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ANNIVERSARY RANGE**



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ART 1600



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PUBLISHER'S NOTE



The availability of oil has rarely been a source of concern in the Middle East region. Roads in the region are noted for the prevalence of flashy SUVs. Currently, oil prices are at an all time low and both the SUV and CUV segments are attracting growing interest in the Middle East.

However, there is no doubt that from a long-term perspective, it is high time that we seriously considered alternative options like hybrid cars and EVs. This is not just due to the fact that hybrid cars and electric cars have less or zero emissions and are more environment friendly. Oil is a finite resource and its supplies will run out sooner or later. Costs are set to go up in the long run, and the large scale use of hybrid and electric vehicles will eventually have a significant economic impact when it comes to fuel costs.

Jordan is one of the countries that did not benefit from the oil bonanza in the Middle East. This has been one of the reasons that forced Jordan to take a leadership position when it came to promoting the use of hybrid cars. The government proved to be a trendsetter in this regard, by deciding to completely eliminate customs duties and taxes on hybrid cars from the middle of 2008. This led Jordanians to import almost 4,000 hybrid cars in the first 11 months of 2009.

Ever since, depending on government tax policies and incentives, hybrid cars have proved to be highly popular in Jordan, with customs figures revealing that there are as many as 33, 588 hybrid cars on Jordanian roads today.

There was a major dip in 2011, when the government imposed a special tax to the tune 55 per cent of the value of the car. Only 558 hybrid cars were imported in that year. However, sales surged again in June 2012 when the government cut the special tax rate to 25 per cent for cars having engines of 2,500 cc or less, while the tax rate continued to be 55 per cent for larger hybrid cars. Demand continued to grow, with sales of hybrid cars increasing almost by six times in 2013, from 2,662 cars in 2012 to 14, 565 in 2013. The upward trend continued in 2014 with sales of 12, 105 hybrid cars from January to July. The Toyota Prius is the most popular hybrid model followed by the Toyota Camry and the Ford Escape.

Even taxi fleets are joining the sustainability bandwagon in Jordan. Recently, on the sidelines of the World Economic Forum on the Middle East and North Africa, Taxi Moumayaz signed an agreement with the Greater Amman Municipality according to which the company will add 300 hybrid cars and 100 electric cars to its fleet

Other countries in the region are slowly following Jordan's lead. The quirky Estrima Biro electric vehicles have proved to be a hit in Beirut. The Dubai Electricity and Water Authority, DEWA, unveiled its first charging station for electric cars back in February this year and plans to set up 100 such stations by the end of 2015. Just like in Jordan, the Dubai government is reportedly considering incentives for users of electric vehicles. The BMW i8 has joined the fleet of luxury cars owned by the Dubai police and it may only be a matter of time before we see such cars regularly on Dubai roads.

Hamid Moaref

Publisher

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DAVID BORLA

VICE PRESIDENT, SALES AND MARKETING, BORLA PERFORMANCE



Borla is widely known to SEMA and other industry professionals as the manufacturer of the best exhaust systems in the globe. Could you share with us the technology behind your products?

While I can't share our proprietary technical secrets, I can tell you that Alex Borla holds numerous patents for exhaust technology and every part we offer includes a degree of this technology. The reason we have been able to satisfy so many end users for so long is because we listen to their needs and give them exactly what they want. In order for us to accomplish this, we approach every new product from scratch and build thousands of different application-specific mufflers as a result. The mufflers you find included in one of our exhaust systems will be used only for that part number and you will not find them anywhere else in our catalog. Most, if not, all of our competitors use universal mufflers in their exhaust systems while we build specific mufflers for each individual system. You will never find one of our universal mufflers used in our exhaust systems. This is a critical difference in Borla's approach to building top-quality systems. On top of that, we offer numerous sound levels for the same vehicle and we needed to develop a wealth of technological tricks in order to be able to achieve these different sound levels. Our quality control processes ensure the parts meet or exceed the expectations of our customers and are manufactured as they were designed.

What makes Borla Performance's exhaust systems an ideal choice for the car enthusiast community in the Middle East?

For one thing, our exhaust systems have the right exhaust note for the region – people in the Middle East just like how they sound, and how they sound different from any other system on the market. Exhaust sounds are as subjective as music and in the same way, those certain musical rhythms and melodies are popular in certain parts of the world, so are Borla's exhaust sounds. On top of that, we offer a level of durability that's important because enthusiasts in the Middle East like to drive hard. And no one makes more power than Borla, so there's a certain confidence that comes with installing one of our systems as well. Also, history and heritage are important to enthusiasts in the Middle East, and the Borla brand has a richer history and heritage in aftermarket exhaust than any other. We're also a family business. You can reach a Borla family member at virtually any time and that matters to enthusiasts in the region as well. We're not just some anonymous brand without a face; the business name is our family name and we stand behind our products to a greater degree because of this.

What is your advice to customers purchasing exhaust systems for the first time?

Do your homework, take your time, research forums, talk to other enthusiasts and remember that there's a huge difference between a properly engineered exhaust system, and one put together from universal parts.

What are the products offered in the Borla Performance portfolio?

Borla offers exhaust systems, headers, mufflers, various exhaust components, aerodynamic diffusers, electronic fuel injection kits, individual throttle body kits, air horns, other induction parts, carbon fiber components, and exhaust polish. Borla's exhaust polishing method is specially formulated for stainless steel exhaust systems and "bright chrome-style" polished stainless steel exhaust tips. With BORLA® Exhaust Cleaner & Polish, you can keep your BORLA® system looking new. Using a state-of-the-art formula, it quickly cuts through layers of dulling oxides to restore original finish while adding tarnish protection.

Borla® Exhaust has been designing and manufacturing high performance, aftermarket exhaust systems that carry a million-mile warranty for over 3 decades. One of the reasons we have been able to stand behind our products with such a powerful warranty for so many years is because we have always and will continue to exclusively use austenitic stainless steel in the manufacture of our exhaust systems. While this material lasts over a million miles and will not rust, the exhaust systems from which this material is made will build up dirt, engine residue and other unwanted impurities over time that dull the finish.

Through the years, we have received many requests for a cleaner/polish that restores the finish of a Borla® exhaust to the way it was when it was new but we were unable to find one that worked especially well with the austenitic stainless steel used in Borla® products. The metal polishes on the market were designed to work with many different types of metal and therefore, did not do the best job possible on austenitic stainless steel.

After years of testing, Borla® has finally developed an exhaust cleaner/polish that is specifically designed to work on stainless steel exhaust components for cars, motorcycles, boats, trucks, etc. Exhaust systems deal with specific elements like heat cycling, condensation, oxidation etc. that create unwanted effects to the material which are specific to exhaust. Borla's new polish is designed only to counteract these effects and as a result, performs better for this purpose than anything else available.

What sets your performance exhaust systems apart from those offered by other companies?

Borla is the originator of high performance, bolt on, aftermarket exhaust systems made from aerospace grade materials with a warranty that will outlive the car, and probably the owner also. We were the first company on the planet to offer this combination of features and benefits, and there are now over 200 companies that have copied this model. Even with all of these imitators, Borla continues to set the industry standard for performance, sound, durability, fitment, aesthetics and more.

What are the tell-tale signs that an exhaust system needs replacement?

In my opinion, every stock exhaust system needs replacement because they just don't sound, perform or look right coming from the factory. Original equipment manufacturers don't focus on exhaust systems to the degree that they should. Thankfully, there's the aftermarket. So to answer your question directly, the tell-tale sign is when you hear someone else's car that sounds better than yours.

Does replacing the exhaust system boost the engine's performance?

If you replace it with a Borla system, yes, absolutely.

We have heard that Borla already has a huge presence in the Middle East with multiple local dealers. What are the factors that contributed to this success?

The people of the Middle East have a deep appreciation for the finest brands in the world; they simply know what's good. I'm not exactly sure how this transpired but it's very obvious when you're over there, and this appreciation I speak of goes well beyond automotive products. Whether its fashion, electronics, cars or anything else, people in the Middle East want the best and that's why they choose Borla. We believe our existing global reputation has been built on the quality of our products. We didn't specifically target the Middle East or any other part of the world for that matter. We just focus on being the best at what we do, and those who know what's good appreciate us for that. Thankfully, we really don't need to change who we are just because we're selling to a particular part of the world.

What obstacles did you encounter when you first launched your products in this region? How were you able to overcome such obstacles?

We just had to pay attention and learn how to do business within the rules and regulations of the region. There's some documentation and certification that's unique to the Middle East and we needed to learn how to do that stuff properly. That's really it.

You have been invited by SEMA Middle East as an ambassador and pioneer of aftermarket parts. Could you tell us more about your role or duties in this region's automotive sector?

This issue is dear to our hearts and extremely important. We have a responsibility to not only make sure our products are safe and don't upset anyone but to also ensure that other SEMA members do so as well. Whether it's the Middle East or anywhere else, it's critical that we play by their rules and adapt to their culture. While this isn't a struggle for us, we are vigilant in making sure other SEMA members understand this.

What do you think makes the Middle East an interesting and unique region for the automotive sector?

Automotive styling in the Middle East is a confluence of influences from around the globe. Whether it's muscle cars, high-end exotics, Jeeps, pickups, SUVs, luxury sedans or sport compacts, you will find a cross section of the world's finest automotive offerings. But it doesn't stop there. Personalization is just as important as the platforms themselves, and there is a pervasive culture of tailoring vehicles to meet individual specifications, needs or preferences. The conditions in the Middle East have created a 'perfect storm' that promotes the growth and prosperity of the automotive aftermarket. Beyond the affluence and brand consciousness you see on the surface, there is a growing infrastructure of distribution and service that makes it easy for enthusiasts to buy, install and maintain aftermarket parts. Combine that with great roads and what seems like infinite sand dunes, and you have a giant playground for people who love to play with cars.

Marketing plays a crucial role in terms of reinforcing a company's position in the industry. What marketing approach or strategies do you plan to use in the Middle East?

Product is the foundation of our marketing efforts. We focus on understanding the needs of the market and giving them exactly what they want at the right price. After that, I would say that partnering with the right resellers is next. Promotion is last on our list – we put our money into the product, not smoke and mirrors.

Where do you see the exhaust system market in the Middle East in the next five years?

Unlike other parts of the world, the Middle East is pretty savvy when it comes to exhaust so I don't see a steep increase in awareness. Steady, incremental growth is to be expected.

Could you share with us your experience at this year's Automechanika Dubai?

We had our own booth at the show where enthusiasts, distributors, media members and anyone else interested in what we do came and had a direct interaction with our sales manager for the region, Josh Abbott. We focused on new products such as the C7 Corvette, the 2015 Sierra, the 2015 Mustang and many more exciting new applications.

Could you share with us the latest trends in exhaust systems?

More and more cars are coming from the factory with exhaust valves so this is certainly a trend and we make sure we keep that functionality in our systems.

In your website, you mentioned that you have pioneered various enhancements in the design of your performance exhaust systems. Could you tell us more about these enhancements and how they could benefit the driver?

There are really 2 categories to this response. First is the fact that Borla pioneered the aftermarket exhaust system as we know it today. The entire concept of upgrading your vehicle with a complete, bolt on, exhaust system made from superior materials that include a high performance muffler and is supported by a warranty that is essentially "forever" was pioneered by Borla. We created this business model and we pioneered the entire class of these products. Secondly, Alex Borla pioneered and patented several muffler designs that revolutionized the industry and provide a combination of power and sound attention not seen previously.

How do you demonstrate your commitment to environmental sustainability?

Our exhaust systems make engines run more efficiently, which lowers the environmental impact of the entire vehicle. They also last a million miles or more, which means replacement is not necessary, thus lessening waste. Additionally, all of our street products comply with today's stringent emissions standards.

Counterfeit spare parts are a hot topic in today's automotive industry not only in the Middle East, but also in the other parts of the world. What are the steps you are taking to prevent their proliferation and to ensure the safety of motorists?

There's no quick fix for this. It's something that has to be looked at every day and handled on a case by case basis. We have a lot of friends around the world who help us in this area. If someone were to counterfeit our products, we'll find them and take appropriate actions to ensure they stop immediately.

When customers hear the name "Borla Performance", what do you want it to be remembered for?

Being solely responsible for the inception of performance, aftermarket exhaust systems and maintaining the leading edge in this industry for our entire history.

What can Middle East customers expect from you this year in terms of product launches and loyalty programs?

Borla is always aggressively developing new exhaust systems and performance products for the world's top cars and trucks, and 2015 will be no different. This year, we have already launched exhaust products for both the 2015 Mustang GT 5.0 and EcoBoost engines, as well as all of the 2014-2015 Corvette C7 models to include the Z06. We just introduced an all-new exhaust system for the 2012-2015 Jeep Wrangler Unlimited that provides maximum clearance for heavily modified Jeeps and stock vehicles alike. This is going to be an exciting year for Borla, and we are really looking forward to our growth in the Middle East and in other international markets.

2016 MITSUBISHI L200 OFFERS NEW LEVEL OF COMFORT IN PICK UP CLASS



The authorized dealer for Mitsubishi in the UAE, Al Habtoor Motors, launched the new 2016 version of the L200 pick-up on May 20, 2015 at a high profile event held at its Sheikh Zayed Road showroom. Karl Hamer, Managing Director Al Habtoor Motors formally unveiled both the Double and Single Cab versions of the new L200 to the public. The event was attended by senior executives from Al Habtoor Motors and distinguished guests.

The vehicle itself, in both the single cab and double cab versions takes comfort to the next level in the pickup class with a stylish appearance, powerful performance, highly responsive handling and best in class comfort when it comes to ride quality.

The 2016 L200 comes with a really robust build while the ride quality is similar to that in a comfortable sedan with plenty of space and leg room. Internal noise has been minimized. The front and rear seats are fashioned from the most luxurious materials to offer motorists a comfortable and smooth ride.

The pickup has been built to offer high levels of traction and stability. It comes with a rugged frame and body whose shape has been optimized to offer the best performance on the highway with regard to aerodynamics. The advanced suspension and the 4WD traction both give the driver a greater degree of control.

One notable feature of the new L200 is the option it offers to the driver to switch between the smooth 2WD (2H) for the highway and the rugged 4WD (4H) for offroad traction even while driving at speeds as high as 100 km per hour. Torque can be transferred to all four wheels with a simple flick of the drive mode selector dial and the car transitions quickly to the 4L or 4 H mode. In this mode, it offers higher torque and lower gear ratios for better offroad performance at slower speeds. This makes riding in the pickup highly comfortable even on rough terrain.

The L200 ranks high in the traction stakes with its suspension that has been modified to offer a smoother ride. The double wishbones of the suspension are supported by a stabilizer bar and coil springs in front and leaf springs above the axle in the rear. The weight of the vehicle has been kept low with the use of sturdy, steel plates that also boost safety in the event of a collision.

During the design and development of the new L200, advanced computer simulation was used to optimize the wind drag coefficient. This lowers the interior noise, while increasing the handling stability, acceleration and fuel efficiency to best in class levels.

The new L200 comes with an exceptionally sturdy body that is tough enough to withstand demanding work conditions. The cargo bed has been reinforced and offers plenty of storage space, making it ideal for work scenarios. Besides being handy for weekdays, the tough body of the L200 is good for both onroad and offroad adventures on weekends.

When it comes to power, customers can choose from petrol and diesel versions for the new L200. The turbocharged 2.5 liter 16-valve diesel engine includes three variants, but all three have a common rail direct injection system that optimizes fuel dispersion for lower emissions, peak efficiency, and supplies power on demand.

The petrol version 2.4-liter 16-valve MPI SOHC petrol engine offers plenty of torque and horsepower with minimum vibration and noise.

To enjoy driving ease without sacrificing sportiness, the L200 comes with a smooth-shifting 5-speed automatic transmission. Its Sports Mode lets the driver shift up or down with a flick of the lever for sporty, manual-like driving pleasure.

Pickup enthusiasts will get greater control with the 5-speed manual transmission, which comes with a solid stick shift for extracting maximum performance and smoothest operation possible from this workhorse.

Speaking during the launch, Joe Rogan, Director of Sales, Al Habtoor Motors added that the L200 is one of the most popular pick-ups in the UAE for commercial use, with customers across the country eagerly waiting for the launch of the all-new L200. The L200 was launched in Abu Dhabi on May 25 and will be shortly launched in 9 other showrooms across the UAE.

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TWO SPECIAL EDITION LAND CRUISERS JOIN AL-FUTTAIM 60TH ANNIVERSARY RANGE

Spurred by the success of the limited edition Al-Futtaim Motors 60th anniversary vehicles, and the popularity of the FJ Xtreme which was launched in 2014, Al-Futtaim Motors, the authorized distributor of Toyota in the UAE, has added two Special edition Land Cruisers to its 60th anniversary range. Only 60 units of the two vehicles – a 4.6-litre V8 Toyota Land Cruiser and the all-new 5.7-litre V8 Land Cruiser Xtreme will be produced to mark the landmark anniversary.

Describing the new additions to the 60th anniversary line-up, Jon Williams, Managing Director of Al-Futtaim Motors, said that the company has received tremendous response from customers for the 60th anniversary limited editions. There were initially eight different vehicles, including the 4.0-litre Land Cruiser. The two new additions will increase the range to ten vehicles and will serve as the crown jewels of the company's 60th anniversary range.

The 4.6-litre V8 Land Cruiser comes with a number of innovative new features which will be available only in this limited edition. These include chrome roof rails, 9" navigation screen with CD/DVD/AUX/USB/Bluetooth, front bumper lip spoiler with day time running lights (DRLs), roof spoiler with chrome insert, rear bumper spoiler with dual chrome garnish, and rear seat entertainment in addition to rear view camera and blind spot detection for better safety and convenience.

The 5.7-litre Land Cruiser Xtreme is definitely a top range vehicle in its class and is highly performance oriented. It is now available with door mirrors, side molding, back door trim, roof rails, 20" alloy wheels, in addition to fender flares, smoked LED tail lights, FOX suspension, and a hood scoop to name just a few additions.

Last year, Al-Futtaim Motors launched FJ Cruiser Xtreme, a true personification of Waku Doki, Japanese for adrenaline rush, adding to the already fun-to-drive characteristics of the car.

The Xtreme badge is truly worthy of its name as it delivers an extreme off-road and desert driving experience, which eclipses the already legendary performance of both the FJ Cruiser and Land Cruiser.

Established in 1955, Al-Futtaim Motors has a longstanding association with Toyota. The company started off with just 28 Land Cruisers and is today one of the leading automotive companies in the UAE with around 3,000 associates. Over the past 60 years, Al-Futtaim Motors has turned into one of the major employers in the country and a leading provider of mobility solutions to individuals, private businesses and government and municipal organisations.



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AL TAYER MOTORS STAGES AN ART EXHIBITION WITH A DIFFERENCE



Al Tayer Motors, the authorized distributor for renowned brands like Ferrari, Jaguar, Ford, Maserati and Lincoln in the UAE conducted an exhibition with a difference at its showroom on Sheikh Zayed Road.

Named "Creativity Recycled", the exhibition ran from May 20 to June 1 and showcased the limitless creativity and imagination of Al Tayer technicians. They came up with some striking works of art fashioned from automotive scrap and used parts.

Almost 400 technicians working for Premier Motors and Al Tayer Motors in 11 different locations participated in a contest lasting two months to produce the 98 exhibits at the show. Who would have guessed that it is possible to make a pair of swans from parts like parking sensors, door handles, bumpers and radiators or that a replica of the imposing Burj Khalifa can be made from black sealant, valves and a drivebelt? Delicate butterflies, flowers, robust robots, musical instruments and birds were a few other examples of stunning works of art on display at the show.

Each creation was displayed at the exhibition with its name and a list of the parts used in its creation. Visitors to the showroom had the option of voting for their favourite five exhibits from the full collection. From the five finalists, an internal panel of judges decided on the top three entries which won exciting prizes from the dealership.

Commenting on the exhibition, Boulos Massoud, General Manager, Aftersales, Al Tayer Motors said that the entries for the contest were made by different teams of technicians and this enhanced the level of teamwork. The objects on display served to bring to light the hidden talents of the workforce highlighting their quality and diversity, two of the company's core values. He added that the level of engagement and enthusiasm shown by the employees for the contest exceeded the company's wildest expectations.

The artistic creations, with their names and a list of the parts they were made from, were on display at the Al Tayer Motors showroom on Sheikh Zayed Road in Dubai until 1st June. The exhibition was then moved to the Al Tayer booth at the Automechanika Dubai show, which was held from June 2 to 4. These exhibits helped Al Tayer to create a deep impact on visitors to the show.

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AL HABTOOR MOTORS
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BMW ART CARS MARKS 40 YEARS WITH 2015 ROADSHOW



The speed and performance of motorcars have always fascinated artists, ever since they were invented. There have been several race cars that have been notable for their striking exterior design. The BMW Art Cars have created a distinctive impact in the world of design from 1975.

BMW is known not just for the edge it has in performance and in luxury but also for a remarkable collection of Art Cars. The first BMW Art Car was a BMW 3.0 CSL that was deployed in the Le Mans 24-hour race and was painted by Alexander Calder attracting significant interest from both art and technology buffs from around the world.

It was the French racing driver and art lover, Hervé Poulain who first came up with the concept of BMW Art Car. He asked his friend, artist Alexander Calder to use his creative flair on Poulain's race car. The duo along with Jochen Neerpasch, who was then the BMW Motorsport Director came up with the first BMW Art Car, which proved to be an instant hit with the crowd at the racetrack. The BMW Art Car Collection is now quite spectacular. Many cars have been added over the years with input from renowned artists like Jeff Koons, Andy Warhol, David Hockney and Roy Lichtenstein.

Commenting on the collection, Maximilian Schöberl, Senior Vice President, Corporate and Governmental Affairs, BMW Group said that the BMW Art Cars are an interesting confluence of art, technology, design, motorsports and cars. Each car in the collection is as unique as the artist who shapes the car. The collection of BMW's 'rolling sculptures' play a crucial role in the company's initiatives to promote cultural engagement with the public on a global basis.

The company celebrated the fortieth anniversary of this magnificent collection with exhibitions at the Centre Pompidou, in Hong Kong, the BMW Museum and the Concorso d'Eleganza at Lake Como. The exhibitions will showcase the BMW Art Cars designed by Andy Warhol, Alexander Calder, Roy Lichtenstein and Frank Stella in addition to the M3 GT2 that was created by Jeff Koons. Other scheduled stops for the roadshow include Miami, Shanghai and New York.

Many of the BMW Art Cars are housed on a permanent basis at the BMW Museum in Munich, as part of its permanent collection while others are usually on display in different parts of the world at art fairs and exhibitions in famous museums like the Louvre, the Museum of Contemporary Art in Shanghai and the Guggenheim. So far, seventeen artists drawn from all over the world have been involved in the design of these cars from 1975.

In addition to attracting significant interest in the world of art, the BMW Art Cars have proved to be winners on the race track. 2014 saw the publication of a coffee table book on the BMW Art Cars collection, written by Hatje Cantz who reviewed the history of the entire collection in his 200 page book, right from its inception in 1975. Using illustrations, portraits and interviews, his book sheds more light on the entire collection.

The BMW Group is publicizing the 40th anniversary of the BMW Art Car Collection with a campaign on social media channels using the hashtag #BMWArtCar. The campaign will encourage followers to explore the vision of each artist and the history of the cars as well as promote interaction on their concept of what the 'art of the car' means to them.

AUDI R8 LMS PROVES TO BE A WINNER AT NÜRBURGRING 24 HOUR

The new Audi R8 LMS proved to be a winner with the first prize at the Nurburgring 24 Hour race. The formidable Nurburgring 24 Hour race is a tough challenge in any case, but winning the race at its racing debut is really a feather in the cap for the Audi R8 LMS. This race victory proved to be Audi's third win at Nurburgring in four years.



Audi had premiered the R8 LMS GT3 just ten weeks ago and it definitely left a lasting impression with its tight finish, winning the race with just 40 seconds to spare. The Audi Sport Team WRT quartet of Nico Muller, Christopher Mies, Edward Sandström and Laurens Vanthoor managed to beat the BMW Team Marc VDS to the finish line in a thrilling contest where the lead position changed hands as many as 35 times. This was a record for a race that has been held from 1970.

The Audi team from Belgium prevailed at the end with solid teamwork and focused determination from the drivers. Speaking about the victory, Romolo Liebchen, Head of Audi Sport customer racing said that the race was a really intense and nerve-wracking experience where the team prevailed in spite of a few initial hiccups. He added that the new R8 LMS lived up to its promise by proving to be a car that was not only attractive but was also competitive and reliable.

About 50 percent of the GT3 race car is derived from its production counterpart that also made its debut in March at the renowned Geneva Motor Show.

BUGATTI SHOWCASES AMAZING DUO AT NÜRBURGRING



The ADAC Zurich 24h Race held at Nurburgring provided Bugatti with the perfect platform to showcase two remarkable Bugatti cars. More than 200,000 visitors at the Nurburgring racetrack witnessed an amazing spectacle during the Lap of Honor that was held as a prelude to what is arguably the toughest endurance race in the world.

The stars of the show were a Bugatti Veyron 16.4 Super Sport which had achieved the record of being the fastest production road car in the world and the Veyron 16.4 Grand Sport Vitesse, which is the fastest production roadster. Both the cars are 1,200 hp super sports cars and no other cars have surpassed their records in their respective categories.

In 2010, the Bugatti Veyron 16.4 Super Sport had achieved a record speed of 431.072 km/h (268 mph). The Veyron 16.4 Grand Sport Vitesse got its title of the fastest production roadster in 2013 with a speed of 408.84 km/h (254.04 mph) with the top down.

Earlier this year, Bugatti sold the last Veyron supercar, which had a limited production run of only 450 units to maintain its exclusivity. The display in Nurburgring further cemented Bugatti's reputation in the world of luxury motoring.

AUDI SUPERFAN GETS DREAM EXPERIENCE AS PRIZE FROM AUDI MIDDLE EAST



Many automotive companies hold contests for their followers on social media. In most of these cases, fans who participate in such contests know well in advance what they will end up getting if they win the contest. Audi Middle East, however, recently rewarded an AudiSuperFan with the experience of a lifetime as a total surprise. Rashid Bin Ahmad was chosen to be the #AudiSuperFan but he was told that he had to agree to accept the prize without knowing what it would be in advance.

Rashid Bin Ahmad was chosen as the #AudiSuperFan for his extensive interaction with both Audi and his followers regarding Audi related information. His prize was something he would never have expected in his wildest dreams as he actually got to be part of an exciting Audi launch.

His special day began behind the wheels of a brand new Audi TT at the Dubai Autodrome. He was then taken to SkyDive Dubai to be part of the formal Middle East debut of the new Audi TT with a dive from a plane at a height of 14,000 feet above the soaring skyline of Dubai. The SkyDive Dubai display team then went on to form the letters TT in the skies above the city as part of the launch before Audi TT models revved from 0-100 kmph in just 4.6 seconds on the runway.

Commenting on the experience, Rashid Bin Ahmad said that it was the day of a lifetime, with the skydiving experience and his morning drive around the track in the powerful new TT. It was certainly a launch with a difference that made one Audi fan a very happy SuperFan indeed.



UOWD TEAM DEVELOPS PRIZE WINNING STRATEGY TO TRANSFORM CADILLAC IMAGE

UAE customers have a weakness for luxury and high-end vehicles. When it comes to the Cadillac range of vehicles, the brand has a very stodgy image and was badly in need of a makeover. To this end, a team of students at the University of Wollongong in Dubai came up with a prize winning marketing strategy that could totally change the way the Cadillac brand from General Motors is perceived in the UAE, especially among the youth. As an outcome of this quest, the team bagged a cash prize of AED10,000 and numerous other prizes from one of the authorized dealers of GM vehicles in the UAE, Liberty Automobiles.

Along with 100 other students taking an undergraduate degree in marketing at the UOWD's Faculty of Business, the team of six students under the supervision of Dr K Prakash Vel took on the project as a three month challenge. Students were tasked with the brief of creating a campaign that would increase brand awareness among the youth, increase engagement with the brand on social media and change brand perceptions.

As part of their preparations for the project, all the students were thoroughly briefed on the different car models through face to face interviews with Natalia Tabbara, Marketing Manager, Cadillac, Chevrolet and Opel, at Liberty Automobiles and Majed Abdel Malak, Divisional Sales Manager for Cadillac at Liberty Automobiles. They were also given the opportunity to test drive eight models from the Cadillac range in order to gain an indepth knowledge of the models prior to working on the marketing strategy.

All the students who participated in the project impressed the Cadillac team with their out of the box approach and the high standard of their final presentations. Natalia Tabbara and Abdel Malak finally chose the winning team who created a lasting impression on the judges with their imaginative creation of a brand mascot named 'Captain Cadillac' who embodied the values that were associated with Cadillac.

Tabbara said that the team came up with a solid, well-planned strategy that was just right for the UAE market. They made extra effort to customize the strategy for different media of communication while still retaining the core message.

Abdel Malak added that the team's strategy will definitely influence the strategy that will be used to market Cadillac in the UAE in the future. He said that the success of the project will inspire the company to work closely with universities for other projects in the future.

For the students belonging to the prize winning team, the entire experience was enjoyable as it gave a practical dimension to their studies in business management. In addition to the cash prize, team members received the option to drive a Cadillac of their choice for a weekend and plenty of Cadillac merchandise at an awards ceremony held at the UOWD campus in Knowledge Village.

MEN TWICE AS LIKELY TO SUFFER FATAL CAR ACCIDENTS THAN WOMEN



Men may make fun of the way women drive. However, a new study reveals that with their penchant for speed, need to cover more distance and tendency to break the rules, men are twice as likely to die in fatal car accidents than women.

When it comes to technology, cars today have many more safety features that they did before with rear sensors, parking assist, collision avoidance systems, different types of airbags and cruise control. These do help to minimize human error, but human beings being human beings, many accidents are still caused due to wrong judgments made by motorists. Based on an analysis of data that the National Highway Traffic Safety Administration got from its General Estimates System and Fatality Analysis Reporting System, the number of men who die in accidents is significantly greater than the number of women.

In 2012, the number of men who died in accidents in the United States was 23,808, more than twice the number of women at 9,733. In almost a quarter of the cases, alcohol played a key role as the drivers had a blood alcohol level greater than 0.08. In the case of women, though, this was true for only 15 percent of women.

Women are more susceptible to minor scrapes and bodily injuries. Other than the age group between five to nine years of age and those over 74, women drivers have a higher rate of injury, with 768 out of every 100,000 female drivers suffering from injuries.

DUBIZZLE COMPARISON OF LA AND DUBAI REVEALS BOTH ARE SUPERCITIES FOR AUTO SECTOR



Both Los Angeles and Dubai have been described as glamorous cities that give hope to millions. They are cities for those who dare to dream, with plenty of rags to riches stories where paupers become billionaires overnight. The sky is the limit for those who dare to dream big and are willing to work hard. The two cities may be far apart when it comes to geography, but when it comes to the automotive scene, they are strikingly similar.

Los Angeles has been growing steadily and now has a population of about four million people. Dubai may have only half that, but the spurt in the city's growth has been sudden and if the city grows at this rate, it will not be long before Dubai catches up. The range of cars in LA is more diverse because it has been growing steadily at a slower pace. The temperate climate in LA is kinder to old and classic cars which are used on a daily basis by those in the glamour industry to highlight their flair for drama. Dubai, on the other hand, has just embarked on its love affair with classic cars.

With these similarities in mind, it would be natural to expect that the range and prices of used cars too would be similar with plenty of cars on offer to suit every pocket and taste. However, a comparison of the used car availability, both for more popular models and more exotic cars based on dubizzle listings in Dubai and listings on similar classifieds websites in LA for cars available within a 100 km radius of the city revealed startling results.

The Toyota Landcruiser is one of the most popular models in Dubai for dune bashing and offroad adventures. At the moment, there are 376 Toyota Land Cruisers listed for sale on dubizzle. In LA, there are only six listings for Land Cruisers. On the other hand, the hybrid Prius is as popular there as the Landcruiser is here with 465 listings. In Dubai where there is no shortage of oil or cash, there were no listings at all for the Prius. This difference vividly illustrates the difference in environmental awareness and buying habits between the two cities. Prices too were on the higher side in LA with the asking price for a 2013 Landcruiser having a mileage of 33,000 kms being AED 180,000 while the closest LA equivalent was being sold for \$80,000, or AED 294,000.

When it comes to luxury cars like the BMW 7 SERIES, they are as big a hit on the west coast of the United States as they are in Dubai with plenty of used car listings for the model in both cities. Dubizzle had 289 listings for the model while LA sites had 157. The average price though

was considerably lower. In Dubai, a 2008 750i that had a mileage of just 35,000 kilometers was going for a song at AED 35,000 while in LA, a 2007 model 750Li with 167,371 km on the odometer had an asking price of \$17,000 (which is about AED 62,452). This proved that while the rents might be on the high side in Dubai, luxury rides can be obtained for a bargain.

Just like the residents of both cities have a weakness for roomy luxury cars, they have a penchant for eye-catching supercars like Lamborghinis, Ferraris and Bugattis. There is considerably more variety in LA, though when it comes to the range of cars, which is only to be expected. Dubizzle had ads for 154 Ferraris in Dubai while LA sites had 183 ads for Ferraris. Dubai did outperform when it came to the total number of listings for supercars with three Bugatti Veyrons, 74 Lamborghinis, 21 McLarens inclusive of a P1 and 26 Mercedes-Benz SLS-AMGs – much more than in LA.

One notable difference between LA and Dubai of course, was the difference in perspectives people had about car ownership. Cars change hands quickly in Dubai and people change their cars often. In LA though, people hold on to their cars for a longer time, rather than viewing them as investments yielding a quick return. This is why cars for sale in LA have more mileage, are less in number and have a higher price tag.

The gap between the number of used vehicles in Dubai and LA is going to widen the way things are going. The number of vehicles in Dubai has doubled just in the past eight years and now there are more cars per capita in Dubai than even in London or New York, with 1.4 million vehicles on the road in a city having a population of 2.4 million. According to figures from the RTA, New York has only 305 vehicles per 1,000 while London has 213 per 1,000.

With the used car scene thriving in Dubai, there is no doubt that dubizzle is the world leader when it comes to the purchase and sale of supercars with frequent listings of cars worth millions. Exploring dubizzle is always a worthwhile option for the serious buyer of supercars and those who just fantasize about owning a Lamborghini some day in the future.



AUTOMECHANIKA DUBAI CROSSES MILESTONE OF 30000 TRADE VISITORS

Automechanika Dubai is the largest trade show related to the automotive aftermarket in the MENA region and was held at the Dubai International Convention and Exhibition Center from June 2 to June 4 this year. The show which is organized by Messe Frankfurt Middle East has gone from strength to strength in the past 13 years and the 2015 edition of the show crossed a milestone of 30000 trade visitors, a figure it breached for the first time in its history.

30,835 trade visitors drawn from 130 countries visited the show, an increase of seven per cent from 2014 figures. 1,889 exhibitors from 59 countries occupied 17 per cent more space than in 2014, attesting to the growing interest in the region from leading global players in the automotive aftermarket.

The figures released by Dubai Customs reinforce this fact. Dubai's trade for auto parts and accessories was valued at US\$12 billion in 2014, 10 per cent more than in 2013. This figure includes imports of auto parts, accessories, tires, and engine components worth US\$7 billion last year. Exports and re-exports were worth US\$5 billion, highlighting the fact that Dubai serves as a hub for the automotive trade between manufacturing countries in Asia, Europe and North America and the regional markets where automotive sales are on the rise.

Ahmed Pauwels, CEO of Messe Frankfurt Middle East, said that the double-digit growth of the auto parts trade in Dubai underlines the Emirate's important role as a key gateway to emerging markets throughout the world.

He added, "This growth goes hand-in-hand with Automechanika Dubai, which is the wider region's only dedicated trade platform where the entire global automotive aftermarket community converges for three busy days to expand their presence and business networks not only in the Middle East and Africa, but also the subcontinent and CIS."

Automechanika Dubai 2015 witnessed several new product launches, partnerships, distribution agreements, and announcements of the launch of manufacturing facilities by leading local and global players.

One really notable announcement was made by the show's Headline Sponsor and UAE-based ENOC, which opened a 5,000 sqm lubricants and grease manufacturing plant in Dubai to complement its existing facility in Fujairah.

According to Mohammed El Sadek, Director of ENOC's Lubricant Division, the two plants have a total production capacity of 300,000 metric tonnes annually, most of which is exported to more than 60 countries. He said that the UAE is the Middle East's largest hub for production of lubricants, with total annual production of almost 1.5 million metric tons. Of this output, only 200,000 mt is used domestically, with the balance being available for export both within the region and to countries in the subcontinent, Asia, South East Asia, and Africa.

"There is huge potential to build on this business especially for export and Automechanika Dubai gives us the platform to expand into new markets where we are not yet present," added El Sadek.

"If we look at the mix of visitors to Automechanika Dubai, we are looking at more than 100 countries, and a lot of these countries we still don't have business in so it's important to be here."

To make things easier for visitors, Automechanika Dubai was organized on the lines of product sections with six sections covering tires and batteries, accessories and tuning, repair and maintenance, service station and car wash, parts and components and systems and electronics.

Messe Frankfurt Middle East is not resting on its laurels though. Preparations are already underway for Automechanika Dubai 2016. The 14th edition will be held in May rather than June as usual in view of the dates for Ramadan next year. It is scheduled to take place from 8-10 May 2016 at the Dubai International Convention and Exhibition Center.

HYUNDAI JOINS SUBCOMPACT CROSSOVER CLUB WITH CRETA



The subcompact crossover category is booming with the drop in oil prices. Hyundai Motor Company has announced that it will soon be joining the list of players in this segment. The all-new model will make its first appearance in the Indian market in the second half of this year.

According to a press release issued by Hyundai, just like the Tucson, the Santa Fe and the Veracruz, the new model will also be named after a place, Crete. The name stays true to the Hyundai tradition of creating names that are in line with Hyundai Motor's Modern Premium brand direction – Simple, Creative and Caring.

Crete is the largest island in Greece and is known for being a peaceful tourist destination that offers opportunities for plenty of energetic outdoor pursuits like hiking, sailing and scuba diving. It is precisely this blend of energy and relaxation that Hyundai is hoping to convey through this name, positioning the Creta as a vehicle that is ideal for both city driving and relaxed weekend trips.

Creta is expected to soon become one of Hyundai's best selling models in a category that is growing at a really fast rate. It will compete with vehicles like the Nissan Juke, Honda HRV and the Mazda CX-3 in both new and established markets for Hyundai all over the world.

LEXUS FIRST AUTOMOTIVE FIRM TO WIN ENTERTAINER AWARD



It is a rare feat for an automotive company to win an award at a design competition. This is just what the premium automotive brand, Lexus has done by winning the "Best Entertaining" award at the Milano Design Week for its "Lexus – A Journey of the Senses" exhibit. This makes Lexus the first automotive company to win this award at the world's largest and most prestigious design event. The "Best Entertaining" award normally is given to the exhibit that proves to be particularly successful in imparting a sense of cultural or recreational entertainment to the audience.

This is the fifth edition of the Milano Design Award, which is given out by the cultural association Elita. It is the only award that is given on an official basis for art installations that are exhibited at the Milan Design Week. In addition to the award for the best overall exhibit, the

best installations in five different categories are recognized by the award. These five categories include Sound, Tech, Impact, Entertaining and E-Commerce. All the installations set up by exhibitors throughout the different districts of the city are carefully considered by an expert panel of judges before the winners of the awards are selected.

The Lexus exhibit was conceptualized and brought to life by two renowned international artists: the space designer Philippe Nigro and the chef Hajime Yoneda, who added an element of taste to the multi sensory journey. This culminated in an installation that created a lasting impact on many visitors to the show.

The "Lexus – A Journey of the Senses" exhibit essentially consisted of three distinct zones: one was a sound and light installation showcasing the latest concept car from Lexus, the LF-SA, the second aspect was a room set apart for the finalists and winner of the Lexus Design Award competition, and a succession of three cocoons constructed of an intricate wooden lattice work, titled "Rain" "Wood" and Earth".

Commenting on the award, Takayuki Yoshitsugu, Chief Representative, Middle East and North Africa Representative Office, TOYOTA Motor Corporation said that the "Lexus – A Journey of the Senses" exhibit was a brilliant effort by Hajime Yoneda and Philippe Nigro. The exhibit brought immense honor to Lexus by winning the award during the Milan Design Week. By offering visitors to the show an exciting sensory experience, it highlighted the immense importance Lexus gave to human senses through the entire design process.



Volkswagen named several of its cars after wind. Passat - a German word for trade wind; Golf - Gulf stream; Polo - polar winds; Jetta - jet stream.

MOST POWERFUL MINI EVER PREMIERS IN THE MIDDLE EAST



The most powerful MINI ever, the all-new MINI John Cooper Works, made its debut at an exclusive drive event held on the renowned Yas Marina Circuit. It became available for sale in all MINI showrooms across the Middle East from the month of June. In addition to the premium features that the MINI is known for, the car offers a powerful driving experience.

When it comes to performance, the John Cooper Works is the most powerful production model in the MINI range. It comes with a 2.0-litre, 4-cylinder TwinPower Turbo-charged engine that has an output of 231 hp and 320 Nm of torque. The model effectively utilizes MINI's motorsport expertise to offer motorists upgrades that significantly improve the aerodynamic aspects, brake, suspension and the interiors to deliver the thrills of a racing experience without any compromise when it comes to premium features. The new MINI John Cooper Works model has 10 per cent more power and 23 per cent more torque in comparison to the previous model. It can go from 0-100 km/h in just 6.1 seconds, 0.2 seconds less than the older model. The brakes, exterior styling, suspension and steering have been completely revamped.

The external appearance is characterized by the distinctive wheel arches, the new shade of Rebel Green for the body finish, LED headlamps having white direction indicators, side scuttles and tailgate sporting John Cooper Works label, radiator grille, and a sports exhaust system with special tailpipes.

The interiors have premium features like steering wheel with multifunction buttons, shift paddles paired with 6-speed Steptronic sports transmission, entry sills, exclusive John Cooper Works sports seats in Dinamica/fabric having integrated headrests, cockpit displays, central instrument display and car key in model specific design.

Customers will love the special features that lend a touch of class to the all-new MINI including the bonnet stripes, optional MINI Head-Up Display with exclusive display content, 18-inch light alloy wheels, roof and exterior mirror covers in Chili Red. Customers also have the option of harmonizing the exterior and interior components via the John Cooper Works Pro design line available as part of the MINI Original Accessories program.

The model does not lag behind when it comes to safety. It has advanced features to maximize safety and assist the driver including a rear view camera, collision and pedestrian warning with initial brake function, park distance control, parking assistant, a Driving Assistant including camera-based active cruise control, road sign detection, and high beam assistant.

Features that are meant to contribute to the comfort and luxury aspect of the driving experience include a Harman Kardon hi-fi speaker system, electrically operated glass roof, the availability of LED interior ambient lighting with continuously variable color adjustment, Comfort Access, 2-zone automatic air conditioning, MINI navigation system professional, and Visual Boost.

The model is a frontrunner when it comes to connectivity with all features of the MINI Connected experience. These include a diverse number of options for in-car infotainment, communication and online access like Dynamic Music, which permits motorists to choose and play music according to their mood, and access to social media channels like Twitter and foursquare.

NISSAN SHOWCASES NISSANCONNECT WITH FREE WIFI



Is there anyone who would turn down free WiFi? Nissan Middle East has started a month long promotional campaign that will definitely appeal to the digital natives of the UAE. In order to showcase the company's connected services technology, NissanConnect, the company will park Nissan Altima cars capable of providing free WiFi in a few selected locations in Dubai, Sharjah and Abu Dhabi.

Members of the general public can use their laptops and mobiles to access the free WiFi that is available through routers that are fixed inside these Altima cars.

Nissan Middle East's regional marketing director Monal Zeidan said that the promotion will thus highlight Nissan's commitment to innovation. Through innovation, Nissan has created state-of-the-art gadgets and technology for its models. These have made it a lot easier for the company to connect with its audience, wherever they are.

NissanConnect consists of several components including assistance for hands free text messaging, hands-free telephony using Bluetooth, voice recognition and numerous apps to access social media networks and play music. By providing handsfree options for normal smartphone functions, Nissan Connect technology will help drivers of Nissan Altimas to stay connected on the road while minimizing the potential for distracted driving.

TAILGATING THIRD MAIN CAUSE OF TRAFFIC FATALITIES IN DUBAI



Given the state of traffic on the roads of Dubai, it is no surprise that tailgating is a common offense. However, few Dubai motorists are aware of the true dangers of tailgating. Launching the two month long "Keep a safe distance" traffic campaign, Lt. Colonel Homoud Saeed Al Amiri, director of awareness and campaigns at Dubai Traffic Police, said that tailgating is the third major cause of traffic fatalities in Dubai. It was responsible for causing 26 deaths in 2014, and 11 deaths in the first half of this year, between the months of January and May. The police force in Dubai has already issued 19,975 fines in the first four months of the year for tailgating.

The main roads where tailgating occurs on a regular basis are the Shaikh Mohammad Bin Zayed Road, followed by Emirates road, with the victims of the accidents mainly being Emiratis.

The police is considering several measures to discourage tailgating. These include increasing patrols on the roads during the two month campaign and monitoring the roads in unmarked cars. The unmarked cars will definitely be a challenge for those motorists who observe the rules when they see police vehicles and revert to their usual antics when they feel they can get away with breaking the traffic rules.

The penalty for tailgating is a Dh 400 fine and four black points. In addition to fines and closer monitoring, the Dubai police will also try to increase public awareness about the dangers of tailgating through awareness campaigns in malls and streets.

Total, a leading manufacturer of automotive lubricants is the official sponsor of the "Keep a safe distance" campaign. David Khalife, the managing director of Total Marketing Middle East said that road safety was highly important as the company is engaged in the manufacture of products that are dangerous and need to be transported with care. Partnering with Dubai Police on this campaign was one way of giving back to the community.

ALL-NEW 2015 FORD MUSTANG REACHES MIDDLE EAST RETAIL MARKET



The all-new 2015 Ford Mustang is now available at all Ford dealerships across the Middle East. Like previous models, the new model is set to be one of the most iconic cars in the world with an array of innovative technologies, powerful performance and stylish looks.

Kalyana Sivagnanam, the Marketing, Sales and Service director for Ford Middle East & North Africa said that the Ford Mustang creates an emotional connection with customers and is capable of inspiring great passion even in those who have never driven it based on its looks, performance and sound. The Mustang has been the mainstay of the Ford range ever since it was launched over half a century ago. More than 9 million Mustangs have been sold since its launch. It is one of the most popular cars on Facebook and has featured in numerous films, television programs, video games and music videos.

One of the most notable features of the Mustang is the powerful sound of its engine. The Mustang is the first car that came in a wide range of engine variants including engines with four, six and eight cylinders, all with a minimum output of 304 hp. With so many engines and plenty of powertrain options, there is a Mustang for every driver, and for every lifestyle.

The latest engine to join the 3.7-liter V6 engine and the revamped 5.0-liter V8 engine is the popular 2.3-liter EcoBoost® engine that uses the latest developments in engine technology to deliver performance as well as fuel efficiency with its combination of variable cam timing, turbochargers and direct injection technique. With the EcoBoost engine, the all-new Mustang can handle a narrow road with twists and turns and broad, flat roads with equal ease. The updated 5.0 liter V8 engine comes with the option to close the port flow to some extent at lower speeds to offer better efficiency and higher idle stability. Even the 3.7 liter V6 engine ranks high on the performance scale with an output of 304 horsepower and 280 lb.-ft. of torque. Both the manual and automatic gearboxes have been reworked for smoother shifts.

The convertible and fastback versions of the new Mustang retain the essential elements of the previous model, albeit in a contemporary manner. Some features that have been added include a sleeker look for the fastback with a steeper slope for the windshield and the rear glass, a lower slung roof to give the car a lower and wider stance and tail lamps that sport a three-dimensional effect with sequential turn signals.

The interiors are equally contemporary with all controls readily accessible to the driver in a cockpit similar to that of a plane. The cabin is more spacious and the instrumentation display is large and clear. The trunk is roomier too, with enough space for two golf bags

The sleeker style contributes significantly to better aerodynamics, thus improving the performance aspect. The unique engine grille shutters that reduce drag at higher speeds to channel air away from the engine when it is not needed also enhance the efficiency of the engine.

The suspension systems have been modified both in the front and the rear for better handling. The perimeter subframe in the front, the double-ball-joint front MacPherson strut system and the all-new integral link independent rear suspension all help to make the car sturdier, lighter and more responsive to the steering

Technologies that will be of interest to digital natives include push-button start, SYNC®, MyKey®, Track Apps™, MyColor® gauges and a new Shaker Pro Audio System. There are switches on the console to control every aspect of the ride with a choice of modes to regulate the engine response, the transmission and electronic stability control settings. Driving has never been so easy as there are numerous driver-assist features like the Blind Spot Information System (BLIS®) with cross-traffic alert and adaptive cruise control. Smartphone users can stay connected while on the go by using SYNC with MyFord Touch.

AUTO MAJORS SET UP REGIONAL FACILITIES TO CATER TO BOOMING MIDDLE EAST MARKET

The automotive aftermarket in the Middle East is growing at a faster pace than in other parts of the world attract growing interest from international automotive companies. In order to cater better to the increasing demand for auto parts and services and to boost sales, many of them are setting up regional manufacturing facilities and distribution centers. Automechanika Dubai 2015 definitely served as a platform for leaders in the automotive aftermarket to network with other players in the market and to make their presence felt on the regional scene.

Renowned automotive research firm Frost & Sullivan, said that the demand for automotive spare parts in the MENA region will almost double from US\$9.5 billion in 2013 to US\$16.85 billion in 2020, with swift urbanization, growth in regional road transport and increased industrialisation being the key drivers. These figures have prompted many automotive majors to invest



heavily in setting up new facilities in the region to manufacture and distribute their products with the aim of expanding their presence, improving service and seizing the first-mover advantage.

One example of a company that has done this is the Canadian firm Ecobrex which teamed up with Albelad Auto Parts Trading to open a

70,000 sqft warehouse distribution facility in Dubai. This would ensure better availability of Ecobrex parts in the entire MENA region. With an investment of USD 15 million, projected annual turnover of USD 50 million and an outbound capacity of 5-8 containers on a daily basis, the company has proved that it is serious about strengthening its presence in the Middle East automotive market. The new facility will help Ecobrex to increase its capacity to meet the regional demand, according to Ecobrex General Manager Babak Ras.

First time participant in Automechanika Dubai 2015, Cardan Service Network (CSN) invested in setting up a multimillion Cardan shaft manufacturing facility in Dubai in February 2015. The company expects the plant to achieve an annual turnover of AED 13 million in 2015 and to grow by 25 per cent on an annual basis.

The new plant will make it possible for owners of European trucks, light commercial vehicles, and construction machinery to get customized Cardan shafts for their operations within 24 hours of placing their order if they are in the UAE, and within 48 hours if they are elsewhere in the MENA region. This used to take much longer earlier. Workshops were compelled to come up with temporary repair solutions until replacement parts of the correct size arrived from abroad or had to rely on second-hand parts.

Hans Brune, Managing Partner at CSN said, "Now we have in the UAE a factory that can design, develop, manufacture and exchange Cardan shafts for four different segments, with the quick turnaround enabling customers to reduce downtimes and better monetise their businesses."

The company showcased its complete range of Cardan shafts at Automechanika Dubai 2015.

The trade show was held from 2-4 June 2015 at the Dubai International Convention Centre. It is one of the fastest-growing auto aftermarket exhibitions in the world, covering the entire gamut of the automotive sector from parts to accessories under six different sections: Parts & Tuning; Repair & Maintenance; Tires & Batteries; and Service Station & Car Wash.

With over 1,800 exhibitors drawn from more than 60 countries, 22 country pavilions, and more than 30,000 trade visitors, Automechanika Dubai 2015 definitely proved to be an event no one related to the automotive sector in the region could afford to miss.

IRANIAN CARMAKER IKCO TARGETS MEA MARKET WITH PLANT IN OMAN

Iran Khodro Industrial Group (IKCO) has revealed plans to focus on the automotive market in Middle East and Africa. According to reports in the Iranian media, the company it will shortly set up a production plant in Oman, to extend its reach well into the African market.

The proposal was initially discussed when IKCO CEO, Hashem Yekke-Zare's had a meeting in Tehran with Hassan Ahmed al Nabhani, chief executive officer of the Oman Investment Fund. Yekke-Zare was quoted as saying that if the proposal proves to be economically feasible and all goes well, Iran Khodro would like to increase its focus on regional markets by setting up manufacturing facilities in Oman. The plant though would not be a fully fledged manufacturing facility as it would initially be assembling cars from semi-knocked-down

(SKD) production kits. The output of the plant would initially be about 20,000 cars on an annual basis, with 5,000 units for the domestic market in Oman and 15,000 for export to other countries in the MEA region like Ethiopia, Yemen, Eritrea and Sudan.

Oman is expected to provide the investment needed for the plant while Iran Khodro would contribute its technology and expertise in engineering. According to Ali Alami, deputy head for exports, IKCO, the plant will need an outlay of US\$100 million and would help to create many jobs in Oman. The automotive industry is the most active sector in Iran and ranks next to the oil and gas sector.

The Iranian automotive industry has a longstanding history of five decades with French players like Renault and Peugeot having a significant presence in the country. The local Samand sedan is a really common sight not only in Iran but also in Syria, Iraq, and Azerbaijan.

Oman too is trying to build up a presence in the automotive sector and recently, the State-owned Oman Investment Fund had bought a 40 per cent stake in the Italian thermoplastic parts supplier Sigit SpA.





CARMUDI PARTNERS WITH TEAM 77 GETRIEBESAND FOR FUN CHARITY RALLY

Have you ever heard of a rally where the prize is a camel? Carmudi, an portal for the purchase and sale of used vehicles that operates 20 different countries including the UAE, Qatar, Ivory Coast, Congo, Pakistan and the Philippines teamed up with Team 77 Getriebesand, a team participated in the Algau-Orient Rallye.

The Algau-Orient Rallye is a rally with a difference. It is a rally that promotes charity and has a camel as the prize. This rally from Germany to Jordan has raised money for various charitable causes in the past, like scholarship funds for university students and funds to support economically weak families.

Team 77 Getriebesand consisted of six automotive enthusiasts who tackled the difficult challenge of completing this journey in cars that are about 20 years old and cost less than AED 4551.77 without the use of freeways or any navigational aids like GPS. They were also expected to spend only spend as little money as possible throughout the trip, including on any accommodations during the night.

Led by Lukasz Wiacek, the team started on the adventurous trip on May 10 and battled tough terrain and difficult weather conditions across Europe and the Middle East.

Commenting on the partnership, Ramy Mrad, Managing Director of Carmudi UAE said that the Carmudi team was very excited about the partnership with Team 77 Getriebesand as the Algau-Orient Rallye is a fun and charitable race event with a worthy purpose.

According to Wiascek, one of the toughest challenges was finding a car that would last through the rigors of the journey within the designated budget of AED 4551.77. There were plenty of used vehicles like VW buses and Land Rovers for that price range, but getting one that would last all the way to Jordan was a tricky task.

Istanbul was the first checkpoint. Wiacek and his team arrived there within the first five days, albeit with a small detour to visit an orphanage for children in Albania. The Carmudi website posted regular updates on the progress made by Team 77 Getriebesand in the rally.

HRH Crown Prince Hussein of Jordan participated in the rally three days before the ceremony, leading the 500 participants from Kian Khana to

Amra Palace in Azraq in the northeast of Jordan, crossing around 25 kilometers in the desert.

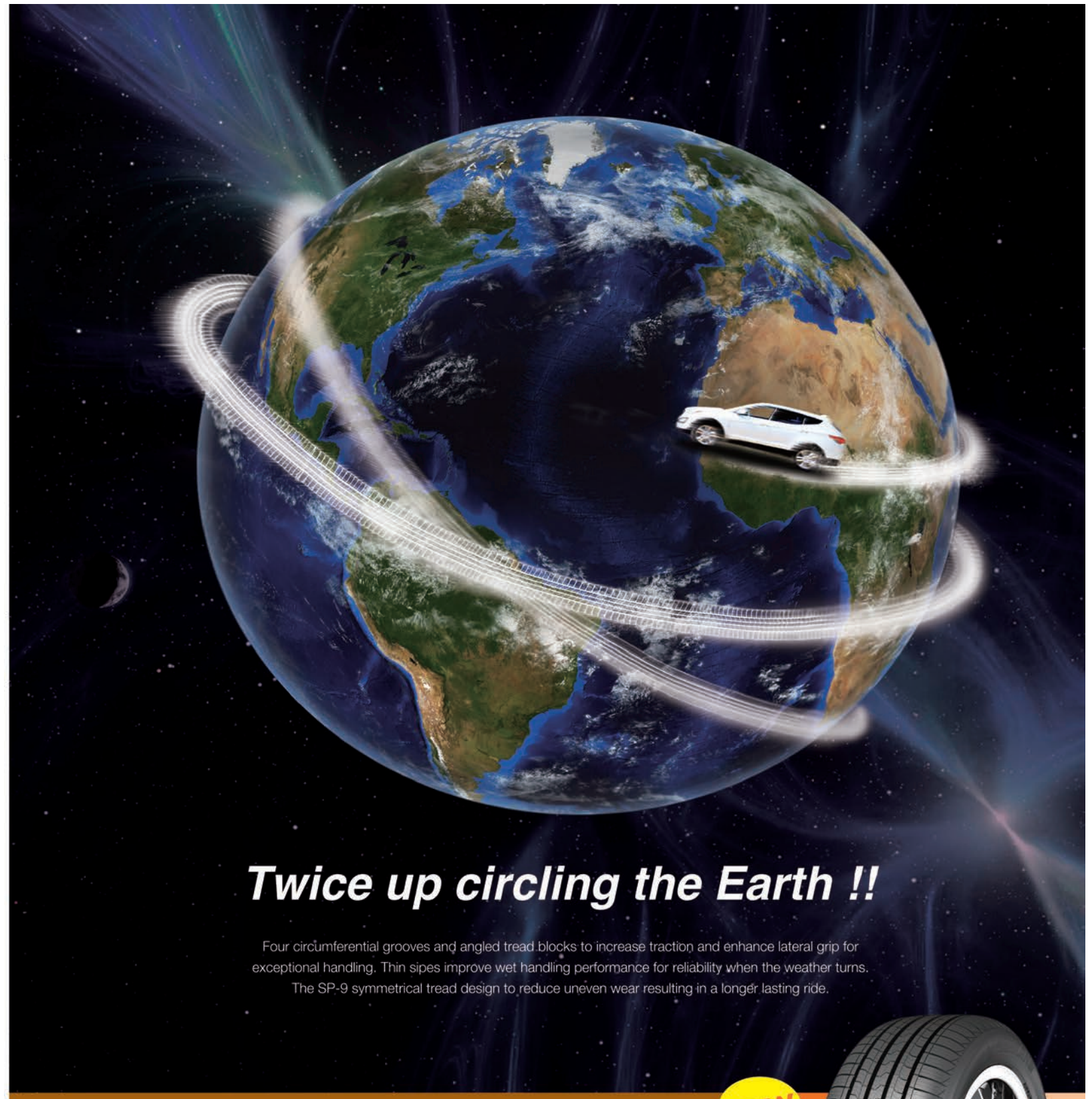
Eventually, the team finished first in the charity rally, winning themselves the live camel, and bragging rights.

The Victory Ceremony took place on May 30 at the Dead Sea Crowne Plaza in the presence of Jordan's Minister of Tourism. He awarded the winners with their bronze camel trophy as well as its real life counterpart.

The team has not yet decided on what they would do with the camel but they all agree that it was the experience of a lifetime. As the camel cannot be taken out of the country, it is generally donated for a worthy cause or to a needy Bedouin family.

In a world where Formula One races and other motorsport events are increasingly focusing on money, it is high time we had more events like these.





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Neil Coolledge

General Manager, Tires & Batteries Division and SpeedFit Vehicle Testing Centre, Al Habtoor Motors



Can you begin by telling us a little about yourself and your experience in the automotive industry?

I am 47 years old from the UK, happily married and have three daughters and one son. I started my automotive career back in 1985 over 30 years ago as a parts apprentice for a Ford Dealership in Hull, UK. Since then, I have worked with various other manufacturers and gained valuable multi franchise knowledge across the aftersales sector working my way up to senior management today within Al Habtoor Motors, Dubai.

You serve as the General Manager of both the SpeedFit Group and the Tires & Batteries Division of Al Habtoor Motors. In what ways do the two divisions complement each other?

That is a good question. SpeedFit Group are a all make service facility and is our retail offering for changing tires. The majority of the tires changed within SpeedFit are our own brands - Avon Tires, General Tires & Sumo Firenza. Hence, this is a great opportunity to promote our tire brands across the region.

What is the general outlook for the tire industry in the UAE and in the Middle East, both in the short term and from a long-term perspective?

The tire industry is a very competitive market and is growing month on month. Short term, we see steady growth. However, over the long term, we expect additional growth with new laws and regulations coming into affect across the region. With the new laws in place, this will help stop sales of used and inferior tires.

One issue that is going to have a great impact on the tire industry in Dubai is the issue of DOT. Distributors will soon be required to sell only tires that have been manufactured within a period of one year. Reputed manufacturers generally provide a warranty period of five years from the date of manufacture meaning that as long as they are unused, these tires are in fine condition and are perfectly fit to be used. Wholesalers are currently having difficulty selling tires that are not manufactured in the same year as retailers want to follow DOT norms. This situation where tires are treated on a par with fresh produce is highly challenging for wholesalers. How do you plan on tackling this issue?

This is extremely challenging for distributors as well as our manufacturers. Already, within the UAE market, the DOT topic is high on the agenda. I understand the importance of fitting tires with fresh DOT but feel we should consider not changing to one year. In my opinion, this would affect tire availability across the region because distributors would tend to hold smaller stocks for their customers. Basically, the way we would tackle is to simply maintain a closer eye on stock movements as well as preparing a portfolio of stocks hold DOT information.

There is talk of RFID stickers becoming compulsory for all new tires. Do you think consumers are well prepared for labelling and are aware about what the label says about a tire?

We already have RFID in place here within Al Habtoor Motors, we fully support the introduction of the labels which can stop unwanted tires from being sold in the market. I believe consumers are still not fully aware of RFID labelling and would request more advertising across the region to make them understand that they should only purchase tires if these labels are present.

Do your brands cater mainly for the OE or the replacement market?

We cater for some OE with General Tires but we mainly represent the replacement market.

There are many brands of tires and batteries in the UAE market. As a distributor, what are your main criteria for selecting the partners and brands you work with like Energizer and Lukoil?

Al Habtoor Motors only select worldwide quality brands of Tires & Batteries. We have been offered lots of distributor agreements. However, these have been rejected because we believe in giving our customers quality products. For example, country of origin is important to our customers. Some examples of our country of origin are USA, UK, Europe & Thailand for Tires and Germany/Spain for our batteries.

Customers are increasingly conscious about the impact cars have on the environment in other parts of the world. The Dubai government too is encouraging the use of environment friendly cars with plans to set up 100 electric charging stations by the end of this year. With the penchant for SUVs and larger cars in the MENA region, do you foresee a shift in consumer thinking here in the near future?

After living in the UK most of my life, I am also conscious about the environment emissions etc. I think this is a great initiative from the Dubai government. However, I am still not sure the residents will give up the SUVs they love so much.

How satisfied are you with the business and general working environment in UAE when it comes to the automotive industry?

I am very satisfied with the working environment that Al Habtoor Motors and SpeedFit provide to their employees. However, when driving around, some back streets, I do see some automotive garages that do concern me relating to working conditions.

Customers in this region are highly price sensitive. How do you normally tackle this challenge when it comes to premium brands?

Normally, we do not get many challenges when it comes to price. The majority of our products are not highly priced and are more of a mid range price. If we do encounter any challenges, we clearly explain to customers the features and benefits of their perception of a high priced product. We also explain that their safety is paramount and price should not really be an issue when protecting their loved ones.

The Tires & Batteries Division operates not just in the UAE but also in other GCC countries. What are the major differences between the UAE market and other GCC countries?

UAE are probably the second biggest market for tires and battery sales behind KSA. The UAE market traditionally has vehicles which are normally between 1-3 years old across the region. However, the vehicle parc for the rest of the GCC, especially KSA, have much older vehicles. So, when replacing tires price is very important.

For the benefit of our readers, can you please explain the concept of the SpeedFit service center? In what way is it different from the typical service center?

SpeedFit is rapidly growing and offers customers value for money vehicle servicing, customer drop off, no appointments required, regular monthly promotions, RTA testing & registration and finally at our SpeedFit located in RAK Mall we will service your vehicle whilst you shop.

Can you please tell us more about your association with the RTA?

Early 2014, we launched our partnership with RTA, offering customers the opportunity to test, register and insure their vehicles within our head office in Umm Ramool. We currently have two testing lanes, testing over 100 vehicles per day. We hope to expand this to three lanes later in 2015. We were also one of the first in the region to use the automated machine for registration, where the Mulkia cards, parking cards, fine payments can be processed.

You opened a SpeedFit Service Center in Ras Al Khaimah. What are your long-term plans for the SpeedFit network? What kind of growth do you expect in the next five to ten years?

Our long term plans are to increase the network to over 150 sites across the UAE and GCC within the next 10 years or sooner if possible. We are currently searching for further sites within the UAE and looking to franchise SpeedFit across the rest of the GCC. We expect growth year on year to be in the region of over 250%. However, this is of course dependant on site allocation.

Where do you see potential for additional growth?

There is always potential for additional growth by introducing added convenient services such as Speedy Tires, Speedy Batteries fitted at your place of work or home.

What are the main challenges faced by the automotive industry in the MENA region?

I have been in the GCC region for over 10 years, Bahrain for 3 years and the UAE for 7 years and from my experience the biggest challenge is obtaining and retaining quality experienced staff. Customer service is a priority and should always be maintained.

Many motorists here buy used cars that do not have GCC specs. What difference does this make from the service perspective?

We have not experienced many used vehicles that do not have GCC specs. If we do, we will handle the customers vehicles like any other vehicle serviced at SpeedFit.

The climate and terrain in the Middle East can vary from one extreme to the other. What would you advise customers here to keep in mind when it comes to maintaining their vehicles in good condition?

Regular servicing at SpeedFit, regular tire safety and brake checks, purchase only genuine OE or Global Auto Quality Aftermarket Parts.

What measures can customers take to conserve fuel and reduce costs?

Transfer over to LPG or apply Nitrogen Gas into the tires. We do this at here at SpeedFit.

In the runup to summer and the month of Ramadan when both temperatures and tempers are set to soar, can you please give tips to Tires & Parts readers to make their lives easier? How can we minimize tire blowouts and accidents?

Ramadan is a special month and we hope that blow outs and accidents do not occur. However, unfortunately, this may happen. I would recommend all tires are checked not only for wear and tear but sidewalls and DOTs are checked.

Al Habtoor Motors also provide a tire repair kit Fix&Go approved by major US, German Italian, British and Japanese manufacturers which can be used to repair your flat tire on the roadside in just 5 minutes. The advantage of this is that it reduces your risk of accidents whilst you are changing your tires. You can also travel over 1000 kilometers using the same tires. Finally, both myself SpeedFit & Al Habtoor Tires & Batteries wish you all Ramadan Kareem.

AL DOBOWI RECOGNIZED BY DUBAI TAXI CORPORATION FOR LONGSTANDING PARTNERSHIP



The Al Dobowi Group has a longstanding partnership with the Dubai Taxi Corporation. At its annual gathering that the company held for its strategic partners, vendors and partners on May 26 at the Marriot Hotel in Dubai, DTC honored Al Dobowi Chairman, Surender Kandhari, for the contributions the company has made to make driving safe and comfortable for DTC drivers.

At the gala event, Engr. Ahmad Khalfan Al Suwaidi, CEO of Dubai Taxi Corporation, expressed his gratitude to all the partners and encouraged them to work consistently on creating a more meaningful and rewarding business relationship. He added that for both DTC and its partners, it was crucial to come up with creative methods of delivering top-notch services while achieving business goals. He encouraged everyone to communicate directly and openly using all channels including social media.

The relationship between DTC and Al Dobowi began over a decade ago when Al Dobowi began supplying the DTC fleet with Hankook batteries that had been customized for taxis in 2005. The Hankook Calcium Sealed Maintenance-Free batteries are manufactured by Atlas BX using the most advanced technology.

From 2009, Al Dobowi has provided tire management services as well to DTC. Al Dobowi supplies Hankook Ventus S1 and Optimo ME02 tires sourced from Hankook, the seventh largest tire manufacturer in the world. These tires have been designed specifically for taxis with the ability to handle extreme weather conditions.

BKT SUPPORTS MONSTER JAM TOUR FOR SECOND CONSECUTIVE YEAR

The Monster Jam Tour is a perennial crowd favorite and makes for thrilling action on TV with timed races for huge trucks and visually stunning feats. The tournament is a definite challenge for both the trucks and the tires when it comes to the mechanical stress they undergo.



Currently in its 17th year, the Monster Jam tour draws over four million viewers across the globe and will return to Europe to repeat last year's success. For the second year running, BKT is the official and exclusive tire supplier in a deal that was struck between Balkrishna Industries Ltd. (BKT) and Feld Motor Sport. Feld Motor Sport organizes and promotes Monster Jam. The agreement will be valid till the 2018 season.

In view of the challenges posed by the Monster Jam tour, BKT designed a special BKT Monster Jam Tire to help the trucks participating in the contests to ramp up their performance and give them better resistance to impact.

This year, the Monster Jam Tour will be adding two European countries to the itinerary with stops at the Mestalla Stadium in the Spanish town of Valencia on June 6, the Vicente Calderon Stadium in Madrid on June 13, and the Estadio Olimpico Lluís Companys in Barcelona on June 20. The second European country to be added to the Tour is Belgium, where the last European event of the Tournament was held at the King Baudoin Stadium in Brussels on June 28.

BKT became the official sponsor of such a large-scale event as part of a well planned marketing strategy to promote the brand. This strategy has paid rich dividends with the company becoming a key player in Off-Highway tire segment mainly thanks to the extensive coverage the brand has received in the media worldwide.

BKT's promotional and advertising campaigns in combination with its extensive participation in international trade shows has tremendously boosted both its sales and brand awareness.

MICHELIN PROMOTES SUSTAINABILITY WITH NEW NR JV IN INDONESIA



When you hear WWF, the first thing that comes to mind is the World Wrestling Federation, but this is also the acronym for the World Wildlife Federation. Now, in a bid to promote sustainability, the Michelin Group has joined hands with the Barito Pacific Group in Indonesia to reclaim 217,000 acres of land that has been ravaged by deforestation for the purpose of cultivating and processing natural rubber. The entire operation will be overseen by WWF to ensure that the farming and reforestation techniques used on the farms are natural, sustainable and eco-friendly.

The Barito Pacific Group is a broadbased Indonesian conglomerate with interests in property, petrochemicals, plantation and forestry sectors and will have a 53 per cent stake in the venture while Michelin will contribute USD 55 million to the joint venture. The land for cultivation will consist of three concessions located in the provinces of Jambi in Sumatra and North-East Kalimantan-Timur in Borneo. Rubber trees will be planted on at least half the area, which are expected to yield about 80,000 metric tons of rubber on an annual basis. The remaining area will be used for conserving and creating a natural environment and for community crops. The new project is expected to create at least 16,000 direct and indirect jobs over the long term.

PIRELLI 2013 ANNUAL REPORT PROVES TO BE A PRIZE WINNER

Pirelli has proved to be innovative when it comes to the quality, design and performance of its tires. The company recently proved it is just as innovative when it comes to its marketing, design, communication and branding strategies. Ten tremendously talented people were tasked with the job of preparing the Pirelli annual report named "Spinning the wheel" and were essentially asked to reinvent the wheel for designing the report. At the European Design Awards, which were held recently in Istanbul, their efforts made such an impression on the judges that "Spinning the Wheel" received two prizes for graphics and design. It received the Gold Trophy Award, which is one of the highest prizes at the awards and also received the third prize in the category of Annual Reports.

"Spinning the Wheel" was chosen from thousands of reports that were submitted for the award. It was developed in close collaboration with the Cacao Design agency which provided Pirelli with assistance for the graphics for the report. The accolades received by Pirelli highlight the company's success in the areas of communication and design. Back in 2012, the company had received the Certificate of typographic excellence for its innovative approach to typography.

The awards received by Pirelli at the International Design Awards are indeed a great honor for the company as the jury for the awards comprised some of the most influential design professionals in the world, including the editors of some of the most well-known design publications in Europe. In the category of annual reports where it won third prize, Pirelli was competing with over 1,000 entrants drawn from 52 countries.

The most notable feature of the 2013 report was that it is presented with a vertical tilt of 45 degrees so that the entire weight of the three volumes in the report is supported on its lower right corner. The position becomes possible only due to the die-cutting used in the three books and their container.

Pirelli's annual report for the financial year 2014 was also done in a different manner with assistance from Cacao Design, showcasing the creations of three renowned young street artists.

INFINITY TIRES BOOSTS PRESENCE IN EUROPEAN MARKET



Infinity Tires, a subsidiary of the AI Dobowi Group, has announced that the company will be boosting its presence in Europe with additions to the team and a new sales office in Spain. The team has two new additions to helm the company's push into the European market. Both Mitchell Peeters, the new Executive Director and Riccardo Costa, the General Manager were previously with Goodyear and will work out of the European Sales office that has been set up in Madrid, Spain.

They are both veterans of the international tire market with 40 years of expertise between them and have had stints with renowned companies like Pirelli and Goodyear.

Commenting on the new additions, Surender Singh Kandhari, Chairman of the AI Dobowi Group said that with their indepth knowledge of the industry and expertise, they will definitely help to cement AI Dobowi's position as a leading supplier of tires to the European market. Over the past 15 years, AI Dobowi's Infinity and Eternity brands have turned into household names in Europe, and have been recognized by customers both for their quality and price. He concluded by saying Mitch and Riccardo would definitely help the AI Dobowi Group succeed in its quest to deliver the highest level of customer service.

Mitchell Peeters said that it was a real privilege for him and Riccardo to join a leading global company like AI Dobowi. Over the past few years, they had witnessed the growth of the Infinity and Eternity brands and now they have an opportunity to play a role in shaping their success. Once they have settled into their new roles, their priority would be provide better service to Infinity's customers in Europe with further expansion into Africa and North America as a natural progression.

Riccardo Costa further commented "In order to grow our European business, we will provide marketing activities focused on ensuring the sales of our products through our partners in the local markets supported by value added programs."

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CONTINENTAL CAMPAIGN OFFERS PUBLIC CHANCE TO SHARE MEMORABLE TRIPS



Leading German tire manufacturer is offering members of the public a chance to take a trip down memory lane by giving them a platform to share their memorable drives. For this purpose the company has launched a promotion named "Treads of Life" in close collaboration with renowned personalities from the radio, racing and digital arenas to highlight the importance of tires in the daily life of motorists.

The Emirati digital sensation MaxofArabia, Egyptian racer Rami Serry and the Saudi DJ Alaa Al Mansari tied up with Continental for the 360 degree promotion which will use film, digital and print media and will run in five countries including Egypt, Oman, Qatar, Saudi Arabia and UAE.

Those who participate in the competition can share images of their most memorable moments at the wheel by uploading images on the TreadsofLife.me website or on their own social media pages with the hashtag #TreadsofLife to win attractive prizes like GoPro cameras.

The 'Treads of life' promotion is Continental's first bilingual and multimedia campaign in the Middle East region highlighting the company's growing focus on the Middle East market, especially after shifting its regional head office from Hannover to Dubai.

According to Dirk Rockendorf, Head of Marketing at Continental Middle East and Africa, through the 'Treads of Life' campaign, customers get a chance to share memorable trips they have taken with others. He added that the tires used for a journey can be one the factors that make a trip forgettable or memorable.

The print and online campaign for the "Treads of Life" promotion uses several images evocative of different types of journeys to create an emotional connection between motorists and their tires. All the motifs used in the campaign share a common look and feel. The television campaign consists of a series of videos that have been artfully edited to depict the qualities of Continental tires while bringing these journeys to life.

COOPER DEBUTS ROADMASTER TIRE IN NEW SIZE FOR LOGGING AND MINING APPLICATIONS



Cooper Tire & Rubber Company highlighted the popularity of the Roadmaster tire with a new addition to the range. The company officially announced that it will be adding a new size to the Roadmaster RM230 HH tire. This new tire has been optimized for heavy-duty applications, like mining and logging.

The Roadmaster RM230 HH tire already has a design which is durable enough to resist stone penetration, is cut and chip resistant and comes with a 18-ply rating (load range J) construction. The tread has a depth of 22/32nds, and the tire is highly suitable for offroad use with a stone protector ledge and lugs. The new size of the tire that is available is 275/70R22.5.

According to Gary Schroeder, Cooper's Director of Commercial Vehicle and OEM Sales, the new size was designed based on feedback from Canadian loggers, who said that a strong trailer tire would be a good addition to the Roadmaster range.

Schroeder added that loggers and miners work in very difficult conditions where trailer tires have to be really strong to withstand the rigors of the working environment. This leads to a shorter life for the tires.

As compared to most highway trailer tires which have tread depths ranging from 12/32nds to 16/32nds, the new RM230 HH comes has a very deep tread at 22/32nds. This deeper tread helps minimize damage from rubble that is normally seen off-road including tree roots and rubble. The special compound that is used in the tire is also useful for limiting damage from scrubbing when the tire is used on the pavement.

In addition to being more durable, the tire can be retreaded and used multiple times as it comes with a high tensile strength four-belt package.

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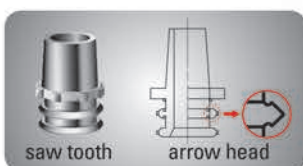
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DOUBLE COIN MAKES CONSIDERABLE IMPACT AT AUTOMECHANIKA DUBAI



Automechanika Dubai is one of the biggest automotive events that takes place on an annual basis and features a wide range of international participants. Leading manufacturers and distributors from different countries of the world visit the show to keep up with the latest trends and the best service offerings in the automotive industry. This year, the exhibition was held from June 2 to 4 at the Dubai International Convention and Exhibition Centre.

Double Coin participated in the show through ZAFCO, its distributor in the UAE. The company's brands occupied prime space at the ZAFCO stand which proved to be a crowdpuller at the show with an effective display of tires from the TBR and OTR tire categories. Some of the notable tires from the Double Coin range included RR202 (315/80 R22.5), RLB450 (315/80 R22.5), RLB200+ (1200 R24), REM2 (23.5 R25) and RR905 (385/65 R22.5)

Double Coin has a history of achieving the maximum sales volume in Chinese history. At the event, the tires from Double Coin definitely made an impact on visitors with their technological features and impressive performance. The Double Coin area of the ZAFCO booth was elegantly branded and proved to be a center of attention for visitors. The walls were branded with the artwork flexes of tires from the OTR and TBR range, and the catalogs and branded giveaways on the counter contributed significantly to promoting brand awareness.

Many domestic and overseas industry professionals were drawn to the Double Coin booth for discussions and consultations regarding products, technical guidance and potential opportunities for cooperation.

COOPER TIRE CHOOSES TEEN RACER TRISTAN NUNEZ TO TARGET TEENS



Cooper Tire has teamed up with 19-year-old teen racer Tristan Nunez, who is a professional race car driver for the Mazda factory to increase awareness of the dangers of distracted driving among teens. Cooper's partnership with Tristan Nunez will involve collaboration on web and social media campaigns, public speaking appearances and other activities to raise awareness about the issue.

Though drivers belonging to all age groups are at risk from distracted driving, the public awareness initiative by Cooper will initially focus on younger drivers as studies have shown that teens spend almost a quarter of the time they are behind the wheel in a state of distraction.

Nunez has gone from strength to strength in his short career as a professional racer and is currently a full time driver in the TUDOR United SportsCar Championship Series. He has been a part of many other campaigns to help drivers make better driving decisions. These initiatives include the formal launch of the Dnt txt n drV Foundation in 2014, addressing one of the largest gatherings of highway safety professionals at the Lifesavers National Conference on Highway Safety

Priorities and participating in the Teen Distracted Driving Prevention Summit held by the US Department of Transportation as a keynote speaker. Even during his hectic race schedule, he has always found time to make appearances at high schools in a bid to encourage students there to sign the pledge to avoid texting while driving.

Speaking about his partnership with Cooper, Nunez said that Cooper has been his racing sponsor for a long while and he won his championship victory in 2012 on Cooper tires. It has made him very happy to expand this partnership on the track to focus on driver safety off the track.

Surprisingly, he said that he felt safer driving on the racetrack than on public roads due to the dangers of distracted driving in normal traffic. With Cooper's emphasis on tire safety and tire maintenance and Nunez being a passionate advocate on the need to minimize distraction while driving, the Cooper team is all set to help drivers focus on driving without distraction in order to increase road safety, especially in the case of teen drivers.

Mike Simon, Cooper's Vice President of Marketing said that though the tires may of the best quality like Cooper tires, the distracted behavior of motorists while driving can affect their safety on the road.

Hence, it made sense to tie up with a youth icon like Tristan to get young drivers to pay more attention to their safety. Research has proved that most consumers stay within a range of three feet from their phone and generally the temptation to take incoming calls and to send or receive texts proves to be irresistible. Therefore, it is crucial to share tips with consumers on how to minimize or eliminate the dangers of distraction.

Some tips that drivers can follow to reduce their level of distraction while driving include downloading an app to disable the use of mobile phones while on the go, keeping phones in the trunk before starting the car or asking a passenger to take calls or answer texts while driving.

Cooper has long been an advocate of tire safety with a dedicated section on tire safety on the company website coopertire.com and a history of developing innovations to help motorists keep tabs on the condition of their tires.

For instance, both the CS5 Touring tire for passenger cars and the Discoverer SRX tire for the SUV/CUV segment come with a Wear Square as part of the tread design at six reference points around the tire. As the tread wears out, the Wear Square changes shape and serves as a visual indicator of tread wear and possible issues like problems with wheel alignment and uneven wear.

BKT REVEALS DETAILS OF BHUJ GREENFIELD FACILITY AT DEALERS MEET



■ **Anshul Samant**, Export Manager at BKT Tires

Balkrishna Industries Ltd (BKT), the Indian tire manufacturer has recently made its presence felt as a key player in the off-highway tire segment with several marketing initiatives like its partnership with the Monster Jam tour in North America and Europe. The company recently revealed more details of its ambitious plans for its Greenfield facility in Bhuj, Gujarat at a dealers meet held on the sidelines of the Automechanika Dubai tradeshow which took place in Dubai from June 2 to June 4.

BKT organized the gathering of Off Highway Tire dealers in partnership with AUTO1 TireS on the first day of the show at Hotel Holiday Inn in Dubai. The event was well attended by the entire fraternity of off-highway tire dealers across UAE. At the event, Chandramouli Jayaraman– General Manager – AUTO1 TireS spoke about his company's longstanding association with BKT. He expressed his gratitude to the company's dealer partners in the UAE who played a key role in establishing BKT Tires as one of the leading specialty tire brands in the country.

Sanjay Gautam, Group Chief Strategy & Commercial Officer – Automotive Business Group of KAPICO Group Holding Co who delivered the keynote address and was also the chief guest at the event highlighted the fact that BKT is the flagship OTR tire brand of AUTO1 TireS. In fact, KAPICO commenced tire operations in Dubai due to its partnership with brands like BKT which has a wide range of quality tires in the off-highway segment.

It was Anshul Samant, Export Manager at BKT Tires who spoke at length about the Bhuj facility as part of his presentation on the developments and future of BKT. He revealed that the company is scaling up its technological capabilities and production capacities in a bid to meet the expectations of global customers. The Bhuj plant which is located on a site covering 300 acres and has been equipped with state of the art technology for manufacturing huge OTR tires is set to be a game changer in the tire industry. BKT is the only Indian company to have such facilities and the factory will be fully operational by the end of 2015.

The main highlight of the facility is that it will have an integrated full-fledged test track that will be used by the company and other market leaders for testing their tires and equipment. Thus, BKT will join the select club of global companies which have such a test facility.

Other notable initiatives announced by BKT at the dealer's meet was the establishment of the BKT Overseas office for OTR's in Tennessee, new OEM homologations, the renewal of the partnership with Monster Jam, the ramp up of its social media presence and various corporate social responsibility initiatives under the fold of the "We Care" program run by the BKT Foundation. Close to 50 sizes of tires are under development and are expected to hit the market by the end of 2015. With initiatives like these, BKT will definitely emerge as a leader in the OTR tire segment both in the UAE and at the global level.

NEW NANKANG TIRE CATERS TO GROWING SUV AND CUV MARKET



Nankang Rubber Tire from Taiwan has unveiled a new tire named the SP-9 to cater to the booming SUV and CUV car market. The company claims the new tire named Nankang SP-9 offers just the right blend of safety, comfort, mileage and performance with a new generation rubber compound, optimized tread design and pitch sequence.

The new rubber compound that has been incorporated in the tire and the new pattern for the tire design is the outcome of extensive research. The tread consists of uniformly thin sipes, giving the tire the benefits of less rigidity, better comfort and higher stability. The pitch sequence of the tread was simulated using the latest computer technology in order to reduce the rolling noise outside cars. The symmetric pattern has the added benefit of minimizing uneven wear with regular rotation of the front and rear tires.

The SP-9 has also been named as "Cross Sport," and is an ideal fit for vehicles belonging to the SUV and CUV segments as it delivers excellent handling and stability for highway, urban and offroad driving.

The tire comes with intensive lateral grooves and four central circumferential grooves for efficient evacuation of water, thus minimizing the risk of hydroplaning. Motorists will greatly benefit from the shorter braking distance and the agile handling the SP-9 offers, both on wet and dry roads.

The SP-9 comes in 38 sizes of V and H speed ratings, ranging from 40-series to 70-series, rim range from 16" to 21", section width from 215 to 285.

CUSTOMER DEMAND SPURS CONTINENTAL AND EUT TO OPEN NEW FLAGSHIP FACILITY



Driven by customer demand, the distributor for Continental Tires in the UAE, Emirates for Universal Tyres (EUT) has opened a state of the art Continental showroom and service center in Dubai. This is the third outlet for Continental tires in the UAE and the opening of this third center highlights the success of the partnership between the two companies. EUT is part of Abdulla Al Masaoood and Sons Group, a major diversified group with strong credentials in the automotive sector.

The new showroom and service center in Al Quoz was formally opened to the public on 27th May in the presence of senior executives from Continental Tires and EUT like Humaid Al Masaoood, owner and son of H.E Abdulla Al Masaoood, Andreas Bertram, Managing Director for Continental Middle East, and Ahmed Mewafy, General Manager of EUT. They were joined by two top management representatives from Continental - Herbert Mensching, Vice President EMEA Truck Tires, and Dr. Hartmut Wöhler, Vice President EMEA Passenger and Light Truck Tires and other VIPs.

The new flagship retail outlet will have a broad range of passenger, light truck, commercial vehicle tires and specialty tires. Fleet customers can benefit from premium services like regular on site visits from EUT representatives to monitor tire pressures or refill nitrogen gas. Highlights of the product range include the ContiCoach HA3 AC which was designed especially for the high temperatures in the Middle East with Active Cool technology. The mainstay of the product range will of course be Continental's line of award-winning premium tires like the ContiSportContact 5P and ContiPremiumContact 5. These tires will definitely have great appeal for the customers in the UAE with their technologically advanced features to handle the heat of the roads in the UAE during the upcoming summer.

The new showroom and service center will be the only location in the UAE to offer Bead Bazooka, which minimizes the refilling time and is the most powerful standard inflation product in the market. Additional services that will be provided in the showroom include nitrogen gas tire filling services for increased performance, fitting facilities, balancing, alignment, rapid oil change, vehicle AC repairs, brake disc skimming and minor mechanical repairs.

Ahmed Mewafy, General Manager of EUT said that with the opening of the new facility, which is the company's second outlet in Dubai, EUT will be able to cater better to the growing number of customers who prefer to buy premium tires.

Commenting on the opening Andreas Bertram, Managing Director for Continental Middle East said: "The new EUT commercial space allows us to showcase our expanding product line as we continue to develop innovative product categories to cater to changing market needs."

Dr. Hartmut Wöhler, Vice President EMEA Passenger and Light Truck Tires summed up the sentiment at the occasion perfectly when he said the new showroom and service center perfectly represented all the Continental brand stands for - a premium tire brand, engineered in Germany, with a complete product portfolio.

BRIDGESTONE RELOCATES TECHNICAL CENTER IN THAILAND

Bridgestone Asia Pacific Pte. Ltd., Bridgestone's subsidiary in the Asia Pacific region, recently marked the official opening of its new technical center, the Asia Pacific Technical Center (APTC) in the Pathum Thani Province of Thailand. The facility was moved from its smaller location north of Bangkok in order to accommodate bigger, more technically advanced machinery. In comparison to the previous site which was used for research and technical testing from 2013, the larger premises in Pathum Thani offer greater facilities and provide more space. Though the company had relocated the technical center to Patum Thani back in March, the formal opening of the new Center was held only in May. According to Bridgestone, this new facility will help the company

to cater better to customers in the region with products that are more suited to their needs.

Currently, APTC has over 90 employees drawn from diverse countries including Japan, India, Thailand and Italy. The stated goal of the new center is to be a regional technical center in every sense of the term, by offering products that offer a very high level of safety and quality that have been customized for the use of customers in the region

Hideki Komatsu, Bridgestone Corporation's senior officer responsible for global innovation said that the new center will play a key role in achieving Dan-Totsu in the Asia Pacific market, a market that is growing and evolving rapidly. APTC will assist Bridgestone in its drive to focus more on research and development, thus improving the quality of its products and its business.

"By working close to the markets, APTC will enable Bridgestone to grasp changes in our customers' needs, and reflect them in the development of our products," added APTC managing director, Naoto Yamagishi.

KUMHO BAGS A' DESIGN AWARD FOR FUTURISTIC MAXPLO TIRE



The A' Design Award and Competition is meant to encourage and showcase the best designs, design concepts and the products with best design on a worldwide basis. It covers all industries and creative disciplines and awards are given at four levels – iron, silver, gold and platinum in different categories. It was therefore a great honor for Kumho Tires to bag the Platinum A' Design Award in the Futuristic Category for its Maxplo tire as Platinum is the highest level.

The Maxplo tire is a concept tire with a super-low aspect ratio that was conceptualized to demonstrate how the tires of the future may look. The company received the Platinum A' Design award along with the winners from 89 other different categories at a gala function that was held in Italy.

Maxplo is meant to be the "ultimate all-weather product" with the perfect tread design to handle all seasons and terrains. The tire comes with tread blocks that offer a clever blend of circumferential and three-dimensional grooves which can be adjusted for effectively pumping water away from the contact patch in the summer. In wet conditions that are seen offroad and in slushy conditions, the treads become broader to maximize the braking distance and traction. Retractable spikes meanwhile make it easier for the tires to deal with snowy and icy conditions.

Marshall

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MADE IN KOREA

GOODYEAR AND SUMITOMO AGREE TO DISSOLVE PARTNERSHIP

It was an alliance that lasted 16 years, but now Goodyear and Sumitomo Rubber Industries Ltd. have agreed to go their separate ways. Goodyear and SRI formed the global alliance in 1999. At that time, Goodyear paid Sumitomo USD 936 million to settle the difference between the value of the respective businesses being consolidated and the agreed-upon shareholding ratios.

As part of the separation agreement, Goodyear will pay SRI USD 271 million as a preliminary payment and a second installment of USD 55 million in another three years.

This agreement will finally resolve a dispute that has been going on for the past 15 months between the two companies regarding violation of antitrust laws without the intervention of an external arbitrator. External arbitration would have been a costly and time consuming process.

As an outcome of the settlement between the two companies, Goodyear will now have exclusive rights for the sale of Dunlop consumer and commercial tires in the replacement and original equipment markets through most of Europe and the replacement markets in North America.

Sumitomo, meanwhile will get the rights to sell Dunlop-brand tires to the subsidiaries of Japanese auto manufacturers in Mexico, Canada and the US in addition to Goodyear's 75-percent stake in Goodyear Dunlop Tires North America Ltd., including the company's factory in Tonawanda, N.Y.

Goodyear CEO, Richard Kramer said in a statement that though the company has benefited from the alliance, it is now in a position to pursue an independent strategy. With the successful resolution of the dispute, Goodyear is now poised to become more flexible in its operations and focus on profitability and performance.

He added that Goodyear is committed to a smooth transition that will not cause any inconvenience to the company's customers in Europe, North America and Japan. The dissolution of the partnership will not have any adverse effect on Goodyear's financial targets for 2015 and 2016 financial targets or its capital allocation plan as the amount to be given to Sumitomo will be covered by the USD 600 million designated for restructurings under the capital allocation plan.

Sumitomo said that the agreement with Goodyear will give the company its very own manufacturing and research facilities in Europe and North America and a greater degree of independence in its business, particularly with regard to its dealings with Japanese automotive manufacturers for the supply of OEM tires. Sumitomo will now focus on making Falken a stronger, more international brand

The agreement is subject to final approval from regulatory bodies.

HANKOOK PREMIERS KINERGY 4 S ALL-SEASON TIRE



From 2018, the use of special winter tires becomes compulsory by law in Europe and many other parts of the world. Hence, most of the top tire manufacturers in the world have recently launched all-season tires and the segment is gaining increasing popularity among customers.

Hankook is the latest entrant in the all-season fray with the company launching the Kinergy 4S. The 4 S in the name signifies "Four Seasons" and attests to the fact that it performs equally well in both summer and winter. This makes the tire a very attractive option for customers who do not want to buy special tires for winter but want to comply with the law.

The tire would be compliant with the law even in countries that have requirements for winter tires as it sports the snowflake and M+S symbols.

According to Hankook, the Kinergy 4S effectively combines the advantages of a summer tire with those of a winter tire. It offers shorter braking distances and excellent handling on both dry and wet surfaces even at high temperatures. Meanwhile in cold conditions or with low to medium snowfall, it offers high traction and good braking performance on slushy surfaces.

The Kinergy 4S has an asymmetrical tread configuration, and incorporates several elements from its predecessor, the Optimo 4S, though the tire has been revamped from scratch. The "summer shoulder" now has larger blocks with stepped tie bars separating the blocks, to conform to the stricter norms for summer tires. The tire has higher stability due to its five-rib tread design and comes with special summer sipes on the outer tread blocks for better steering precision even when driving at relatively high speeds on dry surfaces. The bonding between silica and rubber has been maximized due to higher dispersion of silica and the tire has an extra-wide belt package to increase its durability and the lifespan of the tire. These features in addition to the four main slanted grooves

on the outer side ensures that the tire has higher resistance to aquaplaning even in wet and snowy conditions

The inner tread has been customized to handle winter conditions with densely packed sipes and blocks to enhance braking ability in winter conditions. V-shaped crosswise grooves in the tread give motorists better control in snowy conditions. Drivers will find it easy to keep an eye on tread wear with the tread wear indicators that have been integrated into the tread grooves at regular intervals.

Hankook has been working on developing an all-season tire from the 1990s and was quick to realize the potential of this segment. The predecessor of the Kinergy 4S, the Optimo 4S, was also well equipped for the winter season with the prestigious Blue Angel certification from the German Federal Environment Agency (UBA) due to its combination of fuel efficiency, safety features and performance.

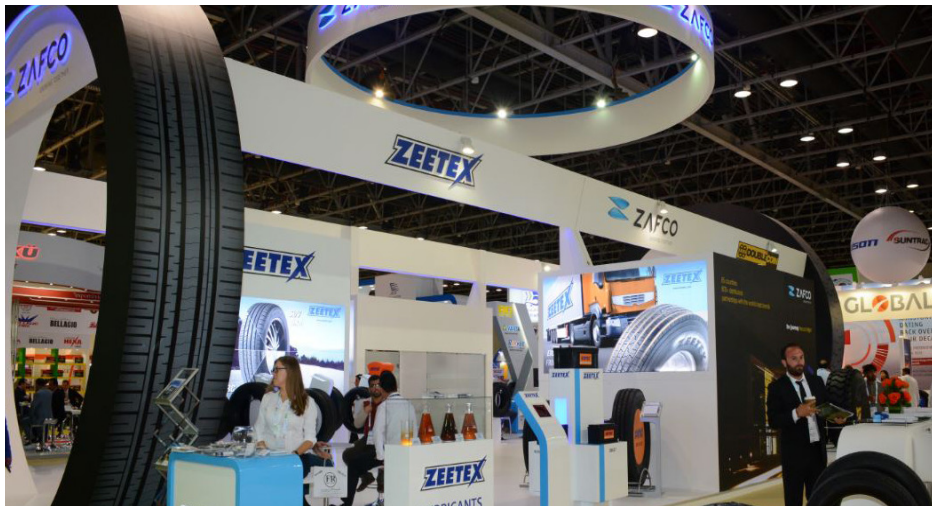
Gangseung ("Tony") Lee, Hankook's Vice President of Marketing and Sales for Europe said that the main priority when developing the new all-season tire was to get the right combination and features of both winter and summer tires in a single tire to offer maximum benefit to motorists. The Hankook Kinergy 4S helps motorists avoid the hassle of changing tires for the summer and the winter while they stay mobile all through the year without any compromise when it comes to their safety or legality.

The option is particularly feasible in areas which do not have very heavy snowfall and have relatively moderate climates and also for urban areas.

The Hankook Kinergy 4S range will initially hit the retail market in 45 different sizes ranging from 14 to 18 inches in series 70 to 40 and with tread widths varying from 155 to 255 in T, H and V ratings and in some cases also as extra load.

ZAFCO PROVES TO BE A STAR AT AUTOMECHANIKA DUBAI

ZAFCO is a regular participant in the annual Automechanika Dubai trade show. This year round, the ZAFCO stall at the event attracted thousands of visitors drawn from different parts of the world, especially from the MENA region. The stall effectively showcased products from five different brands including the company's own brand ZEETEX, Otani, Double Coin, Forceum and Accelera.





Whatever be their individual requirements, visitors to the ZAFCO booth were able to see tires from all tire categories as ZAFCO stocks and distributes all types of tires including TBR, PCR and OTR tires. A new addition to the ZEETEX portfolio was the range of ZEETEX Batteries and Lubricants.

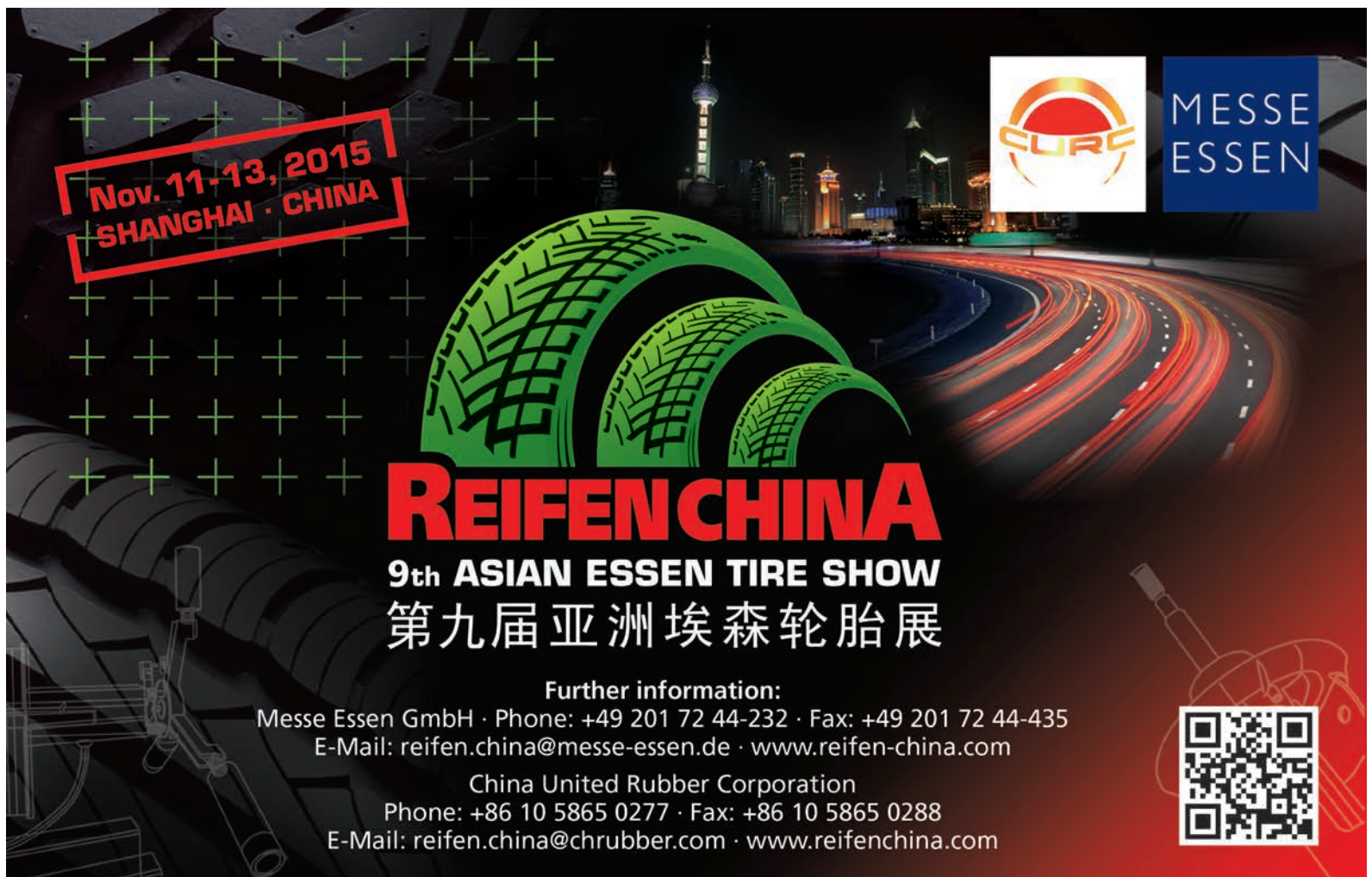

Interesting promotional activities at the ZAFCO stall included a "Net the Ball" activity to win branded footballs by shooting the ball into a basket fashioned from tires. Another great draw was a photobooth where visitors could have their photos taken.

With the ZAFCO booth attracting considerable footfall from visitors and exhibitors drawn from diverse countries in the MENA region, participation in Automechanika Dubai was definitely of great benefit to the company. ZAFCO also used the Automechanika session organized by Business Guide Africa to promote its offerings to potential customers from Africa.

Commenting on the company's participation in Automechanika Dubai, Raghavendra Sanga – Head of Product Communication & Marketing at ZAFCO said that just like in the previous year, the ZAFCO team would do its best to capitalize on the leads obtained during the show and build long-term relationships true to its tagline of "Growing Together".

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MICHELIN SCORES PORSCHE FITMENT

Porsche AG has opted to have Michelin Pilot Sport Cup 2 ultra-high performance tires as the OE for its new 911 GT3 RS model. The car will be fitted with 265/35 ZR20 size tires in the front and 325/30 ZR21 for the rear. According to Michelin, these tires can be designated as road-legal track tires as they combine the best features of both road and motorsport tires, giving it just the right combination of safety and performance. This is the latest in a long line of OE fitments for the Pilot Sport Cup 2 tires. These tires were also chosen by Porsche for its Cayman GT4, 918 Spyder, and 911 GT3 models.

Michelin developed the Pilot Sport Cup 2 in close collaboration with Porsche and customized the tires in line with the German manufacturer's requirements, starting with the tires for the 918 Spyder. From that point, the tires for each model were fine-tuned based on the references of the Porsche engineers. In the case of the GT3 RS model, tires were developed in sizes larger than those for the GT3, with contact patches that were bigger by 20 per cent in the front and 18 per cent in the rear. This improved the dynamic handling of the car on the track and gave it greater grip.

The Pilot Sport Cup 2 tire is ideal for both everyday use and for high performance scenarios like the racetrack. It effectively leverages Michelin's expertise in motorsports with the use of technologies used on the track. These include "Bi-Compound" or the use of different rubber compounds for the inner and outer sections of the tread. Another innovative feature borrowed from the racetrack is the "Track Variable Contact Patch 3.0", that ensures the pressure in the tire's contact patch is always optimized to guarantee that the same amount of rubber is in touch with the road, even while cornering.

Due to these innovations, the Pilot Sport Cup 2 tire lasts 50 per cent longer than its predecessor, the Pilot Sport Cup+. On the racetrack, it can be paired with powerful racers to yield faster lap times while on the road it offers better resistance to aquaplaning and a high level of safety and performance.

When it comes to winter tires for the 911 GT3 RS, Michelin has been approved as the sole supplier with Porsche picking the Michelin Pilot Alpin 4 N0 tire in sizes 245/35R20 91V XLTL, and 315/35R20 110V XLTL.



Tire Fact

Car tires lose about 1-2 pounds of air pressure per month on average (less in the summer, more in the winter).

LASSA TIRES SIGNS USD 24 MILLION SPONSORSHIP DEAL WITH FC BARCELONA



Lassa Tires, has signed on as a global sponsor of the leading Spanish football club, FC Barcelona, in a USD 24 million deal. In addition to the football team, all the club's indoor sports teams including the handball, roller hockey, basketball and five-a-side football teams will now be rebranded as FC Barcelona Lassa.

Hence, Lassa, which is owned by the Turkish company, Brisa, will benefit from wide-ranging promotional and branding rights. This will be the first time that all the teams under the FC Barcelona will have a common commercial partner. Lassa Tires is also making history as the first Turkish brand to undertake the global title partnership of all indoor sports teams of a club.

This deal highlights the widespread popularity of FC Barcelona, which is one of the most renowned soccer clubs in the world.

Barcelona Vice President Javier Faus commented on the deal saying that Lassa Tires is a really suitable partner as it is part of one of the leading industrial groups in Turkey, where FC Barcelona has a huge fan following. As an outcome of this deal, the club will be able to reach out to its fans in all the regions of the world where Lassa Tires operates.

Brisa is the seventh largest manufacturer of tires in Europe and its tires are available in over 60 countries. The deal is for a period of four years.

MARSHAL TIRES BOOSTS MENA PRESENCE WITH PARTICIPATION IN AUTOMECHANIKA DUBAI



Marshal Tires is on an expansion drive in the MENA region. A brand belonging to the Kumho Tire Co. from Korea, Marshal Tires was formerly known as Samyang Tires, and has maintained a presence in the region from the late 1970s through its authorized dealer, Varga Trading Co. LLC. Varga recently played a key role in launching the Middle East website of Marshal Tires. Marshal Tires has considerably strengthened its presence in the GCC countries by making an impact at Automechanika Dubai trade show which was held from June 2 to 4 at the Dubai International Convention and Exhibition Centre.

Automechanika Dubai is one of the biggest annual trade shows in the automotive calendar with a wide range of international participants. Leading manufacturers and distributors from the region, and indeed the world visit and participate in the show to network and expand their footprint at the regional and global level.

Marshal Tires participated in the show through Varga Trading Co. LLC, its distributor in the UAE. The company's tires occupied prime space at the Varga booth.

Speaking about Marshal's participation in Automechanika Dubai, Alireza Moaref, Managing Director of Varga Trading Co. LLC said, "Marshal's participation in Automechanika Dubai is an extension of Varga's longstanding partnership with Marshal Tires. The area of our booth that showcased Marshal Tires was impressively branded with Marshal's signature colors and tagline of "unlimited performance". The branded football giveaways and the photo booth that captured images of the visitors in a variety of poses added to the fun factor in addition to significantly promoting brand awareness.

At the show, Marshal Tires definitely made an impact on visitors by showcasing new patterns. Many domestic and overseas industry professionals were drawn to the Varga booth to forge new partnerships and provide customer feedback that will be invaluable for the development of new tires.



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EVENT	DATE	INFORMATION	LOCATION
Super Chevy Show Morrison	14-15 Aug 2015	This two-day event is one of the highly anticipated shows in Morrison. This year, it promises to give visitors more reasons to enjoy as it will present the latest and coolest automotive-related products and services in town.	Bandimere Speedway, Morrison, USA
Minasparts	19-22 Aug 2015	As one of the leading trade shows in Brazil, this will showcase the ways and latest strategies in further improving the country's automobile sector. The organizer anticipates generating 120 million and gathering more than 25,000 visitors at this year's edition.	EXPOMINAS, Belo Horizonte, Brazil
Cambodia Auto Parts & Accessories Exhibition	21-24 Aug 2015	Cambodia Auto Parts & Accessories Exhibition is a huge automotive event which showcases wide-ranging products such as windows, tires, trims, transmissions, suspensions, speedometers, spark plugs, shock absorbers, sensor system, seats, etc.	Diamond Island Convention and Exhibition Center, Phnom Penh, Cambodia
Auto Show Nord	22-23 Aug 2015	This vehicle trade fair is ideal for car aficionados as it exhibits the top 25 best-selling car brands in Germany. Visitors will surely feast their eyes on around 120 new cars of the season to be unveiled in the trade show floor. Popular companies, including Airport Hamburg, Kiesow, Autoglass, DEKRA, and ADAC will also be represented.	Stadtspark Norderstedt, Norderstedt, Germany
Moscow International Motor Show	24-27 Aug 2015	This event showcases wide-ranging parts and components from the different parts of the globe. Industry professionals visiting the show will get a chance to meet other experts in the field and to explore the country's automotive industry.	Expocentre Fairgrounds, Moscow, Russia
Automotive Manufacturing Vietnam	26-28 Aug 2015	This event will give visitors and industry professionals a chance to explore the newest developments in auto parts production and technologies. It will also give them fresh insights regarding productivity enhancement. This year's edition is anticipated to have more things in store for everyone.	Hanoi International Center for Exhibition, Hanoi, Vietnam

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EVENT	DATE	INFORMATION	LOCATION
InterAuto International Exhibition	26-28 Aug 2015	InterAuto International Automobile Salon Fair is one of the premier automotive shows in Russia. Held for three days, it will give visitors a chance to check out different products such as spare parts, automotive components, car care products, car audio and video electronics, accessories and many more.	Crocus Expo International Exhibition Center, Moscow, Russia
Shanghai International Automotive Manufacturing Technology & Material Show	26-28 Aug 2015	Held for three days, Shanghai International Automotive Manufacturing Technology & Material Show will focus on the different aspects of the automotive manufacturing technology industry.	Shanghai New International Expo Centre (SNIEC), Shanghai, China
Autoexpo Tanzania	27-29 Aug 2015	Autoexpo Tanzania, an international trade expo on accessories, spare parts, automobiles and transportation, is the grandest trade event held yearly in Dar es Salaam. It brings together exhibitors from more than 28 countries and visitors from Central and East Africa. These past few years, Tanzania has been a leading regional trade center due to the friendly and professional atmosphere it offers to international investors and products.	Mlimani City Conference Center, Dar es Salaam, Tanzania
The Great American Trucking Show	27-29 Aug 2015	This three-day show is the second grandest trucking trade show in the USA, which offers various exhibitions and informational sessions. Here, attendees can take part in free educational seminars, check out impressive works of art at the Custom Rigs Pride & Polish Truck Beauty Contest and get first-hand information from leading industry experts.	Dallas Convention Center, Dallas, USA
Caravan Salon Dusseldorf	29 Aug-06 Sep 2015	This nine-day show is a highly specialized automotive event organized by Messe Dusseldorf. Dedicated to the travel mobile industry, it welcomes leading importers, buyers, dealers and manufacturers in the sector.	Dusseldorf Exhibition Centre, Dusseldorf, Germany



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ASTRA OTOPARTS REVAMPS ITS INCOE MAINTENANCE FREE BATTERY PRODUCT LINE



In a quest to ace the competition in the automotive battery sector, Astra Otoparts has revamped its INCOE Maintenance Free Battery product line with a fresh, elegant and bold design.

Unveiled at the 10th INCOE Batteries Dealers Meeting at Crowne Plaza, Dubai on June 11, 2015, the new design uses flip box mechanism for easy handling. This reduces the use of styrofoam, hence ensuring the durability and eco-friendliness of the products.

Astra Otoparts also beefed up the quality of its batteries by increasing their cranking power and applying the enhanced pasting and casting process, which ensures that they will stand the extreme climate in the UAE.

Part of the first largest and most diverse multi-national group of companies in Indonesia, Astra Otoparts has production plants in the country for automotive components. Its INCOE batteries are produced in a modern plant under ISO 9001; 2000 & ISO 14001 quality certified controls.

A leading brand in the UAE, INCOE has gained a strong position in the GCC, Asian and African markets since 1993. Currently, it is the sole brand in the market that offers both traditional type and maintenance-free batteries in one brand, giving easy options and conversion to more efficient, eco-friendly products.

Dynatrade, a leading automotive group in the UAE and the sole distributor of INCOE batteries, has been distributing the products for over two decades. The company's robust customer satisfaction program in the automotive component areas, include wide-ranging spare parts and cover multidimensional customers in the UAE and its surrounding countries.

In the glittering ceremony, Astra Otoparts and Dynatrade presented awards to their dealers for the highest sales growth, best sales performance, best promotional display, etc. The participants hailed from the Middle East, South East Asia and Africa, truly making the INCOE Dealers Meeting an international event.

AOP & DT highly appreciated the presence of the Representative of the Indonesian Embassy, the Indonesian Consulate General, the Indonesian Trade Promotion Centre and the press media.

CARMUDI REVEALS HOW 3D PRINTING AFFECTS THE AUTO INDUSTRY



Almost 30 years ago, Ford purchased the third 3D printer ever made. Currently, the value of the car industry's printing work is approximately \$267 million and a China-based 3D technology company has already developed a bright orange electric-powered sedan costing just \$1,770 to build. Given that 3D printing in the automotive industry is projected to be worth \$1.25 billion by 2019, Carmudi reveals the various ways in which it is interrupting today's industry.

Quick Prototype Development

3D printing is a huge challenge to the traditional work practices of automakers. Time means money and by employing 3D printing, automakers can instantly create a tangible prototype of a would-be car model. In addition, automakers always search for ways to reduce costs, and 3D printing enables the development of prototypes in just a few hours. Once the prototype is tried and tested, they just need to update the design and print it out again for further testing.

Parts Testing

With 3D printing, even certain parts of the car or engine can be quickly printed out and tested for any faults prior to starting actual parts production. Fiat Chrysler is now incorporating 3D printing into its production process by creating clear internal parts, such as pinion carriers and axles, so that tracking the oil flow will become easier. Moreover, it helps test out the right fit at a lower cost prior to starting actual production.

Cost-Effective Parts Development

While it is true that majority of mass consumption automakers use the printing technique for prototypes, racing giants such as NASCAR and Formula 1 use 3D printing to manufacture final components. The great thing about 3D printed parts is that they are not just more affordable but also light, thus contributing to a more aerodynamic and faster vehicle. Given that there is lesser amount of waste created, 3D printing is also proven to be environment-friendly.

Experimentation and Innovation

3D printing provides the automotive industry with more room for trying out fresh concepts and designs without having to worry about spending too much money and time. Therefore, custom made parts and accessories are now possible, with fit-for-purpose pieces boosting reliability and durability.

In the future, automakers will be able to customize their cars down to the number of seats, send it to print at the nearest factory and pay lesser than they do now.

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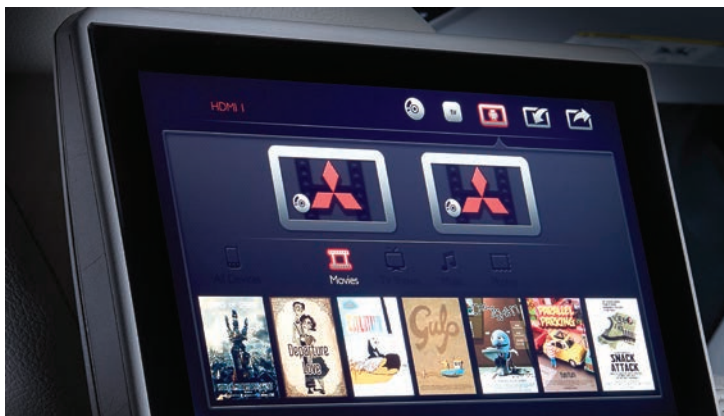
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JAPANESE COMPANY DISCOVERS A WAY TO REDUCE IN-VEHICLE NOISE



If there is one thing that makes driving a bit of a bummer, it is no other than unpleasant road sounds. In a quest to help drivers make the most of their driving experience, Mitsubishi Electric has recently developed an innovative active noise control (ANC) system, which is designed to block out less predictable road noise.

Featuring Mentor Graphics-developed XSe ANC technology, FLEXConnect.ANC system facilitates reduced road and engine noise. Its Mentor Graphics software also helps automakers cut expenses by eliminating heavy, noise-dampening materials.

According to Mitsubishi Electric quality and engineering, audio, video & communications sales director Doug Ray, the FLEXConnect. ANC development speeds up the pace that OEMs can improve that experience. He adds that the system offers drivers and passengers a quieter environment, enabling them to hear navigation commands, music and phone calls by reducing outside interference.

To ensure faster convergence, the XSe ANC system employs state-of-the-art audio processing techniques and high-performance algorithms, thereby adapting quickly to different noises.

Rainer Oder, Mentor Automotive Business Unit general manager, says that compared to conventional ANC systems, their solution addresses broadband noise while requiring tuning and calibration effort, overall dramatically shortening their customers' time to market.

Additionally, Mitsubishi Electric has launched a new generation of FLEXConnect in-vehicle infotainment (IVI) systems designed to offer a cost-effective three-screen user interface.

Commenting on FLEXConnect.IV, Gareth Williams, Mitsubishi Electric Automotive America, Strategic Technologies, Audio, Video & Communications manager, says that it builds on flexible and extensible architecture enabling users to easily share content between passenger entertainment systems and outside devices such as phones or tablets.

MEYLE AND MEYLE-HD PARTS GRAB SPOTLIGHT AT AUTOMECHANIKA DUBAI



Wulf Gaertner Autoparts AG never fails to steal the spotlight in any trade show it participates in. At this year's Automechanika Dubai, the company displayed its complete array of premium-quality MEYLE and MEYLE-HD automotive spare parts, with special focus on its expanding truck product range. At the show, the company also highlighted its broad range of repair solutions for passenger car suspension and steering systems, cooling, brakes as well as damping and suspension.

Wulf Gaertner's truck product range has been increasingly expanded to include more applications for leading brands such as Iveco, Scania, RVI, Volvo, DAF, MAN and Mercedes. To date, the MEYLE range for trucks consists of the following product groups: brakes, cooling, suspension and steering, compressed air systems as well as a variety of repair sets for fast and easy repair work. This year, Wulf Gaertner's stand focused on cooling as well as on suspension and steering and expansion tanks.

As a testament to MEYLE's truck expertise, the German company has recently announced the continuity of its technological collaboration with two truck racing teams CEPSE and tankpool24. Both crews use MEYLE's high-performance brake discs and pads. MEYLE engineers maintain regular communication with the technicians of the two teams, continually examining and assessing the parts' performance under race conditions.

According to Sven Nielsen, Technology Manager at MEYLE, the findings are fed back into the MEYLE brake development process, thereby stressing that both technology partners significantly benefit from knowledge transfer. He added that two driving simulators were set up at the MEYLE stand to provide Automechanika Dubai visitors with a chance to experience steering a truck during a race.

The MEYLE-HD brand offers existing products and new additions to its steering and suspension parts range, for instance BMW tie rod ends. With constant exposure to excessive loads, these parts are susceptible to premature wear. To prolong service life and boost part stability, the ball head of the MEYLE-HD tie rod end was increased compared to traditional designs. As a result, the forces that are applied on the ball are distributed across a larger surface, thus reducing the surface pressure acting on the plastic socket of the ball joints. Specially formulated high-performance grease guarantees full compatibility with the materials that make up the joint and ensures that the friction is equally distributed across the entire load range.

Trade show visitors also saw MEYLE Platinum Discs, which come as ready-to-install assemblies and include locating screws. Featuring a distinctive UV paint coating, they are resistant to rim cleaners and do not need degreasing. Thanks to innovative paint technology that ensures long-term corrosion protection while reducing energy consumption in the manufacturing process.

New MEYLE Platinum Pads were also displayed at the show. These have been redesigned to meet the growing demands on the tribological behavior of brake pads and discs, and are fitted with triple-layer silver shims that offer supreme comfort and maximum performance.

Additionally, Wulf Gaertner exhibited six newly developed MEYLE-HD water pumps to fit wide-ranging VAG models. The pumps, with “Made in Germany” quality seal, have been re-engineered to offer a quality level that surpasses the standards available on the independent aftermarket. Since the seal ring primarily determines pump life, MEYLE-HD water pumps come fitted with mechanical seals manufactured by a German premium-grade manufacturer. Typically, aftermarket products have carbon designs, but the MEYLE counter ring and slide ring are made from high-strength silicon carbide (SiC). This makes the seal fully resistant to abrasive wear and ensures that the sealing gap remains unchanged even under the most extreme operating conditions.

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AUTO PARTS AND ACCESSORIES TRADE IN DUBAI VALUED AT BILLIONS LAST YEAR



The recently released figures by Dubai Customs show that the emirate's auto parts and accessories trade was valued at AED44.37 billion last year, a 10 percent rise over the previous year.

Imports of Dubai's burgeoning automotive aftermarket trade were valued at AED26 billion in that same year, while the value of exports and re-exports that come out of the emirate was AED18 billion.

According to the Director of Dubai Customs, H.E. Ahmed Mahboob Musabih, Dubai Customs has further improved automotive spare parts trade through a range of first-rate Customs facilitations and services offered to traders in this sector, allowing them to cater to the needs of the market without delay thanks to simplified and quick clearance procedures. "This comes in line with the directives of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in regard to diversifying the texture of national economy."

Musabih also noted that Dubai plays a critical role in automotive spare parts trade as it acts as link between North American, European and Asian manufacturing countries and the consuming markets in the region.

"The development achieved by Dubai in all fields, especially in transport infrastructure with advanced and world-class road networks, ports, and airports, is one of the basic factors that promote the Emirate's ability to attract larger share of the world trade. Dubai is the destination of choice for trade exhibitions regionally and globally. And with Expo 2020 looming closer, everything is being set ready by putting in place sophisticated services and facilities to deliver to the world what would be the best mega exhibition experience in history."

Dubai Customs reveal that the emirate's leading country partners in 2014 in terms of total auto parts trade were Japan (AED6.14 billion), South Korea (AED3.57 billion), China (AED3.31 billion), Germany (AED3.16 billion), and the USA (AED3.11 billion), respectively. Meanwhile, Saudi Arabia (AED2.37 billion), Iraq (1.08 billion), and Afghanistan (800 million) were the largest export and re-export markets of the emirate last year, accounting for a combined 23 percent of Dubai's exports and re-exports of engine components, tires, accessories and auto parts for the year.

Three leading trading partners claimed 49 percent share of the total auto parts imports in Dubai. Japan was the leading destination from which the emirate's auto parts were sourced, claiming AED6.12 billion of the market. It was followed by South Korea with AED3.55 billion worth of imports. China was on the third spot of the most pivotal import source valued at AED3.23 billion.

These figures were announced at the Automechanika Academy's Commercial Vehicles Conference, which took place on the side-lines of this year's Automechanika Dubai and was attended by regulators, fleet operators, suppliers, and auto parts manufacturers.

Nasim Saeed Al Mehairi, Senior Manager for Statistics and Studies Section at Dubai Customs, provided the Dubai auto parts statistic update. These figures further strengthen Dubai's position as the center of regional automotive aftermarket trade.

The Commercial Vehicles Conference gathered regulators and thought leaders in the aftermarket, servicing and commercial vehicle sales industry, addressing the newest regional trends and developments. It stressed the rising demand for commercial vehicles in the GCC, driven by the government's increased expenditure on infrastructure, vibrant crude oil exports, and growing economies.

Frost & Sullivan reveals that 115,171 buses and trucks were sold in the GCC last year, bringing the total number of commercial vehicles on the region to 1.2 million.

In turn, the 1.84 million Light, Medium and Heavy Commercial Vehicles, which is anticipated to be operational in the GCC in the next five years, has created a huge demand for the CV spare parts market, which was valued at US\$3.38 billion last year, and likely to reach US\$5.49 billion by 2020, rising 8.4 percent yearly.

Subhash Joshi, Regional Head for Automotive & Transportation in the Middle East and North Africa at Frost & Sullivan, talked about the opportunities and trends in the GCC CV market, as economic indicators and crude oil exports point toward a faster growth path. He said that crude oil price is the most critical factor as it controls the GCC's economy growth, and good economic growth steers government investments, leading to higher commercial vehicle sales.

Joshi also added that growing population and escalating per capita incomes drive higher consumption of goods, and the GCC is extremely dependent on imports for these goods. "Any growth in consumption patterns will lead to more transportation and logistics activities, resulting in higher demand for trucks and buses."

The growth of the regional commercial vehicle industry and correlating demand for CV auto parts and services came as good news to the Truck Competence exhibitors at Automechanika Dubai. 891 out of the 1,889 exhibitors at the recently concluded event had spare parts, equipment and services within their product portfolio, a huge 76 percent increase over the previous year.

Frost & Sullivan claims that Saudi Arabia and the UAE lead the Gulf region's CV automotive components market, accounting for a combined 84 percent regional market share last year. Saudi Arabia's CV Spare Parts demand was valued at US\$2.05 billion last year, and is anticipated to be worth US\$3.65 billion by 2020, while the UAE's US\$800 million market last year is projected to reach US\$1 billion in the next five years.

Mechanical Parts (absorbers, starters, thermostat, alternator and pumps) and Maintenance (shoes/linings, brakes, belts, spark plugs and filters) account for up to 72 percent of the market, while there is also a huge demand for collision parts in Kuwait, Saudi and the UAE.

Other speakers at the Commercial Vehicles Conference included Herbert Lonsdale, International Business Development Manager at the Institute of the Motor Industry; and Tariq Al Falahi, Section Head for Freight Planning at the Abu Dhabi Department of Transport.

KOREAN CARMAKER IS FIRST TO ROLL OUT ANDROID AUTO



Hyundai has made another huge milestone, being the first-ever automaker to unveil the cutting-edge Android Auto™ on its production vehicles. This telematics standard developed by Google will be featured on the 2015 Sonata with Navigation at dealerships nationwide, and will later find its way on other Hyundai models.

According to Dave Zuchowski, president and CEO, Hyundai Motor America, Android Auto aligns with their core interior design principles of safety, intuitiveness and simplicity. He says that they rolled out this highly anticipated feature on their best-selling Sonata, adding to their promise of value. "With the launch of Android Auto, we provide more owners with the experience of cutting-edge technology."

Android Auto provides Hyundai owners with a high technology experience and enhances safety. For instance, at any given daylight moment across the USA, around 660,000 drivers use cell phones or operate electronic devices while driving, a number that has remained unchanged since 2010. Through the integration of state-of-the-art driving-related functions of the drivers' smartphone with the familiar physical controls, centralized screen and microphone of their car, Android Auto helps keep their eyes and attention on the road. Additionally, the screen of the smartphone gets "locked", so drivers will not get tempted to look down and use their phones while Android Auto is in use.

How About Existing Sonata Owners?

Hyundai dealers now offer free Android Auto software update to existing owners of 2015 Sonata with Navigation. Later this summer, they can visit www.hyundaiusa.com/myhyundai and download the software onto a USB memory drive. To start the

download, they need to have a MyHyundai account, which requires their name, address and a Vehicle Identification Number. Upon insertion of the USB with the Android Auto software into the Sonata's USB port, it will automatically update the Navigation system of the vehicle to make it Android Auto-compatible. The Sonata Sport, Sport 2.0T, Limited, Limited 2.0T and Eco models feature the Android Auto compatible Navigation system with an eight-inch touchscreen display.

The Android Auto



Sonata owners will need the Android 5.0 "Lollipop" and the Android Auto companion app on their compatible phone to fully integrate Android Auto into the car's screen and controls. A micro USB cable is also needed to connect the phone to the car's USB port. When the phone gets plugged into a parked Sonata, the phone will automatically prompt the download of the Android Auto companion app from Google Play. Android Auto users will quickly recognize familiar Android phone applications, such as Google Play Music, phone calling, messaging, Google Now and Google Maps upon connecting their Android phone to their vehicle. Touchscreen, steering wheel controls, and voice can control these applications. Android Auto will also provide several third-party audio apps that owners have on their phones, including TextMe, Skype, Stitcher, NPR, TuneIn, Spotify, iHeartRadio and many more.


Android Auto Advantages

With the Google Now card-based experience, users will be provided with suggested travel times and locations based on their calendar entries, searches and home and office locations, as well as weather information and "now playing" information for music streamed through the phone.

Due to the apps live on the phone, app software is automatically updated. There is also natural voice recognition with Google voice actions. Plus, owners can easily bring their music preferences, calendar appointments, suggested destinations and personal reminders with them when they get in their car.


What's more, Android Auto automatically pairs with the Sonata for phone calls via Bluetooth even when connected for the first time through USB. Ultimately, it comes with familiar interfaces that are easy to use and have almost no learning curve.






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VOLKSWAGEN MIDDLE EAST LAUNCHES VALUE PACKAGES

Volkswagen car owners have a huge reason to cheer this summer. Just recently, Volkswagen Middle East has rolled out Value Packages in a quest to keep them and their cars on the road for longer, while ensuring greater value-for-money.



A component of Volkswagen Genuine Parts®, Value Packages is now offered at dealerships across the Volkswagen Middle East retail network. This provides customers of Volkswagen vehicles four years or older with greater flexibility, choice and assurance that vehicle maintenance investment is in keeping with the vehicle's age.

Thomas Milz, Managing Director, Volkswagen Middle East, claims that Volkswagen models stand the test of time due to world-class German engineering. He says that by launching Value Packages, they can maximize the lifespan of Volkswagen vehicles at a cost that ensures greater value-for-money for the rest of the car's service life.

Milz adds that Delivering Service Excellence is one of their top priorities, and they provide Volkswagen drivers with greater flexibility and choice in knowing that their vehicles can be maintained to the highest standards at a low cost, even after four years on the roads.

Volkswagen Genuine Parts®, which is exclusively developed for Value Packages, is built to distinctive technical specifications and are subject to a strict development and testing process to ensure a high quality and heavy-duty product range. It is offered in a much lower price partially due to adapting the production materials to the residual value of an older vehicle.

Included in the introductory Value Packages line are shock absorbers, wiper blades, spark plugs, alternators, brake pads and discs, starter batteries, windscreen cleaners, dust and pollen filters, exhaust pipes, silencers and drive shafts for a limited model range. As the product range launches across the region, the number of parts offered is anticipated to grow continuously.

JORDAN'S ROYAL PALACE AWARDS VOTE OF CONFIDENCE TO KARCHER'S CAR WASH

Karcher, the global leader in advanced cleaning technology, and Jordan-based conglomerate Tillawi Group, have reached a huge milestone after the successful completion of the third installation of the CB Line gantry wash system for the Royal Palace of the King of Jordan.



The multi-functional gantry wash system, which recycles up to 85 percent of used water for re-filtering, showed impressive results when put to the test on more than 200 cars at the Jordanian Royal Palace. Offering energy-efficient and ergonomic water and energy recycling services with every wash, it remains one of Karcher's most well-known products in the MENA region, with 6,529 parts and accessories as well as 11,966 machines sold between 2012 and the current year.

Jordan Times claims that the country was on the second spot on the list of water-poor countries last year. Hence, the car wash system selected for the Royal Palace had to be one which was sensitive enough to the need for energy and water conservation.

Commending the success of the project, Richard Nouira, MD of Karcher ME, recognized that the opportunity to install their product at the Royal Palace was one of their biggest accomplishments to date.

He noted that the successful implementation of their CB Line for the King of Jordan was a great vote of confidence for them and a proof to their car-care products' quality. Nouira also added that the gantry wash system was the Royal Palace's preferred choice due to its precision-cleaning and energy saving mechanisms, and its superior capacity to recycle water. "Our CB Line fits all the specific requirements for an easy-to-use, flexible system which is adjustable according to the customer's desired results."

Wafeeq Tillawi, VP of Sales for Tillawi Group, said that they have been working with Karcher in Jordan for several years and they value their products' quality and the thoroughness with which they offer their services. "The CB Line adds a great amount of value to the Jordanian market in professional and industrial services, but also to individual consumers, as their gantry washes are end-user friendly."

Having been chosen to work with the Royal Palace of Jordan, Karcher is well-positioned to offer its cleaning innovation, products and services in the Middle East.

SWEDISH CARMAKER BAGS COVETED TELEMATICS UPDATE'S AWARD



Telematics Update has recognized Volvo Cars' groundbreaking work in the field of connected car and cloud technology with the sought-after Car Maker of the Year Award, which was presented at the recently concluded Telematics Update Automotive Congress in Detroit.

With the roll out of the new XC90, the Swedish automaker has fully redefined the way motorists operate their vehicle by dispensing with the normal range of buttons and substituting them with a heads-up display, a huge tablet-like touchscreen, thumb controls and voice control on the steering wheel.

Collecting the prestigious award, Klas Bendrik, Senior Vice President & CIO at Volvo Car Group, said that they take the best available technology and make it work in the most useful way for their customers. He noted that it is about using technology to offer tangible real-life benefits, rather than offering technology just for the sake of it. "The car industry is on the verge of massive changes in this respect, and Volvo Cars is at the vanguard of this in-car technology revolution."

TELEMATICS TO SHAPE THIS YEAR'S GLOBAL CONNECTED CAR MARKET

Forecasts reveal that in-car security, mobility services, big data analytics, over-the-air (OTA) updates and advanced infotainment systems are the leading technologies that will shape the global connected car market this year. Heads up display (HUD) as well as human machine interface (HMI) input and output solutions are anticipated to take the center stage. Automakers, however, are advised to create consumer-centric HMI solutions that will meet consumer needs for connected services while minimizing driver distraction.

According to market findings, North America will be the key market for associated innovations given that 90 percent of OEMs in the region have deployed connected telematics solutions. Meanwhile, in Europe, mandates around driver distraction, vehicle safety and eCall will spur telematics use.

Frost & Sullivan Automotive & Transportation Research Analyst, Ramnath Eswaravadi, says that while embedded connectivity is on the rise due to certain regulations related to telematics, smartphone-based connectivity and shared data plans will also gain traction in the global mass market. He adds that OEMs who want to contend with free smartphone-based navigation solutions provide connected capabilities with dynamic real-time traffic, re-routing and point of interface services.

Given that 2G connections are likely to be abolished in North America by 2017, the running of networks with 3G and 4G coverage is expected to be a demanding task. Moreover, consumers don't want to pay additional for in-car long-term evolution (LTE) connections, and LTE's penetration in mobile handsets remains sluggish. Yet, 4G LTE networks are eyed to cover more than 60 percent of the globe's population in the next five years, generating new revenue opportunities.

OTA updates are becoming crucial to offering a smooth end-user experience, thereby the security aspect gets huge significance and creates another challenge. This is why security needs to evolve from providing feature-level safety to offering in-vehicle and back-end protection, covering several areas such as virtualization, user data protection, connected services and OTA.

Frost & Sullivan Automotive & Transportation Research Manager, Praveen Chandrasekar, adds that meanwhile, the large-scale adoption of big data and predictive analytics will bring in new service and revenue opportunities. He concludes that using vehicle data into the next generation of advanced diagnostics will enable OEMs to prolong customer relationships to over three years and tap into the long-term maintenance and service business.



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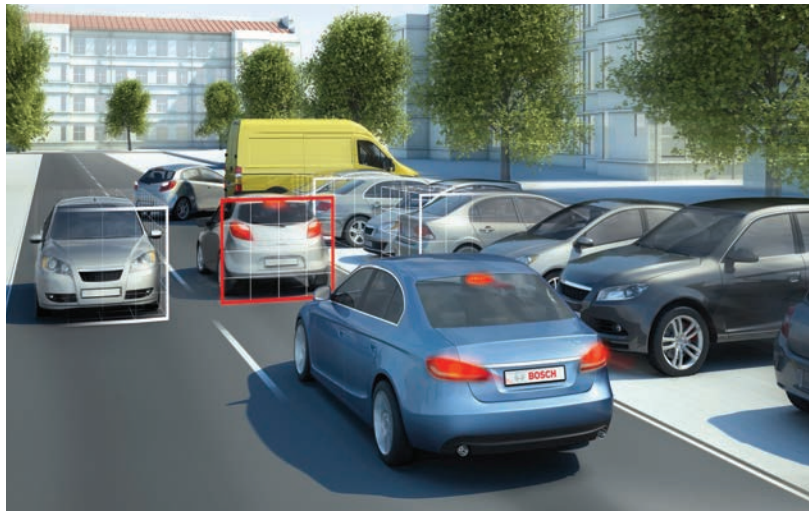
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SMALLEST STEREO VIDEO CAM TO BOOST SAFETY OF UAE MOTORISTS



Groundbreaking technology already plays a critical role in the safety of UAE motorists, and now the smallest stereo video camera in the world could take it to new heights even more by helping to reduce serious mishaps. Developed by Bosch, the innovative device works with an emergency braking system to prevent rear-end crashes.

Once the video camera spots another vehicle in the lane ahead as an obstruction, the emergency braking system automatically gears up for action. If the driver does not react, the system starts maximum braking.

According to Andreas Bodemer, Vice President of Bosch Automotive Aftermarket Middle East and Africa, emergency braking systems are among the most effective assistance systems in the car, and their research has shown that 72 percent of all

rear-end crashes leading to personal injury could be prevented if all vehicles are equipped with them. "We expect to see more and more vehicles arriving on the roads in the UAE and other GCC with emergency braking systems and video cameras fitted as standard."

The Automobile and Touring Club of the UAE, which offers wide-ranging services for road users, strongly supports the use of the technology to reduce mishaps and deaths on the roads.

Mohammed Ben Sulayem, President of ATCUAE, said that it is crucial that the leaders in this field continue the technology's development to make their roads safer, adding that anything that could be done to boost safety for road users should be encouraged.

The Ministry of Interior claims that deaths from UAE traffic accidents in the first quarter of the year fell by 21 percent compared with last year, while the number of injuries dropped by 14.8 percent.

Bodemer continued that it is extremely encouraging news, and it is clear that the new technology has an increasing part to play in making their roads safer in the years ahead. He also added that they look forward to playing a huge part in this.

Bosch, one of the biggest suppliers of the automotive industry, covers the full product range of driver assistance systems, several of which UAE motorists are familiar with.

The German company's new stereo video camera also features road-sign recognition, which keeps the driver informed about the current speed limit, as well as a lane-departure warning system.

Setting fresh technical benchmarks, the camera comes with light-sensitive lenses and video sensors covering a 50-degree horizontal vision field and can take measurements in 3D at a distance of over 50 meters.

The distance between the lenses' optical axes is only 12 cms, making it by far the smallest system of its kind presently offered in the field of automotive applications.

ACMA TO FOCUS ON EGYPT'S AUTO COMPONENT AFTERMARKET



As part of its first ever initiative, the Automotive Component Manufacturers Association of India (ACMA)—the APEX body that represents the Indian auto component industry—is setting its sights on the aftermarket business opportunities in Egypt's auto component industry.

The association held a Buyers-Sellers meeting last month at the Marriot Hotel in Zamalek, Cairo. Supported by the Government of India, the Ministry of Commerce and Industry, the Egyptian Auto Feeders Association (EAFA), the Indian Embassy Cairo and the Egyptian Junior Business Association (EJB), the event was aimed at developing solid business relations between the auto component industries of the two countries.

Over forty Indian auto component manufacturers presented their aftermarket products to the Egyptian spare part distributors, dealers and importers, as well as OEMs of motorcycles, trucks and cars. The aftermarket products presented included rubber products, electrical and electronics, transmission and steering, suspension and braking, engine and exhaust, and body and structure parts.

According to Ramesh Suri, president, ACMA, India is growing progressively in capability with globally competitive products that are well positioned to meet the needs of markets such as North Africa. "What we make in India, we also make for the world. We see a sizeable presence of Indian OEMs here which gives us the confidence to service these markets."

The Indian auto component industry's turnover for the 2014-2015 fiscal year is anticipated to escalate in a range of eight to 10 percent, from \$35 billion in 2013-2014. The industry is also projected to pick up in the second of 2016 and beyond into 2017. Moreover, the performance on the export front has also been strong, with the auto components export anticipated to grow by more than 10 percent compared to 5.4 percent in 2014.

Vinnie Mehta, director general, explained that the Buyers-Sellers meet in Cairo provides huge opportunities to the Indian auto component manufacturers to cater to the thriving Egyptian aftermarket industry. He added that they are optimistic and anticipating a long standing engagement in this market, which would not only offer access to the Egyptian auto industry to price competitive components that match global standards, but would also enable them to engage with Indian manufacturers to build long-term business relationships.

TOTAL RENEWS DEAL TO SUPPLY AUTO EGYPT WITH ADVANCED LUBES

Just recently, Total Egypt has renewed its five-year agreement with El Kasrawy Group member, Auto Egypt to remain as the Nissan authorized supplier's exclusive lubricants supplier, having penned the first deal in 2011. Present in the contract signing event were senior management teams from Total Egypt, Auto Egypt and Nissan Motor Egypt Co.

As per the agreement extension, Total Egypt will supply Auto Egypt with all the necessary Performance Engine Oils, including Rubia Family, Quartz Family, Cooling and Transmission Oils and other fluids, delivered on-site. Auto Egypt, in return, will acquire the products required for its workshops and outlets from Total Egypt.

Moreover, the two companies will conduct joint marketing activities to boost and reinforce their collaboration.

According to Thomas Rebeyrol, Managing Director of Total Egypt, there is no better sign of stability, success and greater future potential than renewing an existing deal with a long-standing company as reputable as Auto Egypt. He added that it is their great pleasure to look forward to another five years - at least - of partnership with Auto Egypt. "With our solid track record, joint experience and well-established understanding, the future looks bright for both companies".

Mohamed el Kasrawy, CEO of Kasrawy Group, said they have come to rely on Total Egypt's expertise in supplying Auto Egypt, with advanced products that are perfectly aligned with their needs and expectations for nothing less than the best for their own brands. He revealed that searching for the right partners is one of the greatest business challenges, and once the fit is right, it offers unmatched opportunity for long-term successful joint growth and partnership.

Total Egypt is dedicated to offering Auto Egypt with the technical support, training and information required to ensure that the staff of the company is fully trained to execute international standards, thus guaranteeing outstanding customer experience.

PEDDERS SUSPENSION FINALLY ARRIVES IN THE MIDDLE EAST

Australia's Pedders Suspension, the leader in steering and suspension, will soon make a name for itself in the Middle East with the recent announcement of the inauguration of its logistics and distribution warehouse in the region, which will supply the complete range directly from Dubai to all nearby countries.

The company has been in operation in Australia for more than 65 years, and provides a complete array of premium products for all load carrying, towing, braking, steering and suspension needs to suit 4WDs, passenger cars, performance and light commercial vehicles. Now, Pedders is seeking for dealers and distributors throughout the Middle East.

According to Ron Pedder, Chairman of Pedders Suspension, he is delighted to see Pedders expanding further into the global market and offering customers with direct supply in the region. He noted that their products are second to none and customers could now have direct access to their premium products. "We operate in many regions throughout the world and we are happy to now be offering our products to discerning customers in this region."

In a statement, Mark Pedder, Managing Director of Pedders Suspension, said that they are thrilled to see Pedders offer the customers in the Middle East with Australia's Number 1 Suspension as well as their recently rolled out brake range for their on- and off-road performance requirements.

Kirk Marks, Managing Director of Pedders Middle East, added that he has already seen

a great deal of interest in the Australian engineered and developed Pedders products at the recently concluded Automechanika Dubai. "Pedders products are superior and I believe the many car and off-road enthusiasts in the region will be more than satisfied with the quality and performance of the products which will markedly improve their car's handling, comfort and both on and off-road performance."

Marks has extensive experience in on- and off-road motor sport and is a former champion in Australian Rally, driving a Toyota AE86 before rallying a Subaru WRX for the past 15 years. He has also been a development driver and instructor for several automakers including General Motors, Lotus, Toyota and Mercedes, that is why he understands the significance of quality brakes and suspension.

Just recently, Pedders unveiled a new brake line for both on- and off-road vehicles and drivers to support their high performance suspension systems that they have been selling for more than 65 years, so they can improve the performance of all vehicles.

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NEW KIA SORENTO GETS DYNAMAX FROM MAGNA



Magna International, the largest independent 4WD/AWD global supplier, has reached another notable milestone after being selected as the official supplier of intelligent Dynamax™ all-wheel drive coupling to power the new Kia Sorento's all-wheel-drive (AWD) system. The product enables the Sorento to offer drivers with improved handling, safety and fuel efficiency.

Jake Hirsch, president of Magna Powertrain, said in a statement that they are thrilled to expand their successful collaboration with Kia Motors by supplying their Dynamax system to the third-generation Sorento, and they are proud to support Kia worldwide with the advanced product.

The Dynamax system is the first constant and fully active AWD system that exchanges information with the car's control electronics, enabling it to anticipate events and adjust early-on rather than react to varying conditions just like previous AWD systems. Through ensuring that the system is one step ahead of the car, ideal traction and torque can considerably enhance fuel efficiency, performance and stability.

Additionally, the Dynamax system's multi-plate coupling and energy-efficient electronic components enhance the front axle's track stability, effectively preventing undesirable under- and over-steering, and therefore enhancing safety and driving enjoyment. The high-thermal stress tolerance of the system also prevents the AWD system from overheating during steep and/or long climbs.

The innovative Dynamax all-wheel-drive coupling is produced by the WIA-Magna Powertrain joint venture in Asan, Chungcheongnam-do, South Korea, and shipped to Kia Sorento's assembly plants in the United States and South Korea. The system was first launched in 2010 on the Sportage.

MITSUBISHI ELECTRIC PRESENTS NEXT-GEN LEXCONNECT IVI SYSTEMS



Drivers and passengers who want to take their listening experience on the road to the next level can fully bank on Mitsubishi Electric's latest generation of FLEXConnect™ In-Vehicle Infotainment (IVI) systems, which offer a cost-effective but intuitive, three-screen interface. Combining touchscreen and swipe technology, these systems enable users to smoothly and safely interact with the instrument cluster and heads-up display on the center panel.

The center touchscreen is built on Android™ platform, enabling easy sharing of media, navigation and climate functionality with the heads-up display and instrument panel. With easy touchscreen access, users can also operate these functions with just minimal distraction. Compared to most infotainment systems, FLEXConnect.IVI comes with a huge 12.1-inch portrait mode display that gives users the flexibility to access one to three features

concurrently. The one-third screen, half-screen and full-screen displays enable users to access media player, navigation and navigation only, or media player, navigation and climate controls.

FLEXConnect.IVI offers the convenience of three displays, but it is powered by a single Texas Instruments Jacinto 6 automotive processor. This offers the ability to share content from one display to the next in a smooth, easy-to-understand and time-efficient manner.

According to Gareth Williams, manager, Strategic Technologies, Audio, Video & Communications, Mitsubishi Electric Automotive America, similar systems that use multi-processor architectures would struggle to attain a similar cohesive user experience. He explains that FLEXConnect.IVI builds on flexible and extensible architecture, enabling ease of content sharing between passenger entertainment systems and external devices such as phones or tablets.

The FLEXConnect architecture is a family of FLEXConnect.ANC, FLEXConnect.IVI, and FLEXConnect.RSE solutions that extend usual infotainment uses by enabling easy access across multiple devices over Wi-Fi and Ethernet. The FLEXConnect series was rolled out last year with FLEXConnect.RSE (Rear Seat Entertainment)—Mitsubishi Electric's original in-vehicle infotainment system featuring two rear-seat screens that enable the user to stream several contents per individual preferences while operating as independent units controlled through the Ethernet AVB architecture.

AUDI IS FIRST TO EMPLOY E-CHARGER IN NEW PRODUCTION MODEL



These past few years, Audi has been making waves in the automotive world due to its exceptional innovations. Adding to the list is its use of electrically boosted turbocharging in a mass-production model beginning in 2016, making it the first automaker in history to use the technology.

Honda and Ford Motor are included in the other automakers earnestly looking into the new technology. Valeo, which will supply Audi with its electric supercharger, is also anticipated to benefit from the trend toward electrifying turbochargers, along with BorgWarner and Honeywell. Compressors driven by electricity push air toward a standard turbocharger from extremely low revolutions, which cuts traditional turbo lag while increasing power and decreasing fuel consumption.

However, BMW is less desirous of the technology as it and other automakers claim that standard turbo technology works just fine. In fact, even turbo specialist Honeywell professes that electrified turbochargers will possibly need a move to costlier 48-volt vehicle architectures from today's traditional 12-volt solutions to reap optimum benefits.

Vital Technology

According to Audi R&D boss Ulrich Hackenberg, electrifying the turbocharger is an extremely essential future technology, revealing that the first Audi to use an e-charger would be a version of the all-new Audi Q7 flagship SUV.

"We will equip TDI [diesel] engines as standard with an electrically driven compressor." He did not give a timeframe for the launch of the technology, but he said that tests reveal the solution results in an average CO2 reduction of 7 grams per kilometer while considerably boosting performance.

When showcased on the RS 5 TDI concept last year, the technology enabled power from a regular 3.0-liter V-6 diesel to rise to 385 hp from 313 hp. According to Audi, the technology would also work on gasoline engines.

Ford has considered applying the technology to gasoline engines. Just recently, the American automaker has carried out a project using an electrically driven compressor to boost the power of its 1.0-liter three-cylinder EcoBoost engine to 156hp from 125hp.

Valeo claims that other carmakers will likely follow Audi in using its electric supercharger. According to Valeo Chief Operating Officer Christophe Perillat-Piratoine, the supplier is confident that it has a one- to two-year lead over its competitors.

Meanwhile, Honeywell anticipates having its own version of the system on the market between 2017 and 2019.

In a statement, Gavin Donkin, Honeywell Turbo Technologies vice president for product development, explained that since e-chargers use an electric motor to drive a separate compressor, the system is not held back by the physics of exhaust gases. This leads to an extremely little turbo lag at low engine speed. The challenge lies in coupling the e-compressor with the turbo. Donkin said that it becomes quite complicated and expensive to ensure the two machines are working together.

The bigger problem is that e-turbos and e-chargers require huge electric power, and that could need carmakers to switch to a 48-volt architecture.

48-Volt System

Donkin continued that at 12 volts, the benefit the driver gets from some of these devices is reasonably marginal.

Meanwhile, according to Audi's Hackenberg, a 48-volt system is required to supply the 7 to 8 kilowatt of power required. He refused to verify whether the upcoming Q7 equipped with the electrically driven compressor would have such a system.

Currently, 48-volt systems are only practicable if more electrical components are running on the network. BMW, Ford and Honda executives also say that these systems are too expensive right now.

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Using gasoline with a low octane rating can result in engine knocking, which is actually a premature combustion in one of the cylinders.

TINY SMART FORTWO MAKES LOUD SOUND USING JBL SOUND SYSTEM



While it is true that the Smart Fortwo is one of the smallest cars on the market today, it can still be one of the loudest, thanks to JBL. Working closely with the American audio equipment company, Smart has created "Forgigs", a unique concept which delivers ear-splitting maximum outputs of 5,720 W and 150 dB.

According to the automaker, the motivation for Forgigs' development was simply to determine the kind of sound experience that would be possible. It also claims that the concept could be used as a mobile amplifier for street musicians and as a "concert hall on wheels". Smart adds that the finest and most powerful audio components have been employed to develop a sound system that comprises two 30-cm (11.8-in) diameter subwoofers, 16 loudspeakers and five amplifiers.

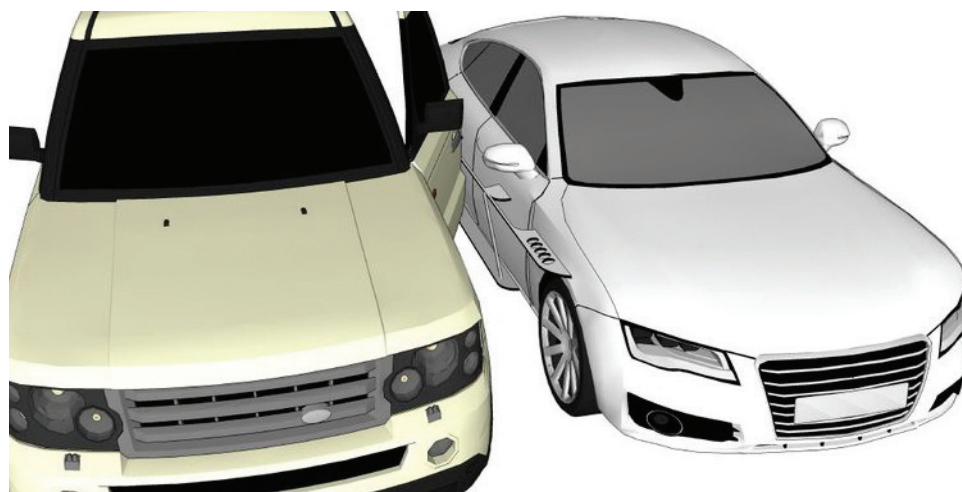
Three JBL GTO 804 EZ amps serve the mid-range speakers and tweeters, with the former integrated into the dashboard and the doors. A pair of mid-range tweeters/speakers is also available on either side of the tailgate. Meanwhile, two JBL GTO 751 EZ amps power the subwoofers, which are fitted in the luggage compartment.

The sound system also employs a Mosconi digital signal processor and can output via eight channels. Moreover, digital music files from Windows, Android and iOS devices can be streamed over Bluetooth.

Smart reveals that roughly 100 m (328 ft) of cable and 10 sq m (108 sq ft) of insulating material were used in installing the equipment.

NEW DESIGN CONCEPT PREVENTS CAR PARK MISHAPS

Just a small ding, dent or scratch on the vehicle is enough to rob any driver of their peace mind. To give this valuable asset the highest level of protection against car park mishaps, Ireland's Dent Bot Automotive has developed a deployable bumper set that thrusts back open doors and other hazards.



Designed to be installed under the car body using already existing holes to bolt on, Dent Bot is virtually invisible when retracted. Upon activation at a pushbutton command, it sets up bumpers over the lower and middle areas of the doors to protect against dings caused by regular car doors opening as well as from 4x4 doors.

According to the company, when the unit is retracted, it has adequate clearance to prevent speed bumps, and is fitted with metal shields and rubber boots to prevent fouling by gravel and road dirt. It also says that upon deployment, Dent Bot only extends to the outer edge of the wing mirror, so it would not intervene with neighboring parking spaces.

Currently, Dent Bot is in its prototype stage, so a number of refinements need to be done before its official public offering. The unit comes with a few shortcomings. When deployed, it just covers part of the doors and leaves the front, rear and wings open to damage. The bumpers may protect against some door dings, but not all. Moreover, the bumpers are prone to catching shins and could be a nuisance in the sort of tight spaces where the device is likely to be deployed.

Dent Bot Automotive plans to launch a Kickstarter campaign for the unit in the next five months.

SCIENTISTS UNCOVER DIAMOND COATINGS' FUEL-SAVING CAPABILITY



New research findings show that engine components coated with diamond-like carbon can nullify frictional resistance, thus scientists highly recommend such measure to save billions of liters of fuel yearly.

Aiming to develop an advanced way for putting in the coating in the production line, scientists have come up with a laser arc method through which hard carbon could be supplied on a huge scale as coating to engine components with high thicknesses and rates.

An arc between cathode and anode is subjected to vacuum. Once it is instigated by a laser pulse on the carbon target, carbon ions that contain plasma get as a coating. In order to make it workable industrially, the pulsed laser is vertically made to be scanned across a rotating graphite cylinder.

According to Prof. Andreas Leson of Fraunhofer Institute for Material and Beam Technology IWS in Dresden, systematic application of their new method could save over 100 billion liters of fuel annually over the next decade.

Prof. Leson, Dr. Volker Weihnacht and Dr. Hans-Joachim Scheibe have participated in experiments that led to the production of hydrogen-free ta-C coatings that show a constancy in quality. BMW is already looking for ways to implement ta-C engine components in the industry.

In a statement, Dr. Weihnacht explained that high coating thicknesses are essential for certain applications particularly in the automotive industry where components are exposed to huge loads over long periods of time. This type of carbon coating, which is amorphous in nature and tetrahedral in structure has been said to be more resistant to wear than traditional ones.

Dr. Scheibe concluded that unfortunately, the diamond dust can't just be scraped off and pressed onto the component so they had to search for a different method.

ENOC'S PREMIUM SOLUTIONS GRAB SPOTLIGHT AT AUTOMECHANIKA DUBAI

Displaying its range of premium solutions, ENOC Lubricants Marketing (ELM), the lubricants business division of ENOC Marketing, was one of the exhibitors that successfully stole the limelight at the recently concluded Automechanika Dubai 2015.

ENOC's products are designed to boost the efficiency of motor vehicles, their performance and durability. These solutions are also eco-friendly, underscoring ENOC's dedication to reducing greenhouse gas emissions that contribute to global warming.

According to Mohammed Sadek, Director of ENOC Lubricants Marketing, they have attained huge market presence by offering advanced and premium lubrication solutions to the region which are designed to boost the efficiency of motor vehicles, and enhance their performance and durability. He added that as headline sponsor, Automechanika Dubai provides them with a strong platform to reach out to their different stakeholders and underscore the clear differentials that their products deliver.

"ENOC Lubricants is proud to take the lead in automotive, industrial and marine lubricants. This is an important year for us, as our participation is marked by the success of our recent repackaging overhaul, aimed at repositioning ENOC Lubricants as an international high quality brand."

ENOC Lubricants Marketing is ISO 9001:2008-certified, and has a strong presence in more than 60 countries in the Middle East, South East Asia and Africa. The company has developed its own quality range of branded specialties, greases and lubricants for the industrial and automotive industries. Guaranteeing the highest quality standards, these products are blended at the fully equipped and state-of-the-art blending plant, ENOC Lubricants & Grease Manufacturing Plant (ELOMP) in Fujairah, the region's largest producer of finished lubricants.

The facility is certified to Energy Management ISO 50001:2011, OHSAS 18001:2007, ISO 14001:2004, and ISO 9000:2008. ENOC Laboratory is certified by Emirates National Accreditation System (ENAS) ISO 17025:2005.

SHELL OMAN AND SAYARTI PEN AGREEMENT

Following a successful tender process, Shell Oman Marketing Company has penned a deal for the distribution of its lubricants in retail service stations. The deal was penned for Zubair Automotive Group (Sayarti) by Adil Bbin Ismail al Raisi, Managing Director of Shell Oman Marketing Company and Ziyad M al Zubair, Director of Zubair Corporation, in the presence of Mohammed Mahmoud al Balushi, Country Manager Retail Sales & Operations Shell Oman, Mark Tomlinson, Group General Manager Zubair Automotive Group, and senior managers of both the companies.

"We have a long-standing partnership with the Zubair Group and this new business is a reaffirmation of that partnership," said Adil bin Ismail al Raisi, MD of Shell Oman on the occasion.

Ziyad M al Zubair, Director of Zubair Corporation believes Sayarti would be able to bring in a fresh perspective and renewed growth in the retailing of Shell Helix Lubricants at their stations. He added that the collaboration is between two companies which have been in Oman for several decades. "Being a market leader, it is indeed a pleasure to work with Shell Oman and we look forward to work closely with the team and develop the Brand and the business in the months to come."

SOLVAY'S NEW DEVELOPMENT TO REPLACE METAL PARTS ON VEHICLE

Solvay, a Belgium-based chemical industrial group, is making strides in the field of automotive innovation with the development of 'Polimotor 2', an all-plastic automotive engine that is slated to be tested in a race car next year.

Eyed to replace metal parts through specialty polymer technology, Polimotor 2 is aimed at limiting the engine's weight between 63kg and 67kg. This breakthrough is anticipated to cut 41kg from the standard all-metal automotive engines that currently form the heaviest part in a vehicle.

Commenting on the Polimotor project, Solvay Specialty Polymers global business unit president Augusto Di Donfrancesco said: "It is yet another pioneering opportunity chance for Solvay Specialty Polymers to bring its innovations to the forefront and to expand its lightweighting offerings."

The company will substitute metal parts in the interior, exterior and underhood applications, conforming to the existing fuel and emission regulations. Overall, ten metal engine components, including the cam sprockets, fuel rail, throttle body, water inlet/outlet, oil pump and water pump, will be replaced with parts made from seven thermoplastic materials.

The Polimotor 2 four-cylinder, double-overhead CAM engine will be used to power a Norma M-20 concept car for a race at Lime Rock Park, Connecticut.

Historically, Solvay has played a huge role for the development of the first-ever Polimotor engine, which was conceptualized by U.S. engineer Matti Holtzberg in the early 1980s.

STITCHER ARRIVES IN SUBARU STARLINK PLATFORM

Subaru owners will have better music listening experience on the road, thanks to the addition of Stitcher to the SUBARU STARLINK infotainment systems. The use of Clarion's state-of-the-art Smart Access™ cloud connectivity platform to smoothly sync and control cloud-based applications directly with the infotainment system's screen offers a quick access to Stitcher without the need to update system software.

Anthony Landamia, Infotainment Product Manager at Subaru, revealed in a statement that with long-term growth estimated for on-demand radio podcasts and shows, and research supporting consumption of this content type increasing over 15 percent last year alone, the addition of Stitcher to the list of apps offered on the free SUBARU STARLINK app is great news for Subaru owners. "We are excited that Subaru owners can now access the Internet's largest collection of live and on-demand radio shows and podcasts directly from their dashboards."

Offering more than 40,000 radio shows and podcasts to customers, Stitcher is anticipated to provide Subaru owners with a fully integrated experience. The integration will enable listeners to create playlists of their favorite music, access up-to-the minute episodes of their favorite radio programs, and stream them to the vehicle's system via Android or iPhone device. This means that syncing or downloading is not required.

Allen H. Gharapetian, Vice President of Marketing and Product Development for Clarion Corporation of America, said that the company is devoted to providing their automotive OEM partners with perpetual value and an increasing list of extra features so they work closely with leading app developers and content providers to ensure support of their award-winning Smart Access platform and customized platforms such as SUBARU STARLINK. He added that doing so enables them to keep the cars out there using their system current and compatible with the newest apps and streaming services, assuring drivers' loyalty and happiness towards the vehicle brand they drive.

MINI GETS FIRST-CLASS WHEEL FROM DEZENT

A premier car brand like MINI deserves a wheel that is reliable, original and to top it all—beautifully designed. DEZENT's TM alloy wheel has all these characteristics.

TM has an individual look, but it is typically MINI in terms of technical features and style. This German-made wheel comes with ten blunt spokes that stretch into a slim center in silver paint. Its convex struts feature a central ribbing, which offers an additional lightstep. Overall, TM is a perfect combination of conventional and modern design elements, and therefore, sportiness and elegance. Available in black with an elegant front polishing, it can make any MINI vehicle look as classy as it can be.

DEZENT TM is also ECE-approved, making it suitable for use on the new MINI generation (3 and 5-door) without the need for any special entry in the car documents. The wheel's production look can also be preserved by using the original hub.



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Aria Band

The Apple Watch is the latest must have accessory. However, it does have one downside. You need to make at least one hand free to manipulate the controls or tap the screen in order to take full advantage of all its features. The Aria band is an add-on band that beautifully offsets this disadvantage and will make you a happy Apple Watch user.

The Aria band that automatically senses your wrist movements and makes it possible for you to control your smartwatches with finger gestures. It is compatible with both Android Wear and Pebble Time. With the Aria band, you can happily use as many apps as you want or respond to notifications with just a click of your finger.

The Aria band comes in two versions; a smaller, cheaper version that is purpose built for Pebble Time and connects directly to the watch without any need for a Bluetooth communications or a separate battery and a more premium version meant for developers that is a standalone unit powered by its own battery and is compatible with any watch band. The latter comes with an SDK that can be used with iOS applications including those on the Apple Watch.

So, what are you waiting for? Get the Aria band for your new Apple Watch and draw away or click away with mere gestures.



Lily Drone Camera

This is the age of the selfie. There was a time when only professionals could take photos and they took ages to develop and print. Now all it takes is a simple click on your smartphone.

The Lily Drone camera saves you the need to do even that. This is one smart drone camera that follows users after it is released into the air, taking images and videos as needed. You will no longer need to plead with anyone to take videos and it is as simple as ABC to feature in your own videos.

Unlike GoPros which have to be mounted, all you have to do with the Lily is just throw it up in the air. Users can program it to follow them, race ahead or just circle them, taking pictures and videos as it goes. The camera is powerful enough to take 1080p video, or 120 frames per second slo-mo films at 820p. It also takes 12 megapixel stills. The drone is waterproof and is quite handy at just 2.8 pounds.

The Lily is expected to be available for retail sale only in February 2016, but it can be pre-ordered now for USD 599.



Nexpaq Modular Smartphone Case

Most phones come with a number of attachments like speakers and microSD card readers. The Nexpaq Modular Smartphone Case eliminates the need to carry around a number of attachments with its modular design. It comes with as many as six modules which can make your phone more functional. You can use the Nexpaq case to power up your phone with additional batteries, use the laser pointer in presentations, store extra videos or images with 32 GB and 64 GB flash storage and even check on the temperature with a temperature and humidity sensor. You can pick and choose any six modules you want, thus altering the functionality of your phone according to your needs. You don't even need to power down your smartphone to insert and remove the components as they can be easily swapped. It is available in either black or white. All the cases come with a 1,000mAh battery on-board, that will definitely increase the life of your smartphone by 30 to 50 percent. As the individual modules can work with either Android or iOS handsets, the Nexpaq modular smartphone case can be used for Apple and Android phones like the Samsung Galaxy S5, iPhone 6, 6 Plus and Samsung Galaxy S6 Edge.

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Sony A7R II Camera

The Sony A7R II camera has not just one, but two world firsts to its credit. It is perfect for night photography with a huge 42.4 megapixel sensor that is the first in the world to give photographers backside illumination at a full-frame size.

And in a first for a 35mm-format interchangeable-lens camera, it can take 4 k videos using the full width of the sensor. The ISO sensitivity has gone from 50 to an amazing 102,400 while the focusing is really fast and is 40 times faster than the original A7R. This is due to the 399 contrast-based autofocus points and an additional 25 phase-based autofocus points that extend right to the edges to the frame.

Other notable features include 5-axis image stabilization to minimize shaky images, a robust body fashioned from magnesium alloy and an upgraded viewfinder. This is one camera you can use to take perfect high-resolution shots even in the dark.



Sunoco Burnt Rubber Cologne

Men have always had a fascination for the world of motorsports. There is a spirit of competition related to the world of racing – whether it is horses or cars, that is highly appealing to the masculine world. The smell of fuel, tires and exhaust is evocative of the race track and this is exactly the spirit that Sunoco Burnt Rubber cologne tries to convey, with plenty of sweet and spicy notes mixed in to make the scent attractive.

The cologne has not reached the retail market yet, but Sunoco is giving away a few colognes to lucky followers of the brand who can win it through a facebook contest.

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