

| ISSUE 49 | June 2010 | DHS 10/- | USD 5.99/-

# TIRES & PARTS Magazine

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



## 2011 Dub Edition Mustang fitted with Pirelli Tires



### IVAN LEE

Regional Manager, Maxxis International Middle East & Africa



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P.O.Box 7830, Dubai, U.A.E

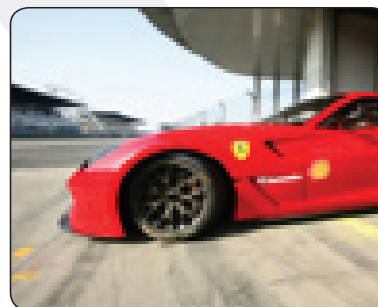
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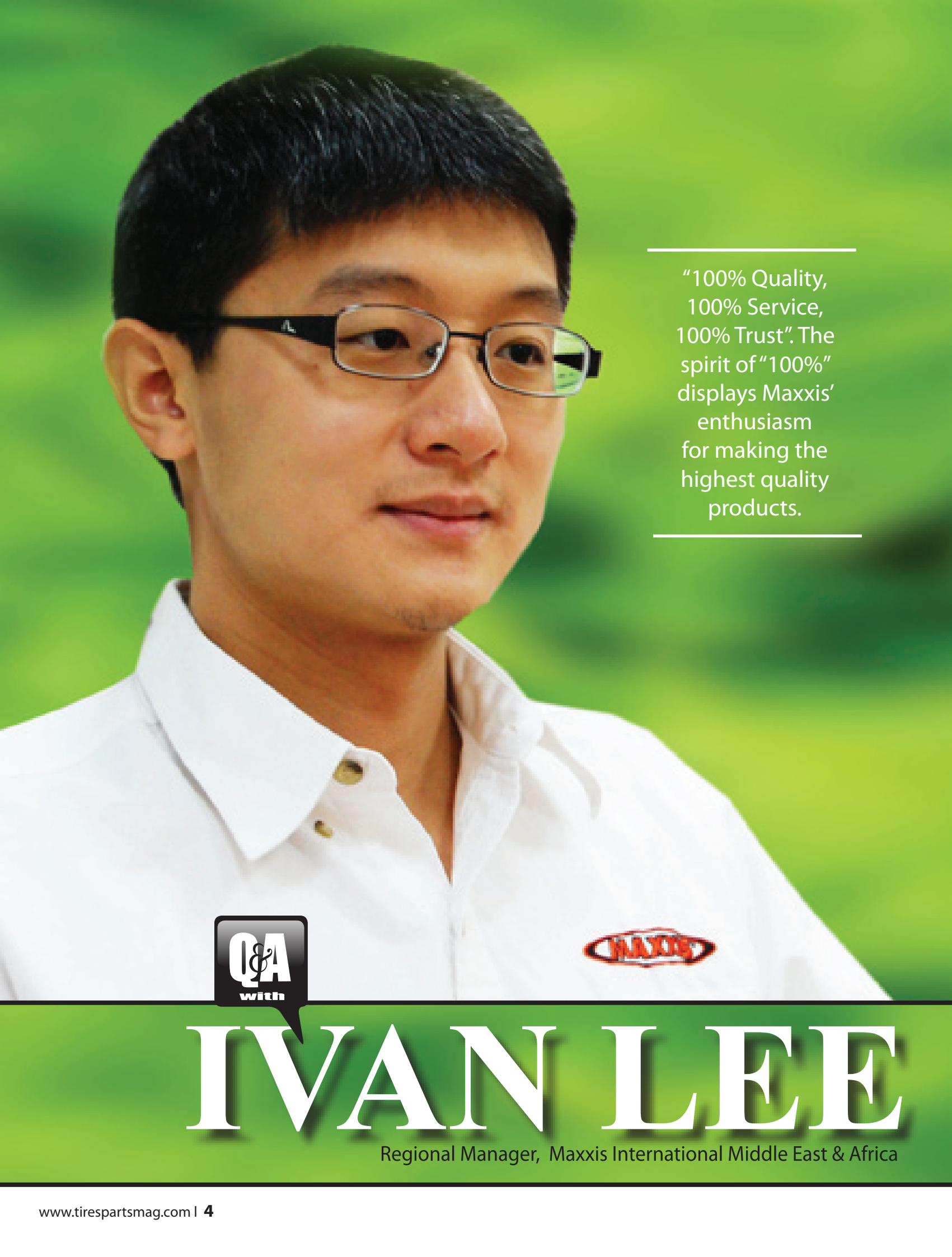
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TIA applauds **Tires & Parts'** efforts to bring the latest tire and automotive news to the Middle East.  
For more information on TIA, visit [www.tireindustry.org](http://www.tireindustry.org)



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"100% Quality,  
100% Service,  
100% Trust". The  
spirit of "100%"  
displays Maxxis'  
enthusiasm  
for making the  
highest quality  
products.

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# IVAN LEE

Regional Manager, Maxxis International Middle East & Africa



**Where are Maxxis Tires manufactured and when was the factory established?**

Maxxis was established in Taiwan in 1967 and expanded its operations to Thailand, Vietnam, and China.

**What differentiates Maxxis from other Tyre manufacturers?**

Maxxis has long been reputed for its high-quality products which are made by professional workmanship, premium materials, and advanced technology.

Since 2009 Maxxis has adopted the motto "100% Quality, 100% Service, 100% Trust". The spirit of "100%" displays Maxxis' enthusiasm for making the highest quality products, providing outstanding service, and building firm trust with customers.

**How many plants does Maxxis have?**

Currently, there are 12 operational Maxxis plants. The number will rise to 13 in 2011 when the construction of a new plant is completed in Taiwan.

**What kind of tires does Maxxis manufacture?**

Maxxis offers a wide range of tire products:

1. Bicycle Tire
2. Motorcycle Tire
3. ATV Tire
4. Passenger Car Tire
5. SUV / Light Truck Tire
6. Truck/Bus Tire
7. Agricultural / Industrial Tire

**We have noticed that you are the OE manufacturer for many bicycles and ATV recreational vehicles, is maxxis the leader in those 2 industries? what other brands would be your competition?**

Maxxis has an annual production of 147 million bicycle tires and 3.4 million ATV ones. In these two fields, Maxxis ranks the world No. 1 in terms of production quantity.

**What is the manufacturing capacity per day or month of Maxxis?**

Currently, our annual production quantity of each category is listed as follows:

Bicycle Tire: 147 millions  
Motorcycle Tire: 17 millions  
ATV Tire: 3.4 millions  
PC+LTR Tire: 35 millions  
TBR Tire: 1.5 millions

**To which markets do you export and in which are you strongest in?**

Maxxis products are widely distributed in more than 160 countries. Instead of concentrating on certain areas, Maxxis diversifies across various markets all over the world. Because the automotive market is growing rapidly in MENA, this has become a key area for Maxxis.



**Who is your representative in the UAE? Are you looking to find any new distributors in the MENA region?**

Maxxis is represented by Al-Futtaim Motors in the UAE. When it comes to business development in the MENA region, we are looking to make fundamental improvement in the Somali, Sudanese, and Moroccan markets.

**How did the recession affect your business and what is your outlook coming out of it?**

Maxxis wasn't seriously affected by the recession because of its geographically diversified sales strategies. When the western world was troubled by financial crisis, the economic performance remained good in some developing countries where the demand for Maxxis remained strong. Now with the gradual recovery of the auto industry, Maxxis is expecting an even brighter outlook for the future.

**Has the recent decline and rise of oil prices affected your production costs?**

It's inevitable that the production expense would be affected by the drastic fluctuation of material costs. We have been monitoring the entire market very carefully and doing the best to maintain a stable platform. However, the pricing would be accordingly adjusted if the production cost exceeds what we are capable to afford.

**What have been the recent big changes at Maxxis Tires if any?**

Maxxis' new eco-friendly product, MS800, demonstrates its efforts to develop tires which reduce the rolling resistance and enhance fuel efficiency. Maxxis will keep making advances in this area and by doing so, contribute to the environment.

**we know that Maxxis tires sponsors many drifting competitions in the US, what similar exciting events do you sponsor in this region if any?**

Exactly, Maxxis has always been active in sponsoring motor competitions. As people's interest increases in racing events in this region, Maxxis will consider sponsorship opportunities here.

**Does Maxxis have any OE fitments on any cars?**

Maxxis is the OE supplier to the following car makers:

North America: GM, Ford

EU: PSA

Taiwan: Toyota, Mazda, Nissan, Mitsubishi, Ford, Luxgen

Japan: Nissan

Korea: Hyundai

China: Volkswagen, GM, Ford, Nissan, Mitsubishi

Thailand: GM, Ford

India: Tata, Mahindra

**Maxxis tires future direction and what are your companies goals for the next 5 years? What would you like to come to mind when one thinks of the word Maxxis?**

Our aim is to consolidate our standing among the global top 10 tire manufacturers. Maxxis will keep expanding the capacity of production to meet the rapidly increasing demand.

Whenever Maxxis comes to an individual's mind, we hope that our enthusiasm for perfection will make he or she link Maxxis to "100% Quality, 100% Service, 100% Trust."



AUTOMOTIVE



# BMW Design Night

Elegance and dynamic performance at the first BMW Design Night



BMW presents the concept of a new 4-door coupé. The BMW Concept Gran Coupé underscores the outstanding design expertise of the German premium automobile manufacturer.

With an exclusive Design Night on the evening of the first press day at Auto China in Beijing, BMW provided an in-depth insight into its design philosophy and development strategy. The program of the BMW Design Night is modular in structure and presents extensive background information on the premium automobile manufacturer's innovative design culture. In addition to highlighting the long versions of the BMW 5 Series developed specially for the Chinese market, the main focus is on an elegant 4-door vehicle with striking dynamic proportions: the BMW Concept Gran Coupé.

The concept study on display symbolises the outstanding design expertise of BMW. The BMW Concept Gran Coupé concentrates the fundamental values of the brand. Its body design authentically captures a sense of superior dynamic performance and high-quality elegance. The shaping style, which follows a coherent pattern down to the last detail, convincingly visualises BMW's philosophy as an automobile manufacturer. As with the Concept CS 2007, BMW once again sets new benchmarks in the design of 4-door coupes with a distinctive sporty character.

# ght

## ght in Beijing.

perfection illustrate the aspiration of the brand BMW to build 4-door high-performance coupes with the sportiest proportions and the most elegant design.

In the BMW Concept Gran Coupé, BMW presents the vision of a 4-door vehicle which combines the exclusivity of a Gran Turismo with the fascination of a high-performance sports car. The design of the concept study underscores the expertise of the brand BMW in the development of vehicles with a distinctive sporty character which offer space for more than two occupants. This reflects the particular quality of the BMW Group design philosophy, which consists in precisely and authentically translating the specific values of product substance into an aesthetically convincing shaping style. The design process is set through with a passion for aesthetic appeal and dynamic performance, precision and perfection. This is how the uncompromising premium aspiration of a BMW Group product, the unmistakable style of the brand BMW and the precisely defined character of each model are given concrete form.

The body design of the BMW Concept Gran Coupé expresses sporty flair in its ultimate form. The 4-door vehicle clearly signals the very highest level of dynamic performance with its extremely elegant, flat and coupe-like proportions. Stretching the entire length of the vehicle and therefore measuring almost 5 metres, flowing lines dominate the design, giving rise to outstanding aerodynamic levels, just as the low centre of gravity reflects an agile driving response.

The front section is defined by the BMW kidney grille characteristic of the brand - an icon of body design which is not just central but also a dominating element of front design. The kidney grille of the BMW Concept Gran Coupé has a flat appearance, with an asymmetrical side view which emphasises the close attention to detail. The central section with the kidney grille is formally separated from other BMW icons such as the headlights and air inlets. The clarity of the LED front lights highlights the vehicle's precision and premium aspirations. The air inlet runs back

an extremely long way into the side section, making the front section appear particularly wide. All elements of the front section appear to merge to form a single, elegantly curved movement.

The sporty, flat silhouette provides an impressive body height of just under 1.40 metres. This makes the BMW Concept Gran Coupé up to 100 millimetres flatter than the BMW 5 Series or the BMW 7 Series Sedan. The roof line tapers off gently into the rear, thereby elongating the vehicle's proportions. The forward-tilted shark nose visually extends the bonnet and creates characteristic BMW proportions with its forward-pointing dynamism. This stretched character is also highlighted by the side lines, where there is a deliberate avoidance of the typical sill line. The flat proportions make the window graphics appear extremely narrow and dynamic at the same time. Another BMW design icon, the Hofmeister kink, is especially strikingly formed - additionally emphasising the exclusive character of the vehicle. The frameless doors give the BMW Concept Gran Coupé a modern character since the glass surfaces appear to merge seamlessly without being interrupted by columns.

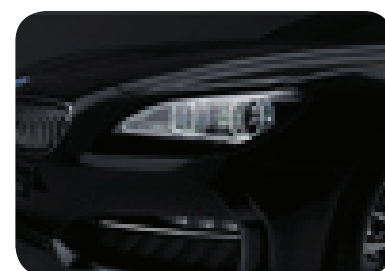
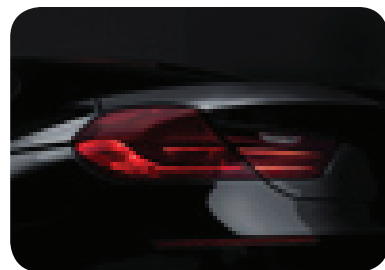
At the rear, only design elements such as the lights and tailpipe trim appear to be visible at first sight. The entire rear section appears slimmer and lighter at the centre, though still exuding power and dynamic performance since the volume is reinforced towards the sides. The L-shaped light banks feature a slight, almost subtle curve and the entire design of the lines and surfaces highlights the vehicle's elegant overall appearance. The third brake light, positioned in the rear window, is also fitted with LED technology. It takes up the kink in the roof and illuminates the entire width of the rear window. The powerfully flared wheel arches above the rear axle highlight the particularly sporty character of the BMW Concept Gran Coupé.

Another highly sporty and also elegant feature is the rim concept in which the individual spokes extend deep into the centre of the rim towards the hub, giving the rim a striking three-dimensional quality. The spokes themselves are not solid but relief-milled, giving them a visual lightness.

The sculptural shaping style characteristic of the entire body design of the BMW Concept Gran Coupé permits a unique interaction between concave and convex surfaces. It also enables the light to be selectively reflected and channelled. Thus the exterior mirrors integrated in the window shaft appear very light, blending harmoniously into the side view since their shape assimilates the entire line styling. The BMW Concept Gran Coupé is a further development of the classic design of a notchback sedan in which the individual body sections merge harmoniously into a flat, elongated and at the same time dynamic overall image. The effect of this 4-door vehicle derives not just from specific highlights but from its overall appearance, which authentically reflects its character. The car's dynamic potential is embodied in its proportions and lines, signalling power but also elegance and forward thrust.



Based on a powerful tradition in this segment, the BMW Concept Gran Coupé carries the essence of brand values and the genes of BMW design into the future. The concept shows the classic features of all BMW coupes: the long wheelbase, the vaulted bonnet with forward-pointing lines, the set-back greenhouse, the flat silhouette, the coupe-style roof line and the short front overhang reflect the dynamic potential of the vehicle. The surface structures and the fact that the design quality is geared towards





# Iron Man 2 drives an Audi R8 Spyder

Robert Downey Jr. has returned to his role as the ingenious engineer and superhero Iron Man. The world premiere of Iron Man 2 took place in Los Angeles. Along with Robert Downey Jr., several other big names accompanied director Jon Favreau down the red carpet, including Gwyneth Paltrow, Scarlett Johansson, Mickey Rourke, Don Cheadle, Sam Rockwell, Samuel L. Jackson – and right in the centre of things, the Audi R8 Spyder. Robert Downey Jr. arrived for the premiere at the El Capitan Theatre in the supercar. It was a scene straight out of the Marvel Studios movie, in which main character Tony Stark drives the open-top two-seater.

The R8 Spyder is practically custom-made for the superhero, a technological genius who needs to drive the car without his high-tech suit, but doesn't want to miss out on innovative technology. Robert Downey Jr. and his R8 Spyder put Audi's philosophy of *Vorsprung durch Technik* to good use: Iron Man's visual capabilities are optimized by the helmet, for example, and the R8's high efficiency LED headlights likewise provide for good vision.

The supercar from Audi matches the Super Hero's indestructible suit with its own carbon fiber composite materials in parts of its exterior skin, along with a high-strength aluminum frame known as the Audi Space Frame. And they both have their hearts in the right place: a glowing artificial one in Iron Man's chest, and an impressive mid-engine design in the R8, which is visible externally.



With its jet propulsion, the Iron Man suit worn by Robert Downey Jr. is unrivalled – and the R8 Spyder, with its 525 hp engine, needn't fear its rivals either. The 5.2 liter FSI engine of the R8 powers the two-seater convertible to a top speed of 313 kilometers an hour. Only flying could be better – and in this case, Iron Man clearly comes out on top. But Robert Downey Jr. hardly needs to concern himself. In the movie, he has the best of both worlds.

"Just like the first movie, Iron Man 2 is the perfect environment for the Audi R8. Like us, the technologically ingenious Super Hero Tony Stark represents *Vorsprung durch Technik*. And just as the R8 Spyder was developed from the Audi R8, the Super Hero Tony Stark surprises us with new innovations," said Lothar Korn, Head of Marketing Communications at Audi. Robert Downey Jr., alias Tony Stark, also drove the Audi R8 in the first Iron Man movie, which was released in May 2008.





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# App My Ride

Volkswagen invites users to help create the  
Infotainment systems of the future





# e

ne



**Volkswagen is inviting designers, programmers, developers and interested users to help develop applications for the Infotainment systems of the future as part of the Open Innovation Contest, "App My Ride". With this contest, Volkswagen has become the first car manufacturer to use the idea of open innovation for the further development of its products.**

In the so-called "App My Ride" competition, users can jointly develop new Infotainment applications with Volkswagen. A jury of experts will select the winner whose creativity will be rewarded with special prizes. "Our aim is to invite the international developer community to take part in designing a future system," says Prof. Dr Jürgen Lehold, Head of the Volkswagen Group Research. So-called apps, also known as application programmes for certain devices which are available through an online shop, have helped to contribute to the smartphone boom. Applications designed by users (User Generated Content) are of central importance to the boom and are made available online by other users. Companies like Apple and Google successfully aid this nearly inexhaustible source of innovation.

"A quiet revolution is taking place right now," explains Dr Johann Füller, CEO of the innovation agency partner to Volkswagen through the "App My Ride" competition, Hyve AG. "The customer-orientated culture of the internet places an enormous power in the hands of the users. Leading organisations are starting to harness this power to develop better solutions and increase their competitiveness." Exactly what the "App My Ride" contest is targeting.

Currently a prototype for Volkswagen's Infotainment system is being developed in which Flash applications designed by different creators can be accumulated. In order to research the potential of apps for the vehicle Infotainment system, Volkswagen is trying to produce the most varied collection of applications possible.

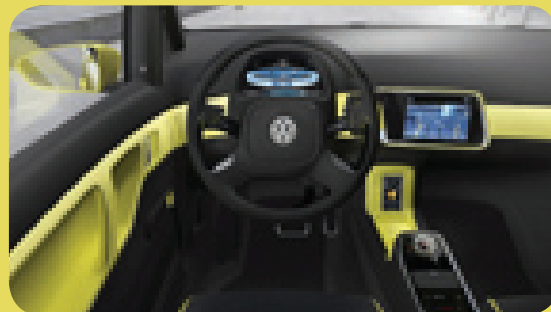
An "innovation community" open to all internet users will be created as of 3rd May 2010 for the competition under the following URL: [app-my-ride.volkswagen.com](http://app-my-ride.volkswagen.com). Here, participants in the competition can log in and either load programmed apps or send in their creative ideas for future ones. "The participants are supposed to imagine what the purpose of their ideal Infotainment system is and how it would work and now they have the opportunity to make it a reality. At the same time, you can analyse the existing apps on our platform and discuss their design, uses and purposes," explains Dr Peter Oel, Head of "Control Designs and Drivers" of Volkswagen Group Research.

**To develop an app, the participants must have the following:**

- An idea for an app to be installed in a vehicle
- Graphic design of the user interface
- Programming in Adobe Flash / Flex

The purpose, design and logical construction of the app should be geared towards the possible requirements of drivers and other occupants.

The participant's creativity will be rewarded at the end of the competition. The most innovative application will be chosen by the "App My Ride" community and a jury consisting of Volkswagen managers and external experts. Besides cash and non-cash prizes worth up to €14,000, a special prize for students will also be awarded. This involves a placement within Volkswagen Group Research in Tokyo, Shanghai, California or Wolfsburg. Moreover, the winner of the competition can also expect an exclusive trip to take part in an international vehicle presentation which covers the costs of the flight and hotel.





AUTOMOTIVE



# DARKNESS R

Techart Panamera Black Edition is a

**Black** the most dominant of all colors. In various cultures of the world, it symbolizes characteristics such as individuality, independence and experience – concepts that characterize TECHART and its customers. Reason enough to put the combined experience and individuality from TECHART to work in order to give the Panamera a unique appearance – the TECHART Black Edition.

The Panamera captivates with its exterior kept entirely in matt black. From the TECHART Aerodynamic Kit I to the multifunctional TECHART daytime running light system in black and the TECHART exhaust system, all exterior components across the board merge equally seamlessly into the matt black design. Just the red TECHART logotype gleaming through the spokes of the sporty TECHART 22-inch Formula II light alloy wheels provides a point of contrast in the deep black and powerful appearance of the four-seater.

In the vehicle interior, the Black Edition also does credit to its name. Materials of the highest quality reflect the individual design of the exterior also in the internal space of the Panamera. Finest black leather combined with alcantara as well as hand-sewed decorative stitching and leather piping in flamenco red let the driver feel the impressive TECHART character. In addition, all interior components like trims, door entry guards, cup holder or air vents present themselves in a premium matt black painted design. Quality and precision in every detail - typical TECHART.



# FALLS

## Night Stalker

# Infiniti Becomes an Official Sponsor and Global Automotive Partner of Cirque du Soleil



Building on previous Infiniti / Cirque du Soleil sponsorships in Canada, Russia, Korea, and the Middle East, the new global partnership gives Infiniti brand exposure through 180 Big Top and Arena touring show markets in the U.S., Canada, Western Europe, and Russia - as well as three theatre shows in New York City, Chicago, and Los Angeles. Combined, these shows will bring in over 5.4 million attendees offering Infiniti an unparalleled exposure to the affluent customer base of Cirque du Soleil.

Last year, Infiniti Middle East sponsored 40 performances of Alegria by Cirque du Soleil in the GCC which ran from March 5 - April 5, 2009 in their signature blue and yellow 'Grand Chapiteau' (Big Top) at Ibn Battuta Mall in Dubai, the UAE. "At Infiniti, we speak of the balance between performance and soul that is intrinsic in all Infiniti vehicles and the immediate connection to Cirque du Soleil's outstanding creative talent is obvious" commented Antoine Barthes, General Manager of Infiniti Business Unit in the Middle East.

"The partnership between Cirque du Soleil and Infiniti is a natural fit for these two perfectly aligned brands as both embody Inspired Performance", says Jon Brancheau, director global marketing, Global Infiniti Business Unit. "At Infiniti, our intention is to move people emotionally as well as physically. We believe that this partnership will personify our brand's desire to invoke graceful strength, vibrancy, craftsmanship and exhilaration in consumers."

"As a company committed to partnering with only like-minded brands, Cirque du Soleil is excited about the opportunity to expand our relationship with Infiniti," adds Ryan Sandilands, senior director of corporate alliances, Cirque du Soleil. "After several successful years working with Infiniti Canada, we look forward to connecting with Infiniti's passionate customers around the world, inspiring creativity and powerful emotions in everyone."

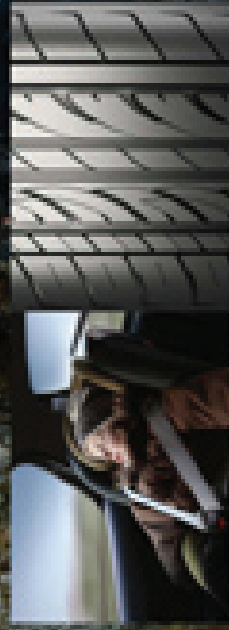
The first partnered shows began in April 2010 in Portland (Oregon), New York, and Montréal.

Infiniti joins a host of top tier Official Sponsors, including American Express, CGI, Sun Life Financial, and W Hotels.

Infiniti, the luxury automotive brand from Japan, is confirming it has partnered with the world-renowned Montreal-based entertainment group, Cirque du Soleil®, to become an Official Sponsor and the exclusive Automotive Partner. The sponsorship marks a first for both Infiniti and Cirque du Soleil.

"Our new sponsorship with Cirque du Soleil will show that Infiniti is much more than exciting machines that move you from one place to another. Infiniti has an emotional, inspirational appeal, offering a very personal style of modern luxury and respectful treatment for the world's most discerning luxury customers" says Toru Saito, corporate vice president and leader, Global Infiniti Business Unit.

## Fantastic Drive



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Four broad circumferential grooves enhance drainage efficiency and upgrade handling performance on wet roads.







AUTOMOTIVE

# ***BMW Z4 ROADSTER***

HAMANN kicks off the cabrio season and presents its comprehensive modification programme for the BMW Z4 Roadster







Just in time for the start of the cabrio season, HAMANN Motorsport is introducing a comprehensive programme for accessories and modification of the current BMW Z4 Roadster, known internally as the E89. The broad palette of customisation options for the roadster with the fold-away hardtop includes exciting bodywork styling, striking rim designs and powerful performance improvements.

The HAMANN aerodynamics programme is characterised by top-quality workmanship on body components with impressive design and optimised airflow over the vehicle silhouette: The specialists have replaced the series production front spoiler on the front axle with an in-house development that features two integrated LED day lamps. Striking side skirts between the front and the rear impress with a convincing design concept, and lend the Z4 an even lower and longer appearance. The lift force on the rear axle is reduced by a HAMANN technical development that sees a shapely spoiler mounted on the tailgate. A new rear apron completes an impressive overall appearance and makes space for the four tailpipes responsible for the throaty sound of the HAMANN sports exhaust system.

The HAMANN engine specialists have developed a powerful performance improvement for the BMW Z4 sDrive35i engine, which also lifts the 250 km/h limitation. The optimisation of the series production control device has resulted in performance figures of 360 hp / 265 kW at 5230 rpm (standard is 306 hp / 225 kW at 2500 rpm). The maximum torque simultaneously increases to an impressive 540 Nm, which is available in the engine speed range of 1300 to 5000 rpm (standard is 400 Nm at 1300 - 5000). This modification results in a top speed of 285 km/h.

One of the technical highlights in the comprehensive range of wheels is the three-part HAMANN light alloy wheel known as the EDITION RACE "MATT BLACK". The 20" forged wheel combines sportiness with elegance. The matt black, polished spoked rims and the titanium screw joints accentuate the wheel dynamics, while the highly polished rim flange makes for a sophisticated impression. HAMANN is offering the wheel/tyre combination of 8,5Jx20 inch including 235/30ZR20 front tyres with 10,0Jx20 rims plus 295/25ZR20 back tyres from 7,640 Euro. Extra focus is on the new aluminium wheels with special chassis springs that allow the centre of mass on both the front and back axles of the Z4 Roadster to be lowered by 30 millimetres. Handling of the sports car is simultaneously enhanced.

For the interior, HAMANN Motorsport has come up with subtle internal applications. The aluminium gear knob and the set of foot mats with the silver stitched HAMANN logo provide a sporty look. On request, hand-made complete leather fittings in line with the exclusive demands of every BMW Z4 Roadster driver can also be supplied.





AUTOMOTIVE



# Urban meets Country

MINI hosts launch party for new MINI countryman



Against the backdrop of the Salone del Mobile, the world's foremost design exhibition, MINI recently celebrated the launch of the new MINI Countryman at Face 2 Superstudio in Via Tortona, currently one of Milan's hottest locations. Some of the leading names in the Italian and international world of fashion, design and lifestyle partied with MINI and even packed their bags for a MINI weekend getaway.

The soirée was attended by celebrities Margherita Maccapani Missoni, Delfina Delettrez Fendi, Martina Branch and Maarten Baas. The highlight of the event was the world premiere of the newest MINI family member, which was celebrated by Michelle Branch and Timbaland who performed the MINI Countryman song live at the event.

Under the theme "Urban meets Country", nature, harmony and life were brought together in the midst of this Italian metropolis. The red carpet was grass-green while the interior of the studios displayed everything you might need on a foray to the countryside – from a flower meadow to a woody nook with butterflies – as well as the perfect vehicle: the MINI Countryman. Meanwhile, star DJ Nicola Guiducci knocked out some upbeat tunes that created the right party atmosphere for the 350 guests, including Viktor Horsting and Rolf Snoeren from the Viktor & Rolf brand, the Gianfranco Ferré, designers Roberto Rimondi and Tommaso Aquilano and Kean Etro from Etro,

The new MINI Countryman is a brand new type of vehicle for MINI, which bridges the gap between the classic MINI and a modern Sports Activity Vehicle (SAV). This means that the MINI Countryman is no longer limited to urban dimensions; it can be driven in environments beyond the city, meaning a brand new audience can enjoy greater space, flexibility and the driving fun associated with MINI. This is also the first MINI to feature four doors and a wide-opening rear door while offering a raised seating position and optimised rider comfort.

And what could be more perfect than a drive in the new MINI Countryman? Driving a new MINI Countryman to a picnic in the park or the country of course! In homage to the activity which is right on trend this summer, celebrities Margherita Maccapani Missoni, Delfina Delettrez Fendi, Maarten Baas and Dean & Dan Caten from Dsquared<sup>2</sup> were all invited to kit out the MINI Countryman with their summer weekend getaway and picnic essentials.



auto fact

The first 4WD vehicle was designed by Ferdinand Porsche (yes, the founder of Porsche cars) for the Austrian truck manufacturer Jacob Lohner in 1900

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AUTOMOTIVE



# BRABUS T65 RS Tuning for the SL 65 AMG Black Series

With 800 hp / 588 kW, a Top Speed of More Than 330 km/h and a Highly Exclusive Interior





Is it possible to make the most powerful production Mercedes of all time, the SL 65 AMG Black Series, even more powerful, faster, more spectacular and exclusive? BRABUS can! Equipped with T65 RS tuning the high-performance model delivers even more power and becomes even more elite. T65 RS tuning bumps power output to 800 hp (788 bhp) / 588 kW. With it the two-seater accelerates from rest to 200 km/h (124 mph) in just 9.8 seconds and reaches a top speed of more than 330 km/h (206 mph). In the upholstery shop at BRABUS the interior can be clad in a sporty yet elegant combination of the finest leather and Alcantara, giving it an even more striking ambiance. Further BRABUS options are special paintjobs such as the matte black shown here or the customization to customers' individual specifications that'll make it a true BRABUS one-off with custom-designed personalized logos on the illuminated scuff plates and the speedometer.

BRABUS T65 RS tuning unleashes the inherent power reserves of the Black Series engine. It includes the BRABUS high-tech twin turbo system that includes two special exhaust manifolds with integrated turbine housings and high-performance turbochargers. Four generously dimensioned intercoolers are placed beneath the space created by the BRABUS carbon-fiber hood scoop. The special BRABUS stainless-steel high-performance exhaust system with free-flow metal catalysts was specifically designed for the Black Series power upgrade.



Newly programmed engine electronics with special mapping for injection and ignition coordinate the perfect interaction of all high-performance components and at the same time ensure that the engine meets strict EURO IV emission limits. The high-tech lubricants for the entire powertrain are supplied by technology partner ARAL.

The T65 RS engine delivers 800 hp (788 bhp) / 588 kW at 5,500 rpm and an even more impressive peak torque of 1,420 Nm (1,047 lb-ft), available already at a low 2,100 rpm. Peak torque is limited electronically to 1,100 Nm (811 lb-ft).

Powered by this engine, the Black Series coupe delivers truly superlative performance: From rest the sports car, weighing in at a mere 1,795 kilograms (3,957 lbs.) sprints to 100 km/h (62 mph) in just 3.6 seconds, and reaches 200 km/h (124 mph) after just 9.8 seconds. The car could reach a top speed of more than 330 km/h (206 mph) but for tire safety reasons top speed is limited electronically to 320 km/h (200 mph).

The BRABUS upholstery shop creates a special sporty and luxurious interior to customers' exact specifications, down to the last detail. The power comfort seats offer excellent lateral support without constricting the occupants. In this true BRABUS one-off car, made to the specifications of a longtime customer, they are upholstered in an exclusive combination of especially soft and breathable black leather and Alcantara. The same materials are found on door panels, headliner and dashboard. Precision-sewn red seams add striking highlights to all interior elements. Stainless-steel scuff plates with illuminated logo and the speedometer that sports the car's name were also custom-made for this car's owner.



*Lamborghini*

# Murciélago LP 670-4 SuperVeloce

## China Limited Edition

Limited to only ten cars worldwide, the special edition Murciélago LP 670-4 SuperVeloce is designed and manufactured exclusively for China's most discriminating super sports car enthusiasts. An orange stripe, symbolising the strength of an erupting volcano, decorates the flat grey painted carbon shell of the Murciélago. Every model holds a numeration badge with the name of its owner.

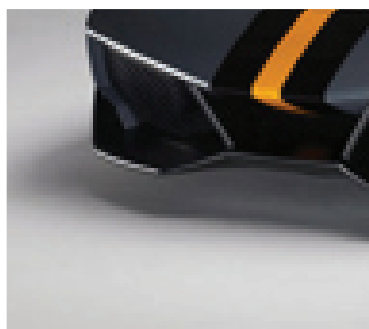
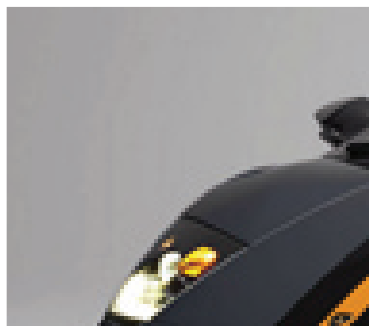
reduction of 100 kg (220 lbs), the Murciélago LP 670-4 SuperVeloce boasts a power-to-weight ratio of 2.3 kg (5.1 lbs) per hp. It vaults itself from zero to 100 km/h in just 3.2 seconds and hits top speed at 342 km/h.

With its outstanding performance, razor-sharp precision and exceptional high-speed stability, the Lamborghini Murciélago LP

670-4 SuperVeloce is the ultimate performance car for advanced sports car drivers. In order to achieve the substantial weight reduction of 100 kilograms (220 lbs), the Murciélago LP 670-4 SuperVeloce was extensively reworked and redeveloped in virtually every aspect – from chassis to engine and transmission, right through to the interior. The increase in engine output from 640 to 670 hp is the result of optimized valve timing and a reworked intake system. The significantly modified aerodynamics with substantially increased downforce brings considerable improvement to vehicle stability at very high speeds. The large "Aeropack Wing" and its added downforce give a top speed of 337 km/h (209 mph).



The Lamborghini Murciélago LP 670-4 SuperVeloce is one of the most fascinating super sports cars of all times. The exceptionally purist and even more extreme top model – the Murciélago LP 670-4 SuperVeloce – is even more powerful, lighter and faster than the Murciélago LP 640. With the output of the 6.5 liter V12 increased to 670 hp and a weight





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TIRES

# Bridgestone Potenza S001

## factory fitment on Audi RS 5

Audi has selected Bridgestone as tyre partner for the dazzling new Audi RS 5 Coupé.

Bridgestone's newly-developed flagship UHP tyre, the Potenza S001, is fitted to the RS 5 (optional 20 inch fitment) when launched in Europe in April 2010.

Designed exclusively for the world's most powerful sports cars, the Potenza S001 meets the extremely high performance targets set by German manufacturer Quattro GmbH for this new 450 hp Audi coupé.

The precision and response of the S001 enhance the sporty handling of the 7-gear RS 5 while delivering the extremely high braking forces demanded by the powerful V8 engine and all-wheel drive. With a lower rolling resistance than previous Potenza generations, the S001 also complements the remarkable fuel efficiency of the car.

"Bridgestone is proud that Audi has chosen the new Potenza S001 for such a dynamic performer as the Audi RS 5" says Mr Didier Schneider, Vice President Original Equipment, Bridgestone Europe. "Bridgestone worked hard to meet the extremely demanding requirements in all areas of tyre performance."

Bridgestone has been supplying original equipment tyres to Audi in Europe since 1992. Current other Bridgestone-fitted models include the sporty Audi S3, Audi S6 and RS5 (standard 19 inch) with Potenza RE050.

Reliving the motor-sport heritage of Potenza tyres, the new S001 has been developed to provide maximum sporty performance for top sports cars and high-powered luxury models. The innovative asymmetric design features stiff 'high grip' shoulder blocks enhanced by a lightweight active insert in the bead area, delivering quick-fire response and precise handling. The inner tread area is tuned for safety with Bridgestone's premium wet pattern technology. The tyre also has a lighter belt construction and lower rolling resistance than previous Potenza generations, helping to increase fuel efficiency.



Bridgestone Potenza S001



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TIRES

# 2011 Dub Edition Mustang fitted with Pirelli



Ford Motor Company Ford announced it will collaborate with automotive lifestyle magazine DUB, long-time partner Roush Industries and Pirelli Tire on the production of the 2011 DUB Edition Ford Mustang. Based on the 2011 Mustang V6, the DUB Edition Mustang will be available as a coupe, convertible or with Ford's Glass Roof option.

Equipped with the 2011 Mustang's 305-horsepower 3.7-liter V6 mated to a six-speed manual or automatic transmission, the special edition will distinguish itself with a unique front fascia and splitter, quarter-window louvers and a windshield banner – all from Roush – plus a DUB stripe package and 20-inch TIS wheels with Pirelli P Zero Nero ultra-high-performance rubber. Roush lowering springs are also in place, and the rear axle ratio has been modified to 3.31.

"DUB delivers Pirelli into entirely new markets, and puts us in front of a youthful base of influencers that appreciate the performance, control and heritage of the Pirelli brand," said Rafael Navarro, Director, Media Relations and Motorsports for Pirelli Tire North America.

Pirelli's P Zero Nero is the tire of choice for the DUB Edition Mustang, and is the ultimate low profile tire designed for the ultra-high-performance market. It is a winning combination of enhanced driving enjoyment, precise cornering, excellent grip – even at the limit, and high resistance to aquaplaning. Featuring an asymmetric tread design, the tire's innovative compound improves grip in wet and dry conditions, and was specifically designed for "soft" and "hard" tuning.

Exterior color choices are limited to Black, Grabber Blue, Race Red or Ingot Silver for the DUB Edition Mustang, each paired with a black interior.

The 2011 DUB Edition Ford Mustang, on sale this fall, will be featured in Ford's new advertising campaign.

"The Mustang is such an iconic muscle car and has always been a customizer's favorite," said Myles Kovacs, president and co-founder of DUB magazine. "The DUB Edition Mustang stays true to its roots, but I think we've successfully brought a ton of hustle to the muscle."

Available only with Ford's new high-tech, 305-horsepower DOHC 3.7-liter V-6, the DUB Edition Mustang will offer:

- 20-inch TIS wheels with Pirelli P Zero Nero performance tires
- Roush front fascia and splitter
- Roush quarter window louvers and windshield banner
- Roush lowering springs
- Coupe, convertible or Glass Roof body style
- Six-speed manual or automatic transmission
- 3.31 rear axle ratio for spirited acceleration
- DUB logo embroidered in front headrest and DUB stripe package
- Black interior
- Choice of four exterior colors: Black, Grabber Blue, Race Red or Ingot Silver

Pirelli Tire North America designs, develops, manufactures and markets tires for passenger vehicles in both the original equipment and replacement markets as well as markets and distributes tires for motorcycles and motorsports. Located in Rome, Georgia, Pirelli's Modular Integrated Robotized System (MIRS) employs state-of-the-art technology to manufacture tires for both export and domestic markets.

## Hankook tire anticipates a big hit in China with its environmentally friendly tire



Hankook Tire the seventh largest tire company in the world introduced its environmentally friendly tire enfren during 2010 Auto show in Beijing, China.

educating enfren to a consumer at Hankook Tire's booth in Beijing Motor show

Since its launch in 2008 to follow the worldwide green movement, enfren has been acclaimed by not only Korean market, but also in Japan, Australia as one of the best eco-friendly product. Hankook Tire is anticipating the same success from Chinese market with this introduction.

"For a Green Tomorrow," as a slogan for the 2010 Auto China where it advocated eco-friendly products, Hankook Tire showcased its fuel economical and CO2 emission reducing performance product led by enfren to the consumers emphasizing economical advantage as well as environmentally friendly tire for their everyday drive. To demonstrate how enfren can improve efficient fuel-consumption for consumers' vehicles, Hankook Tire arranged an "enfren experience," space to help consumers better understand. In addition, Hankook Tire also created "experience space," for UHP (Ultra High Performance), PCR (Passenger Car Tires), TBR (Truck/Bus) and Racing Tires.

Kim, Se Heon, vice president of brand management commented, "Hankook Tire has been one of the leading companies in China due to its great brand awareness and its high quality products and by introducing high performance eco-friendly product such as enfren, we plan to be No. 1 in the tire market in China." He also

mentioned, "2010 Auto China, was a great opportunity for Hankook Tire to display its advanced eco-friendly technology and products that cannot be duplicated by competitors in the Chinese market."

Meanwhile, after its initial establishment in China in 1994, Hankook Tire has never lost the No. 1 position in Passenger Car Tire market. Producing more than 29 million units per year with stability and its technology at the local manufacturing facilities in China, Hankook Tire has been distributing to approximately 30 leading global automotive manufacturers such as GM, Ford, Volkswagen, Audi and others.

2010 Auto China celebrates its 11th anniversary; from the inaugural event in 1990, it's held in China every other year, and it's the largest automobile show in China welcoming more than 700,000 visitors per show to experience the newest automotive technology and the latest vehicle designs by the leaders of the industry.



## Goodyear Offers Drivers Comfort Zone with New Auto Tire

When they find themselves at the top of their game, athletes are considered to be "in the zone." Similarly, a new product from The Goodyear Tire & Rubber positioned as a premium tire for luxury sedans, helps deliver a smooth, comfortable ride with features labeled as "Comfort Zones."

In addition to the smooth, comfortable ride, the Assurance ComforTred Touring helps provide refined handling, all-season traction and a tread life limited warranty up to 80,000 miles, all in addition to the signature "touring" and "comfort" feel of the product.

### The tire has Dual Comfort Zones:

A special Comfort Layer, with a layer under the tread that provides, on average, 20% more cushion than standard tires, for a smooth, comfortable ride.

ComfortEdge™, which includes an outer comfort layer and an inner handling layer. Here, a sidewall insert employs a rubber layer that helps absorb road vibration in straight-ahead driving, and a stiffer rubber material that helps keep the tire firm for added support when turning.

"We establish consumer preferences through a market-back approach, then go to work to create products that seek to meet those driving needs," said Gary Medalis, general manager for Goodyear consumer tires. "In the case of the Assurance ComforTred Touring, we sought to deliver relevant technology that meets consumer expectations for a premium tire."

The Goodyear Assurance ComforTred Touring further solidifies Goodyear's position in the premium auto tire segment, most notably in the "touring" area, which requires refined handling and performance. This new product will help provide the comfort and handling tuned for today's mid- and upper-scale sedans.

"We believe both consumers and our retailers are going to love this tire. With 34 popular sizes, ranging in potential fitments from Honda to Ford, to Lexus and Mercedes, this will be an excellent choice to help meet the needs of tire retailers and everyday motorists," said Medalis.

## New interactive consumer info kiosk an industry first for Yokohama



Yokohama Tire (Canada) Inc. will be the first tire manufacturer in Canada to introduce an innovative consumer information kiosk featuring entertainment, interactive digital product information and special offers when the first units are installed in Yokohama tire dealers starting June, the company has announced.

An estimated 400 free-standing multi-screen kiosks will appear in tire retailers, auto shows, new car dealerships and other high-traffic environments, and will allow consumers to research tire information and capitalize on special in-store offers with coupons printed on the spot.

The kiosks, created for Yokohama by Qwick Media, of Vancouver, in partnership with Bell Canada, will begin to appear in Ontario TireCraft tire retailers in June and will roll out across the country throughout 2010.

The kiosks feature three individual screens, including a touch-screen interface that connects consumers directly to information on the Yokohama tire line as well as national and in-store special offers and discounts. The unit also provides WiFi connectivity for users to access the system and send promotions and product information to their mobile devices or e-mail account. A unique Yokohama mobile application will be offered to consumers later this year.

The large top screen can show ads, news, weather, digital signage and other information. A middle screen will rotate between Yokohama and dealer branded messages. The interactive screen can offer maps, directories and other local information as well as live web feeds and the Yokohama product presentation. An integrated printer can produce coupons keyed to special offers.

Screen content is managed remotely, and can be updated around the clock from a central control at Qwick Media's Vancouver facilities.

"This is the first time this technology has been made available to tire retailers in Canada and is a giant step ahead in giving these stores engaging and entertaining point-of-sale information for consumers in an environment where tire-buying decisions are made," explains Jonathon Karelse, national marketing manager for Yokohama Canada. "The technology is exclusive to Yokohama Canada and is the kind of marketing advantage we bring to our retailers in a very competitive market."



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**TIRES**

# Nitto Tires is the new Gold Sponsor and Official Tire Supplier of Barbican Turbo in Abu Dhabi



**Custom car enthusiasts from all over the Arab world will be delighted to learn Nitto Tires is the new Gold sponsor and Official Tire Supplier for Barbican Turbo 2010. Nitto Tires makes high performance tires for car and SUV enthusiasts and Barbican Turbo organised by United Business Media is the Middle East's custom car and bike show, including custom cars, modified cars, car tuning, bikes and motorsports.**

Barbican Turbo launched to an attendance of over 19,000 visitors in 2008 and over 26000 visitors in 2009. This year's event is set to take place from the 7th – 9th of October in the Abu Dhabi National Exhibition Centre, Abu Dhabi.

Nitto is represented in the UAE by ZAFCO and Gopiraj Kv, the company's CEO expressed delight in becoming a new sponsor of Barbican Turbo. "Barbican Turbo has proved itself to be the number one custom and tuning event in the Middle East and we are proud to be the new Gold sponsor and Official Tire Supplier in 2010"

"Sponsorship of Barbican Turbo will allow Nitto to interact directly with custom, modified, tuning and performance fans, to continue to align ourselves as a key player in this industry and to further demonstrate ZAFCO's commitment to Nitto and the strong relationship between us" He added.

Nitto Tires, fuelled by enthusiasts, builds all types of high-performance tires including off-road, rock crawling, mud, European car, luxury, SUV, tuner, sport compact, import, domestic, drag racing, road racing and drifting; and is engineered with innovative tread patterns to provide outstanding handling, prolonged tread life and safety.

Becky Crayman, the Barbican Turbo Sponsorship Director, said "We are thrilled to have Nitto as a new Gold sponsor and Official Tire Supplier of Barbican Turbo 2010. Nitto Tires is our first automotive industry sponsor and a preferred brand of custom car fans from around the world". She continued

"It's a huge milestone for us to have Nitto's endorsement and will allow us to continue to deliver quality content for custom fans and to be the number one event of this type in the region".

Nitto Tires will display a range of jaw-dropping custom vehicles; 2-door, 4-door and 4x4 complete with a selection of Nitto's best tires and are to provide top-class prizes for the different competition winners at Barbican Turbo. Nitto is also the Official Tire Supplier for Barbican Turbo, will provide tires for the demonstration drift cars and the drifting safety zone and is running the Nitto RC custom car competition.

Barbican Turbo 2010 will include trade exhibitors, a trade-dedicated reception and also the Best in Show competition, formerly the Top 100, the UAE Power Championships, the UAE Sound Off, world-class drifting demonstrations and the Barbican stage with entertainment throughout the weekend.



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TIRES



## 2,396 exceptional new MICHELIN tires for the equally exceptional **FERRARI 599 GTO**

Available in an exclusive limited edition, the new FERRARI 599 GTO will have a production run of just 599 vehicles, all of them equipped with new MICHELIN super sport tires specially designed for this model. The only point of contact between the FERRARI 599 GTO and the road, the 2,396 MICHELIN tires are capable of the highest levels of performance.

MICHELIN partnered with the Italian sports car manufacturer to co-develop these unique tires in a record time of just 18 months. To enable the FERRARI 599 GTO to achieve its full performance potential, the tires had to strike a balance, delivering optimal track handling and superior safety.

The extra-wide tires come in different sizes: 285/30 ZR20 for the front and 315/35 ZR 20 for the rear. Despite the generous dimensions they are exceptionally light, with the front tire weighing just 10 kilograms and the rear 15 kilograms. This means a weight saving of up to 10 per cent compared to other tires of similar dimensions. MICHELIN's lighter tires deliver two benefits:

- They reduce unsprung weight which in turn improves handling
- They help to reduce fuel consumption and thus carbon emissions. The MICHELIN tires designed for the FERRARI 599 GTO have up to 20 per cent better rolling resistance than other similar tires, enabling a reduction in CO2 emissions of up to 7 grammes per kilometre.

MICHELIN engineers developed innovative rubber compounds that ensure safe, precise handling in all conditions even when the tires are delivering 670 horsepower from the 6-litre V12 engine. Their unique tread comprises three different compounds: a track-type compound on the outer shoulder to withstand the extreme pressure of circuit driving, a compound at the centre of the tread especially designed for superior performance at very high speeds, and an inner shoulder compound designed in combination with the tire construction to maximize the amount of rubber in contact with the road for surer road-holding.

MICHELIN and FERRARI development engineers and test drivers worked closely together on different racetracks, in particular at Fiorano and Nardò in Italy, to validate the tires' performance balance which matches the chassis characteristics of the new FERRARI GTO, Ferrari's fastest ever road car.



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## Al Dobowi is the first retreading company in the Middle East to be awarded the **ESMA Certificate from UAE Federal Authority.**

Al Dobowi - the most technologically advanced retreading company in the Middle East with its Bandag facility - is the first retreading company in the Middle East to be certified by ESMA (Emirates Authority for Standardization & Metrology). It is currently the only retreader in the UAE to function within the official frame work of the Federal Law/ Retreading Standards of the country- GSO 962/2005.

ESMA is a Federal UAE Authority, established by UAE Federal Law (28), 2001. As the only reference in UAE in terms of quality standards, ESMA's strategy aims at supporting the national

economy by establishing a new era of excellence and quality. Al Dobowi has worked with ESMA for over a year to ensure that the appropriate standards are put into place and ESMA officials have visited retreading facilities in Europe to ensure that high standards are also applicable in the UAE. Once Al Dobowi's facility has been approved Al Dobowi's retreaded tyres have gone through extensive testing in laboratories in the Gulf to ensure that they meet the demanding specifications of the Middle East market especially with regards to the heat.

Al Dobowi has also worked with Dubai Police and with officials of the Roads and Transport Authorities in the UAE to train them on the benefits of retreads for the transport industry as well as the environment in the UAE. Al Dobowi continues to offer its training facilities to all government departments to ensure that it promotes the concept of retreading in the UAE so as to continue to protect the environment.



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**TIRES**



**tire fact**

Excessive acceleration and braking, high speeds as well as quick turns, cause excessive tire wear. Bad roads can also cause tire damage.

## Tia Announces Plans For 2010 Environmental Symposium

Bowie, MD – The Environmental Advisory Council (EAC) of the Tire Industry Association (TIA) conducted its inaugural meeting in Bowie, MD on March 31. The EAC members represent various tire industry segments and bring to the Council a unique combination of extensive experience, special areas of expertise and a professional interest in environmental issues.

One of the Council's first "go green" decisions was to host an Environmental Symposium in Ocean City, Maryland on September 30 through October 2, 2010. This program will be held in conjunction with the Washington, Maryland & Delaware Service Station and Tire Dealers Association Annual Convention and Mega Trade Show at the Ocean City Convention Center in Ocean City, MD.

The EAC will be bringing together experts from the tire industry to address environmental subjects that influence the day-to-day operations of tire dealers, tire manufacturers, tire recyclers, tire retreaders, governmental agencies and recycled product manufacturers.

"The goal of this new event is to help tire dealers, recyclers, manufacturers and auto services firms acquire the tools and knowledge to use resources more efficiently and reduce the

impact of their facilities and operations on the environment," EAC Co-Chairman Larry Brandt said. "The Environmental Symposium advances TIA's commitment to sustainable practices with a strong educational program, exhibits and networking opportunities designed to help companies incorporate green practices in their facilities and operations."

Topics will cover what tire dealers, recyclers and other generators need to know about superfund liability, the benefits and performance of rubber-modified asphalt, scrap tire programs and projects in Maryland, the health and environmental safety facts concerning the use of crumb rubber, how the tire industry is making environmental sustainability a part of their green business strategy, and ecofriendly tire and auto care tips, tools and programs for starting a green program or expanding an existing one.

In addition to the education sessions, environmental and recycling exhibits will be showcased at the Mega Trade Show, and will provide attendees an important "hands-on" education opportunity in the exhibition hall. Anyone who manufactures tires, operates a tire dealership, recycles tires, produces products from the tire raw material or consumes recycled tire products should attend this symposium and trade show.

"This is an opportunity to meet the "go-to" experts within the tire industry who can assist in advancing the initiatives that will support our industry's commitment to protecting and improving the environment. The Ocean City program represents one of the EAC's first initiatives to carry out their mission to 'identify and promote, through education, environmentally sustainable practices,'" EAC Co-Chair Dick Gust, said.

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[illegible]

As a result, the following are the main findings of the study:

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## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Seoul Auto Salon	01-04 July 10	Seoul Auto Salon is a leading trade fair for generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	COEX Korea Exhibition Center, Seoul, Seoul-T'Ukpyolsi, Korea	N/A
Syrmotor show	01-07 July 10	It 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 Middle East markets for the first time.	Damascus International Fairground, Damascus, Dimashq, Syria	<a href="http://www.syrmotorshow.com">www.syrmotorshow.com</a>
Feria Car Audio Eliminatoria Bogota	02-03 July 10	Feria Car Audio Eliminatoria Bogota will provide a unique platform for showcasing latest accessories and equipment for car audio system. The venue for the event will be at the Corferias-Centro de Convenciones which will be held between 02-03 June 2010. For 2 days the event is being organized by Corferias.	Corferias-Centro de Convenciones, Bogota, Colombia	N/A
Latin American & Caribbean Tyre Expo	08-11 July 10	Latin American & Caribbean Tyre Expo is a perfect place for showcasing products like tyres, casings, tyre equipment and machinery, retreading rubber, machinery and equipment, tyre repair material, tyre recycling equipment and technology.	Atlapa Convention Center, Panama City, Panama, Panama	N/A
Paace Automechanika Mexico	14-16 July 10	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.	Expo Banamex, Mexico	<a href="http://www.paaceautomechanika.com">www.paaceautomechanika.com</a>
Retro Prague	15-18 July 10	Retro Prague reacts to the rapidly growing interest in youngtimers and features a great deal of entertainment in the form of shows and events. It can offer classic car owners an outstanding inbound journey and presentation conditions.	Prague Exhibition Grounds, Prague, Hlavni Mesto Praha, Czech Republic	N/A

## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Indonesia International Motor Show	23 July -01 Aug 10	Indonesia International Motor Show(IIMS) is one of the annual and biggest exhibition in Indonesia. The event will showcase wide range of products and accessories for automotive industry which will attract many visitors from the region and abroad.	Jakarta International Expo (JIExpo), Jakarta, Jakarta Raya, Indonesia	<a href="http://www.indonesianmotorshow.com/">www.indonesianmotorshow.com/</a>
Speedshow	24 - 25 July - 10	Speedshow 2010 will showcase the new cars, new motorcycles, classical and historical Vehicles. This is one of the leading automotive trade show in New Zealand. The exhibition will be held between 24 to 25 July 2010 at ASB Showgrounds.	ASB Showgrounds, Auckland, New Zealand	<a href="http://www.speedshow.co.nz">www.speedshow.co.nz</a>
China International Auto Supplies Sourcing Fair	18-20 Aug 10	8th China International Auto Supplies Sourcing Fair is the only professional Auto Accessories Exhibition authorized by the State Administration of Industry & Commerce.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China	<a href="http://www.csaexpo.com/en">www.csaexpo.com/en</a>
TECNOSHOW	19-21 Aug 10	It is the International Fair Services, Parts, Accessories and Supply Automotive exhibition. The fair will be a great opportunity to do business in a prosperous time for the automobile industry. The event arose from the need to meet the growing demand of coal mining, one of the main centres of the national automotive industry.	EXPOMINAS, Belo Horizonte, Minas Gera, Brazil	<a href="http://www.tecnoshow.net/">www.tecnoshow.net/</a>
Taxi Point	20-21 Aug 10	Taxi Point is one of the leading trade fair for Taxi Industry in Brazil. The event will provide an opportunity to meet all the related professionals under one roof at the Centro de Exposicoes Imigrantes Brazil.	Brazil Centro de Exposicoes Imigrantes, Sao Paulo, Brazil	<a href="http://www.taxipoint.fi">www.taxipoint.fi</a>
Automechanika Moscow	25-29 Aug 10	Automechanika Moscow is a pivotal event for automobile Aftermarket and Original Equipment Market. Convoked at Expocentr Krasnaya Presnya Fairgrounds, Krasnopresnenskaya nab. Moscow, Moskva, Russia, the event is directed towards showcasing full range of auto components, accessories etc.	Crocus Expo International Exhibition Center, Moscow, Moskva, Russia	<a href="http://www.automechanika.messefrankfurt.com/">www.automechanika.messefrankfurt.com/</a>



# Entry Level

## The BMW Baby Racer II Motorsport.



Hairpin bends behind the kitchen, cobblestones in front of dad's pit lane, traffic-calmed noise protection zones in the living room – with the BMW Baby Racer II Motorsport, budding drivers from one and a half to three years old will master it all with their blue-white-red roadster that is ready for anything.

Its sports steering wheel makes U-turns an easy exercise for little drivers.

The sporty-looking but soft seat absorbs vibrations from rough terrain. The tires can even handle delicate parquet, with rubber to ensure a silent ride and a low profile for stability on any surface. Together with the big wheels, they look really sporty, too.

**Goes like a racing car – looks like one too.**

The TÜV-tested BMW Baby Racer II Motorsport is designed to look like a real racing car, with an aerodynamic front spoiler, speedometer, and rev counter. The BMW logo stands out in metallic effect at the front and back.

## JL Audio Releases Nissan 370Z Stealthbox for the Ultimate Subwoofer Experience

The latest addition to JL Audio's Stealthbox® line of vehicle-specific subwoofer systems is engineered to deliver world-class bass performance in the Nissan 370Z coupe.

The JL Audio Nissan 370Z Stealthbox® contains two 10W3v3 subwoofers in a sealed fiberglass enclosure designed to mount ahead of the rear axle to preserve precious cargo space and maintain the vehicle's excellent weight distribution. The enclosure blends beautifully with the Z's interior panels and is carefully form-fitted to the space to extract maximum useful volume.

With up to 1000 Watts of power handling, this Stealthbox® will transform a Z into a serious music playback machine that will add enjoyment to every minute spent on the road.

### The Hard Data:

Contains two JL Audio 10W3v3-4 subwoofers in a sealed enclosure. 1000 Watt power handling. Wired for 2 ohms mono. Installs behind front seats in the front section of the cargo area. Black steel mesh grilles are included to protect the subwoofer drivers. Will not fit the 370Z Roadster convertible model.



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# Lexus Hybrid Bicycle Concept

Lexus has established itself as an industry leader in bringing advanced technologies to the premium car market. Now it has applied the same thinking on a smaller scale to create the Lexus Hybrid Bicycle, a design concept that captures the fundamental engineering and design values of the brand, but with two wheels rather than four.

In every aspect this is Lexus, from the L-finesse design language of the engaging and elegant frame, to the application of hybrid power, an electric eight-speed transmission and lightweight carbon fibre construction.

Lexus has pioneered high performance, low emissions and optimum fuel efficiency with its full hybrid Lexus Hybrid Drive

powertrain technology. The Hybrid Bicycle adopts similar principles, with the pedal power of the rider boosted by assistance to the front wheel from a 240W electric motor, via a 25.9V Lithium-ion battery, with a choice of Eco or Power modes. And, as with Lexus Hybrid Drive, there is an energy regeneration function that helps recharge the battery by capturing kinetic energy generated under braking.

The Lexus Hybrid Bicycle has all-wheel drive, by means of a belt system. It is equipped with an electric eight-speed Shimano internal gear system, which references the sophisticated eight-speed shift-by-wire automatic transmission of Lexus's LS 600h limousine. The carbon fibre construction shares the same light-but-strong composite materials technology that was used on Valentino Rossi's MotoGP-winning motorcycle.

# New McLaren MP4-12C configurator

'Designed around the driver' has been the prevailing concept for the MP4-12C. Future customers and sports car enthusiasts alike can now put themselves in the driving seat of this truly innovative new high-performance sports car and specify their ideal 12C using an interactive online car configurator at <http://www.mclarenautomotive.com/uk/p11/Configurator/default.aspx#/configurator>

Having driven 12C Experimental Prototype (XP) vehicles, and made an appearance at the recent launch of McLarenAutomotive to the world's media, 2009 Formula 1 World Champion Jenson Button and 2008 World Champion Lewis Hamilton were keen to be the first to specify their ideal 12Cs. Visitors to [www.jensonandlewis.mclarenautomotive.com](http://www.jensonandlewis.mclarenautomotive.com) will see the team-mates interacting with the online configurator for the first time in a new short film.

The configurator was developed using data obtained from the McLaren Automotive design and engineering teams at the McLaren Technology Centre in Woking, England. The 12C configurator will link to McLaren Automotive's 35 retail outlets in 19 countries across the globe, including the Middle East, when retailers are appointed from May 2010. It brings McLaren's innovative automotive technology closer to its first customers, allowing them to enjoy specifying their preferred 12C options from a range that literally offers millions of combinations.

A choice of 17 different high-grade exterior paint finishes begin with Blue, Silver and White available as standard on the 12C. A further eight may be selected from the Special range of finishes, which includes McLaren Orange, a solid hue which was the signature colour of McLaren race cars in the 1960s and 1970s. A choice of six Elite exterior colours is available for buyers seeking the very highest quality paint finish on their 12C.

Unique to the 12C is a 'Driver Zone' interior option. In addition to combining Alcantara, leather and carbon inside the cabin for both driver and passenger, owners are able to further personalise the area immediately around the driver. A choice of five leather trims can be specified solely for the driver's seat, door trim and dash insert and the resulting asymmetrical appearance enhances the driver-focused ambience of the cockpit.

Performance upgrades include a lightweight sports exhaust system, carbon ceramic brake discs, polished-finish calipers and two different lightweight forged wheel options. Mirror casings, engine bay panels and engine covers are all available in carbon fibre.

In the centre of the cabin, the 12C's portrait touch-screen gives driver and passenger access to a bespoke on-board entertainment, media and communication system. The 12C features a Meridian two-channel, four-speaker sound system, 40GB hard drive with media player, AM/FM radio, electronic user manual and Bluetooth telephony. USB, PDML and audio jack ports allow media player connection, with support for Apple iPod and Microsoft Zune.

The McLaren-developed IRIS option is available as an upgrade to the telematics system and allows use of voice control to access a navigation system while driving. Hard drive capacity increases to 80GB, while users can access a picture and media viewer and email. WLAN connectivity allows owners to remotely transfer music and other data files from a laptop or PC when parked within range. The IRIS option includes a seven-speaker Meridian surround sound system.





PARTS

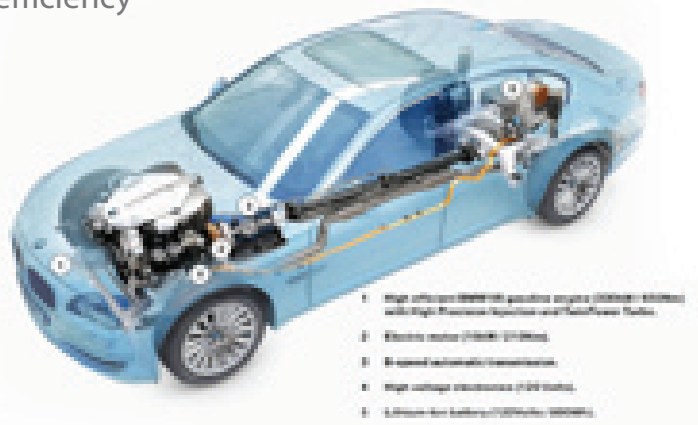
# BMW Brings Automotive Sustainability to the Middle East



The new BMW ActiveHybrid X6 and ActiveHybrid 7 combine greater dynamics with greater fuel efficiency

BMW Group is activating phase two of its Efficient Dynamics strategy in the region with the launch of the BMW ActiveHybrid 7 and X6 models, which integrate the latest electric and petrol engine technologies to further reduce fuel consumption and emissions.

BMW has already enjoyed significant success on the path to zero-emission vehicles, with over 1.6 million models already fitted with Efficient Dynamics technologies that reduce emissions and improve efficiency during phase one of the Efficient Dynamics strategy. This strategy has made the BMW Group the world's most sustainable car manufacturer.



Hybrid vehicles have two different drives. The combination of a combustion engine and an electric motor with a storage battery that allows for particularly efficient energy management. BMW ActiveHybrid combines this technology with hallmark BMW driving characteristics that result in a Hybrid that combines greater dynamics with greater fuel efficiency.

The BMW ActiveHybrid X6 enters the Middle East market with a 4.4 litre V8 engine with BMW TwinPower Turbo Technology, supported by two electric motors. It offers three drive options: to drive with electric power alone, to use the power of the combustion engine, or benefit from the combination of both drive modes. Driving completely free of CO<sub>2</sub> in the electric mode is possible up to a speed of 60km/h, the combustion engine then cuts in as required and is automatically switched off when driving at a speed of less than 65km/h.

The ActiveHybrid Display, featured as part of the ergonomically-designed driver console, delivers information about the output of the electric motor in four stages before the combustion engine cuts in. A clear graphic in the Control Display shows power flow in the vehicle in real time, which is updated every 60 seconds to indicate hybrid usage.

Through the combination of the V8 gasoline engine and electric motors, the BMW ActiveHybrid X6 is the world's most powerful hybrid vehicle delivering 485 hp - a significant increase in performance together with a reduction of fuel consumption and emissions by 20 per cent compared to the conventional X6. Average fuel consumption is 9.9 litres/100 km and the CO<sub>2</sub> emission rating is 231 grams/kilometre.

BMW ActiveHybrid 7 Series technology is a mild hybrid offering significantly more power, and at the same time, more than 15% lower fuel consumption and emissions than the standard BMW 750Li without hybrid technology.

The BMW ActiveHybrid 7 accelerates to 100 km/h in just 4.9 seconds and reaches a top speed of 250 km/h. Remarkably, at the same time average fuel consumption in the EU test cycle is a mere 9.4 litres/100 kilometres, while the CO<sub>2</sub> rating is 219 grams per kilometre.

Both the BMW ActiveHybrid X6 and ActiveHybrid 7 are the first BMW models with an automatic transmission to feature an engine Start/Stop function. Every time the vehicle comes to a standstill, the engine switches off, cutting fuel consumption and emissions. When the driver accelerates, the engine switches back on. During this process, all electric functions such as the air conditioning are supplied with power from the battery so that they continue to operate.

The BMW ActiveHybrid 7 comes with stationary climate control, a feature that enables one to control the temperature inside of the car before the journey begins. Made possible by the electric air conditioning compressor, it can be conveniently activated using the car key and means the BMW ActiveHybrid 7 can be cooled to a comfortable temperature before you get inside - without using a drop of fuel.

Both models retain the interior design and comfort features of their Series, with generous space on the inside and luggage compartments that can accommodate up to four golf bags. High-grade materials and excellent workmanship down to the smallest detail, coupled with aerodynamically optimized wheels, make for sheer driving pleasure.

Commenting on the arrival of the BMW ActiveHybrid models, Phil Horton, Managing Director of BMW Group Middle East said: "As one of the world's most successful automotive manufacturers we have a responsibility to offer sustainable vehicles, and we are pleased to now offer this Hybrid technology to our Middle East customers."

The new BMW ActiveHybrid X6 and ActiveHybrid 7 are available at all official BMW importers across the Middle East.

# Research In Motion to Acquire QNX Software Unit from Harman International

Move furthers innovation among parties for mobility, connectivity and intelligent automotive markets



Harman International and Research In Motion (RIM) announced that the two companies have reached an agreement for RIM to acquire QNX Software Systems. The deal is subject to regulatory approval and is anticipated to close within 35-45 days. This strategic move is expected to further strengthen QNX penetration in the automotive market and foster innovation for markets served by all parties.

"RIM is excited about the planned acquisition of QNX Software Systems and we look forward to ongoing collaboration between Harman, QNX and RIM to further integrate and enhance the user experience between smartphones and in-vehicle audio and infotainment systems," said Mike Lazaridis, President and Co-CEO at RIM. "In addition to our interests in expanding the opportunities for QNX in the automotive sector and other markets, we believe the planned acquisition of QNX will also bring other value to RIM in terms of supporting certain unannounced product plans for intelligent peripherals, adding valuable intellectual property to RIM's

portfolio and providing long-term synergies for the companies based on the significant and complementary OS expertise that exists within the RIM and QNX teams today."

"We welcome the opportunities that a strengthened relationship with RIM will create, as two innovation leaders collaborate to bring new connectivity solutions to the industry," said Dinesh C. Paliwal, Harman's Chairman, President and CEO. "We expect to maintain our close association with QNX and the cutting-edge software solutions it provides to Harman and our customers. We believe our leading customers will fully endorse this move and see it as a major step in advancing seamless connectivity and integration among intelligent devices."

"Like Harman, RIM shares our passion for innovation and reliability, so we are absolutely thrilled with this opportunity," said Dan Dodge, CEO, QNX Software Systems. "Moreover, RIM will give us the best of all possible mandates: to continue on our innovation path and to increase investment in our core products, professional services, and go-to-market channels. This is a great time to be a QNX customer, as we focus on collaborating with RIM to create an even more exciting platform for the next generation of connected and embedded devices."



PARTS

Vorsteiner releases

## VR-7 SPORTIV AERO PACKAGE



Vorsteiner is proud to announce the release of the BMW VR-7 Sportiv Aero Package for the BMW F01 & F02 7 Series. Vorsteiner specializes in developing aero enhancements that complement BMW's line of vehicles and the VR-7 Sportiv Aero Package continues Vorsteiner's philosophy of sporty yet understated elegance. The Vorsteiner Package enhances the shape and form of the BMW 7 Series with the addition of the VR-7 Carbon Fibre Add-On Front Spoiler, the VR-7 Carbon Fibre Add-On Rear Spoiler, and the change to VR-7 Carbon Fibre Replacement Rear Diffuser.

The VR-7 Add-On Front Spoiler lends its more aggressive lines to the front fascia of the elegant 7 Series giving the vehicle a more commanding front profile and sense of sportiness. Not only does the VR-7 Add-On Front Spoiler provides for a more prominent and confident tone in the overall front-end design but it also adds an increase in front-end downforce and stability.

The VR-7 Replacement Diffuser takes on a new motif, featuring subtle contours, edges, and indentations that complement the body lines of the new 750i yet contribute to its new sportive attitude. Its bold undertones perfectly embody Vorsteiner's traditional of blending purpose, function, and distinctive style.

The featured BMW 750i is equipped with 21 inch Vorsteiner V-102 Forged Monoblock wheels highlighting a concave split five-spoke design that extends to the outer edge of the wheel, which continues to exemplify Vorsteiner's goal to create a stature of sportiness. The front and rear wheel dimensions are more assertive and measure in at 21 x 9 (front) and 21 x 10.5" (rear). The wheels shown are fitted with Vorsteiner recommended Michelin Pilot Sport PS2 tires. Tire Specs come in at 255/30-21 for the front and 285/30-21 for the rear. The stance of the vehicle was further enhanced by H&R's super sport suspension package, lowering it by 48 mm.





# Stillen offers new AP racing front and rear big brake Kits For 2008-2010 Bmw M3 (E9x)

Features innovative Strap Drive System for road and track day applications



AP Racing, the braking technology choice of professional race teams worldwide, has introduced front and rear Big Brake Kits for the 2008-2010 BMW M3(E9x). Available from the Brake Pros product division of STILLLEN, these new brake upgrade kits fit most 18" and 19" OE wheels. They are compatible with OE ABS, traction control, stability systems and factory brake master cylinder.

The front Big Brake Kits are available with a red caliper/black script (AP7100R) or black caliper/yellow script (AP7100) and feature AP Racing's 6 piston caliper. The rear Big Brake Kits are available with AP Racing's 4 piston caliper and are also available with a red caliper/black script (AP7150R) or black caliper/yellow script (AP7150).



Manufactured for maximum stopping power and minimum brake fade, the kit offers high performance braking capability with race proven technology and comes complete with calipers, rotors, brake pads, coated stainless steel braided brake lines and all necessary mounting hardware for immediate bolt-on.

Two-piece modular rotors float on an aluminum hat and have 72 directionally curved vanes to maximize cooling in extreme brake situations. Both front and rear rotors are available in a cross-drilled and slotted pattern for an aggressive pad bite and better face cooling, or can be purchased slotted only. The AP Racing Strap Drive System has been developed for both road and track day applications. It uses a series of stainless steel straps to locate the disc to the mounting bell, producing a flexible coupling between the hub and the disc faces. This allows the disc to run true in the caliper under all conditions and also permits the disc to expand and contract without being restricted.

Strong, durable and designed to withstand any punishment, AP Racing Brake calipers are manufactured with a lightweight, pressure cast aluminum alloy 2-piece body and finished with a hard anodized 2-part paint finish. This 2-piece design is more rigid than commonly available monoblock calipers. Differential piston bores eliminate pad taper and maximize braking efficiency, and the anti-rattle clip eliminates pad knock and noise. A fixed radial mount ensures minimal caliper flex for the best available brake feel under all operating conditions.



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FHI to Introduce

# THE NEW EYESIGHT

## Subaru's Unique Driving Assist System with Advanced Safety Functions

Volvo may have been one of the first car companies to bring an automatic braking system to the street, but it certainly won't be the last. Subaru just announced it's the New EyeSight – a system that uses two cameras to detect potential collision hazards and stop the vehicle if necessary. The cameras work in conjunction with something Subaru is calling pre-collision braking control. If the cameras detect an object like a pedestrian or car in the vehicle's path, an alarm will sound to alert the driver. If the driver still takes no action, the car will stop itself, potentially avoiding a collision or reducing damage from the impact.



Stereo Camera



Image of object detection

Subaru says that the system will only stop the car if the difference in speed between the two objects is less than 18.5 mph. If the difference is any faster than that, and the New EyeSight system will simply slow the vehicle.

The company also announced a new brake assist system. When the driver applies the brakes in a panic situation, brake-assist equipped cars will add an extra boost to the brake system, hopefully stopping the vehicle before an impact.

Finally, New EyeSight equipped vehicles will also feature adaptive cruise control. Like similar systems from other manufacturers, the Subaru cars will be able to detect the speed of vehicles ahead of it in traffic, and adjust its speed accordingly when the cruise control is active. So far there's no word on how much the New EyeSight system will cost when it hits the market.

Fortune magazine names Bosch as world's

## Most Admired Automotive Supplier



Robert Bosch GmbH, the world's largest supplier of automotive technology, has been named the 'most admired' automotive supplier by Fortune magazine in its annual 'World's Most Admired Companies' list. Bosch moved up from number three in 2009 to occupy this year's top spot, reflecting solid support from key markets such as the Middle East.

The majority of the 4,100 managers from 670 companies in 33 countries surveyed by the Fortune business magazine expressed their high regard for Bosch's core values such as innovation, corporate strength, management qualities, and product and service quality. Bosch also took place among the top four most admired companies headquartered in Germany and is positioned 14th in the overall European ranking.

Robert Bosch Middle East FZE opened its Middle East & Africa Regional office in Dubai in 2008 to leverage market opportunities in one of the most active automotive markets in the world. Bosch Automotive Aftermarket is recognized as a leading provider of automotive products and services in the region and maintains key partnerships with leading industry players.

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# Porsche Design Driver's Selection Travel Collection



durable and have the characteristic Carrera S rims. The robust outer material of nylon and the aluminium base protector typify excellence and quality. The Carfit garment bag and the Carfit shoulder bag round off the basic products as two additional sophisticated travel companions.

Mobile people travelling a lot for business purposes use the pieces of luggage and accessories made of representative and high-quality leather from the new Panamera leather series. The travel bag forms the core of the range thanks to both its practical size making it ideal for short trips and its generous format making it perfect for conferences lasting several days. The espresso coloured robust cowhide lends the bag a sporty and classical charisma. The bag is optimally accessorised with the brief case, wallet and credit card holder in the matching colour. The elegant companion for her is the stylish handbag from the same series that combines enduring design with perfect functionality.

Travelling in a Porsche is always a pleasant experience thanks to the vehicle's sporting character and dynamic. However, a Porsche driver can always be assured that any holiday doesn't first start when you arrive, but it starts as soon as you pack! This is ensured by the exclusive and clever luggage collections from Porsche Design Driver's Selection that fit perfectly into the storage and space concept of the Boxster, 911, Cayman, Cayenne and Panamera.

Careful thought has been put into every detail of the interior of each luggage piece thus turning packing into a child's play. Whether it's the classical Porsche Travel System (PTS) "Ultralight" line, the new "AluFrame"-trolleys or the cases and bags from the Porsche Carfit series or the new Panamera leather series – all items of luggage unite first-class design with perfect functionality.

Angular, practical, good – the proved and tested "Ultralight" Porsche Travel System (PTS) made of light polycarbonate, is available in 19 exterior colours, sophisticated in look and offers clever loading options for the Boxster, 911, Cayman, Cayenne and Panamera rear compartment.

To coincide with the launch of the four-door Gran Turismo, the Porsche Travel System has been expanded to include a new luggage series: the "AluFrame" trolleys fit perfectly into the Panamera luggage compartment and all other Porsche models. The combination of aluminium frame and polycarbonate shell makes these particularly light and stabile. Flexibly adjustable dividers with interior compartment offer a high degree of convenience while packing. There are three models in various sizes, which are available in the original Porsche vehicle exterior colours.



Attention to detail according to the established craftsmanship of Porsche engineering is also the decisive principle with the Porsche Carfit luggage series. Not only can you load your Porsche easily, packing also becomes an easy task, because careful thought has been put into the interior of each piece of luggage. Pockets for shirts or detachable storage compartments for shoes and accessories are only

a few examples of the many practical features that just boost the holiday mood. Diversity is the name of the game when selecting a product from the Porsche Design Driver's Selection: be it the traditional option of a suitcase, a modern alternative of a trolley or a flight case or a casual variant of a holdall – there is a variety of shapes and sizes for every type of trip. The wheels especially developed for this luggage series are a highlight as they make next to no noise, are



The GORE-TEX® Comfort Mapping jacket satisfies a high degree of functionality and combines the best of materials, the most modern of styles and powerful colours. The innovative Comfort Mapping® technology ensures that wearing the jacket is a comfortable experience as it is windproof, waterproof and particularly breathable – in short an excellent travel companion for every season. The All-weather GORE-TEX® business jacket offers all these features to the business traveller.

The sporty, travel look is highlighted by the stylish women's sunglasses or the classical men's sunglasses from Porsche Design Driver's Selection. Both pairs of sunglasses are a successful combination of 100 percent UV protection with being very comfortable to wear. The lenses are break-proof and have an anti-reflective coating.



## Toshiba Introduces Highest-Capacity Automotive-Grade HDD to Support Demand for Advanced In-Vehicle Storage

### 200GB Small Form Factor HDD Sets a New Industry Standard, Targeting the Increasing Capacity Needs of In-Vehicle and Industrial Applications

Toshiba Storage Device Division (SDD), the pioneer in small form factor hard disk drives (HDDs), today strengthened its position as the world's leading manufacturer of automotive-grade HDDs by introducing a new HDD with 200 gigabytes(1) (GB) of storage capacity in a single-platter design.

The 4,200 RPM SATA MK2060GSC is the highest-capacity automotive-grade HDD available and provides vehicle systems manufacturers with the high-capacity storage needed to improve telematics, navigation and entertainment systems, particularly as these systems are being designed to communicate with information and content sources outside the car. This high-capacity automotive storage line will enable carmakers and aftermarket vendors to deliver an improved in-vehicle user experience, while enhancing driver safety.

This introduction builds on Toshiba's existing automotive product line. As of March 2010, Toshiba has shipped 14 million automotive-grade HDDs to the worldwide market, and had 75 percent global market share(2) for shipments in 2009, according to the company's internal sales data. In addition, IDC has forecast that more classes of automobiles will increasingly offer factory in-dashboard infotainment systems that provide audio, video and a variety of navigation information to passengers beginning in model year 2012(3). Consumer desire for multimedia applications and navigation systems integrated into cars has fueled demand for high-capacity HDDs, ensuring migration of these applications beyond the premium vehicle market and into the mainstream.

The MK2060GSC targets telematics and infotainment applications, in which proven performance and capacity are critical. This product line represents a significant innovation in commercial automotive-grade HDD technology, as it doubles the maximum storage capacity available. Other technical benefits to systems manufacturers include a 78 percent improvement in internal transfer rates compared to equivalent products on the market, as well as a faster seek time of 12 milliseconds and extremely quiet "silent seek" operation of 23dB. These features make the MK2060GSC ideal for multimedia, navigation and in-vehicle video recording applications, which require a combination of high storage capacities and rapid data recall.

In addition to its high capacity, the MK2060GSC offers exceptional reliability. This HDD can withstand altitude variations of -300 to 12,000 meters during non-operating and -300 to 5,650 meters while operating, as well as operating temperatures of -30 to +85°C. The new HDD also delivers high levels of operating shock resistance and enhanced vibration resistance. Consequently, telematics systems manufacturers deploying this product in high-quality cars can be confident their products will function normally, despite extreme environmental conditions.

"The next generation of automobile infotainment, connectivity and location-awareness applications will require more innovation and undoubtedly higher storage capacity," said Scott Wright, product manager for Toshiba Storage Device Division. "Our commitment to sustain continued advancement in this product category continues to position Toshiba as the leader for storage components. We are ideally positioned to provide vehicle systems manufacturers with the high-quality, reliable storage technology they need to capitalize on an evolving market opportunity."

In addition to the MK2060GSC, Toshiba also debuts the MK1060GSC as part of this automotive-grade product series, offering 100GB of storage capacity. All of Toshiba's automotive-grade HDDs are suitable for use in many industrial applications requiring extended temperature tolerance. Continuing Toshiba's commitment to reducing environmental impact, these HDDs are fully compliant with RoHS regulation and are halogen-free.





## Infiniti releases limited edition **Bell & Ross Wristwatch**



Infiniti, the luxury automotive brand from Japan, has announced the arrival of the Limited Edition BR03-92 Instrument Phantom Infiniti wristwatch, engineered by the Swiss specialist watchmaker Bell & Ross. Just 100 examples are being produced, and will be offered only through Infiniti Centres in Europe.

The launch of the exclusive timepiece, an elegant accessory for the discerning Infiniti customer and the watch collector, marks the collaboration of two brands which are synonymous across the globe with exceptional performance, craftsmanship, precision, and modern luxury.

"Infiniti has an emotional, inspirational appeal and offers a very personal style of modern luxury. This is clearly portrayed in the Bell & Ross timepiece which is designed for the tastes of modern owners. At Infiniti we are connecting with our passionate customers around the world, inspiring creativity and from time to time, offering them exclusive items such as this fabulous watch" commented Antoinette Barthes, General Manager, Infiniti Business Unit Middle East.

The parallels from the fusion of Infiniti and Bell & Ross are clearly evident in the appearance of the piece. The black carbon powder finish, which encapsulates the 42 mm case, resembles the graphite finish applied to many exterior parts of certain Infiniti models and is just as beautifully crafted. The seconds hand which sits on a galvanic black dial, is lined with a distinct purple coating, the same colour which lies at the heart of Infiniti's brand identity, and can be seen everywhere from the instruments of the car to furnishings inside an Infiniti showroom such as that in Kuwait City or most recently, in Abu Dhabi.

Whilst on the move, it is all about the ownership experience which is personal and exclusive: the rear of each of the 100 pieces has been engraved with the Infiniti signature and is complemented by an individual number of the edition within the BR03-92 Instrument Phantom Infiniti series.

Jim Wright, Vice President Infiniti Europe, explains: "The limited edition BR03-92 Instrument Phantom watch is a perfect tribute to the core qualities of Infiniti. It is also about offering the Infiniti owner something truly special and individual which we are able to achieve through this exceptional timepiece."

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## The F1 TM King Power

Hublot was appointed the "Official Watchmaker" by the Formula 1TM umbrella organisation in March. This agreement provides access behind the scenes at F1TM. The prestigious world of motor racing is a source of fascination. It represents both cutting-edge technology, the ultimate in precision, control and top-level sport. For the Hublot brand, which is based on luxury, a tradition of quality, excellence and advanced technological research, the world of the paddocks forms one of its most prestigious partnerships and is a clear culmination of its strategy to be visible to its clients, wherever they may be. The creation of a special watch, in the form of a King Power displaying the "F1" logo, is the fruit of the collaboration between the F1 TM heads and Hublot's watch creators.

Inspired by the world of F1TM, combining expertise with the highest quality, manufacturing processes at the cutting edge of research and high-tech materials, this zirconium watch is 48mm in diameter and its bezel has been designed to evoke the disc brakes on a Formula 1 TM car. Its strap is made up of two layers, featuring rubber on the inside and NomexTM, a material similar to that used to make racing drivers' overalls, on the outside. Both sporty and high-tech, the F1 TM King Power was enthusiastically received by those present when it was unveiled in Shanghai by Hublot's CEO, Jean-Claude Biver. The brand also opened its first boutique in the Formula 1 TM Paddock Club.



## BlackBerry Pearl 3G Smartphone

Research In Motion (RIM) announced the new BlackBerry® Pearl™ 3G, the smallest BlackBerry® smartphone yet. Despite its impressively compact and elegant design, this stylish new handset is a powerful 3G BlackBerry smartphone with uncompromising performance and top-of-the-line features, including all the industry-leading BlackBerry® email, messaging and social networking capabilities that so many people love.

## Splinter Cell, Conviction



The adventures of Sam Fisher continue in the fifth entry of the stealth-based series. In this game, all of the rules have changed, as the storyline takes a dramatic turn that will reinvent the Splinter Cell franchise forever. Fisher can no longer rely on his trusted bag of tools and iconic goggles. Investigation into his daughter's death unwittingly leads former agent Sam Fisher to discover he's been betrayed by his prior agency, the Third Echelon. Now a renegade, Fisher finds himself in a race against time to thwart a deadly terrorist plot that threatens millions.

Uniting revolutionary gameplay enhancements with a high-octane, no-holds-barred storyline, Tom Clancy's Splinter Cell Conviction arms you to the teeth with all the high-tech weaponry and lethal skills of an elite operative and invites you to enter a dangerous world where justice means making your own rules.

"The BlackBerry Pearl 3G is unlike any other smartphone in the world and we expect a broad range of new and existing customers will be drawn to its powerful features and compact design," said Mike Lazaridis, President and Co-CEO, Research In Motion. "Considering the fast growing consumer interest in smartphones and the fact that more than three-quarters of the people in the global mobile phone market are still buying handsets with a traditional alphanumeric keypad, we think the new BlackBerry Pearl 3G addresses a substantial market opportunity. It allows consumers to upgrade their traditional mobile phone to a full-featured, easy-to-use and fashionable 3G BlackBerry smartphone that supports BlackBerry Messenger and many other apps while maintaining a handset design and layout that is familiar and comfortable."

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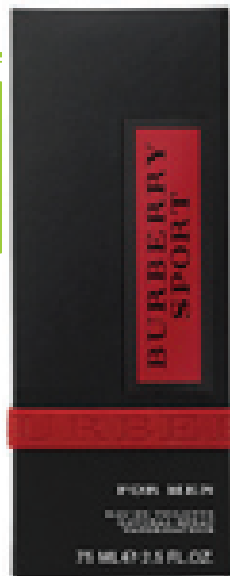
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## Burberry Sport for Men

Burberry Sport for Men is a healthy natural fragrance—a thrill of adrenaline, an expression of movement and energy. A unique, naturally sparkling combination of frozen ginger, grapefruit and wheatgrass. An exhilarating vivacity reminiscent of gin and tonic blended with a dash of green, aromatic cypress. The sensual, woody-ambery tones of Ambrofix™ and cedar wood enhance the soft, dry facets of Moxalone™ musk.



## The 16 Million Color Lamp.

This lamp produces 16,777,216 different colors of accent light. The lamp's four LEDs (two red, one blue, and one green) generate 256 different hues, 256 levels of saturation, and 256 brightness settings (Play Video). The lamp produces up to 120 lumens, from an ambient glow to a bright beam of pure white light or any primary, secondary, or tertiary color. A color wheel on the wireless remote enables continuous, seamless scrolling through the color spectrum, and dual dimmer buttons provide smooth transitions between different levels of saturation and intensity of light. The light can also be set to automatically cycle through soft, muted tones and deep, bold shades of light. The lamp sits at a 45° angle so that it projects onto a wall, and the LEDs are rated for 100,000 hours of use. Remote uses three AAA batteries (included). Plugs into AC. 8 1/2" H x 7 1/2" Diam. (4 lbs.)



## AMVOX5 World Chronograph

The AMVOX5 World Chronograph, the first timepiece in the AMVOX collection associating the chronograph with world time functions, celebrates the fifth watch borne out of the shared values of two exceptional brands: absolute respect for the noblest traditions; and the tireless pursuit of perfection.

The Grande Maison in the Vallée de Joux and the famous British sports car maker are fuelled by the same passion: a love of mechanical beauty be it of the automobile or horological type. Jaeger-LeCoultre is the only manufacturer to unite over 40 professions and skills under a single roof, from watchmakers and artisans who perpetuate and enrich the heritage passed on by former generations, to microtechnical engineers and cutting-edge

technology specialists. "Striving for success is one of the cornerstones of our partnership. The fabulous accomplishments that have punctuated the history of our brands have led to decisive breakthroughs, both in watchmaking and in car manufacturing", said Jaeger-LeCoultre CEO Jérôme Lambert.

Aston Martin Chief Executive, Dr. Ulrich Bez said: "Aston Martin and Jaeger-LeCoultre enjoy a highly productive collaboration, one which shares the values of each brand perfectly. The similar approach to manufacture, attention to detail and craftsmanship lends itself perfectly to this latest time piece in the AMVOX range.







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