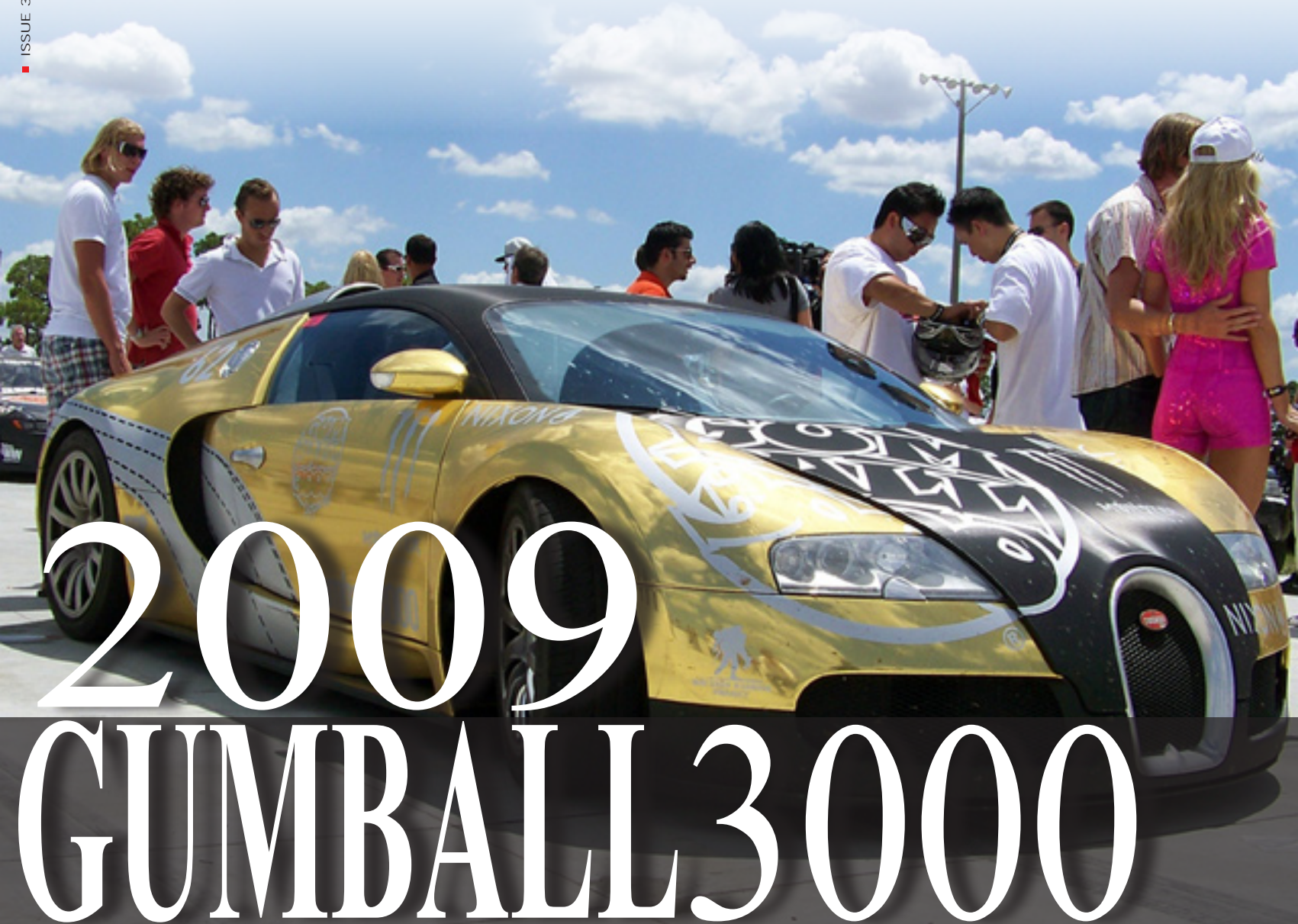


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For more information on TIA, visit [www.tireindustry.org](http://www.tireindustry.org)



**Where does the name Zafco come from?  
Does it have any particular meaning ?**

Zafco is derived from the name of our director, Mr. Zafar Hussain. Zafco is originated from Pakistan, where we had group of companies called Zafar enterprises and Zafar corporation.

**How old is Zafco and how many employees does it have?**

Zafco was established in 1992 in dubai, I could say that the company from its origin in Pakistan is 37 years old. Currently we have approximately 300 staff altogether, 250 are stationed in the UAE and the other 50 are located in other parts of the world.

**What products/ brands do you carry in exclusivity and in which markets are you currently active?**

We mainly deal in tires, batteries, lubricants and other accessories such as tubes and valves. In terms of turnover, 80% of our turnover is from tires, 15% from batteries and 5% from lubricants. We are the exclusive distributor for Pirelli in Abu Dhabi and Al Ain, exclusive distributor of Nitto, Roadstone, Double Coin for the UAE. We are also distributors for Siamtyre, Otani, MRF, Trane Battery, SB Battery and our own brand called zeetex for tires and tubes.

---

**“We take pride  
in developing  
strong ties to the  
communities in  
which we live and  
operate”**

---

**Where do you manufacture Zeetex and in which markets is it currently active?**

We are manufacturing in several locations. The desert tires are made in Thailand, the budget passenger tires are made in China, the high performance range is being manufactured in Indonesia. The light truck bias tires are made in India. The LTR, TBR & OTR Bias ranges are made in China. Zeetex lubricants are being blended in the UAE. We also have plans to manufacture Zeetex batteries in Korea.

**How has the current current crisis affected your business?**

I would not say that the current crisis has affected us badly. If we compare our local market sales in 2008 with 2009 so far, there is not much of a difference. There is a downturn in the commercial segment such as the TBR and OTR, and we are trying to compensate this with our passenger segment. In terms of the international markets, even though I am not the right person to address this question, the American and European markets are where we have experienced some slow down while Africa, the CIS and other markets are just fine for us.

**With the reduction in world wide commodity prices and raw material prices how much have market prices for tires and other products been affected in general?**

It is difficult to give out the exact figures but all I can say is all major manufacturers from Europe / USA / Japan / Korea / India and China have adjusted their prices according to the market situation and according to the position of their brand. Some have been more flexible than the others but overall the situation is still very competitive as it used to be and nothing significant has happened in terms of price revision.

**One would argue that everyone has re-organised their companies to survive and beat the credit crunch. Has Zafco undergone any particular changes to cope with the crunch / recession ?**

We have not really done any changes. We are a progressing company and are positive for the same in future. We have been experiencing a double digit growth since we came into existence. We have just made some small changes such as the relocation of our staff.



The word 'ZAFAR' in a large, white, serif font. The letters are bold and have a slight shadow effect. The background is a dark, textured surface, possibly a tire tread.





**Which brand would you consider to be your flagship brand?**

We consider Pirelli, Nitto and Roadstone as our flagship brands. The reason is that Pirelli is a great brand from a European origin and it is a market leader in Ultra high performance segment. In the Japanese segment it would be Nitto, we are trying hard to capture the market in this segment. We have secured many fleet companies with Nitto in Dubai and Abu Dhabi. I could proudly say that in the replacement market Roadstone is the brand leader in the Korean segment. Trane SMF battery has the second highest share in the replacement market (Battery Segment).

**We have noticed that you are heavily marketing your brand Nitto lately in several Publications and trade shows, is there any particular reason for this?**

We took Nitto as an opportunity brand for us, a very good product from a very reliable source, some very aggressive tread designs supported by a very good quality. When we look into the automotive sector we see a dominant Japanese origin, we know that we have a very good chance to penetrate into this sector. Nitto is a very famous brand in the US, especially in the tuning segment. We have also targeted the tuner sector in the UAE and can proudly say that Nitto is one of the top 2 brands in the tuning business in the UAE. For example in the Tuner (turbo show) in Abu Dhabi Nitto had more than 20% fitment share at the show. Due to all these factors, we did a lot of marketing and advertising in the market and will continue to do so. We are looking into offering mileage warranty with our Dura Grappler (a latest 4X4 pattern from Nitto). We have not yet launched it but will do it very soon this year.

**Which market segment does Nitto fall under?**

We can simply call it a tire for performance vehicles. UHP tires for Passenger cars as well as SUV's, very famous with on & off road sports utility truck enthusiasts, number one choice for drag race & auto cross/circuits, and now we are targeting the budget segment specially in the fleet business.

**Does Nitto have any OE deals?**

Nitto does not have any OE as it is purely an aftermarket brand.

**What is the one thing you would say Nitto has an absolute edge over other brands?**

Nitto would have an edge over other brands in its range, patterns and its quality. It's very famous in tuning segment as well. Nitto is the market leader in Japan and the US for drag racing, we are positive that Nitto will turn out to be the market leader in the drag segment in UAE, very soon.

**What would you like our readers to remember everytime they hear the word Zafco?**

Our actions are governed by our Vision, Mission, Values, and Principles and these core values set a tone of integrity for the entire company. We only deal in world-renowned and quality products and that has played an instrumental role in attracting customers, who are on the outlook for quality products at competitive prices. We take pride in developing strong ties to the communities in which we live and operate. We are striving to discover how we use our resources for the long-term benefit of society and the growth of our company. Our desire is to be number one in terms of customer satisfaction.

**MR JAFRI**  
**ZONE MANAGER, ZAFCO FZ CO**





# 599XX

While based on the 599 GTB Fiorano with the same transaxle layout and engine type, this prototype is an extreme track car. Ferrari's engineers have carried out extensive work on the engine's combustion chambers and inlet and exhaust tracts. These modifications, combined with the fact that internal attrition has been reduced and the maximum revs have been boosted to 9,000 rpm, helped achieve the target power output of 700 hp at 9,000 rpm. Particular attention was also paid to cutting the weight of the engine unit components. This was achieved both by optimising forms - as in the new crankshaft - and adopting exclusive materials, as in the carbon-fibre used for the intake plenums. A new gearbox shift strategy cuts overall gearchange times to 60 ms.



The 599XX is characterised by an innovative electronic concept called the "High Performance Dynamic Concept" which has been designed to get the maximum performance from the car by managing the combination of the car's mechanical limits with the potential of its electronic controls. The mechanical and electronic systems work together to get the maximum performance from the car under extreme high performance driving, for consistent lap times. The sporty handling has been improved thanks to the adoption of second generation SCM suspension system. Track usage is also made easier thanks to the new "virtual car engineer", a screen in the car that provides a real-time indication of the vehicle's efficiency.

The 599XX's aerodynamics were honed in numerous wind tunnel test sessions with the result that the car now boasts 280 kg of downforce at 200 km/h (630 kg at 300 km/h). The front underside of the body is completely faired-in and the vents that channel hot air from the engine bay have been moved to the bonnet.

The "ActiflowT" system increases downforce and/or cuts drag depending on the car's trim cornering conditions, courtesy of the use of a porous material in the diffuser and two fans in the boot which channel the air flow from under the car out through two grilles next to the tail-lights. Winglets have been added to the rear buttresses to increase downforce, while synthetic jets have also been incorporated into the rear of the car to control and smooth the air flow and to reduce drag.

Ferrari's engineers have also used F1-derived "doughnuts" which partly cover the brake discs and wheel rim. These have the dual function of improving both aerodynamics and brake cooling.



In terms of the bodywork, composites and carbon-fibre have been widely used and the engineers drew on their experience in working with aluminium to reach the weight target. The development of increasingly high-performance materials has also benefited the carbon-ceramic material braking system. The brake pads are now made from carbon-fibre which means that the calipers are smaller whilst guaranteeing the same efficiency. The new racing carbon ceramic braking system also delivers shorter braking distances and is generally more efficient due to the weight saving.

The 599XX comes with slick tyres (29/67 R19 Front and 31/71 R19 Rear) specifically developed to maximise stability in cornering and increase lateral acceleration. They are fitted to 19 x 11J wheel rims at the front and 19 x 12J at the rear.





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# 2009 GUMBALL 3000



**Attracting** 'rock stars' to 'royalty', the entry grid of over 100 amazing cars and participants in this year's Gumball was nothing short of spectacular! From David 'The Hoff' Hasselhoff to Jackass's Bam Margera and Ryan Dunn in a custom BMW; next to action sports legends Tony Hawk, Danny Kass, and Dave Mirra in tricked out Jeeps, Chevy Trucks and Porsches; alongside Cypress Hill's DJ Muggs, British indie stars The Enemy, MTV's Dirty Sanchez, the hilarious Cuban Brothers and the fire-breathing Fuel Girls together with vintage rocker Lemmy from Motörhead and Avenged Sevenfold – Gumball had it all – showcasing Bugatti Veyrons, Lamborghini's to Low Riders and classic American muscle cars. With event sponsors including lifestyle sportswear brand Puma providing 'Gumball 3000 Edition' driving shoes, Nixon creating unique timepieces, and Monster Energy supplying the drinks – this eight-day 'road trip' is certain to live up to all expectations of being a stylish, adrenaline fuelled adventure. Think of Burt Reynolds, Farrah Fawcett and Captain Chaos in the 70s Cannonball Run movies and you start to get the picture.







There's something special about seeing ultra-rare cars at the end of an eight-day, 3000-mile road trip. By the time the 2009 Gumball 3000 ended in Miami on Friday evening not only were the drivers visibly road weary, but so were their vehicles. Supercars were built to be driven, and these machines had the dead bugs, brake dust and road scars to prove it.

One hundred and twenty-three teams participated in the 11th running of the Gumball, and according to rally VP Julie Brangstrup, everyone finished. "Every Gumballer has the spirit to do whatever it takes to cross the finish line." Unfortunately not all the vehicles shared their driver's determination, and so some rental cars finished as stand-ins for injured road warriors. One Gumballer was even on his third vehicle by the time he reached Miami.

Some enthusiasts see the Gumball as a rip-off of the Cannonball Baker Sea-to-Shining-Sea Memorial Trophy Dash (which has evolved into today's One Lap of America.) That's not completely






true. The term "Gumball Rally" was first used on a 1976 road race film that Cannonball founder Brock Yates considers to be sort of a bastard child of his rally. The Gumball Rally was Hollywood's excuse to use some minor celebrities for an over-the-top take on the road race (it even features a pre-crazy Gary Busey.) Today, the Gumball 3000 uses a mix of famous, rich and half-crazed participants, who are more about the party than the time clock. Any enthusiast who has seen the film (anyone who is a car guy/girl should,) knows these good-timing Gumballers have as much character as a movie script.

Gumball 3000 Rally are officially working with the Wounded Warrior Project, a non-profit organisation benefiting and raising awareness for the needs of severely injured United States Service men and women. Wounded Warrior representatives will be present throughout the event as well as partnering with Gumball 3000 at forthcoming events and fundraisers. ■







- ▼ “Muron” wide body kit for the entire Porsche Cayenne range

- ▼ Custom styled cockpit with Alcantara leather and carbon fiber inserts

- ▼ Multimedia system and sound system configured after a MAFF concept

- ▼ Power kit for the engine and sport exhaust tips designed by MAFF

- ▼ Retuned electronic suspensions and especially designed MAFF alloy wheels

# MAFF TUNING MURON POR

**The Muron body kit** is built of fiber glass components, in which elements of carbon fiber can be implemented. The package comprises of the following: front and rear spoilers, front grille with integrated LED daytime running lights, side skirts, roof spoiler, bonnet with dramatic scoops, masks for the head lights and tail lights, a discreet adornment for the boot lid, inserts of carbon fiber for the door handles, rear view mirror carcasses with integrated LED signal lights and exhaust tailpipes covers. Each of these elements are a MAFF design and this is why the cars are adorned with the MAFF and Muron logos.

Even the light alloy wheels are a special MAFF design. And their dimensions vary according to the request of each and every client.

Also dedicated to the exterior of the car, the clients can choose a unique color or nuance for the paint, under the assistance of the specialized MAFF painters. The color mix and the painting process itself take place in the MAFF workshop, which is equipped with a high class painting booth.

For the interior of the car one can configure a virtually unlimited number of layouts. This is possible due to the liberty MAFF gives to its clients regarding the choice of color, combination of materials, stitching design, embroiderments and inserts (carbon fiber among others). Only the finest leather types, like Alcantara, are used to tailor the cockpit. Even exotic alternatives like leather with a surface that imitates the carbon fiber texture have been selected by our customers. And the design, as well as the entire tailoring process are the work of the specialized department of the MAFF workshop.





# SCHE CAYENNE

The general feel of the lavishly styled cockpit is further nuanced with the help of ambient lights, like the ones in the door sills which light up the Muron name.

And because every MAFF concept is meant to flatter each of the human senses, the configuration of the sound system is as elaborate and quality focused as the rest of the Muron project. So, depending on what the clients desire, there can be installed varied sound systems with first class components from brands like Alpine. MAFF tunes them and incorporates them in the cockpit's design with great attention to detail and



in a very elegant manner. For example, the subwoofer placed in the boot of the car is inside a resonance box upholstered like the rest of the cockpit. This box may even include a hidden storage area.

There is also a multimedia kit, which includes the navigation system and is compatible with any audio or video format. On its main display, which can retract in the dashboard, are also shown the images captured by the video cameras integrated in the front and rear bumpers. Of course, the multimedia unit is correlated with the auxiliary displays, which can be implemented in the head rests, in the ceiling or in any other place, if the client's fantasies dictate so.

The Muron project means personality, refinement, fantasy but we can not omit the fact that our object of work is a Porsche, a name acknowledged as being synonymous with performance and racing. Thus, MAFF set free even more of the potential this massive sports car has. Regardless of the engine version we work on, we can raise the power with up to 100 HP, without affecting the endurance of the engine. The power bonus is the result of the reconfigured electronic management of the engine, the fitting of bigger turbines and sportier admission systems and all the additional components for these.

The MAFF portfolio includes some unique models able to develop over 700 HP. This is why MAFF engineers also adjust the suspension of the car, aiming to improve its dynamic behavior. The ride height is consequently reduced by up to 8 cm. This is done by tuning the electronic management of the stock suspensions.





# street racing



APP Europe and the co-operation partners Rieger Tuning, KW Automotive, Wimmer Rennsporttechnik, CFC and MR Car Design have put together a High End Projekt Car on Vredestein sport tires.

APP Europe mounts a stoptech-high performance – brake system (3.200,00 Euro) with 4-pistons an two-part slotted discs size 355x32 mm.

The brake system is completed with the inovative calliper air vent plug (109,00 Euro) from Stahlbus.

New to the assortment are APP Europe, 19" 3-part aluminium rims (complete wheelset 5.200,00 Euro) made of forged aluminium in bicolour design. A speciality are the rotating rim-logos in the middle. Vredestein hoops the Scirocco with Ultrac Sessanta High performance tires.

The built in Tuning-Bodykit from Rieger consists of a front apron (599,00 Euro), side skirts (328,00 Euro), rear valance accretion (329,00 Euro) with diffuser optics.

KW Automotive adds to the ready for the race track set up with the approved V3-coilovers (1.529,00 Euro).

The series engine of the Scirocco is very sporty. The electronic-pro Wimmer Rensporttechnik adds on top. The series output rises to 261 PS and 380 Nm by optimizing the software (2.500,00 Euro). The residual speed reaches 263 km/h.

The backpressure optimized, manual welded, sport exhaust system (1.599,00 Euro) from MR Car Design, made auf steel and with TÜV certificate adds up to the optimal Power output and the muffled thunderous sound. MR Car Design installs furthermore the 35% fins limited slip differential (incl. fitting 2.990,00 Euro) – therewith the speed gets on the road without wheelspin.

With these changes the DSG-Software (890,00 Euro) has to be adjusted.

CFC takes care of the outer appearance. The car gets a sporty foliation and and places with the expressive design elements an extra optic highlight.





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# MINI is TickLed Pink at The Life Ball 2009

What happens when a car, music and fashion come together for a good cause? The result is something fascinating and unique- a pink leopard print MINI Cabrio designed with all the fun and flare of Katy Perry combined with the creative style of American designer duo The Blonds for the Life Ball 2009.

As part of its sponsorship for the ninth consecutive year, MINI has created this one-o- a-kind MINI Cabrio to support Europe's largest and most spectacular annual charity event dedicated to raising support for the worldwide fight against HIV and AIDS. For the first time ever, MINI is offering one lucky winner the chance to win this unique car through a draw where all the proceeds will go to the Life Ball and projects fighting HIV and AIDS.

The 17th Life Ball, taking place on 16th May 2009 in the Austrian capital of Vienna will thematically depict the cycle of life- where the elements of water, earth, air and fire are represented both metaphorically and in their artistic embodiment. Stars including Sharon Stone, Sir Elton John, Kylie Minogue, Kim Cattrall, Linda Evangelista, Heidi Klum, Dennis Rodman, Naomi Campbell and Randy Crawford plus many more have personally supported the Life Ball and inspired courage and promoted against the discrimination and ignorance that is associated with the disease.

The "Life Ball MINI 2009" was designed by creative double-act The Blonds for their friend Katy Perry who achieved her international breakthrough in May 2008 with the worldwide hit "I Kissed a Girl". Katy will escort "her" MINI down the Blue Carpet at the Life Ball. Stars such as Beyoncé, Alicia Keys, Rihanna, Shakira, Madonna, Britney Spears and Dita von Teese have all worn creations by The Blonds at big occasions.





And now The Blonds' signature style and Katy Perry's personal look have come together to produce a one-off piece of automotive couture: the Life Ball MINI 2009.

#### **MINI. A history of success.**

The MINI has been a magnet for public affection ever since its relaunch by the BMW Group in September 2001. In April 2007 – just six years after the start of series production – the one-millionth MINI rolled off the assembly line at the Oxford plant in England. The design, charisma and agile handling of the MINI made it a highly desirable car from day one.

The new MINI Convertible lays on an even more intense experience of freedom on the road. With its beautifully evolved design and extended functionality, state-of-the-art chassis technology, even more powerful and yet more economical engines, and further optimised safety systems, the latest edition of the open-top four-seater builds soundly on proven strengths. Added to which, new and attractive colour options and equipment details lend an extra level of appeal. An unbeatable standard of materials and workmanship reinforces the stand-alone status of the MINI Convertible as the only open-top premium car in its segment.

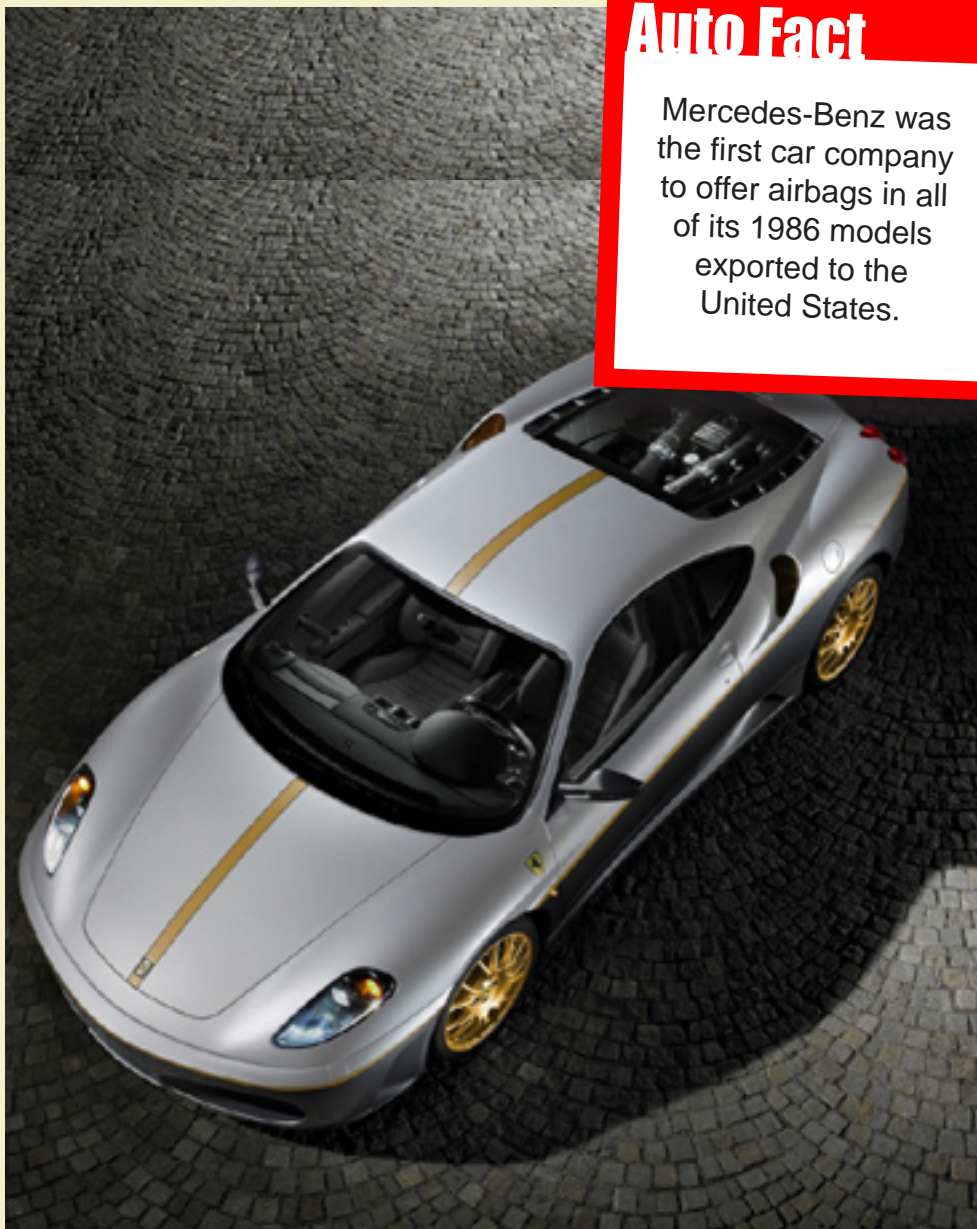
It goes without saying that the new MINI Cabrio comes with the latest fuel-saving systems and optimisations. This MINIMALISM strategy includes Brake Energy Regeneration and the Shift Point Display. All of these measures reduce fuel consumption and therefore CO2 emissions.

#### **The social commitment of the BMW Group.**

Worldwide measures to combat HIV and AIDS are a core focus of the BMW Group's corporate and social policy. The company's involvement in South Africa is particularly wide-ranging, covering a comprehensive workplace programme for employees and their families, plus a number of different projects in the local communities and further afield. The carmaker is also committed to fighting this pandemic in other affected countries, such as Thailand and China. Membership of the Global Business Coalition on HIV/AIDS (GBC) underlines its long-term commitment at its various locations.

### **Auto Fact**

Mercedes-Benz was the first car company to offer airbags in all of its 1986 models exported to the United States.



## Ferrari contributes to rebuilding the Abruzzo region after the devastating earthquake

Ferrari has announced that it will offering a very special car at the RM Auction due to be held this month. The car, the very last F430 to leave the production line towards the end of this year, will be auctioned to raise funds for rebuilding in Abruzzo, central Italy, which was devastated by the earthquake on the 6th of April. Ferrari will liaise with the local authorities to ensure that the funds will go towards the most needy.

The F430 will feature a special two-tone livery which recalls the traditional colours of Aquila, the city most hit, and will be consigned with a certificate signed by Ferrari Chairman, Luca di Montezemolo, with a personalised dedication plate to commemorate the generous donation.

The client adjudicating the car will be invited to Maranello to choose the final specifications and Ferrari has also offered to equip the car with a number of options from its extensive Carrozzeria Scaglietti catalogue.



**The** Challenger SRT8 marked the official return last year of the musclecar to the Dodge lineup, and its retro styling, 425-horsepower V8 and tire-shredding capabilities had Mopar enthusiasts giddy with excitement. What, you say, could be much better? Enter Classic Design Concepts. The Novi, Michigan-based company has been adding its visual touch to cars since 1990, and recently tried its hand at Dodge's new musclecar. The result? The Group 2 Widebody Challenger that made its debut at SEMA in 2008. We were instantly smitten with the car's aggressive appearance on the show floor, and were determined to get a closer look if we ever had the chance. Jumping forward a couple of months, we recently learned that the car would be out in Southern California for a Mopar gathering. A phone call to CDC later and we were fortunate enough to land an afternoon behind the wheel of this 575-horsepower bona fide modern musclecar.

First off, let's get one thing straight: Classic Design Concepts isn't your typical body kit manufacturer. The fit and finish on all of its products is at or above OE quality, which is why companies like Ford, Saleen and Roush have relied on CDC to supply parts for their cars. Remember that cool functional hood scoop on the Mach 1 Mustang built in 2003? It was designed and built by Classic Design Concepts. All products also come with their own three-year warranty on manufacturer defects.

You might wonder – as did we – why they don't build and sell a complete car of their own. We asked, and were told that CDC prefers to simply provide components and let customers create cars for themselves. Even so, the Group 2 Challenger has the look of a production car and we could easily picture it on a showroom floor.

Just like the stock Challenger, the Group 2 Widebody gets inspiration from Mopar models past. The overall theme of the car comes from a variety of 1970's Chrysler road racers, including five Hemi Cuda race cars that were campaigned by Chrysler of France from 1970 to 1973, and more famously, by the Challenger T/A driven by Sam Posey in the 1970 Trans-Am season. Each competed in a Group 2 classification – the Cudas in FIA and the Challenger T/A in SCCA, hence the name. Other visual cues, like the rear quarter panel extensions, have a direct link to the 1971 Plymouth Hemi Cuda.

So, just what is included in the Group 2 package? For starters, new composite front fenders, left and right spoiler canards (side wings) and rear "billboard" panel and fenderwell extensions. In total, the new body panels add six inches to the width of the Challenger. Not only does it look awesome, but it's functional too. The car can now accommodate 11.5-inch wide wheels at the rear and 10-inch wide wheels up front, enabling better grip for acceleration and cornering. Customers can purchase the package with USW 20-inch three-piece wheels and Pirelli PZero Rosso tires or find their own combination. Other options from Classic Design Concepts include a stainless steel wire mesh grille, sequential taillights and a fully functional shaker hood system, a CDC specialty.

This particular Challenger also has a few additional components not sold directly by Classic Design Concepts. Under the hood is a Vortech supercharger system that works in conjunction with the shaker hood system to boost the Hemi V8 to 575 horsepower, and out back, a Corsa exhaust system ensures a true muscle car sound emits from the tailpipes. Lastly, a KW coilover suspension system helps reduce body roll and improve handling, and a Baer drilled-and-slotted big brake upgrade provides additional stopping power.

While it's hard for a photograph to convey, the width of the CDC Group 2 Challenger is nothing short of impressive in person. The new fenders give the Challenger bold and beautiful curves at nearly every angle, and the difference is especially noticeable when juxtaposed with a stock Dodge Challenger. Although it barely seems possible, the Group 2 actually manages to make the standard production car look wimpy. In fact, we began to notice a growing trend as we spent more time with the car; everything that the stock Dodge Challenger embodies, the CDC Group 2 does so even more. If the Challenger reminds you of the muscle



**FIRST DRIVE**

**Classic Design Concepts Group 2 Widebody**



car era, the Group 2 makes you feel like you're actually there. Think driving around in Challenger SRT8 attracts attention? Try it in this bad boy. Parked at a gas station, we had people appear out of nowhere to come inspect the car. The Group 2 seems to be universally loved by car enthusiasts. Everyone from a Ford Mustang GT owner to a 20-something in a Mitsubishi Lancer Evo pulled over to have a look at the car.

And then there is the experience of actually driving the CDC Group 2 Challenger. We can't think of another modern vehicle that makes you feel this much like you're behind the wheel of a true take-no-prisoners muscle car. Mash the throttle and the Group 2 explodes off the line with tires howling and the tail wagging as the car fights for traction in spectacular muscle car fashion. It doesn't feel supercar fast – most likely because of its size – but just a few seconds on the gas and you'll be well past the legal speed limit. The only thing we'd change is the automatic transmission, and fortunately, Chrysler is now offering a six-speed manual for the Challenger. Check that option in the box, and we'd take this car as-is, no changes needed.

So what's the downside? Well, the Group 2 package is a wee bit expensive. All of the body components are \$11,995 installed, or \$5,895 not including wheels and tires. The shaker system, including the composite flat hood, adds another \$2,495. So just to get the full look of this car, you're looking at nearly \$14,500. To build this exact car, you'd also have to spend \$6,400 (Vortech supercharger), \$3,095 (KW adjustable coilovers), \$3,525 (Baer Extreme Plus brakes) and \$1,870 (Corsa exhaust system). Add that to the \$42,745 price of a base Dodge Challenger SRT8 plus \$695 for the manual transmission, and you end up with a \$72,820 car.

The Classic Design Concepts Group 2 Widebody Challenger is kind of like the Shelby GT500KR of Mopars: based on a \$20,000 car and probably not the best bang for your buck, but it's the ultimate version of a really cool car. So if the Dodge Challenger is your dream car, then the CDC Group 2 Widebody Challenger is the biggest, baddest, and, without a doubt, widest one you can get.







# ***G-POWER introduces fastest BMW Coupe with a top speed of 370 km/h***

For this project, the redesigned twin supercharger system of the world record car for the fastrevving V10 was used. Compared to the standard system, both belt-driven ASA T1-313 superchargers, each providing charge air for one cylinder bank, were replaced by larger ASA T1-316 models. They have the capacity to increase the volume of charge air by up to 25 percent but only a fraction of that was utilized in this engine. The air volume these chargers are capable of would theoretically be sufficient for a rated power output in excess of 900 hp.

The pre-compressed air from both superchargers is cooled for maximum power yield in a dualflow water-to-air intercooler painted G-POWER orange. This sophisticated cast-aluminum component replaces the stock airbox above the engine. Because of its close proximity to the engine it produces the same instant throttle response as the production engine, albeit with considerably more torque.

The inner workings of the ten-cylinder four-valve engine are optimized with forged highperformance pistons from Mahle that reduce compression. They have been precisely matched for weight and are much stronger than their production counterparts. The production piston rods and pins also had to make way for special components that can handle the much higher forces.

Further optimized mapping of the engine electronics also contributes to the increased power output of 750 hp / 552 kW, available between 7,500 and 8,000 rpm. The engine delivers its peak torque of 800 Nm at 5,000 rpm.

The G-POWER M6 HURRICANE CS sets new performance records not just for top speed with more than 370 km/h. With sprint times of less than 4.4 seconds from rest to 100 km/h, 9.6 seconds to 200 km/h and 26 seconds to 300 km/h the nearly two-ton coupe is at the head of the pack in these categories as well.

Creating the ultimate BMW, nothing less was the set target for the G-POWER engineers when they started to design the G-POWER M6 HURRICANE CS.

The starting basis for this project is the currently most exclusive model in the BMW product range, the BMW M6. Due to the combination of this fantastic basis with the technical innovative products of G-POWER, it was able to create a sports car of superlatives.

Powered by a V10 SK III RS twin-supercharger engine with 750 hp / 552 kW, which enabled the G-POWER world record car to achieve a top speed of 367,4 km/h, the G-POWER M6 HURRICANE CS has got what it takes to be a member of the super car league.

Further characteristics of the G-POWER M6 HURRICANE CS is the multipart widebody kit, the high performance Carbon-Ceramic break system, the individually adjustable suspension kit and last but not least the nifty 21 inch G-POWER wheels with MICHELIN tyres.

After the G-POWER M5 HURRICANE RS broke the world record for the fastest sedan, G-POWER developed this idea to use this potential to build the world's fastest BMW coupe, the G-POWER M6 HURRICANE CS.



Two tons and a top speed of 370 km/h naturally place extreme demands on the tires, which were mounted on G-POWER light-alloy wheels. Technology partner Michelin provided highperformance Pilot Sport PS2 tires in sizes 255/35 ZR 19 in front and 305/30 ZR 19 on the rear axle.

These tires were the only ones capable of handling the extreme stress. In everyday driving the GPOWER M6 HURRICANE CS runs on 21-inch Silverstone Diamond wheels with size 255/30 ZR 21 and 295/25 ZR 21 tires, due to the capacity of the tires the top speed has to be limited to 340 km/h, than.

In addition to the most powerful BMW engine ever to power a street-legal BMW, favorable aerodynamic properties were of elementary importance. The needed body kit has to fulfill to function at once. First of all it has to generate enough down force to keep the G-POWER M6 HURRICANE CS on the ground at speeds of more than 300 km/h and secondly it responsible for transform the standard BMW M6 into a super sports car.

That is why G-POWER designed a unique widebodykit made entirely from carbon fibre. In addition to producing the desired downforce it is also designed to supply much more cooling air. It consists of front apron, bonnet with vents, rocker panels, wheel arche attachments, rear aprons with diffuser and a rear spoiler wing.

At the same time G-POWER puts the BMW M6 on a diet and makes it lose weight bit by bit. The biggest share is taken by the G-POWER complete exhaust system made entirely from titan which lets the dynamic back pressure drop just like the weight. 24 kg are saved compared to the standard exhaust system.

In the vehicle interior G-POWER switches the standard front seats against racing seats made from carbon fibre, which ensure a perfect support for the drive in its fight against the centrifugal forces. Of course these seats are lighter than the standard seats as well and again the M6 has lost 24 kg.

Weight neutral, but not without effects is the G-POWER suspension package CLUBSPORT. It optimizes the road handling of the G-POWER M6 HURRICANE CS to perfection and is consisting of the continuously height-adjustable G-POWER coil-over RS suspension with nine selectable settings each for bound and rebound and the G-POWER anti-roll-bar kit for front and rear axle.

The option list of the G-POWER M6 HURRICANE CS ends with a true highlight: a Carbon-Ceramic break system with 6-piston calibres and brake discs with 380 mm in diameter. This heavy duty brake system delivers deceleration rates beyond the gravity on a constant rate and at the same time are 50% lighter than the standard brakes.

The standout cockpit of the G-POWER M6 HURRICANE CS features a speedometer with 400-km/h scale, clear-coated carbon-fiber panels for dash, center console and doors, as well as an ergonomically shaped G-POWER sport steering wheel with especially pleasant perforated Kjerba Nappa leather.

The G-POWER M6 HURRICANE CS can be ordered as a complete car starting at 360.000 Euros.

G-POWER was founded in 1983 and concentrates exclusively on the tuning of BMW automobiles.

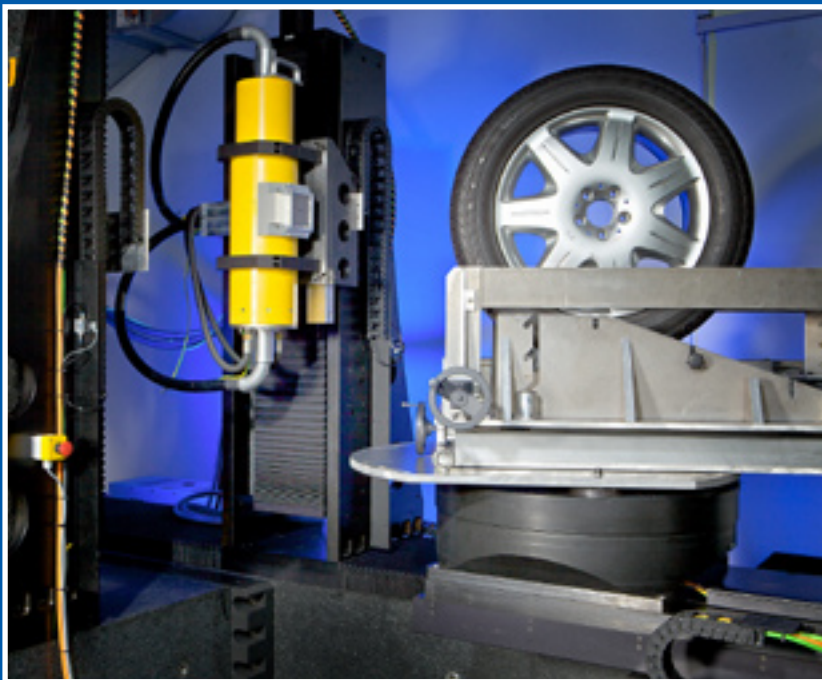
The company celebrated its 25th anniversary in 2008. Today it is among the most reputable brands in the global tuning market. G-POWER sets itself apart from the competition with the most powerful important BMW engines developed in-house.





# Continental tests tires using modern computed tomography

Europe's leading tire manufacturer, Continental, is using a new CT scanner to further improve tire prototype testing. This new equipment is being set up in the research and development centre in Hanover. It greatly reduces the time needed to screen a tire and enhances the quality of the images taken during the process. Individual parts of the tire construction can be displayed separately, so that wear in individual parts of the casing can be tested, for example. Around 3,000 tires are to undergo testing each year.



Continental's team of specialists has been inspecting test tires using a computer tomography scanner for over ten years. This scanner allows individual materials contained in the tires to be displayed without damaging the tire and therefore supplements other options such as X-rays or visual inspections. The scan focuses on the distortion of reinforcing materials such as steel cords and their exact position in the tire. Tire distortion when cornering, braking and under heavy loads is also simulated and displayed.

The new equipment will increase the number of tires that can be screened in this way ten times. "We can now offer our tire developers a much greater capacity than before," said Andre Baumgart, the project manager. "As well as being able to analyse tires more quickly,

## Marshal Rolls Out New Brand Identity

**MARSHAL**

The Korean manufactured veteran brand Marshal Tires has a new brand identity. The new brand logo is designed with bold graphics to express the motive of a flag shape using a striking red color with vibrant yellow sub graphics to express speed and technology.

Marshal is sold in over 105 countries worldwide including Germany, the UK, Saudi Arabia, Iran, Italy and Australia. Marshal has been actively represented in the Middle East for over 25 years and it now has a prominent new brand identity.

The elements of the brand identity are composed of logo type, sub graphics and colors, and they will be used consistently for all communications. For more information visit [www.marshaltire.com](http://www.marshaltire.com)

the new scanner's higher resolution is also a great advantage. We can also simulate realistic conditions such as wheel load, camber, drift, acceleration and braking torque and examine the effects these have on the different parts of the tire." This allows individual parts of the tire to be analysed in 3D and in the context of the tire as a whole. The previous equipment could only show individual sections or slices of the whole tire – now the technicians can see a 3D view of a larger area made up of several individual sections, previously a time-consuming task. Continental is currently the only tire manufacturer able to inspect the effect of various loads on the bond between reinforcing materials and rubber with this level of precision. Thanks to this, the tire developers in Hanover can construct their products to meet the most demanding requirements.



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# Tire inflation pressure Control



**Tire inflation pressure means pressure** of air filled in a tire and is an important factor like life for a tire moved by force of air. A tire can exert performances of weight support, braking, endurance power, operation stability and shock absorption, only when it is filled with inflation pressure. If not so, tire inflation pressure acts as a factor having decisive effect on wearing, stability in traveling, fuel ratio and tire damage. The most important thing in safety control of a tire is inflation pressure and must be checked every month. A tire exerts its function only when the proper air pressure is injected but if not so, tire inflation pressure acts as factor having decisive effect on wearing, stability in traveling, fuel ratio and tire damage. Normally, air pressure of the tire for a passenger car is 28 through 32 psi but it is best to check with your car manual to check the proper psi level.

## Irregular Wear

An excess or deficiency of more than 10% does not result in large problems but if it exceeds 10%, irregular wear will occur. and the wear rate will be 1.5 times the normal rate. When the deviation of the tire inflation pressure exceeds 30%, the wear and tear rapidly worsens.



**Where the tire inflation pressure is excessive,** tire grounding pressure exerts too much on the central part and thus the only the central part is worn. As a result, shock absorption reduces and passenger's comfort becomes unpleasant when passing through the convex or concave condition.



**Where the tire inflation pressure is deficient,** grounding pressure is increased on the shoulder part and thus both edges are worn. Movement of the road surface and the grounding part becomes large and as a result, wear of the tire increases. In addition, during high speed traveling, fatigue levels within the tire increases due to repeated excessive extension and contraction movement, resulting in acceleration of a rupture occurrence .



### **Standing wave phenomenon**

Standing wave phenomena of a tire refers to wave phenomena of a tire appearing in high-speed traveling. The tire is ruptured in a short time if the deformity repeatedly maintained while the tire revolves at a high speed .

The less tire inflation pressure, the more severe the defect will appear, and the life of the tire goes in inverse proportion to the deficiency rate of tire inflation pressure.

Standing wave phenomena reduce the strength of adhesives in the tire cords or commercial cords and thus secession of a tire appears which may result in a large traffic accident. To prevent Standing wave phenomena, it is better to increase tire inflation pressure by 10~15% or so than usual time in high-speed traveling.

### **Effect of inflation pressure on tire.**

Since adherence between tread and road surface is reduced if tire inflation pressure is not proper, friction power, braking power and handling as well as grounding power is naturally aggravated.

There is concern of damage due to standing wave phenomena or wear if elasticity of a tire is lacking and the passenger's comfort is also naturally reduced.



# CONTINENTAL OPEN TO A TAKEOVER PROPOSAL BY UAE BASED MAG

Continental is continuing its talks with the management of Moafagh Al Gaddah, (MAG) with the objective of jointly defining the terms of a possible takeover proposal for the Clairoux plant.

"Since they informed us of their interest in the Clairoux plant, approximately a month ago, we have met with those at MAG charged with the matter on several occasions and exchanged a host of information with them. We continued this dialog this week, with a presentation of the plant's technical and industrial details at a meeting in Paris on Monday and then at the Clairoux site on Tuesday. This morning we shall propose to MAG that negotiations be entered into with regard to a takeover offer. We are working on this subject in a totally professional manner," indicated Nikolai Setzer, head of the Passenger & Light Truck Tires division at Continental.

The latest talks between Continental and MAG deal with a transfer of the plant and its full production capacities, including its personnel, equipment and know-how. Should terms be reached on this, the MAG project will be submitted to the consideration of the representative boards of Continental France.

"Within the framework of the current talks, Continental is showing a real open-mindedness with respect to a potential proposition on the part of MAG, also providing MAG support and technical assistance," elaborated Setzer.





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Toyo Tire Europe have teamed up with the Japanese Chamber of Commerce and Industry in the Netherlands to bring authentic Sumo wrestling to Europe. On June 5th and 6th, a show programme of bouts between Japanese Sumo stars from the Sadogatake stable will take place at the Heineken Music Hall in Amsterdam.

The event, held to commemorate the 400th year anniversary of trade relations between Japan and Holland is expected to be a sell out. In addition to sponsoring the event, Toyo Tire Europe will be inviting a number of VIP guests to watch the spectacle, the first time authentic Sumo wrestling has taken place in the Netherlands.

European Marketing Manager, Mike Rignall commented, "We are incredibly proud to be able to support this piece of Japanese culture visiting Europe. Along with our Japanese heritage, we like to think that we have become good Europeans. Helping to facilitate cultural exchange is a way of increasing TOYO TIRES already strong connections with Europe."

The event, titled "Sumo Days" will in fact take place in the evening and should prove a mighty showdown for the star wrestlers. Audience excitement will be high as the masters of the sport, all true competitors, will be fighting hard to best their opponents. A perfect fit with TOYO TIRES who are also masters of their business and naturally competitive.



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It gives your tyres a longer life. The tyre experiences improved tread wear due to better pressure maintenance because of the lower diffusion rate of Nitrogen.

3. Nitrogen is moisture free. Oxygen in your tyre is what condenses and causes rusting. Removing Oxygen from air removes the moisture and therefore eliminates any rusting on steel belts and tyre rims.

4. Nitrogen saves lives. Nitrogen stays 17/21 degrees cooler than the Oxygen and is non-flammable. This greatly reduces the risk of tyre explosion.

5. Nitrogen reduces the risk of tyre blow out.

Maintained pressure means better road handling. This reduces the risk of tyres damage and therefore reduces the risk of accidents.

6. Nitrogen is being used for years in the following industries.

- Formula 1 and Indy 500 car racing
- Commercial and military aircraft tyres
- Space shuttle and moon buggy tyres
- Mining and heavy earth moving tyres.





# MICHELIN tires enhance the safety, road handling and **energy efficiency of the Porsche Panamera without sacrificing performance in other areas**

A forthcoming addition to the world of truly high performance cars, the all-new Porsche Panamera will be equipped with specially designed MICHELIN Pilot Sport and MICHELIN Pilot Alpin tires. MICHELIN has leveraged its extensive technological skills to provide Porsche's four-door GT car with optimal grip in all situations—on wet or dry roads and in hot or cold weather.

In addition to meeting the highest safety standards, MICHELIN's summer and winter tires also respond to Porsche's specifications with regard to driving handling, comfort and energy efficiency. The MICHELIN Pilot Sport and MICHELIN Pilot Alpin truly deliver in this respect, helping to reduce vehicle fuel consumption—and therefore CO<sub>2</sub> emissions—while also enhancing the car's sport handling.

MICHELIN's innovation capabilities are rooted in its ability to simultaneously improve different areas of tire performance. The high technologies, know-how, understanding of materials, and manufacturing expertise allow to combine these seemingly irreconcilable qualities. The MICHELIN Pilot Sport and MICHELIN Pilot Alpin have met this challenge by reducing the vehicle's environmental impact while also delivering incomparable handling and superior safety performance.

MICHELIN's approach is aligned with the goal set by Porsche when defining the new Panamera—to create the first car that combines outstanding dynamic qualities and the highest level of passenger comfort.

This success is based on close cooperation between Porsche and MICHELIN teams. The three-year project that led to the two tires' certification reflects MICHELIN's ability to meet Porsche's very high expectations. The MICHELIN Pilot Sport was subject to 90-minute tests at speeds of more than 300 km/h, with a 20-minute burst at 350 km/h. MICHELIN technical teams dedicated to the high performance tires produced more than 2,000 prototypes for the summer tire and 1,000 for the winter tire. Testing was conducted at different locations around the world notably at temperatures as low as -25°C to test winter tire rubber compounds.

The new Porsche Panamera, equipped with MICHELIN summer and winter tires, clearly demonstrates the shared commitment to exceptional performance that underpins the partnership between MICHELIN and Porsche.





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# Bridgestone Refreshes Global Website



Always drive the recommended speed limit. Increases in speed cause high tire temperature, thus extra tire wear.



Bridgestone Corporation has announced that it has launched its newly updated and refreshed corporate global website (URL <http://bridgestone.com>).

The goal of the new design was to improve the site's ease-of-use and to explain the activities of the Bridgestone Group in a more easy-to-understand manner. To achieve this, Bridgestone has both enhanced the site's content and completely upgraded its design.

Bridgestone's previous global website was a portal site to the websites of the main group companies. However, through this new attractive and user-friendly redesign, Bridgestone's goal is to disseminate information about the global activities of the Bridgestone Group from a centralized website to its many audiences throughout the world.

## Outline of the upgrade

1. Enhanced information The upgraded website provides enhanced company information, particularly on products and on the Group companies' continuing commitment to the environment and safety.

2. Added functionality to improve ease-of-use Considering the needs of its many audiences throughout the world, Bridgestone is catering to both broadband use and, to enable smooth viewing even in regions without high-speed Internet connections, to narrowband use. Further, it has added RSS functionality to the website to support the timely dissemination of news releases.

3. Redesigned website home page The new website displays images of the Bridgestone Group at the website's home page, enabling visitors to get an immediate visual understanding of Group company activities.

Going forward, Bridgestone will continue to enhance its website content so that visitors can better and more easily understand the activities of the Bridgestone Group.



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# SELF-INFLATING TIRE TECHNOLOGY TRIUMPHS AT THE 2009 TIRE TECHNOLOGY AWARDS FOR INNOVATION AND EXCELLENCE

The Self Inflating Tire (SIT), a new invention of Coda Development, has scooped the prestigious Tire Technology of the Year award at the Tire Technology Awards for Innovation and Excellence 2009, which were presented at Tire Technology Expo in Hamburg, Germany.

Coda Development's Self Inflating Tire system is primarily designed to aid fuel economy and safety. As well as benefiting drivers through the elimination of unpopular pressure checks and inconvenient tire inflation, it helps to address the serious drawbacks of incorrect tire pressure.

SIT is an integral tire feature that uses atmospheric air to inflate the tire automatically when a vehicle is in motion, compensating for natural loss of pressure, and ensuring maintenance-free, constant tire pressure over the lifetime of the tire.

"It's a fantastic, beneficial technology, yet remains a simple, inexpensive solution designed to be manufacturer-friendly," says Adam Gavine, editor of Tire Technology International. "Production costs for incorporating this component will increase only marginally compared to regular tires, but the benefits the technology provides are considerable."

Coda Development, which is based in Prague,



Czech Republic, plans to develop the system further into a proven production model in joint cooperation with partners from the automotive and tire industries.

## The Awards

The awards are organized in association with Tire Technology International magazine, which is published by UKIP Media & Events, sponsor of this year's Gala Dinner and awards ceremony.

### The five categories are:

- Tire Manufacturing Innovation of the Year
- Environmental Achievement of the Year
- Tire Technology of the Year
- Tire Industry Supplier of the Year
- Manufacturer of the Year

VMI won the award for Tire Manufacturing and Design Innovation for its MAXX technology, a tire-building machine that operates quite differently to other technology. The device is a two-drum machine for radial car tires that works according to the single-stage building process. It combines a high level of flexibility with a substantially higher output and a better green tire quality, and can build tires in rim sizes from 13in to 24in.

The award for Environmental Achievement

went to Sumitomo Rubber Industries (SRI), which has embarked upon an ambitious medium-term strategy to start selling tires that include no petrochemical materials by 2013. In addition to their green ingredients, the tires will have optimal rolling-resistance characteristics. In 2008, SRI launched tires in which petrochemicals account for a mere 3% of raw materials, compared with 56% for its ordinary tire ranges. The remaining 97% consists of oil-free materials such as steel wires, vegetable oil, fibers from plant cellulose, and natural rubber. The 3% of petrochemical content will be replaced with natural alternatives to create anti-aging properties.

Standards Testing Laboratories (STL) scooped the Tire Industry Supplier of the Year award. A leading independent testing facility, STL has been expanding its capabilities for the tire industry. Its latest development has been to add equipment to perform SAE J2452 or rolling resistance coast-down tests in addition to SAE J1269 single-speed tests. This work is important for meeting future international regulations, as well as stringent California legislation. The keenly contested Manufacturer of the Year award was won by Pirelli. Research was a key motivator for Pirelli in 2008, with the aim of creating innovative materials and ecological benefits. To progress these aims, Pirelli has teamed with two respected research institutions. An agreement signed between Pirelli's Silvio Tronchetti Provera Foundation and the University of Shandong in China will result in advances in ecological tire research.



# Firestone launches new generation premium TBR Tire

Abu Dhabi Tyre Company, the sole distributor for Firestone tyres have launched a new generation premium TBR Tyre. A 20ply 12.00R24 FS 598 was introduced for the UAE market in Abu Dhabi last week with an assurance from the manufacturers M/s. Bridgestone Middle East & Africa the tire will optimize the operating cost of the end users. Mr. Ibrahim Al Khaja, Managing Director of Abu Dhabi Tyre Company, welcomed the customers and the distinguished guests from Bridgestone Middle East & Africa and appreciated their loyal support and cooperation in promoting Firestone tires in the UAE market. Product presentation was given by Mr. Ryoji Ishi from Bridgestone Middle East & Africa to all the customers. Mr. Babu Karunananth, General Manager of ADTC expressed a vote of thanks to all the participants. Valuable gifts were given out to each customer as a token of appreciation for their continuous support and the presentation party was concluded with a grand buffet.



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# UAE'S AUTOMOTIVE AFTERMARKET POISED FOR A PROFITABLE GROWTH

Potential for aftermarket services in auto industry big with al-most 4 million passenger vehicles in the GCC



Elisabeth Brehl - MD, Epoc Messe Frankfurt

The GCC countries boast of one of the highest per capita incomes in the world. The stable economy, a high population growth rate, and the fact that local production of automobiles is almost non-existent, are the key factors behind the significant development of the automotive sector.

The diversified automotive industry in the GCC and UAE is highly dependent on imports from Europe, America, Japan, and other Asian countries.

"The large presence of automobiles in the region creates significant demand for the aftermarket industry and augurs well for Automechanika Middle East, the leading international trade fair for the automotive industry in the wider Middle East," said Elisabeth Brehl, Managing Director of Epoc Messe Frankfurt, organizers of the trade fair.

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Research stated by Auto Strategies International, show that 66% of the total number of passenger cars in UAE are from Japan, while the European, Korean and American car brands stand at 14.71%, 7.55% and 3.63% respectively.

Automechanika Middle East will be held from 31st May to 2nd June, 2009, at the Dubai International Convention and Exhibition Centre.

"Reported research show that the Japanese automobiles dominate the GCC auto market with 60.98%, while the rest of the pie was shared by Korean brands at 13.78%, American brands at 10.15%, and European brands at 8.20%," said Michael Dehn, Senior Show Manager of the Automechanika Middle East.

Mr. Dehn added, "With almost four million passenger cars in the GCC, out of which 1,287,442 are in UAE; this region offers car parts and accessories distributors, retailers and the aftermarket industry, in general, a huge opportunity to enter a market least affected by the current credit crunch."

Automechanika Middle East is the largest auto aftermarket exhibition in the Middle East, and the only exhibition incorporating the four major segments i.e., Parts and Systems, Accessories and Tuning, Re-pair and Maintenance, and IT and Management. The exhibition will also feature a new sector for Tyres and Batteries in 2009.

In 2008, Automechanika Middle East featured over 950 exhibitors from 44 countries to a visitor attendance of more than 17,500 from 127 countries. The trade fair covers full range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries, and performance systems.

Automechanika Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, keep up to date with industry knowledge, and source new products and solutions from world over.





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# Continental demonstrates strong system integration competence at Auto Shanghai 2009

Products & solutions customized to the Chinese market with continuous focus on Megatrends "Safety, Environment, Information and Affordable Cars"



■ "Lu Wei" is packed with ideas and products customized for the Chinese market.

Despite of the global economic slowdown, the international automotive supplier Continental AG presents the company and a major product portfolio from the Automotive Group at Auto Shanghai 2009 in China. It showcases the products and solutions tailor-made for the Asian and Chinese market, and again underlines its commitment and confidence that Continental holds for China. As a worldwide leader in the four automotive megatrends namely: safety, environment, information and affordable cars, Continental displays its advanced technology for Chassis & Safety, Powertrain and Interior. Moreover, Continental unveils its brand new demo car called "Lu Wei", which is packed with ideas and products customized for the Chinese market. It demonstrates strong system integration competence and the growth for local production and R&D footprint in China.

With a comprehensive know-how and wide product portfolio throughout the car "Lu Wei", it brings more mobility, safety, and driving pleasure while in care of the environment. Electronic Stability Control (ESC), presently the most important active safety system, ensures the stability and controllability of the car "Lu Wei" in situations where sudden and unexpected external influences appear. "Lu Wei" can achieve the reduction of CO<sub>2</sub> emissions by 15% while increasing engine power by 14% and the torque by 36%. Moreover, the tires of "Lu Wei" combine the best safety performance, especially in stopping power, with low rolling resistance values.

The Chassis & Safety Division presents a complete portfolio of active and passive safety solutions to achieve the ambitious goal of "Vision Zero". The scalability and flexibility of Continental products, with components like entry electronic brake systems, drum brakes, specifically adapted actuation units, airbag control units and market-specific calipers is geared to taking the highest safety standards to all parts of the world and bringing safety to everyone.

In line with Continental's long standing commitment to environment protection, Continental presents various Powertrain products with low CO<sub>2</sub> concepts as well as a complete portfolio of low cost internal combustion engine components. The central feature is the new "Easy-U" engine management system, which comes with a fully validated set of actuators, sensors plus special fuel pumps, and the new transmission control system based on the "EAST Platform" for automatic and double-clutch transmissions.

The Interior Division is displaying affordable yet highly functional solutions in the areas of instrumentation and displays, body electronics and multimedia devices which have been developed specifically for the booming low-cost car segment. Currently, the so-called Basic Function Controller, an affordable but highly flexible and scalable body control unit, is already in development for four major car manufacturers in the Asian region for series application. With the new "Connected Radio Navigation", Continental offers a flexible and cost-optimized solution for vehicle integration of mobile devices and services.

Mr. Jay K. Kunkel, President Asia and Member of the Automotive Management Board of Continental AG said "The automotive trade is expecting a strong growth in the low-cost vehicle market in the coming decade, particularly in the emerging markets of Asia. From 2012 onwards nearly one out of two cars worldwide will be manufactured in Asia and much of the growth in Asian auto market will come from China. China is definitely playing an increasingly important role in the future development of the global automotive industry. We will thus continue our investment and technology innovations and intensify our R&D localization strategy to develop tailor-made products for the Chinese market while providing excellent support and global expertise to our local customers. Wherever our customers are, we are always nearby. Our participation in Auto Shanghai 2009 provides an opportunity to showcase the strength of Continental."



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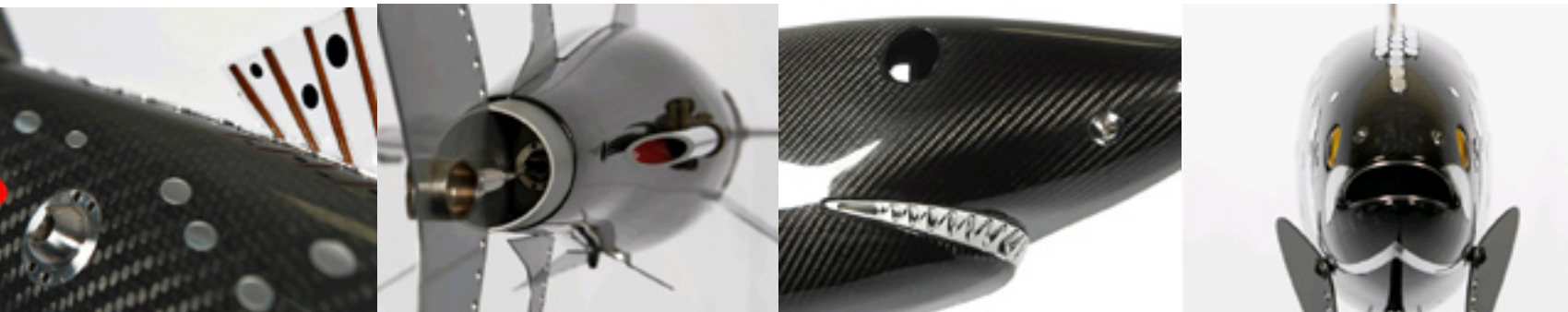
***ALWAYS INNOVATION***

# Ex-F1 Mechanic Alastair Gibson brings racing materials to fish sculptures

Alistair Gibson spent 22 years in Formula 1 paddocks as a mechanic with teams like Benetton and BAR Honda. With decades of carbon fiber and shiny bits swimming in his head, it probably shouldn't come as a complete surprise that after leaving pit lane he has begun fabricating motorsports-influenced sculptures of fish.

Each fish has a body in carbon fiber and comes with a spec sheet detailing the specific parts added to it. The brown trout you see above has a tail fin made of floor stays and comes mounted on a plank from the underside of Jensen Button's 2006 Hungarian GP-winning car. The hammerhead shark has eyes from rear wheel tether gearbox side shrouds, and comes mounted on a gearbox pull rod – also from the 2006 Hungarian GP car.

There are no prices listed, but if you add Formula 1 pedigree, carbon fiber fabrication, F1 chassis parts, and the word "art," well, phrases like "their weight in gold" come to mind.







## Ferrari's leathercrafters make a carbon fiber briefcase

If you're going to drop six figures on a new supercar, you're not going to put just any old piece of luggage in that tiny trunk, are you? Of course not. That's why Ferrari turned to Schedoni. The 125-year-old Italian leather-crafters makes all the fitted luggage for Ferrari roadcars. They even make that little pad at the back of the Scuderia's F1 cockpit to keep Felipe and Kimi's helmets from knocking against the carbon fiber as they speed around the circuit. But that's not the only interaction Schedoni has with the lightweight exotic material.

This carbon fiber briefcase is crafted from the choicest material and painstakingly baked to perfection like a frat-boy in Amsterdam. Schedoni then works its magic, lining the case with the finest tanned suede and leather trim. Of course it don't come cheap, retailing for \$4,400. They offer a carbon fiber backgammon board with titanium pieces for \$5,800. Seems ridiculously extravagant to us, but when you've got the cash to spare, why not lighten up a little?

## New technology to cut traffic accidents tested



TRANSPORT for London (TfL) is to launch a six-month trial of the Intelligent Speed Adaptation (ISA) technology which aims to reduce road casualties and help drivers avoid speeding penalties.

As part of the trial, which starts this summer, a London bus will be fitted with ISA.

The TfL Road Safety Unit is also keen to trial the technology in a licensed taxi, alongside 20 TfL vehicles driven by road engineers, traffic managers and highway inspectors.

The intelligent technology allows drivers to select an option whereby acceleration is stopped automatically at the speed limit specific to any road within the M25.

The unit can be disabled at the touch of a button, at which point it reverts to an advisory status where the current, legal speed limit is simply displayed as a driver aid.

There is also a complete override switch which disables the system entirely.

The practical uses of the technology will be tested during the trial, after which a report will be submitted to the Mayor of London.

The technology will then be made available to external organisations.

Southwark Council has already expressed an interest in fitting ISA to more than 300 of its vehicles.

The trial will monitor driver behaviour, journey times and the effect that driving within the speed limit has on vehicle emissions.

It is estimated that if two thirds of London drivers use the ISA system, the number of road casualties in the capital could be reduced by 10 per cent.



Parts

# American University in Dubai Hosts Martina Starke from BMW Individual Design

The American University in Dubai (AUD) in collaboration with AGMC, the exclusive importer of BMW Group cars in Dubai, Sharjah and the Northern Emirates, hosted Ms. Martina Starke, Head of BMW Individual Design from Munich, Germany. BMW Individual is the division that enables customers to personalise a BMW vehicle with bespoke colour and trim combinations created exclusively for each customer.

AUD students from the Visual Communication and Interior Design departments, along with students in Engineering and Business, had the opportunity to meet Ms. Starke who spoke of her personal experience at BMW Design. The students were very curious about how designers and engineers at BMW interact and what different kinds of careers are available in the design division at BMW.



Ms. Starke shared deep insights on BMW's unique design philosophy and design process. BMW operates with an international team, gaining knowledge from their diverse backgrounds. This global approach of feeding back insights from its international design sites, including the studios of BMW Group DesignworksUSA in Los Angeles, Munich and Singapore, is integral to its unique expression of taste in car design. The ongoing exchange of ideas between all studios provides BMW with a unique set of perspectives on complex topics and help shape the process of the projects from scribble to production. From that background, it became clear to the students at AUD, that each person, their individual background and creative contribution are key for designing a car and team work is the most vital element for BMW's success.

Furthermore, Ms. Starke shared her particular passion for materials and textiles by describing for example the process of transforming natural materials into a textile with great tactile feel and appearance that can be used in interior spaces. She drew her own recent projects and explained some of her more recent work on colour and material design for models such as the new BMW 7 Series, as well as the BMW Concept CS.

Martina Starke said: "It was a great honour for me personally to visit AUD. I believe it was a platform that enabled the students to gain an insight and understanding into BMW Design. The aim was not only to share information on the process involved, but leave them with inspiration that will hopefully help them in the pursuit of their individual career path in the field of design."

AUD's mission is to prepare students for successful careers, based on imparting a combination of theoretical knowledge and technical skills. Organising lectures such as these, with prominent people like Ms. Starke greatly aligns perfectly with the university's mission. Students from different majors were able to acquire explicit knowledge during the lecture, a valuable experience for them.



# Mercedes gets you off the road with “Attention Assist”



Have you ever been on the road feeling exhausted and needing some rest but for whatever reason you keep driving instead? This is true for many of us and unfortunately its also the cause of many an accident. Now Mercedes-Benz has developed software called “Attention Assist” that keeps track of driver behavior and urgently tells its driver that they should get off the road and get the rest they need! This new program will be available on two 2010 models, the redesigned E-Class (pictured) and the S-Class. The way the software works is through sensors that measure 70 different types of input like acceleration and steering. Mercedes-Benz monitored the habits of 550 sleepy drivers during its testing and this is the data the system uses to measure your performance. If you aren't up to the task it urgently alerts you with a “Pause!” message that appears on the speedometer. Translation: Get off the road and take a nap!



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# Jonathan Kelsey designs limited edition leather driving set



"When I first got the brief from Vauxhall, I started to think about the idea of a road trip," commented Kelsey, "so I decided to focus on the pleasure of the road trip, being out on the open road and the idea of driving being a stylish adventure. I wanted to create something that had a very luxurious feel to it and also celebrated the glamour of road trips in days gone by."

The stunning driving set, a limited run of only 25, is available through the Vauxhall Collective website and costs £195.

Jonathan Kelsey was chosen to be a member of the Vauxhall Collective for 2008/09 by a Style Council made up of industry experts, including members from Central St Martins, London College of Fashion and Vauxhall Fashion Scout. The Vauxhall Collective for 2008/09 is made up of six categories, across fashion, film, photography, theatre, craft and design and fine art, and the commissions total in the region of £120,000. This significant arts support programme in the UK, reflects Vauxhall's ongoing commitment to supporting style and design.

Jonathan Kelsey is a member of the Vauxhall Collective for 2008/09, an initiative by Vauxhall Motors. For more information visit [www.vauxhallcollective.co.uk](http://www.vauxhallcollective.co.uk)



Hailed as the "British Louboutin", shoe designer Jonathan Kelsey brings glamour and sophistication to British drivers with his luxury driving set, consisting of key fob, driving gloves and steering wheel cover in his trade mark metallic leather and heavy black stitching. Studded gold leather driving gloves, complement the steering wheel cover's metallic black and brown leather perfectly and the beautifully crafted key fob completes the set.

Jonathan was tasked by Vauxhall to design a piece on the theme of the Great British Road Trip, as part of the Vauxhall Collective programme, a scheme to support up and coming creatives in the UK. Having worked with some of the biggest names in the fashion industry including Jimmy Choo, Jonathan took inspiration from the materials he worked with day to day as a shoe designer.







## by Wimmer Rennsporttechnik RS

Engine output at its best: Wimmer Rennsporttechnik Solingen traditionally turns cars into faster and hotter models than they already are in series. At the moment they target the new Porsche 997 GT2 Biturbo. Thorsten Wimmer shows the ropes with a 680 hp Porsche 997 GT2 Evo - delivered with 530 hp. The new competitive athlete from Wimmer RS is hot, tenacious and has a super cool visual appearance.

The sportive Porsche GT2 from Wimmer RS wants to get on the race track. It feels at home in tricky chicanes as well as on the streets. Full 680 hp and -remarkable 870 Nm are achieved by the following conversions:

- A bi-turbo engine
- An improvement of the engine management in combination with two optimized Wimmer turbochargers
- A custom-built Wimmer sport exhaust system with two 100 Zeller sport catalysts
- A development of the cylinder head
- Sport camshafts
- A sport clutch

The all-inclusive-price rather complete engine conversion prices at 29.800,00 Euro, fitting and left-lane-guarantee included.

According to Wimmer the acceleration to the speed of 100 is 3.4 sec. 200 km/h is reached in only 9.78 sec., and 300 km/h reaches the hp-monster in spectacular 25,8 sec. Concerning maximum speed there are hanging 356 km/h in the air - depending on conversion and clearance of the tires!

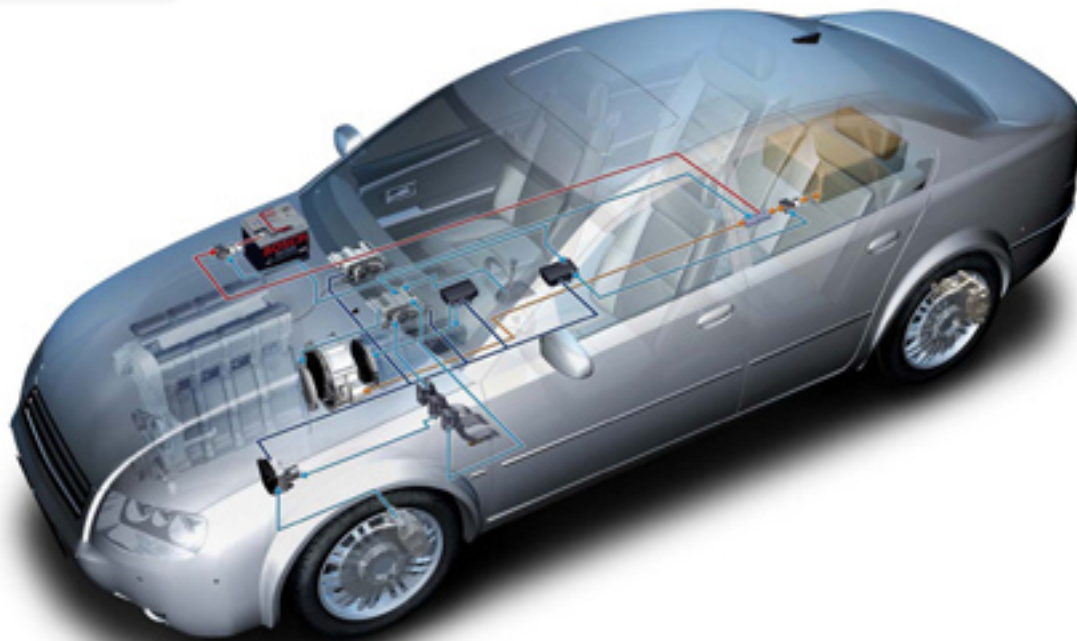
DTM-approved race technique appoints the genes of the Dunlop tire, which therewith opened a new product segment: the MaxxPerformance-tires. The Sport-Maxx GT - in 235/30-20 and 325/25-20, fitted on beautiful Sportec-rims, makes sure of an excellent stability of the maximum speed. Even in areas far over 300 km/h.

The optical appearance is spiced up by exterior mirrors and rear spoiler lip made of carbon. Upon request of the customer all parts can be made of carbon. The chassis has been improved by H&R- components, to cope with the increased driving performances.

The beautiful, handmade, and back pressure optimized sport exhaust system from Wimmer RS lets the whole power, hid under the hood, sound in a wonderful tone.







## Bosch intensifies R&D spend to gear up for major growth in electro-mobility market

Bosch Automotive and Samsung to invest between USD 300 and 400 million in this domain over the next four years; predict market volume of 3 million hybrid vehicles by 2015

Bosch Automotive has confirmed that it is significantly increasing its R&D investments into electro-mobility technologies to cater to the future market of the electric vehicle, which is envisioned to eventually replace today's regular combustion engine car. Of the 91 million new passenger cars and light trucks worldwide in 2015, Bosch expects that more than three percent will be hybrid and electric vehicles. Bosch Automotive and Samsung are set to invest between USD 300 and 400 million in this domain over the next four years.

The company will be forming new partnerships to focus on technologies that can help it secure a leading position in the hybrid vehicles market. In combination with electric motors, gasoline hybrids emit 25 percent less CO<sub>2</sub> than conventional gasoline engines and diesel hybrids 20 percent less than their conventional counterparts. The market maturity of these electric vehicles will increase as engineers succeed in



improving the energy and power density of battery technology, and as drivers become more willing to accept ranges of between 100 and 200 kilometers between recharging stops.

Bosch Automotive has already entered into a joint venture with Samsung which will lead to the production of lithium-ion batteries starting 2011. These batteries will become essential components for forward-looking automotive technologies, such as hybrid and electric cars. Bosch and Samsung predict

a market volume of around 3 million hybrid vehicles by 2015. Their collaboration will thus target the optimization of lithium-ion battery technology to meet the stringent requirements of hybrid vehicles in areas such as power density and safety and ultimately lead to purely electrically-powered driving over long distances.

Volker Bischoff, General Manager, Bosch Middle East FZE, said: "We foresee a lot of potential in hybrid solutions and will thus continue to invest heavily into this field. The Middle East is one of the regions where we believe this segment can achieve much success, and it would be a welcome addition to our expansion initiatives across the Arab markets."

Bosch continues to sustain the momentum of the various steps it took in 2008 to reinforce its strategic position in its diverse businesses. Trends such as a higher networking throughout the global economy, the rapid growth of emerging markets and escalating demand for new technologies aimed at protecting the environment and conserving resources have set the tone for the company's ongoing activities. The group intends to leverage its entrepreneurial independence, innovative potential, and broad international presence to take advantage of the opportunities that will be opened up when the present global economic downturn ends.

Bosch Group currently maintains 282,000 employees in around 150 countries, up from its 2008 workforce of 271,000. The Bosch Group currently provides occupational training to more than 6,000 youths and has no plans of cutting back on these activities.



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# *Selection Fascination Racetrack*

## *The Motorsport Collection*



The "All-weather GORE-TEX® Jacket" in white and grey is modelled on motorsport racing suits. Intricate tape-sealing technology ensures perfect protection against wind and rain and offers optimum comfort. Only 911 of these jackets will be produced.

With their motorsport logos on the left breast, a large Porsche logo on the back, together with sponsors' names, these jackets are sure to turn heads. The collection's rain jacket and vest are also windproof and water-repellent and have been inspired by classical motorsport team clothing. The collection is rounded off by polo and rugby shirts, a fleece jacket, shirt and T-shirt.

Like the men's collection, the women's collection is in timeless white and a subtle grey, and is finished with classical motorsport details. The women's collection includes a top, polo shirt and T-shirt. The motorsport top can be fastened at the neck.

Younger motorsport fans can cut a colourful dash with the red and white Children's T-shirt together with a matching cap. The collection is completed by matching accessories such as a cap, lanyard, fabric belt and collectors cup. For the summer, the collection also offers a beach towel and knee-length board shorts.

Stuttgart. Porsche and motorsport belong together. The Porsche Supercup and 24- hour races on the Nürburgring – these are just two examples of races in which Porsche is involved. And the one thing that unites everyone who attends these events– whether drivers, teams or fans – is the fascination racetrack. For the start of the new season Porsche Design Driver's Selection is presenting a new motorsport collection, inspired by the official team clothing of the works drivers. The collection includes highly functional accessories and clothing, made from high quality materials and with modern cuttings.

Items from Porsche Design Driver's Selection are available at Porsche Centers and on the Internet at [www.porsche.com/shop](http://www.porsche.com/shop). Some of these products may be available only in certain countries.





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## The Audi Centennial Timepiece

Audi teamed up with Munich-based watchmaker Chronoswiss to create the Tachoscope, celebrating 100 years of Audi. The mechanical timepiece has a chronograph and tachometer function (to measure velocity) inspired by the Auto Unions that helped define the Audi adventure: the second hand's numerals are derived from the tach in the Auto Union Type C Grand Prix racer.

Also novel is the fact that the hour hand resides in the upper inset dial -- the large hands are the second hand and chronograph. The watch face is enamel and the crown is diagonally fluted like a gear, and the back cover is glass. The Tachoscope comes in two flavors: white gold and platinum. Thankfully, the back cover is glass so you can see where your €14,900 (\$19,800 USD) has been spent if you plunked down for white gold, with the platinum edition setting you back €24,900 (\$33,000 USD). Only 100 examples will be made.



## Porsche Design P'9522

Porsche Design is introducing its new mobile phone P'9522. The mobile phone, available now in Porsche Design Stores and in specialist shops, is blending a linear shape with innovative communications technology.

The Porsche Design P'9522 is milled from a single solid aluminum block and a single sheet of scratchproof glass, its finish is pure and sleek. The rough, raw materials used to build the P'9522 have been crafted to underscore the refined design. The P'9522 has the very latest communications technology together with excellent sound and picture reproduction.



## DKNY MEN

Launched by the design house of Donna Karan, DKNY Men is classified as a refreshing, spicy, lavender, amber fragrance. This masculine scent possesses a blend of mossy, woody fragrance of cedar and tobacco.







## New sony Video walkman



Sony took the wraps off of its top-of-the-line Walkman Video MP3 player – the X-series Walkman. A premium portable entertainment device, the X-series (NWZ-X1000 models) is Wi-Fi enabled and features an Organic Light Emitting Diode (OLED) touchscreen, Sony's Digital Clear Audio Technologies, as well as embedded content provided by Slacker Radio and YouTube. The X-series Walkman video MP3 player is available now for pre-sales on [sonystyle.com](http://sonystyle.com). The device will come in black in two different storage capacities, the NWZ-X1051 with 16GB of internal storage and the NWZ-X1061 with 32GB, and cost \$299 and \$399 respectively.

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## Puma shoes for Gumball 3000



Exclusively made for the 3000-mile "coast to coast," celebrity-studded event. As official sponsor of the 2009 Gumball 3000 Rally, PUMA released a brand new motorsport sneaker in celebration of the global event as well as a series of limited edition t-shirts.

Designed in collaboration with Gumball 3000, the PUMA Speed Cat 2.9 Mid Gumball is a black and silver leather and mesh sneaker featuring a co-branded tongue and foot bed highlighting the cities along the Gumball 3000 route. Each driver will be given this exclusive style for their coast-to-coast adventure. In addition, 200 pairs of the PUMA Speed Cat 2.9 Mid Gumball will be available exclusively at [Journeys.com](http://Journeys.com) for \$105 beginning on April 27th, just in time for the Gumball Rally fans to join in on the fun.



# UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Syrian International Motor Show - SYRMOTORSHOW	01-07 July 09	The 9th Syrian International Motor Show 'SYRMOTORSHOW 2009' is a great opportunity for vendors to meet new prospects and to show the latest products and services in the automobile industry. It is also an ideal vehicle to bring in new manufacturers who can introduce their spectacular products to the <b>Middle East markets for the first time.</b>	Damascus International Fairground, Damascus, Dimashq, Syria	<a href="http://www.syrmotorshow.com">www.syrmotorshow.com</a>
Autofair	04-06 July 09	Autofair 2009 is Malaysia's leading trade fair of Automobiles industry, showcasing cars, SUVs, MPVs Family cars, Vans etc. Government agencies such as JPJ and Traffic Police will conduct demo and share tips. Key note address by Customs representative. Car show, Drift show and lot of activities to make this event a fun and re-brand various car importers and manufacturers.	TBA, Kuala Lumpur, Malaysia	<a href="http://www.autofair.co.za">www.autofair.co.za</a>
PAACE AUTOMECHANIKA MEXICO	15-17 July 09	Organized by Messe Frankfurt GmbH at Centro Banamex, Av. Conscripto 311, Col. Lomas de Sotelo, Del. Miguel Hidalgo, Mexico, the PAACE AUTOMECHANIKA MEXICO is characterized as a vital automotive show. More than 18,000 visitors from various parts of the world are expected to attend the event.	Centro Banamex, Mexico	<a href="http://www.paaceautomechanika.com">www.paaceautomechanika.com</a>
Auto Expo-Kenya	22-24 July 09	Autoparts East Africa is a three days long International Exhibition featuring a comprehensive display of the entire range of automobile spare parts & accessories from all over the world.	Kenyatta International Conference Centre (KICC), Nairobi, Nairobi Area, Kenya	<a href="http://expogr.com/kenyaauto">expogr.com/kenyaauto</a>
Autoparts East Africa	24-26 July 09	Motor Show Sofia 2009 will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories being present, offering you a perfect chance to show case your products.	Inter Expo & Congress Center, Sofia, Bulgaria	<a href="http://autopartseastafrica.com">autopartseastafrica.com</a>
Autoexpo East Africa - Tanzania	01-07 July 09	Autoexpo East Africa - Tanzania International Trade Exhibition is the largest trade event held annually in Tanzania, the hub of the vast East African market. The exhibition attracts exhibitors from more than 30 countries and visitors from all over East & Central Africa, thus giving exhibitors an excellent opportunity to explore several countries in one time.	Diamond Exhibition Centre, Dar es Salaam, Pwani, Tanzania	N/A





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## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Adrian Flux Wroughton Classic Car & Bike Show	01-02 Aug 2009	Adrian Flux Wroughton Classic Car & Bike Show will showcase the Classic Bike and Car equipment and accessories in United Kingdom. The exhibition will be held between 01-02 Aug 2009 at Science Museum Wroughton which is being organized by Junkwizard Ltd.	Science Museum Wroughton, West Wiltshire, England, United Kingdom	N/A
Taipei International Auto-ID Exhibition	05-08 Aug 2009	Taipei International Auto-ID Exhibition, a mega show of <b>automobile first time of its own</b> in Taiwan. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Messe Stuttgart, Stuttgart, Baden-Wurttemberg, Germany	N/A
IndoAutomotive	12-15 Aug 2009	IndoAutomotive is a comprehensive one stop Automotive show where industry leaders and entrepreneurs will be able to discover and explore business manufacturers, distributors, buyers, users, repair and maintenance or service and insurance	akarta International Expo (JIEpo), Jakarta, Jakarta Raya, Indonesia	<a href="http://www.indoautomotive.com/">www.indoautomotive.com/</a>
7th China International Auto Supplies Sourcing Fair	17-19 Aug 2009	7th China International Auto Supplies Sourcing Fair is the only professional Auto Accessories Exhibition authorized by the State Administration or Industry & Commerce. The Auto Supplies Sourcing Fair will be held between 17-19 Aug. 2009 at Shanghai New International Expo Centre, China.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China	N/A
Moscow International Automobile Salon	26 Aug-03 Sep 2009	Moscow International Automobile Salon puts new models at centre stage and features professional events, shows, excitement and fun. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas.	Lviv Palace of Arts, Lviv, Ukraine	<a href="http://eng.mas-expo.ru">eng.mas-expo.ru</a>
Auto Moto Show	28-30 Aug 2009	Auto Moto Show is a celebration of the history, the present technologies and the future advancements of the entire automotive industry. Product will display like Automobiles, trailers, caravans, Spare parts, accessories, Engines, their parts and accessories, Car audio and video.	Area of Vystavisko TMM, a.s., Trencin, Slovakia	<a href="http://www.coaticookautomotoshow.com/">www.coaticookautomotoshow.com/</a>



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