expect from each of our respective brands. Together, we will have a significant presence in each of the three largest automotive markets in the world, namely the United States, Europe and China." He added, "Importantly, both Apollo and Cooper have built strong reputations on the strength of their people, and this transaction will maintain the networks and workforces in each organization's respective regions, while creating new opportunities in others. We are excited by the possibilities created by our partnership and look forward to welcoming Cooper's employees to the Apollo family."

The close of the transaction, assuming timely regulatory approvals and other customary closing conditions, as well as approval by Cooper's stockholders, is expected to take



place within the second half of 2013. Following the close, Cooper will become a privately held company and its common stock will no longer be traded on the New York Stock Exchange. It is expected that Cooper will continue to be led by members of its current management team and will continue to operate out of its facilities located around the world. Cooper will continue to recognize the labor unions and honor the terms of collective bargaining agreements presently in effect while generally maintaining compensation and benefit levels for non-union employees. Morgan Stanley & Co. LLC and Deutsche Bank Securities Inc. served as financial advisors and investment firm Greater Pacific Capital acted as strategic and financial advisor to Apollo.

Standard Chartered is the sole provider of transaction financing at the Apollo Tires level and is also the structuring advisor. Morgan Stanley Senior Funding, Inc., Deutsche Bank Securities Inc., Standard Chartered and Goldman Sachs Bank USA are joint lead arrangers providing committed funding to Apollo's acquisition subsidiary.

Sullivan & Cromwell LLP and Amarchand & Mangaldas & Suresh A Shroff & Co served as legal advisors to Apollo. BofA Merrill Lynch served as financial advisor and Jones Day served as legal advisor to Cooper.

BKT aims to lead the Off Highway Tire Market in UAE

Balkrishna Tires (BKT), one of worlds' fastest growing brands in the "off highway tires" segment along with their premier distribution partner in UAE – Auto1 Tires, hosted their annual End Users Meet in Dubai on 11th June, 2013.

BKT's core business is one of the most technologically advanced "Off the Road Tire Solutions" dominated in global market by a few global tire giants. BKT offers the most competitive and enviable range in today's tire market with more than 2000+ sizes extending from Agricultural, Industrial, Construction, Mining, Ports, Forestry, All Terrain Vehicles and up to Military Applications.

BKT recently celebrated its 25th successful year of growth and has been a true manifestation of its motto "Growing Together." BKT has over these years grown and established itself as an ideal supplier to small, medium and large end user segments providing them with tremendous value by offering exceptional performance and cost savings. The "Off Road Tire" user groups globally are characterized by high replacement cost for their tires; BKT's end users have been able to leverage this advantage to be more profitable through reduced expenses and improved efficiency of operations.

A diverse group of end consumers using BKT on their equipment and fleets were present at the event, ranging from port users to users in the industrial and construction segments. Mr. Suresh, Vice President, Auto1 Global Tire Business, said "One of the main reasons for Auto1 Tires to arrange for this end user meet is to celebrate the success story of BKT and provide a platform to facilitate the finest supplier user interface for better understanding of user requirements and vice-versa. We are glad to have provided an excellent platform to meet and understand the challenges and the shift in trends from end users side to the new products launched, developments and upgrades done at the manufacturers' level."

Mr. Suresh further added "Auto1 Tires is proud to be the first distributor to represent BKT in UAE since 2004, and since then has augmented the supply chain to promote and establish BKT products across the UAE to various segments and following to provide the best after sales service. Auto1 Tires' challenge has always been to match and cater to the market for BKT's ever increasing product range, which is phenomenally growing to 150 new products and sizes every passing year."

His Excellency Shri Ashok Babu – Deputy Counsel General of Indian Embassy to Dubai and the Counsel for Commerce & Trade graced the occasion as the chief guest. His Excellency during his address said "The core competence of any successful organization is innovation and BKT not only excels in this but does NPDs (new product development) at a rapid pace. BKT's NPD happens



in 12- 15 weeks during which period the product is market ready and this happens consistently. To achieve such a feat the organization should have clear vision and a team which has relentless perseverance."

Auto1 Tires BKT End User Meet 2013 - UAE

Mr. Anshul Samant, the Export Manager of BKT for the Middle East was present with the BKT team which had showcased their new products line up during the recently concluded Automechanika, UAE's première automotive aftermarket show. Mr. Anshul shared during the show that "BKT's presence in Automechanika 2013, as major sponsor has been an excellent platform to meet all their customers in the MENA region and reinforce their target to become a major brand in this region."

Mr. Anshul during his address to the end users shared that BKT has grown exponentially in the past years, focusing on vigorous product development and

offering quality products. Mr. Anshul spoke further on BKT's efforts to meet the growing demand for its products and proudly mentioned BKT's recent commencement of a green field project in Bhuj – India which will become the world's biggest "Off the Road Tire" plants. Mr. Anshul also highlighted the recent awards and accolades for BKT, notably the National Energy Conversation Award from Government of India on confirming to REACH regulations.

Mr. Praveen – General Manager of Auto1 Tires, the leading distributor of BKT in the UAE during his speech said "Auto1 Tires has ensured BKT's best footprint in UAE and has propelled its brand value and service standards from the day one. Auto1 Tires, has been a vital force in ensuring BKT product range availability through attractive inventories, best after sales service standards and in time stock deliveries of these special application tires which needs huge investments and storing facilities. Auto1 team's passion in building the market for BKT is seen though it's increasing presence in the major ports, municipalities and institutions of the country."

Mr. Suresh, at the end of the event quoted that "These events are an important stride towards delivering our principal partner BKT's corporate message of "Growing Together", through which we will be able to reinforce our relationships for shared success in the increasingly challenging world."

SAVA LAUNCHES NEW RANGE OF 17.5" TRUCK TIRES

SavaTires, southeast Europe's leading tire manufacturer, is launching a new range of 17.5" truck tires for regional and local delivery vehicles. The range comprises three tire types; the Avant 4 is for steer axles, the Orjak 4 for drive axles and the Cargo 4 for trailers. The new tires are designed to meet the needs of the cost-conscious vehicle operator engaged predominately in regional haul and/or delivery operations. The tires are suited for a wide range of vehicles including articulated trucks, rigids and a wide range of trailers.

Avant 4

The Avant 4 regional steer tire tread design has three double ribs, which ensure balanced pressure distribution, a low wear rate and an even wear profile, and its high blading density provides good wet braking. The carcass construction gives a lower heat build-up for good durability.

Other features and benefits of the Avant 4 include a high wearable rubber volume for improved mileage, stiff shoulder ribs for road handling and lateral stability, and a wide bladed zone for high mileage as well as superior traction and braking. Noise is kept low thanks to the staggered tread blocks and stone penetration protectors ensure a high level of durability.

The Avant 4 is available in sizes:

205/75 R 17.5 124/122 M
215/75 R 17.5 126/124 M
225/75 R 17.5 129/127 M
235/75 R 17.5 132/130 M

Orjak 4

The Orjak 4 drive tire has a specific block type tread pattern for good traction and wet braking. This wide tread has an open tread design to promote traction and a high wearable volume to ensure good mileage. The Orjak 4 also has a carcass construction for reduced heat build-up and therefore good durability.

In addition, the five-rib connected solid tread blocks provide even wear, good resistance to chunking and damage plus rear axle stability for better handling. Computer optimized block shape gives low impact noise, even wear and good traction. Other benefits include low noise and reduced rolling resistance in comparison with its predecessor the Orjak 3.

The Orjak 4 is available in sizes:

205/75 R 17.5 124/122 M
215/75 R 17.5 126/124 M
225/75 R 17.5 129/127 M
235/75 R 17.5 132/130 M

Cargo 4

The Cargo 4 is a trailer tire with a wide application range for all types of trailer including low platform versions. It has an optimized tread pattern with grouped centre ribs, which provides high mileage, good vehicle stability and low rolling resistance for fuel economy. The new carcass construction, as with the other new Sava tires, means less heat build-up for better durability.

Its mold cavity shape gives the benefit of even wear due to optimum contact pressure distribution. In addition to this, deep tread blades across the centre area reduce heel and toe wear and provide good wet performance. Rib edge sipes further improve the wear characteristics and the groove geometry is designed to reduce stone holding for greater durability.

The Cargo 4 is available in sizes:

215/75 R 17.5 135/133 J
235/75 R 17.5 143/141 J

TRACTOR OF THE YEAR 2014 LET THE CHALLENGE BEGIN.



Trelleborg, leading global supplier of tires and complete wheels systems for the agricultural industry, and the Tractor of the Year® awards have come together to further strengthen their strategic partnership with their first co-marketing event of the year, "Tractor of the Year 2014: Let the challenge begin".

The event, which took place at the Palazzo Arzaga on Lake Garda, Italy, on May 22-23, was attended by representatives from 15 leading tractor manufacturers, along with an international judging panel of 23 journalists from across the agricultural industry's most influential publications.

During the event, tractor manufacturers were given the chance to present their candidates for the next Tractor of the Year® awards in both of the award's categories - "Tractor of the Year®" and "Best of Specialized". From the nominations received and using their assessment of several features, the jury will then select the finalists for the Tractor of the Year® 2014, with the final announcement expected towards the end of this month.

"Since 1998, the year of the first edition, the Tractor of The Year awards has grown significantly and consolidated its relevance within the agricultural industry. I hope that in the coming years the awards reputation will continue to grow and spread throughout the world with new initiatives, which is thanks to Trelleborg's valuable support," says Fabio Zammaretti, Chairman Tractor of the Year® awards.

"Our partnership with what we deem to be the 'Oscar's' of the industry was a natural choice for Trelleborg," says Paolo Pompei, Business Unit President Agricultural & Forestry Tires, Trelleborg Wheel Systems.

"We have been working closely with leading tractor manufacturers for many decades and believe that this important event demonstrates the power of investment into joint efforts which promote innovation for sustainable farming."

The final awards ceremony will take place at leading agricultural exhibition, Agritechnica 2013, in Hannover, Germany, on November 10th. Visitors will also have the chance to follow the live streaming of the press conference from the Trelleborg stand and on TrelleborgAgri social media channels.

GOODYEAR TIRES

THE CHOICE OF ITALIAN CHAMPION JUVENTUS

JUVENTUS FOOTBALL TEAM BUS SHOD WITH GOODYEAR'S NEW MARATHON COACH TIRES

Juventus, Italy's Serie A 2012-13 Champion Football Team for the second successive time, has been kitted out for the summer with Goodyear's latest Marathon Coach tires fitted to its team bus. During the winter, the vehicle was driven on Goodyear winter tires to ensure that the team could get to matches regardless of the weather. With no snow or ice to worry about, comfort and reliability are the most important factors that the team wants from its tires – and for this, it was decided that Goodyear's Marathon Coach is the right choice.

Marathon Coach

Marathon Coach is an all-position tire for year-round use and the first tire Goodyear has offered specifically for coaches and buses. The tire, launched at the IAA Commercial Vehicle Show in September 2012, features a unique asymmetric design, providing excellent even wear and mileage with a high comfort level. The asymmetric design addresses the problem of uneven steer axle tire wear that occurs on many modern coaches.

The new Goodyear Coach tires feature a combination of technologies, called TravelMax. These technologies include Sileflex tread compound, an asymmetric design and latest carcass designs. TravelMax is a key element in the all-round performance these tires offer.



ATTURO
Performance Tires
WITHIN REACH

This is the only part of your truck that touches the road. Will you choose the right tire for the job?

Good tires do not have to cost a lot of money.
Atturo, keeping true performance within reach.



Gulf Coasts Co. LLC, Sharjah, UAE: Tel (971) 06-5319979

Al Mailem Group Kuwait: Tel (965) 1884747

International Tire Group (Al Raitha Est.), Jeddah, KSA: Tel (966) 02-6886464

Ahif Nabout & Sons Amman, Lebanon: Tel (961) 06-952021

AZ800
sales@atturotyre.com

atturotyre.com

INFINITY'S DELIGHT AT SECOND TAFF AWARD NOMINATION FOR UK ADVERTISING

This particular award showcases the most memorable tire advertising programmes and covers various media channels, from print to TV as well as online advertising.

Mr. Jorge Crespo, Infinity's European General Manager, commented: "To be recognised for a second time in three years is testament to the progress that the Infinity brand has made within the U.K. tire trade. During this time, we have tried to develop the Infinity theme that 'All Tires Are Not Created Equal' by introducing iconic national images from around the world, including our new Ecomax high performance tire transposed onto the London Eye. This TAFF nomination is great recognition for all the hard work undertaken by the Infinity team and we look forward to celebrating the industry's achievements at the 84th NTDA Annual Dinner in October".

Infinity's passenger tire range is distributed worldwide by the Al Dobowi Group, whose partner in the U.K., Bond International, has also been recognised at the 2013 TAFF Awards in the prestigious category 'Wholesaler of the Year'.

GT Radial extends medium sized truck portfolio with new regional all-position sizes

GT Radial is continuing to build its comprehensive portfolio for medium sized trucks by launching two new sizes of its popular GAR820 regional all-position pattern tire.

Initially available in 215/75R17.5, the brand has added 205/75R17.5 and 225/75R17.5 with 235/75R17.5 and 245/70R17.5 currently in development and due for release later in the year.

The GAR820 has been specifically designed to respond to the fast development of modern medium sized trucks increased requirements for comfort, low noise, good wet grip and handling in addition to excellent wear-out performances. The tire is M&S marked indicating excellent all-season traction.

Peter Foulkes, Marketing Director Europe - Commercial Tires at Giti Tire, manufacturer of GT Radial, said: "The GAR820 has been very well received in the marketplace and feedback from operators has been nothing short of exceptional, with the tire's price-per-kilometre coming in for particular praise.

"The new sizes have been in demand since the initial tire was commercially launched in the latter half of 2012, and we expect the uptake to be quick and strong as we continue to establish ourselves at the top of the mid-tier range tire sector."

WESTLAKE TIRES LAUNCHES NEW RP28 AT AUTOPROMOTEC

With the introduction of RP28 in over 50 dimensions, Hangzhou Zhongce is determined to emphasise Westlake as a growing force in the European tire market.

The new RP28 tire range covers a wide variety of popular dimensions from 175/65TR14 up to 225/55VR16 and incorporates the latest developments in compound technology to improve traction in both wet and dry conditions. As the main focus of the range is aimed at 'family' vehicles, there is also increased emphasis on enhancing comfort and reducing noise thus improving the total driving experience.

Westlake also used the Bologna show to preview the new SU317 and SU318 models - designed to address the growing popularity in the SUV vehicle segment, which will soon be available in over 40 dimensions ranging from 16" to 20" applications. In addition, there was also a preview of the brand new SA37 high performance tire range currently planned for launch during the latter months of 2013.

During the Bologna Show, Mr. Surender Kandhari, CEO of the Al Dobowi Group and distributor of the brand in several key European markets, hosted a gala dinner for Westlake's customers and partners at the Hotel Majestic Già Baglioni.

Mr. Nick Zhou, International Sales Manager at Hangzhou Zhongce, declared the company's intention to continue a rapid pace of product development so that "Westlake is recognised as an excellent product - one which the European market is now really starting to notice".

Mr. Nigel Hampson, Head of Business Development for Al Dobowi, commented: "Autopromotec is a great location to display Westlake's impressive product line up. The already extensive range will gain even more strength with these new introductions in the second half of 2013. On top of this, Hangzhou Zhongce's continued growth in the truck and bus tire segment with an annual production in this segment of over 10 million tires now positions the company as a true global tire force".

YOKOHAMA becomes Technical Partner For Globally Popular Racing Game - Gran Turismo

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it has become a technical partner for "Gran Turismo(R)6", the latest version of the globally popular racing video game series "Gran Turismo."

Realism is the great attraction of the series and, in order to develop the game's new physics engine reproducing car behavior, YOKOHAMA provided tire data for the simulation. This is the first time a tire manufacturer has served as an official technical partner. Through its participation, YOKOHAMA hopes to boost its global recognition across generations of automotive enthusiasts.

As of March 2013, the "Gran Turismo" series had recorded sales of 70 million units around the world, and has been highly evaluated not only by avid gamers but by professional race drivers, automotive-related companies and more. The latest version, "Gran Turismo(R)6," was unveiled at the Silverstone Circuit in England on May 15.



EVERYTHING TO BOOST YOUR BUSINESS IS HERE.

THE ONLY PART MISSING IS YOU.

EXHIBIT DAYS: TUESDAY, NOVEMBER 5–FRIDAY, NOVEMBER 8, 2013

EDUCATION DAYS: MONDAY, NOVEMBER 4–FRIDAY, NOVEMBER 8, 2013

LAS VEGAS CONVENTION CENTER | LAS VEGAS, NV

Register now at
www.SEMASHOW.com/TNP

TRADE ONLY
CREDENTIALS REQUIRED

GLOBAL TIRE EXPO
POWERED BY TNP

SEMA
SHOW

EVENT	DATE	INFORMATION	LOCATION
Abilities Expo Houston	02-04Aug 2013	Abilities Expo Houston will see the footfall of thousands of people who are physically challenged themselves or are a part of the NGOs or are friends and families of the physically challenged. The event will see the case studies being shared in the field of cerebral palsy and solutions being offered for the problem.	Houston, United States Of America
Truckfest Scotland	03-04Aug 2013	Truckfest Scotland is an endeavor of Live Promotions Events Ltd to reach out to all small and medium sized operators involved in the trucking and road haulage industry. The event will give the requisite boost to all kinds of mid size commercial vehicle industry.	Edinburgh, United Kingdom
Expo Fenabrave	07-09Aug 2013	This three day event will provide opportunity to the automotive dealers in Latin America to present latest and most innovative cars and Light Commercial Vehicles, Motorcycles, Trucks, Buses and Road implements, Tractors and Agricultural Machinery therefore perfectly caters to the modern trends.	Sao Paulo, Brazil
Tow Expo International	08-10Aug 2013	Tow Expo International is going to be held for a period of three days in San Antonio, United States Of America. This international expo will give supreme importance to all kinds of wreckers like Light, Medium, and Heavy Duty Wreckers and carriers like Light, Medium, and Heavy Duty Carriers...	San Antonio, United States Of America
Dub Show Tour-Anaheim	11-11Aug 2013	Dub Show Tour Anaheim will be held only for one day in Anaheim, United States Of America. This international expo will attract a large number of automotive industry professionals from all over the world and will give them a scope to adopt the latest trends and techniques which will help in the recent as well as future development of automotive industry...	Anaheim, United States Of America

automechanika

SHANGHAI

The world's second largest Automechanika trade fair for automotive parts, accessories, equipment and services

10 – 13 December 2013

Shanghai New International Expo Centre
Shanghai, China

Book your booth NOW!

- **200,000 sqm (11% increase)** and all 17 halls to be used
- **More than 4,400 exhibitors** and **80,000 buyers and trade visitors** from around the world are expected
- **"International Hall"** doubles in size to accommodate demand from overseas companies
- **Further product categorisation** for three expanding industry sectors: Parts & Components, Repair & Maintenance, and Accessories & Tuning
- **New "Automobile Air-conditioning Zone"** with over 200 exhibitors
- Strengthened **"Truck Competence"** programme offers leading commercial vehicle industry players an all-round premium platform
- Expanded **"Remanufacturing Pavilion"** and **"New Energy Zone"**
- **Cutting-edge fringe programmes** cover industry spectrum and new emerging sectors

Contact us for further information:

Tel: +971 4 338 01 02


Fax: +971 4 339 02 80

info@uae.messefrankfurt.com

www.automechanika-shanghai.com



CNAICO
中汽国际

 **messe frankfurt**

EVENT	DATE	INFORMATION	LOCATION
Tuning + Powerdays	10-11Aug 2013	Tuning + Powerdays is a fabulous event of its kind which will be held in lower Rhine where the exhibitors will get a good opportunity to showcase different types of tuned cars.	Pforzheim, Germany
Perth Motor Show Live	06-07Aug 2013	Perth Motor Show Live will be held for three consecutive days in Perth, Australia. The primary objective of this international trade show is to make the automotive and motor industry aware of the latest and advanced technologies which are required for making the industries related to this field more advanced.	Perth, Australia
The Western Motorhome Show	16-18Aug 2013	The Western Motorhome Show is certainly the largest exhibition of its kind where various kinds of motorhomes, caravans, camping equipments as well as groundbreaking outdoor accessories will be displayed and buyers will come with a prime intention to grab the best deals from such excellent platform.	Worcester, United Kingdom
Shanghai International Automotive Manufacturing Technology & Material Show	20-22Aug 2013	The Western Motorhome Show is certainly the largest exhibition of its kind where various kinds of motorhomes, caravans, camping equipments as well as groundbreaking outdoor accessories will be displayed and buyers will come with a prime intention to grab the best deals from such excellent platform.	Shanghai, China
The Great American Trucking Show	22-24Aug 2013	The Great American Trucking Show is the nation's second-largest trucking trade show and offers attendees a wide variety of industry exhibitors and informational sessions. attend free educational seminars, get the latest information from top industry leaders or see the amazing works of art at the Custom Rigs Pride & Polish Truck Beauty Contest	Dallas, United States Of America

GENUINE QUALITY GUARANTEED!

HIGHEST PERFORMANCE AUTO PARTS AT PRICES THAT WILL DELIGHT



Now Recruiting Distributors

- OE Quality Radiators with ISO/TS16949 Certification
- Extensive Product Range
- Available from Stock
- Same Day Free Delivery within the UAE
- Special Trade Prices available

RADIATORS

Global Auto Parts radiators are designed, manufactured and specified to meet or exceed the original equipment (OE) specifications. Global Auto Parts has a vast range of radiators for Japanese, Korean & other vehicles. All the radiators are ISO 9001:2008 certified. Global Auto Parts has a huge range of Aluminum / Plastic and Copper / Brass radiators.

P.O. Box: 19879, Dubai, UAE
Tel: +971 4 250 3637, +971 4 899 6944
Fax: +971 4 885 6047
E-mail: info@globalautoparts.com
www.globalautoparts.com

Follow us on



الحياتور
ALHABTOOR

BMW GROUP MIDDLE EAST ACCELERATES THE FIGHT AGAINST COUNTERFEIT AUTOMOTIVE PARTS

LAUNCH OF REGIONAL CONSUMER AWARENESS CAMPAIGN TO TACKLE ISSUE HEAD-ON

BMW Group Middle East is warning consumers of the dangers of using counterfeit automotive spare parts in the UAE and other Middle East markets.

30 percent of the automotive parts industry in the GCC is counterfeit. Meanwhile, a separate report has revealed that counterfeit products in the UAE account for 12.5 percent of the country's US\$3.8 billion automobile spare parts market. The Saudi Arabian Customs Department has also claimed that fake vehicle parts account for around half of all road accidents in the Kingdom while in the Sultanate of Oman, 45 per cent of recent road fatalities can be attributed to vehicles running on unsafe or counterfeit spare parts. These are just some of the alarming findings that have prompted BMW Group Middle East to launch a regional campaign to raise awareness of the existence and negative impact of using counterfeit spare parts.

Due to the perceived high expense, motorists are sometimes migrating to independent workshops or other service providers who offer copies of the original part at a cheaper price. These parts are unsafe and pose a greater danger to the health and safety of the driver and passengers. They also affect the vehicle's original condition, decrease its value and in some cases, increase the car's fuel consumption.

BMW original parts are put through the rigors of extreme crash and lab tests. They have a high reliability because of the high quality materials used in their build. The various individual components are designed and perfectly harmonized to work well with each BMW. The additional value is that many of the parts come with a two-year BMW warranty.

BMW Group Middle East is tackling the issue in the region head on via a public awareness campaign to highlight the differences between fake and genuine spare parts. The integrated media, advertising and PR campaign will focus on three areas: safety, value retention and sustainability, and will include a print campaign, online communication and displays in importer showrooms to showcase examples of original and fake spare parts for consumers to see the differences firsthand.

"Customers often seek to purchase counterfeit parts for short term savings without knowledge of the adverse long-term implications it has on their vehicle, which ultimately ends up costing them more," said Rudolf Spann, After Sales Director, BMW Group Middle East. "Consumer awareness is therefore key and must be a sustained and united effort. We all have a role to play – the government, automotive companies and consumer protection bodies. The more people understand the dangers of using fake products and see the benefits of purchasing original parts, the less likely they are to suffer severe or even fatal road traffic injuries and lose value on their car. As part of our commitment to the improvement of road safety and exceptional service standards and products, we are launching this campaign to encourage everyone to purchase original parts, every time."

The benefits of BMW Original Parts fall into three categories – Safety, Value Retention and Sustainability: Original BMW parts are subject to the same high quality standards as BMW vehicles, so customers can depend on them when it matters. The precision and high-quality construction of each part also guarantees that all components in a BMW work together perfectly for optimum performance and maximum safety.

Each BMW part has been designed and manufactured to fit with the exact requirements of each vehicle for optimum longevity. Using original BMW parts therefore preserves the vehicle's original condition and keeps its value without compromising on quality. In addition, every original BMW part comes with a two-year warranty.

In terms of Sustainability, the use of BMW original parts aids in reducing fuel consumption as well as pollutant emissions. It also helps in the reduction of raw material usage because 60 per cent of the parts can be reused at the end of their lifetime.

According to the Motor and Equipment Manufacturers Association, counterfeiting of automotive parts is a 12 billion US dollar global industry. A recent report by the Organization for Economic Cooperation and Development (OECD) highlighted the Middle East as a central market for global trade in fake automotive parts, which is growing at an estimated rate of 9-11 percent a year.



"The additional threat that this industry poses is on the economy as a whole. According to the Motor & Equipment Manufacturers Association, counterfeiting of automobile parts has resulted in a loss of 750,000 jobs globally. With the automobile industry set to grow at a projected 10 per cent a year, the issue of counterfeit parts needs to be addressed by both automotive companies and consumers," added Rudolf Spann.

BMW Group Middle East and its importers are committed to vehicle safety, value retention and safety of their customers. They continue to work with consumer protection groups to highlight the serious nature of using fake parts.

Audi adds innovative INRIX Park Service to Audi connect services globally

Audi is simplifying the unpleasant task of finding off-street parking with the addition of INRIX Park – a real-time navigation service for all existing and new Audi connect® subscribers.

Demonstrated for the first time at the annual Telematics Detroit 2013 conference held in the first week of June, Audi is the first automaker to offer the breakthrough service developed by INRIX to customers around the world. It will be available immediately with all active Audi connect accounts. In the U.S. market, the service instantly brings new benefits to more than 100,000 Audi models already on the road today plus thousands more new vehicles sold every month.

"Helping to ease the challenges that Audi drivers face in their daily drives is the core mission of the Audi connect suite of connected car services," said Filip Brabec, Director of Product Management, Audi of America. "By offering the ability to easily navigate to the best parking spot available for their vehicle, Audi has further simplified and improved the ownership experience."

With the INRIX Park, Audi connect customers gain the ability to easily compare rates, gauge proximity to their destination and get turn-by-

turn directions the entrances for more than 18,000 participating parking locations in the U.S. and 42,000 more across Europe. The roster of available parking destinations will continue to grow as data on the locations and available spaces builds.

Audi and INRIX demonstrated the technology today at the Telematics Detroit 2013 conference.

"Together with Audi we're making it easier to get new integrated navigation services in your vehicle than it is to update your smartphone," said Bryan Mistele, President and CEO of INRIX. "With drivers looking for parking accounting for up to a third of all traffic in our cities, INRIX Park demonstrates how new data driven services can help drivers save time and frustration on the road".



Key feature benefits include:

Find available parking closest to a destination; save favorite locations

Compare by distance or current price; prices include the rates charged for length of time parked

Navigate with precision via the most direct route to the closest entrance from the vehicle's location.

Audi offers vehicle owners this newly launched service through Audi MMI® Navigation equipped vehicles with Audi connect* in the U.S. Delivered via the INRIX platform, the parking service is available as part of an options package that includes Bluetooth® mobile phone connectivity, INRIX's dynamic fuel price service as well as real-time news, local traffic, travel and weather information.

INRIX Park allows search beyond a static point of interest to navigate to the closest available parking location and best entrance based on the drivers' approach route and traffic, pricing including hourly scaling and the number of available spaces.

Excellence Beyond Expectation

Fantastic Drive

SONAR

TEL: +886-3-27065137 FAX: +886-3-27065174
info@sonar.com.tw www.sonar.com.tw

SPORTX SX-2

An innovative asymmetric pattern with 5 pilot design provides great control, quietness and maneuverability.

TAIWAN EXCELLENCE 2012

ENOC Lubricants and EMGAS highlight innovative 'green' automotive products at Automechanika Dubai 2013



ENOC Lubricants, the lubricants division of Emirates National Oil Company (ENOC) and Emirates Gas (EMGAS), another key business of ENOC highlighted their latest range of innovative and environment-friendly automotive products and services, including refuelling centres for the cleaner and greener compressed natural gas, at Automechanika Dubai 2013, which was held from June 11 to 13 at the Dubai International Convention Centre.

Saeed Khoory, Chief Executive Officer, ENOC, said: "ENOC and its various businesses are consistently at the forefront of promoting a greener future with a focus on environment-friendly products and services. Consistently engaging with our stakeholders and presenting our innovative solutions are important to promote an integrated approach to sustainable growth. Through the participation of ENOC Lubricants and EMGAS as Automechanika Dubai, we clearly demonstrated our industry leadership in green fuel products and services."

Zaid Al Qufaidi, ENOC's Managing Director – Marketing, added: "Enhancing fuel efficiency and reducing the environmental footprint are the key challenges of the automotive industry today. ENOC invests significantly in identifying and promoting products and services that meet these goals. At Automechanika, we put the spotlight on the diversity of choices we offer, particularly to reduce carbon emissions, through our new solutions."

The Platinum Sponsor of the region's largest and most comprehensive trade and networking exhibition for the automotive aftermarket, ENOC Lubricants leveraged its participation to unveil its KUWA brand family of products. The new KUWA product range will cater for new engine generation designs, meeting and exceeding most of the OEMs requirements, and complements the company's signature 'green' synthetic oils under the brand names PROTEC and VULCAN.

The largest producer of finished lubricants in the region, ENOC Lubricants draws on its ISO 9001, ISO 14001 and ISO 18001 certifications to quality, environment and occupational health & safety, in developing the new KUWA brand range. The KUWA brand family at present comprises KUWA Speed 4700 SAE 5W-30 and KUWA Supreme 9130 SAE 5W-30, which meets all new OEMs requirements for petrol and diesel engines.

Mohammed El Sadek, Director, ENOC Lubricants Marketing, said: "Automechanika is one of the premier exhibitions that brings together stakeholders from across the industry supply chain. Through our participation, we not only presented our diverse range of lubricants that add to engine life and cut maintenance costs, but also highlighted our continued commitment to R&D and innovation to introduce new product ranges. The new KUWA brand range has been specifically designed, based on market research, and will be a strong value-addition for the future automotive sector."

EMGAS, meanwhile, focused on its innovative fuelling system, Pro-Power, designed to power forklift trucks, assuring improved performance, prolonged engine life and reduced maintenance and lifecycle costs. The high quality propane in Pro-Power promotes rugged performance and consistent lifting power, while also benefiting the environment by significantly lowering emissions than comparable fuels and removing the possibility of harmful fuel spillage.

Further building on its green commitment, EMGAS also promoted its fuel of choice, compressed natural gas (CNG), which is 30 percent cheaper than special petrol, environmentally-friendlier and safer with narrow flammability range. The company underlined the ease of conversion of petrol-powered vehicles to CNG through minor engine modifications, in addition to exhibiting its plans to promote CNG usage in Dubai through dedicated CNG Daughter Stations, and the setting up of CNG refuelling facility for potential fleet owners.

Hesham Ali Mustafa, Senior Director – ENOC Gas Marketing and General Manager – Emirates Gas LLC added: "As the UAE focuses on a 'green economy for sustainable development,' the automotive sector can play an important role in partnering in the initiative by adopting greener fuels and services. We have been actively promoting the use of CNG as an alternative cleaner and greener fuel, and have a clear action plan to achieve it, which is being highlighted at Automechanika. Our Pro-Power range, also a

green system that is clean-burning, has no spillage and is of the highest safety standards, has been well-received already, achieving 40 percent growth in sale in the first four months of this year, compared to 2012."

Operating under the ENOC Marketing Segment, ENOC Lubricants has recorded year-on-year growth, ahead of the general projected industry trends. This was brought on by its entry in new markets globally, and by enhancing its lubricants production capabilities at the newly commissioned ENOC Lubricants & Grease Manufacturing Plant (ELOMP), an advanced lubricants and grease manufacturing facility located in the Fujairah Port. ELOMP recently won the Dubai Quality Appreciation Programme certificate, underlining its high quality standards and commitment to excellence. The products of ENOC Lubricants are approved by some of the most renowned original equipment manufacturers in the world.

EMGAS is credited with launching CNG in Dubai through a pilot project with RTA in 2006. Diesel-operated wooden abras were converted to operate on CNG highlighting its effectiveness as an environment-friendly fuel ideal for all types of transportation modes. The project helped in saving fuel costs by 30 percent and expanded the lifetime of engines. EMGAS has introduced CNG to fleet users such as Dubai Municipality, DP World, Emirates Group, Transguard and DEWA, among others. To initiate green solutions in gas-based applications, EMGAS also developed its first CNG mobile filling station.

Al Habtoor Motors presents a wide range of Genuine Parts for Mitsubishi & FUSO vehicles at Automechanika Dubai 2013



Al Habtoor Motors, the official distributor of Mitsubishi Motors and FUSO trucks and buses in the UAE, presented a vast assortment of genuine Mitsubishi auto parts, its Mitsubishi value 2nd selection parts and diamond value parts during its participation in Automechanika Dubai 2013.

Mitsubishi genuine parts and accessories are designed, engineered and manufactured to ensure perfect fit and optimal performance - first time, every time. Committed to delivering value for money, all Mitsubishi genuine parts are competitively priced and ensure the best quality.

Furthermore, by supplying Mitsubishi parts which follow stringent quality measures, Al Habtoor Motors offers full support and backing to all customers who get their vehicle serviced at any of the Al Habtoor service centers. These measures have to be met by any supplier to become one of Mitsubishi's official and approved reseller. The parts that are shipped to Al Habtoor Motors are certified by Mitsubishi Motors Corporation in Japan and are fitted by fully trained technicians at Al Habtoor Motors.

Al Habtoor Motors has invested in a new 25,000 sq. m fully automated warehouse in Dubai Investments Park which stocks over 65,000 line items. With ample stock and excellent logistical support backed by an efficient delivery service, Al Habtoor Motors has ensured a 95% first pick rate when it comes to spare part availability. This is why Al Habtoor Motors has been recognized more than once by Mitsubishi Motors Middle East and Africa for its outstanding sales performance and marketing support to Genuine Mitsubishi Spare Parts in the UAE.

In order to ensure the protection of their investment in their Mitsubishi vehicles, Al Habtoor Motors strongly advises consumers to use genuine Mitsubishi parts purchased from Al Habtoor Motors and get them installed in authorized Mitsubishi service centers.

مينرال سيركلز بيرينجز
mineral circles bearings
"Wide Range, Wide Choice"

P.O.BOX 27691 Dubai, U.A.E
Head Office: Jebel Ali Free Zone, U.A.E
Tel: +971 4 8865100 | Fax: +971 4 8865123
Email: han@mcb.ae

With YOU

www.ntn-snr.com

Stay cool with genuine quality car radiators from Global Auto Parts

With the extreme temperatures in the Middle East, having the best quality heat exchangers is a vital part of protecting the life of automotive engines and indeed of the whole car. Global Auto Parts (GAP) radiators are made to the same specification and materials as those originally fitted in the vehicle and in some cases GAP can provide radiator units that have a higher heat exchange rating than those originally fitted, to achieve higher levels of cooling in situations that require it. Moreover, GAP's OEM Quality Radiators come with ISO 9001:2008 certification.

As vehicles get older and the engines clock up the kilometers, the cooling system is often overlooked, as it is a silent secondary system. Nevertheless, the failure of the engine cooling system could lead to severe damage to the engine. The core of the issue is the radiator itself as this being forward facing it takes the brunt of the elements literally head on. The radiator is then expected to transfer the heat of the engine coolant to the cooler air that passes over it. If the fins are not in good condition and the tubes are not clear, then both of these issues cause poor heat transfer and will ultimately lead to engine failure due to overheating of the moving components.

All modern vehicles are fitted with radiators made of aluminum and plastic, while older and commercial vehicles tend to use copper and brass materials that are robust, but heavier. Global Auto Parts offer units, in both of these material combinations that give the maximum cooling efficiency to the engine coolant, which in turn cool down the engine block and other vital components of the modern car engine.

With a larger range of Japanese and Korean applications available from stock in Dubai, Global Auto Parts is well positioned to provide genuine quality radiators to all workshops and crash repairers. Furthermore, there are over 5,000 units available at any given time and GAP can have any special requirements made to order with reasonable lead times.

GAP's innovative shrink wrap and box packaging will ensure that the units reach customers in pristine condition with no damage to the fins or pipes. The genuine quality matching design guarantee ensures that they will be a 'like for like' fit directly to the vehicle. To top it all, GAP offers customers 'Same Day Free Delivery Within the UAE' and 6 Months Warranty.

Currently, as part of its rapid regional expansion plans, GAP is actively recruiting distributors in the Middle East & Africa.

'MORE', EVEN MORE SERVICE, EVEN MORE INNOVATION

Schaeffler Middle East FZE displayed its 'more' concept at this year's Automechanika Middle East, a leading international trade fair for the automotive industry that was held from 11 to 13 June 2013 in Dubai, United Arab Emirates. With 204 m² of stand space, Schaeffler's spare parts division displayed its wide spectrum of LuK, INA, FAG products for the passenger car and commercial vehicle segments.

'More' as the guiding theme of Schaeffler Middle East FZE trade fair stand this year represented how we see ourselves as a company that strives to exceed the expectations of our customers, distribution partners and garages. 'More' also expresses how we offer much more than just high-quality and innovative products. We also actively support their sales with our technological and business expertise, with value-added products and services.

This year's Automechanika celebrates the premiere of the LuK RepSet® 2CT - a repair solution from the Aftermarket experts for dry double-clutch transmissions - as the first of its kind on the independent spare parts market. Besides having a double clutch, each LuK RepSet® 2CT contains two engagement levers, two engagement bearings, adjusting shims and the required mounting hardware - everything you need for replacing an entire double - clutch systems. All parts are of original-equipment (OE) quality.

Also in the spotlight at the show will be the INA Aftermarket portfolio with components for timing assembly, front end accessory drive and valve train components. For timing assembly, the Aftermarket specialists offer over 1,400 article numbers with more than 70,000 vehicles linked and more than 500 timing belt KITS. It is similar to the front end accessory drive. INA has an Aftermarket portfolio that includes over 190 different overrunning alternator pulleys alone. INA offers even 'more' for the valve train - one of the most comprehensive, market-oriented aftermarket assortments of valve train components.

Another highlight will be the FAG brand's new wheel bearing repair solution for light commercial vehicles. Specially conceived for the Mercedes-Benz models sprinter, Vito and Viano; and the VW crafter, this repair solution delivers garages a time-saving of up to 60 percent when removing and replacing a wheel bearing unit. This benefit is possible because only the wheel bearings are replaced and not - as has been done until now - the complete axle bracket.

MANN+HUMMEL to significantly expand Middle East market share in three years

MANN+HUMMEL, a global market leader in filtration technology, has announced plans to expand its regional market share significantly within the next three years, capitalizing on the recent launch of MANN+HUMMEL Middle East FZE, its first subsidiary in the Middle East. MANN+HUMMEL further showcased its latest technological breakthroughs during the 11th Automechanika Middle East, the largest automotive aftermarket trade exhibition in the Middle East which was held at the Dubai International Convention and Exhibition Centre from June 11 to 13, 2013.

In line with ongoing expansion and operational improvements, MANN+HUMMEL Middle East FZE also revealed that it will continue to build up stocks and streamline supply procedures in the region.

Axel Grossmann, Managing Director, MANN+HUMMEL Middle East and Turkey, said: "Investing in people remains a very important priority that supports our mission to deliver better services through superior local warehousing capacity and expanded marketing support facilities. Moreover, our local presence ensures that MANN+HUMMEL is able to optimise processes and proactively respond to evolving market requirements, giving us the flexibility to provide competitive pricing structures and even deliver smaller order quantities. Ultimately, clients benefit from increased customer interface, delivery performance improvements, having a more reliable supply partner and reduced lead time. MANN+HUMMEL's participation at Automechanika Middle East is part of our continuing thrust to build customer trust and demonstrate our commitment to serve the regional market. This will also be a great opportunity to showcase the superior capabilities of our premium range of German-manufactured MANN-FILTER branded products."

MANN+HUMMEL, which recently took over Purolator Filters LLC, previously a joint venture between Bosch and MANN+HUMMEL, was confirmed as the worldwide leader in filtration in 2012 by the independent market research institute Freedonia.

**MANN
FILTER**

**Who said that
size doesn't matter?**



Only the very best filtration solutions are packed into a MANN-FILTER box – manufactured to OE quality standards. With MANN-FILTER, this is something you can be sure of, as well as our comprehensive product portfolio offering over 95 % market coverage in Europe. Plus optimum service through our reliable trading partners. As a professional, don't settle for anything less!



MANN-FILTER – Perfect parts. Perfect service.
www.mann-filter.com

Next step on the road to accident-free driving. Next-generation intelligent networking **Mercedes-Benz brings Car-to-X technology to the roads**



As part of its "Intelligent Drive" strategy, Mercedes-Benz is all set to bring Car-to-X technology to our roads by the end of this year which will enable the exchange of information between individual vehicles as well as between vehicles and the traffic infrastructure. Through the use of Car-to-X communication, information on potential road traffic dangers can be passed on to drivers at an early stage so that they can take appropriate action and even help to avoid critical situations arising in the first place.

According to Prof. Dr. Thomas Weber, Member of the Board of Management of Daimler AG responsible for Group Research and Mercedes-Benz Cars Development: "With the introduction of Car-to-X technology, we are once again reaffirming our tradition as a safety pioneer, and demonstrating that we are continuing to bring innovations to the roads with benefit for both our customers, and also other road users."

Car-to-X expands the telematic horizon

Car-to-X technology is able to significantly expand the scope of existing vehicle sensors, such as radar or camera systems for example. It enables motorists to see around corners or beyond obstacles, thereby helping to reduce the blind spots from which existing sensor systems suffer. The technology's greatest potential lies in this expansion of the telematic horizon. "With Car-to-X communication we have made a base technology ready for the market which in the future will enable a new generation of driver assistance systems to be developed", explains Prof. Dr. Weber. "Through

the intelligent fusion of sensor data, we are able to obtain an extremely precise picture of the vehicles surrounding including areas further away from the vehicle – which also helps us with the further development of our autonomous driving functions."

In addition to enhancing safety and convenience, Car-to-X technology can also contribute to making mobility more efficient by using the highly precise information on traffic conditions available via Car-to-X communication, for example to improve the flow of traffic by controlling traffic light signals.

Car-to-X technology set to make an appearance this year

Mercedes-Benz to bring Car-to-X technology to the roads by the end of this year. As part of an initial step the Drive Kit Plus will be used, which in combination with a smartphone and the Digital DriveStyle app developed by Mercedes-Benz turns the vehicle into a simultaneous transmitter and receiver of information.

Daimler is using this mobile communication-based approach because it promises to offer the quickest way to deploy the future technology and therefore also the quickest possible shortcut to unlocking the safety potential of Car-

to-X technology. However, Daimler is also involved in the further development of Car-to-X communication and, based on a hybrid approach, is also able to extend its systems into the area of so-called ad-hoc communication between vehicles.

How does Car-to-X technology work in vehicles? When warning messages are issued in the vicinity of the vehicle, from example by an emergency services vehicle or a broken down vehicle, the driver receives a warning in advance in good time and the hazardous location is marked on the map. With this information he has the option of adjusting his driving style and speed in such a way that a dangerous situation does not even arise in the first place. Thanks to Car-to-X technology, the driver can also be warned at an early stage about wrong-way drivers or dangerous weather conditions.

In addition to receiving warning messages, each vehicle fitted with Car-to-X communication can also transmit information on dangers to other road users and therefore contribute to enhancing road safety. Mercedes-Benz passenger cars are able to detect many of these dangers automatically and without the driver being



required to take any action, thanks to the seamless integration of the Car-to-X system in the vehicle's own systems. For dangers which are not detected automatically, or which cannot yet be detected automatically, an efficient manual notification option has been created. At the press of a button, immobile vehicles or animals on the road, wrong-way drivers or shed loads can be notified via the Mercedes Cloud. This then sends a warning message to all vehicles fitted with Car-to-X technology which are in the vicinity of the hazardous location.

Of course when developing the system, emphasis was placed on ensuring that anything which may distract the driver from the road conditions is avoided. The Car-to-X communication works in the background and provides the driver with highly accurate information on situations which may have an impact on safety. The system ultimately works so reliably because Car-to-X technology exclusively distributes up-to-the-minute information on current dangers. As such, Car-to-X technology fits into the Mercedes-Benz "Intelligent Drive" strategy, making additional information available for merging with sensor data.

Modular approach ensures quick market launch and enables the technology to be retrofitted in many Mercedes-Benz vehicles

Since Car-to-X technology can contribute to making road traffic safer overall, it is particularly important for Mercedes-Benz as a safety pioneer to bring this technology to our roads quickly and make its use as widespread as possible.

Through the integration of Car-to-X technology in the Drive Kit Plus and the Digital DriveStyle app, Mercedes-Benz is creating the ideal conditions to enable as many Mercedes-Benz customers as possible to benefit from Car-to-X technology. This is because the Drive Kit Plus can be ordered for new vehicles and also installed in stock vehicles as a retrofit solution. This means that Car-to-X communication is not dependent on the market launch of a new model, and will be offered to customers across the board from the end of the year.

Naturally Mercedes-Benz is also working on full system integration of Car-to-X technology in future models to enable drivers and other road users to benefit from additional safety and convenience.

Besides equipping its own model range with Car-to-X technology, the company is also maintaining close ties with other stakeholders. Since the use of Car-to-X systems will increase with each new additional participant, the aim is to seek an exchange of data - for example on reported hazardous locations - with other vehicle manufacturers. Ideally Car-to-X

technology could be fitted as quickly as possible and in as many motorway maintenance vehicles, police or emergency services vehicles as possible.

Pioneer of Car-to-X communication

Daimler spotted the tremendous potential of Car-to-X communication at an early stage and for decades has been a driving force behind the research and the development of this technology. The company therefore initiated research projects designed to create the necessary technology base and has been, and still is, involved in major projects around the world focusing on Car-to-X communication. As a founding member of the Car 2 Car Communication Consortium, Daimler is actively working on a Europe-wide standardised system for Car-to-X communication. And by acting as the project manager of a German and European field trial for the practical testing of Car-to-X communication, Daimler is also driving force behind the preparations for the market launch of Car-to-X systems.








Nov. 13-15, 2013
SHANGHAI · CHINA

REIFEN CHINA

7th ASIAN ESSEN TIRE SHOW

第七届亚洲埃森轮胎展

Further information:

Messe Essen GmbH · Phone: +49 201 72 44-727 · 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





Intelligent Sensor by Continental Diminishes Battery-Related Breakdowns

In 2012, according to the ADAC breakdown statistics, the roadside-assistance crews of German automobile club ADAC had to respond 2.6 million times to one of the most nerve-wracking experiences that can befall a motorist – a breakdown. In one third of those cases – about 900,000 times – motorists summoned the ADAC because they could not start their cars. The reason: a dead or defective battery, making the battery the single most common cause of breakdowns. Batteries have been culprit No. 1 for years.

Although severe winter weather this year influenced the statistic, the main reason for breakdowns has got to be the growing number of electrical components found in modern cars – components that provide more safety, efficiency and comfort. Few motorists today, for example, would think of taking a trip to an unfamiliar destination without the aid of a navigation system. All this compounds the need to monitor batteries more closely, the only way to ensure that motorists receive prompt notice of, say, an aging battery that is likely to cause a breakdown.

Since 2008, international automotive supplier Continental has been making a small sensor that can provide assistance – the Intelligent Battery Sensor (IBS). “About the size of a matchbox, our intelligent battery sensor monitors critical parameters. It can be used in combination with any standard battery, which means that we can greatly reduce the number of battery-related breakdowns, despite the rising number of electrical components at work in the electrical system”, explains Dr. Lutz Kühnke, Head of the Advanced Sensors & Satellites (ASAT) segment of the Continental Chassis & Safety Division.

Small sensor, big impact – the Intelligent Battery Sensor (IBS)

The IBS continually analyzes the status of conventional 12-volt lead-acid batteries and provides information on such key parameters as the state-of-charge, state-of-function (power ability) and state-of-health (aging) of the battery. The sensor is thus essential to reliable operation of automotive start-stop systems. The IBS informs a higher level control unit, such as the engine control unit, whether there is sufficient energy left in the battery, thus ensuring that the engine can be automatically shut off and cranked again. It also supports that electrical devices such as the radio or the ventilation fan continue to operate during the stop phase.

The IBS is mounted directly onto the battery and fits exactly into the niche around the negative terminal. This means that it can be deployed with any standard battery. In addition to being able to monitor the battery, the IBS also helps to detect defective electronic components in the car, thanks to its monitoring of the key-off current. The sensor enhances the automobile’s diagnostic ability and can thus warn of possible breakdowns that may not even be caused by the battery. Moreover, the IBS helps extend battery life by 10 to 20 percent via an improved charging strategy.

Engineers at Continental are working on a high-voltage current sensor for the lithium-ion high-voltage batteries used in hybrid and electric vehicles. “Whereas a battery in a car with an internal combustion engine is relatively inexpensive, it can easily account for one-fourth of the cost of an electric vehicle. Permanent monitoring and optimization of battery life is therefore a must. Our high-voltage current sensor represents a ready-made solution. By measuring the current exactly, it provides information on the charge level and protects the battery, thanks to a separate overcurrent monitoring”, says Dr. Bernhard Klumpp, Executive Vice President of the Passive Safety & Sensorics Business Unit of the Continental Chassis & Safety Division.

Fewer breakdowns thanks to intelligent networking

As cars become increasingly linked, both internally and with their surroundings, drivers will experience fewer and fewer breakdowns. Vehicles will be able to recognize more and more defects themselves and will report those defects to drivers in timely fashion – via the instrument cluster or via an app on a smartphone. Drivers can then make an appointment directly with a garage and the garage can make sure that the necessary spare parts are on hand. The end result is fewer frazzled nerves and greater safety on the road.

Al Habtoor Motors initiates Duty of Care Road Safety with Fix & Go

Al Habtoor Motors, a leading name in UAE's automotive sector, has undertaken a fresh initiative towards road safety with the launch of its new product Fix & Go in the UAE. Appointed as the first ever exclusive GCC distributor of Fix & Go worldwide, Al Habtoor Motors introduced the passenger and commercial line up of the revolutionary tubeless Tire Repair kits in a press conference held on 11th June 2013, at Automechanika Dubai in World Trade Center. This press conference was addressed by Mr. Neil Coolledge, GM of SpeedFit, Mr. Maurizio Marini, CEO of Fix & Go worldwide and Mr. Guido Petrelli, CFO of Fix & Go Worldwide.



Fix & Go brings a new safety concept for every man, woman and child across the world which will allow the repair of a flat tire without using a spare tire. Its products have been supplied to over 24 leading car brands as OEMs for over 15 years. Today this advanced tire puncture repair system can be found on Alfa Romeo, Fiat Punto, Chevrolet, Pontiac, Opel, Chrysler, Saturn, Ferrari, Maserati, Lancia, Piaggio, Ford, Iveco, Cadillac,

Lincoln Dodge, Kia (Korea), Suzuki (Japan), Fisker Automotive, AM General and the prestigious Pagani-Zonda.

"Al Habtoor Motors & Speedfit have a duty of care owed to the general public to reduce roadside accidents where people have been seriously injured or indeed fatally killed whilst changing a spare wheel & tire. The main reason why we chose this product is because it reduces the risk of any such accident that might occur on the roadside whilst changing a wheel or tire," said Mr. Neil Coolledge, GM of SpeedFit. He further added "Fix & Go is ideal for every man and/or woman, young or elderly, who may find changing a tire by the roadside or on the main highway very stressful in the extreme GCC weather. We are currently looking for sub distributors for Fix

& Go in the GCC and welcome all investors to our stand no. 4AM534 (Hall no. 4) at Automechanika Dubai 2013 where we'll be displaying the passenger and commercial line up of Fix & Go."

Fix & Go comes with a 2 years warranty for the unit and 5 years shelf life for the liquid. One of the key highlights of the advanced range of Fix & Go is that it can repair any flat tire and help the drivers to get back on the road in as quick as 5 minutes as compared to 45 minutes for the conventional spare tire change. The kits are compact and lightweight (about 2 kg) and take up the same amount of space in the car as a bottle of water. It's easy to use and quickly makes temporary tire repairs by injecting a non-toxic sealant into the tire with a powerful compressor that can be plugged into the vehicle's onboard cigarette lighter holder.

R&D EXPENDITURE OF 4.5 BILLION EUROS

BOSCH RANKS FIRST IN EUROPE WITH 838 PATENTS IN 2012

The European Patent Office in Brussels announced on Wednesday that Bosch was ranked first for patents in Europe in 2012, with 838 patents granted to the company over the course of the year. The company currently holds a portfolio of more than 90,000 active industrial property rights. In total, Bosch filed more than 4,700 patents in 2012. The European Patent Office regulates the granting of property rights in the 38 member states of the European Patent Organization (EPOrg).

Bosch spends more than 8 percent of its sales on research and development, with R&D expenditure reaching 4.5 billion euros in 2012. More than 42,000 associates work in R&D worldwide, 20,700 of them in Germany. Patents protect the company's innovations from being imitated, while licensing allows third parties to benefit from Bosch's technological edge.

From patent to product: a long and winding road

Not every good idea leads to a patent, and not all patents go on to become products. The process is generally a long one. "One example is the snap electrode, which is part of our particulate filter for the clean combustion of biomass in the wood-burning stoves of private households," says Dietmar Steiner, one of the inventors at Bosch.

High-voltage dust-catcher

While heating with renewable materials such as briquettes or wood pellets is carbon-neutral, the exhaust gas contains unwanted particulate matter. However, it can be removed by means of a particle separator. Steiner, a physicist in the



research department in Schwieberdingen close to Stuttgart, explains how this works: a strong electric field is created in the exhaust pipe, as a result of which free charge carriers attach themselves to the dust. An electrode then attracts the charged dust particles, which stick to it.

Longer maintenance cycles thanks to snap electrodes

At some point, the electrode is so covered in dust that it has to be cleaned. Steiner and his project team first began to devise solutions in 2006. The dusty electrode can be briefly shaken by a bimetal element that folds over ("snaps") as the stove heats up. As a result, the dust is shaken off the electrode into the stove's ash pan.

"Our aim was to have a filter that required maintenance only twice a year, and we have achieved this," Steiner says. The filter prevents more than 85 percent of particulate matter from being emitted. By using mass produced parts that Bosch is able to manufacture in large numbers and to high quality standards, costs were significantly reduced. Lower limits on particulate matter will take effect in Germany from 2015. The new filter will make it possible to comply with them.

The first prototypes were built in 2006, and a patent was filed in 2008. In 2010, the snap electrode patent was published. It was then legally granted in 2011. A number of other companies in the heating industry have expressed interest in the technology, and licensing negotiations are currently underway.

Duracell Automotive makes its Middle East debut at Automechanika

Duracell, the world's leading manufacturer of high-performance alkaline batteries, participated and showcased its starter automotive batteries at the Automechanika Dubai, the region's largest and most comprehensive trade and networking exhibition for the automotive aftermarket, which was held from June 11 -13 at the Dubai World Trade Centre.

Earlier this year, Duracell concluded an exclusive licensing agreement with Austrian battery specialist Banner for Europe, North Africa and Middle East markets, which will see Banner manufacture and distribute a range of reliable, powerful and advanced batteries under the Duracell Automotive brand.

"Automechanika is one of the largest and most influential industry trade shows. It was the perfect avenue for us to introduce the new range of Duracell Automotive batteries that address the changing needs in the automotive market, and soon will be the new power on the roads of the UAE and the wider region", said Andreas Bawart, Banner's Commercial CEO.

"At the same time, it allowed us to enhance our understanding of the current state of the technology and development of the automotive aftermarket in the Middle East", concluded Bawart.

Visitors to the Duracell Automotive booth had the chance to see on display a range of batteries designed for the auto enthusiast who places high value on superior dependability and high-powered performance.

The product range extends from the 'Starter', which represents the entry point, to the 'Advanced' and the 'Extreme', the special AGM and EFB batteries designed for start/stop vehicles, as well as the 'Professional', a product line aimed at trucks, buses and agricultural machinery.

The Duracell 'Starter' scores highest when it comes to optimum price-performance ratio, reliable power for every cold start, absolute zero-maintenance and maximum safety, thanks to its 4-chamber leak protection.

The Duracell 'Advanced' also offers optimum starting and inboard power and meets the strict requirements of leading automotive manufacturers. The inboard power pack units combine full calcium technology for more starting power with the greatest possible safety derived from double lid leak protection. Moreover, twenty battery types match virtually all European and Asian vehicles.

The Duracell 'Extreme', the start/stop specialist, is designed for use in environment friendly vehicles. The enhanced flooded battery (EFB) is employed mainly in family class and small cars and where simple start/stop systems are in use. The absorbent glass mat (AGM) battery is utilized primarily in family and premium class vehicles with start/stop systems and brake energy recuperation.

The Duracell 'Professional' ensures that all commercial vehicles arrive safely at their destinations. This power pack is available in heavy duty (HD) and super heavy-duty (SHD) versions, starts every engine reliably and furnishes the vehicle electrical system with sufficient energy.

Two types of Duracell automotive batteries are initially being released in the Middle East: the 'Starter' and the 'Advanced'.

MAG Lubricants ready to roll out international growth programme

MAG Lubricants is preparing to embark on a global expansion plan in the wake of a multi-million dollar investment programme.

The company, which specialises in automotive oils (synthetic, semi-synthetic, multi grade and mono grades) for petrol and diesel engines along with gear oil, industrial gear oil, hydraulic oil and grease with a lithium and calcium complex, is set to more than double its international workforce.

The ambitious growth strategy for the Dubai headquartered firm comes on the back of the new \$50 million (US Dollars) blending plant that it recently opened.

MAG Lubricants, which services the marine and automotive sectors, currently employs 38 direct staff at its new facility with more than 100 employees in various support roles.

It is part of the bigger MAG Group, which was founded in Abu Dhabi in 1978, with the parent company facilitating the build project to leave MAG Lubricants strategically placed to achieve its growth goals.

The rapidly expanding organisation is aiming to have 250 staff by 2015 at the factory, which is based in Dubai's Technopark meaning it is ideally situated for importing and exporting products.

MAG Lubricants made the announcement during Automechanika, the largest automotive aftermarket trade exhibition in the Middle East region.

Among the plans include strategic growth into key new markets – with plans firmly in place to operate in 50 countries globally and to simultaneously increase its distributor network within those new zones.

Mahmoud-Al-Theraawi, CEO of MAG Lubricants, who has been buoyed by a strong financial position as it posted turnover figures of \$120 million (US Dollars), is looking to the new factory to further leverage and increase the international reach of the company.

"It is an exciting time for MAG Lubricants with our focus now on a strategic global level," he said.

"We are well placed to move into new untapped markets given our strong domestic presence in the UAE.

"International growth is the best way to take MAG Lubricants to a new level in terms of our stature and overall development.

"We are all very proud of the new blending facility in Dubai's Technopark that will be the flagship for our business for the next 25 years but we're equally focused on global progression as well.

"It not only gives us the option to work on our own projects but it can also be subcontracted to other businesses which will help us to further develop a secondary revenue stream.

"Our immediate trading markets are of course the Middle East along with North and South Africa.

"We already have links with Vietnam and the Philippines and now its time to develop new partnerships and customers in new areas."

MAG Group first entered the industrial sector through manufacturing automotive spare parts, filters and accessories before developing its reach to produce mineral grease as well as blending and packing all sorts of engine lubricants.



AL HABTOOR MOTORS

EXPAND YOUR BUSINESS HORIZON

AGENTS WANTED

AVON
TYRES

Energizer



**THE UK'S NUMBER
1 TYRE BRAND**



Designed and engineered in the UK, Avon has been making high quality automobile tyres since 1904. Presently as part of Al Habtoor Motors expansion plans, the company is looking for:

**Agents in
Saudi Arabia, Bahrain, Oman,
Qatar & the UAE**



**WORLD LEADER IN
AUTOMOTIVE BATTERIES**

Energizer® provides reliable starting power thanks to its streamlined range of batteries which boasts top European quality, performance and reliability. Part of Johnson Controls Group, Energizer® batteries use PowerFrame® Grid Technology for more consistent power.

We are looking for Agents in the UAE

AGENTS & FLEET OPERATORS WHO ARE INTERESTED IN THIS EXCITING OPPORTUNITY

Contact: Ms. Erlinda Rapi
E: aftersales@habtoormotors.com
Tel: 04 - 608 4000 Ext: 4425

**EXPO 2020
DUBAI, UAE**
GANDHI CITY
Best Supplier



Dubai: Deira: 04 - 608 4000, Sheikh Zayed Road: 04 - 301 1400
Abu Dhabi: Al Habtoor Royal Car: 02 - 698 9600, Elite Motors Abu Dhabi: 02 - 642 3686
Al Ain: 03 - 703 4600, **Sharjah:** 06 - 514 6400, **Ras Al Khaimah:** 07 - 205 8200
Fujairah: 09 - 223 2885, **Ajman:** 06 - 714 7900



AL HABTOOR MOTORS
www.habtoormotors.com

**MITSUBISHI
MOTORS**
Drive@earth



Puma Men's Spikeless FAAS Lite Golf Shoes

The Puma Men's Spikeless FAAS Lite Golf Shoe features microfiber leather for super lightweight performance and waterproof protection. Zero heel-to-toe drop provides for a more natural walking stride and posture during the swing, and lightweight materials offer ultimate comfort. Corrugated flex grooves allow for optimal flexibility and increases ground contact throughout swing for improved traction and stability.

Braun °CoolTec shaver

World's 1st shaver with active cooling technology. Braun's °CoolTec is a revolutionary new dry shaver that has the power to take the heat out of shaving and put shaving irritation on ice. This power, on top of the stylish design and thoughtful engineering you'd expect from Braun, makes °CoolTec quite possibly the most technologically advanced dry shaver in the world, delivering a simply outstanding shaving performance for men with sensitive skin.



Lenovo Yoga 11S

Lenovo announced another addition to its convertible family devices, the IdeaPad Yoga 11S the multimode convertible with 10 hours battery life and a 10-finger multitouch screen that folds back 360 degrees.

The ideal size for mobility in a thin, 11.6-inch design, the Yoga 11S Ultrabook convertible comes with choices of a powerful third generation Core i3 or i5 Intel processor giving consumers the ability to create high-performance content and presentations and seamless graphics that make it a great entertainment device.

Yoga converts into four special modes to fit the changing ways people are using technology today. It offers a new way to experience mobile computing, letting people define which mode works best for them in their environments, from the park and the coffee shop to in transit, at home or at the office.

For example, people can watch movies like never before by putting Yoga in tent mode while enjoying the convertible's rich Dolby Home Theatre audio. They can convert Yoga into stand mode for a different environment good for things like swiping through family photos using the high definition IPS screen's 10-finger multitouch support. Yoga even supports hand gestures so consumers can just wave their hand in front of the webcam to instantly advance photos, videos and other content.



**Reduces Co2 emmissions as
much as planting 500 trees
& save up to 3% of fuel.**



KENDA

Performance Minded. Value Conscious.

MADE IN KOREA

Vezda Eco
KR 30

Kenda tire has reduced CO2 emission by as much as 20g/km with its unique material technology to help protect the environment. It stands for a total reduction of 6tons of CO2 throughout the car's lifecycle, equivalent to the CO2, absorption by 500 trees a year.

The new tire that's saving the planet... quietly.

Experience. Growth.

vargaco
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,

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

HOTPRODUCTS



805 Maserati Edition

Bowers & Wilkins innovation meets Maserati style in this superb high performance loudspeaker. The 805 is the stand-mounted model in our flagship 800 Series Diamond speaker range, the choice of famous recording studios and revered by serious audio enthusiasts for their stunningly realistic sound quality. This limited edition model reflects the opulent yet understated design of a Maserati car interior, featuring luxury black Maserati leather, birdseye maple real wood veneer and Maserati's Trident on the integrated stand. Available in Autumn 2013.



BBQ branding Iron

Sometimes things get complicated on the grill. You're moving fast, shifting burgers and brats, flipping steaks. It can be quite a production but in the end it all gets done because you're a master chef.

Well, to be honest, it's really a matter of non-linear heat transference which has nothing to do with your grilling skills. Still, this doesn't change the fact that things can get complicated and just whose steak is whose will get mixed up when the meat ends up in a pile on the plate.

That's where the BBQ Branding Iron comes in...

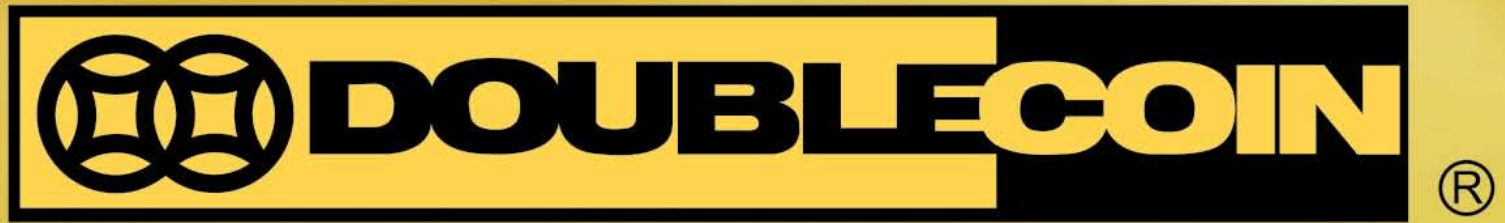
The BBQ Branding Iron is the perfect solution to meat confusion. Use the included letters and spaces spell out the name of the owner of the meat and sear it into the flesh. You'll take the mystery out of the meat and leave nothing but the flavor behind.



Bose QuietComfort 20 Headphones

Consider them your go-to headphones, wherever you go. The first in-ear noise cancelling headphones from Bose give you more control over how you listen than ever before, in all kinds of environments. Block the outside world with full-on noise reduction. Or, choose Aware mode and let some of it in—all while keeping your headphones on and your music alive with lifelike Bose® sound. Wherever your day takes you, QC®20 headphones keep you connected. To the beat of your music, and the pulse of what's around you.

THE BEST TRUCK RADIAL TYRES



***Driven
The World over***

RLB200+

RR202

RR605



GT RADIAL

Experience the performance
Discover the value.



Bagader Trading Est.



CHAMPIRO HPY

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.

