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

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HYUNDAI'S NEW THINKING FOR FUTURE MOBILITY

CHRIS BUXTON

Regional Director Bentley Middle East

The Blackberry Q10

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CHRIS BUXTON

Regional Director Bentley Middle East

What are the first quarter sales for Bentley in 2013 in comparison to last year, how many cars were sold?

We have seen a huge growth in the region for the first three months of 2013 with sales up by 40% on the same first quarter of 2012. Last year was a record breaking year for us and 2013 is currently looking very promising.

What are your predictions of the 2013 sales generally?

We have high hopes for 2013; with a steady climb since 2009 our sales have nearly doubled globally. The Continental GT V8 and GTC V8 have attracted many new customers to the brand, and proven to be a huge success in the region and globally. Now we also have the Continental GT Speed and Continental GT Speed Convertible that we hope will further increase choice for our existing and potential customers. Our Flagship the Mulsanne continues to perform well with demand outpacing supply. The New Flying Spur was launched at the Geneva Motor Show in March and when it arrives in this region it is set to make a significant difference to our sales results for 2013.

What is the growth of sales per model in the Middle East?

Our total volume has grown by 40% supported by the following models.

Continental GT	+142%
Continental GTC	+29%
Mulsanne	+28%

What will be the models that are released in the UAE in the coming year?

At the start of the year we launched the New Continental GT Speed, our fastest production car to date, with the ability to go to speed of up to 329 km/h. The Continental GT Speed will appeal to driving enthusiasts who place a high value on outright performance, agile handling, distinctive design and sporting luxury. The convertible version of this vehicle is now available to order and is the fastest four-seater convertible in the world!

The New Flying-Spur will launch here in September and our dealers are already taking orders. Its predecessor was a huge success for Bentley, especially in the region so we are expecting big things for this all-new model. With its unrivalled blend of effortless driveability, exquisite luxury and craftsmanship, sculpted design and state-of-the-art technology it is sure to be very well received in the Middle East.

The New Flying Spur made its debut the beginning of this year, how has the anticipation been?

The New Bentley Flying Spur was launched at the 2013 Geneva Motor Show and the new model can't arrive in the region soon enough. The current Flying Spur was launched in the region in 2005, and we have sold 2117 up until 2012.

It is extremely important to the Middle East market with around 190 inquiries and 85 orders already placed.

How did the previous Flying Spur perform in terms of sales globally?

Globally we sold around 20,000 Flying Spurs to end of 2012. Customers who already own a Flying Spur have been in eager anticipation for this all-new model, and the complete restyling and defined design language is sure to attract new buyers who are currently contemplating competitor models.

The new Flying Spur has been completely restyled and establishes a new design language for Bentley's luxury performance saloon.

At Bentley, we make sure we create enough excitement around a new model launch, but in an elegant and understated way. Our customers expect a discreet, professional and exclusive service – the best in the world. We make a clear statement of intent that we have both the expertise and desire to meet and exceed customer expectations. With the forthcoming arrival of the Flying Spur and the recent arrival of the new GT Speed Coupe and Convertible, our model range is stronger than ever and we will maintain our position as the leading manufacturer of luxury vehicles in the world."

What was the Middle East reaction to the Bentley SUV?

The SUV caused quite a stir in the Middle East, with many orders placed even before a final version on the SUV has even been unveiled. Currently it is with the Board for sign-off so as yet we don't know when it will be available but the enquiries keep coming."

We are very excited by the potential of a high performance, ultra luxury Bentley SUV. We know that many of our Bentley customers here in the Middle East already own a SUV and hopefully they'll be able to one day own the most luxurious SUV in the world. With the exterior making a bold and dynamic statement it will still retain the qualities of luxury and power - a pure Bentley.

MOTORS



Audi at Wörthersee Tour 2013

Audi turns the Wörthersee 2013 into the "Home of quattro". At the large gathering in Reifnitz (Kärnten), the premium brand unveiled the Audi TT ultra quattro concept – which combines minimal weight and maximum sportiness. A wide range of high-performance cars also gave fans another taste of sportiness. In addition to the legendary Sport quattro S1, the very latest RS models and thoroughbred race cars were also on show. The Audi R18 e-tron quattro, which was the first hybrid car to win the 24 Hours of Le Mans last year, was also be part of the action at the lakeside. The Audi TT ultra quattro concept showcar combines a lean 1,111 kilograms total weight with a 2.0 TFSI engine, whose 310 hp and 400 Nm effortlessly propel the coupé. From a standstill the TT ultra quattro concept is catapulted in 4.2 seconds to 100 km/h. Its power-to-weight ratio of 3.6 kg/hp is on a par with thoroughbred super sports cars. And it is also worthwhile looking at the detail, not least because the concept car pays homage to automotive lightweight construction.

The engineers from Ingolstadt and Neckarsulm concertedly fine-tuned the Audi Space Frame (ASF) in the current TT generation and adopted an intelligent mix of materials including carbon-fiber reinforced polymer (CFRP) and Magnesium components according to the motto: the right amount of the right material in the right place. Through optimization of each component, overall, the lightweight construction measures make the concept car 300 kilograms lighter than the comparable sporty series-production model.

The combination of lightness and sportiness is also reflected in the looks. With its large spoilers, the TT ultra quattro concept proudly displays its motorsport genes. The base of the rear wing is manufactured as a supporting component from milled aluminum, while the wing, as a functional element, is made of visible carbon.

The concept car is painted in the special color crystal white. The CFRP used on the exterior adds a striking touch on the hood, the roof, the sides and the trunk. In the interior the same material also adorns the door trim, the center console and the cross-bracing that replaces the rear seat bench. The developers have also fitted the bucket seats from the R8 GT to the concept study; their chassis alone, made out of fiberglass-reinforced plastic (FRP), reduce weight by 22 kilograms. A veritable highlight: the exterior mirrors are replaced by compact cameras which transfer the images directly into the digital cockpit.

Thus the Audi TT ultra quattro concept offers the kind of driving experience that automotive fans on the Wörthersee expect from a genuine high-performance model. Like the "Ur-quattro" from 1980 and more than five million series-production vehicles since, this year's showcar is also fitted with the quattro permanent all-wheel drive. With its six speed transmission, the TT ultra quattro concept is 1.3 seconds faster than the series-production model when accelerating from 0 to 100 km/h. The top speed is 280 km/h.

The Audi showcar demonstrates the technical possibilities of an intelligent mix of materials. In this way considerable weight savings can even be achieved on an existing series-production model. Usage of these technologies is conceivable for future small-batch series.





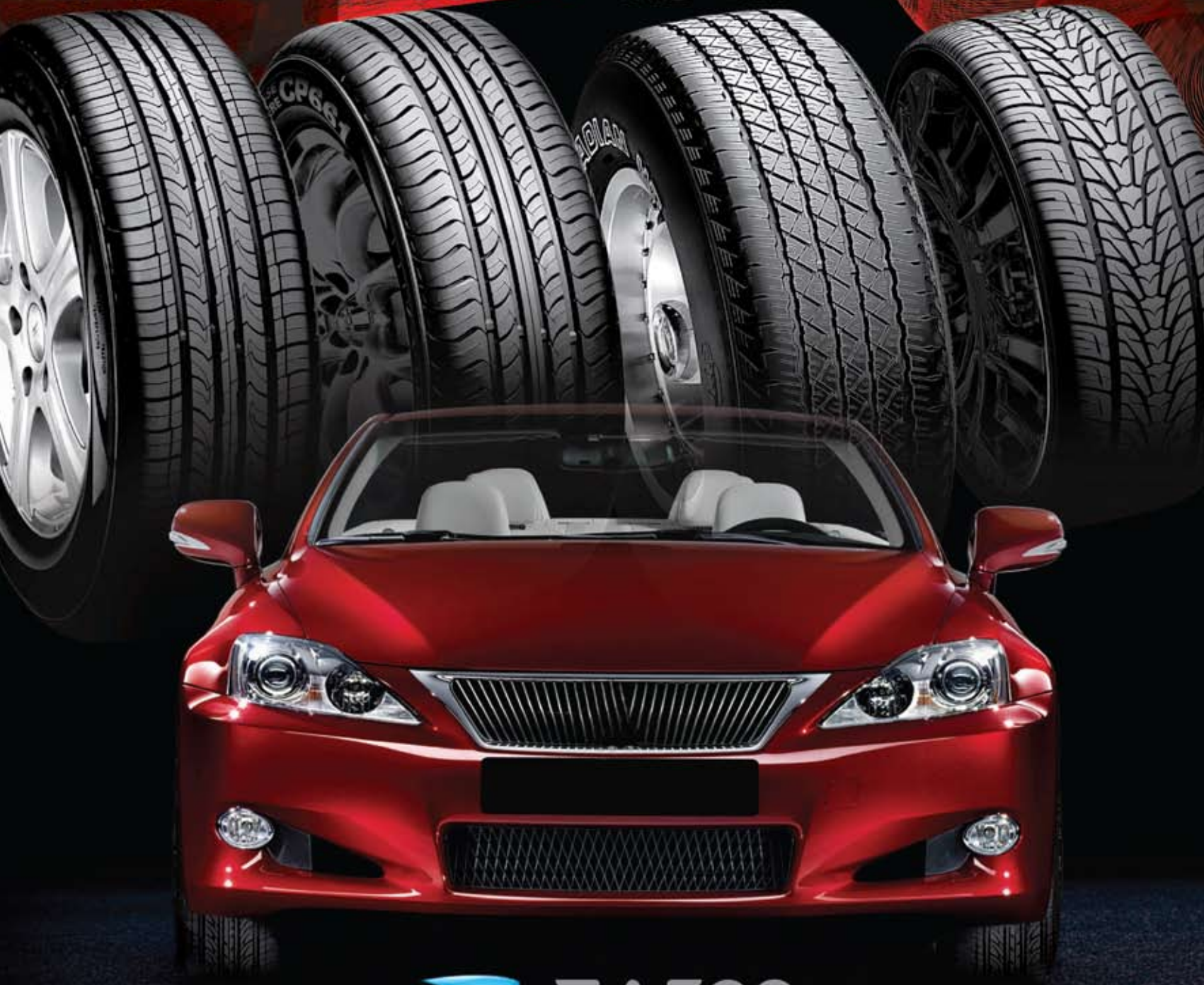
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AMERICAN UNIVERSITY OF SHARJAH UNVEILS ECO-STALLION ONE OF THE MOST FUEL EFFICIENT DIESEL CARS EVER BUILT



American University of Sharjah (AUS), ranked one of the top 450 universities worldwide by QS World University Ranking, unveiled its futuristic Eco-Stallion car, which is manufactured chiefly using recycled and reinforced paper. Eco-Stallion will be the maiden AUS entry at Shell Eco-marathon Asia, a prestigious annual event that challenges student teams from around the world to design, build and test ultra-energy-efficient vehicles.

Eco-Stallion will compete in the diesel category at Shell Eco-marathon Asia, to be held at Sepang Ping International Circuit, Kuala Lumpur July 4-7, 2013 along with 150 teams from 16 countries.

The AUS team of senior mechanical engineering students that built Eco-Stallion, one of the most fuel efficient diesel cars ever built, includes Mughees Khan, Badar Ud-Duja, Fouad Khan, Ridwan Murshed, Omar Jadallah and Ahmed Farhat. They were coached and guided by AUS professors Dr. Shivakumar Ranganathan and Dr. Basil Mohammad Darras, both assistant professors of mechanical engineering, with support

and ongoing technical assistance from Shell. The car, which is designed to go the longest distance using the least amount of fuel, is powered by a 243 cc engine that can produce up to 4.8 horsepower using diesel. The team chose the diesel category instead of other categories such as gasoline, solar, electric and hydrogen because they felt they would perform better with a diesel engine. The world record in diesel efficiency was achieved by the Spanish team of the Polytechnic University of Valencia in 2010 with 1396.8 kilometers per liter. Last year's best attempt in the diesel category reached 363.4 kilometers per liter and it was set by Tongji University, China. Eco-Stallion team members hope to surpass last year's record. Dr. Hany El-Kadi, Professor of Mechanical Engineering and Associate Dean and Director of College of Engineering Graduate Programs, said, "The launch of Eco-Stallion is a true showcase of the excellent facilities available to our mechanical engineering department, the quality of guidance from our professors and the ambition of our talented students. They are bringing to life our promise of

achieving excellence in their chosen field at AUS and are utilizing the opportunity to work on practical projects such as these. It is a testament to the technical and human elements and facilities coming together at AUS that has allowed Eco-Stallion to be designed and built wholly at our engineering labs, which are equipped with Computer Numerical Control (CNC) machines and the required technology to build a complete car. We would also like to thank Shell for their ongoing support and guidance to the students."

Dr. Shivakumar Ranganathan, Assistant Professor of Mechanical Engineering, said, "There are a lot of talented students at American University of Sharjah and a project such as the Eco-Stallion brings the best out of the students. The factory production of a highly efficient vehicle such as ours on a large scale will not only help reduce the carbon footprint on the environment but also provide a cheaper option for transportation in the developing world. Besides designing a vehicle that utilizes the least amount of fuel, we also ensured that the vehicle is environmentally friendly by coming up with the idea of designing the body of the car using recycled paper in a way that it has a high level of structural integrity. The benefits of using recycled paper are that it saves energy by reducing the need to extract and refine paper, conserves natural resources by reducing deforestation and decreases greenhouse gas emissions. We have been successful in designing a car that is fuel efficient and eco-friendly and now look forward to our participation in the Shell Eco-marathon."

"We are very pleased to see AUS's engineering students' first fuel-efficient 'Made in the UAE' car come to life and look forward to seeing the car on the tracks at the Shell Eco-marathon race in Kuala Lumpur in July. The Shell and AUS teams have worked closely together to realize this milestone. Providing university students in the UAE with an opportunity to apply their engineering skills to conceptualize and produce energy efficient cars encourages understanding about the future of innovation and smarter mobility. This unique experience empowers them to become active contributors in creating a sustainable platform for growth for future generations. We wish the students the best of luck in Malaysia and we will be with them every step of the way," said Xavier Hery, General Manager Aviation - Middle East and South Africa, Shell Markets (Middle East) Limited. "We are very excited to have reached this far and now our dream is becoming a reality," said Mughees Khan, the Team Manager. "At the beginning it looked like a long shot but now that we are unveiling the car, we are proud that we made it this far and we are encouraged that we will do well in Malaysia."

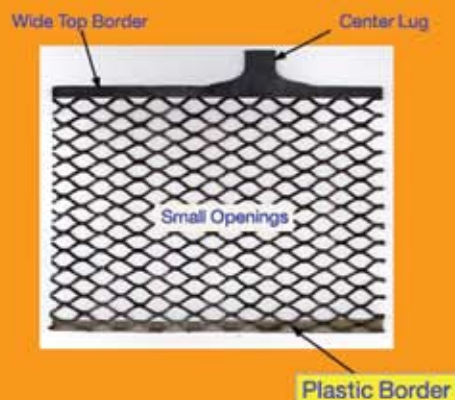
AUS, recently named one of the top 450 universities worldwide by QS World University Ranking, is accredited by the Commission for Academic Accreditation of the Ministry of Higher Education and Scientific Research in the United Arab Emirates and by the Commission on Higher Education of the Middle States Association of Colleges and Schools in the United States.



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THE FERRARI 458 SPIDER

BY KAHN DESIGN

Do supercar owners stick with the kudos to match ownership of intricate vehicles, or do they purchase something that has the looks, sound, speed and handling of a real supercar?

Marking an evolution as opposed to a revolution - the Kahn Ferrari 458 Spider is the perfect car.

Welcome, to the new world of the Ferrari 458 Spider. Shrouded in voluptuous Grigio Alloy couture, the Kahn styling package comes complete with a lowered suspension, front sections, matt rear styling detail, black painted calipers and state of the art Monza forged alloy wheels (finished in the colour of your choice & fit all original centre caps), and the majestic 180 number plate, ensure a mighty presence on the road.

This convertible is the right choice for people who want to be seen and heard. Ferrari has discarded the fabric roof in favor of a folding hardtop. The roof folds in 14 seconds, and is 25kg lighter than the equivalent.

Inside is the 'bespoke touch', and the Kahn Ferrari 458 Spider scores profoundly with a rather luxurious Nero interior.

Don't feel limited by what Kahn has done to this car. If you, for example want a car with a full colour change (to a colour of your choice) and an interior akin to, let's say your favourite leather reclining chair in your living room, they will be more than happy to oblige.

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HYUNDAI LUXURY THROUGH AN ARTIST'S EYES

Hyundai's commercial features one of the world's leading artists, Philipp Weber, creating seven stunning images depicting the New 2014 Centennial

Hyundai Motor Company has linked up with one of the world's leading artists, Philipp Weber, to produce a unique series of pictures depicting the company's luxury flagship sedan, the New 2014 Centennial. The project, which took six months to complete, forms the subject of a captivating advertisement that is currently airing across the Middle East.

Tom Lee, Vice President and Head of Hyundai Middle East HQ, said: "This collaboration represents the latest step in communicating the principles behind our brand direction of 'Modern Premium', and builds on our tie-up with the world-renowned designer Hermes and the Centennial at the recent Seoul Motor Show. This project also exemplifies our brand slogan "New Thinking, New Possibilities. We hope that everyone in the Arab world enjoys our new advertisement and appreciates the amazing art that Philip Weber has produced."

Weber focused specifically on features that help the Centennial stand out from its rivals. These include the front headlight, Head-Up Display, TFT cluster supervision cluster, wing mirror and rear headrest, screens and seats. The series of stunning images is rounded off by a full exterior picture.

The advertisement, which was shot in Berlin, Germany, shows the process by which Weber recreated key aspects of the Centennial through a series of seven remarkable paintings. Set to the soft tone of piano and string instruments, it concludes with an overlap between Weber's paintings and the actual Centennial. It is currently being shown on a number of TV channels in the Middle East.

German-born Weber is a world-renowned artist in a new genre of painting called hyper-realism. Normally he specialises in depicting humans, which are considered the most difficult subjects to paint realistically. With his signature style, Weber created seven paintings of the New 2014 Centennial conveying a sense of realism that can only be matched by photography.

The New 2014 Centennial was launched earlier this year, enhanced and refined in line with Hyundai's brand direction, 'Modern Premium'. It offers more luxury, comfort and technology than ever before, with genuine leather and real wood panelling as well as a wealth of technology, including a full colour head-up display, 12.3-inch TFT supervision cluster and blind spot detection system.



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HYUNDAI'S NEW THINKING FOR FUTURE MOBILITY



Hyundai Motor Company reveals unique concepts for single-person future mobility, designed for use in congested cities across the globe. Prototypes have been created by engineers working at the company's research and development (R&D) centre in Korea for an internal contest called the 'IDEA festival'.

For the last three years, Hyundai has been organising this internal contest to enhance and expand R&D staff's creativity, and to discover fresh ideas for future mobility. There is always one overriding theme, but there are no boundaries for the ideas. Contestants demonstrate how new thinking can truly create new and innovative possibilities.

Hyundai's engineers submit their ideas, which get evaluated based on creativity, technology, fun and relevance to the theme.

Winning teams from the first round then compete in a presentation contest and approximately half of the ideas make it to the finals. The final ideas are produced and demonstrated on the festival day in Korea.

There was a wide range of prototypes showcased at the 'IDEA festival 2012', including the 'E4U' egg car, one of the winning ideas.

Hyundai is currently preparing for the 'IDEA festival 2013' with its staff submitting their ideas this month. The theme this year is 'R&D for Customers', focussing on how to meet customers' future needs. This reflects Hyundai's current strategy to focus on developing the brand and customer experience. Each winning team will turn its ideas into working prototypes and showcase them in September this year.





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Automobili Lamborghini celebrates 50 years of legends with the exclusive

Aventador LP 720-4 50° Anniversario.

In celebration of its 50th birthday and against the backdrop of the Shanghai Auto Show, Automobili Lamborghini presented a very special super sports car with exclusive equipment and technology. The Lamborghini Aventador LP 720-4 50° Anniversario is a limited and numbered series of 100 units worldwide. Each unit has a Forged Composite® badge with the 50° logo and a serial number.

With its output increased to 720 hp, its new performance-oriented front and rear design, the special paintwork and unique interior trim, this Aventador is one of the most exclusive models ever produced in the history of Lamborghini.

The Aventador LP 720-4 50° Anniversario represents a new highlight of this globally successful model range with carbon-fiber monocoque, twelve-cylinder engine and permanent all-wheel drive. With its output of 720 hp, the 6.5-liter twelve-cylinder in the Aventador LP 720-4 50° Anniversario is 20 hp more powerful than the current V12 in the Aventador LP 700-4. This is due to a new specific engine calibration. With its extremely fast-shifting ISR transmission, the anniversary model accelerates from zero to 100 km/h in 2.9 seconds and reaches a top speed of 350 km/h.

The front and rear fascias of the 50° Anniversario model have been redesigned and the aerodynamics further optimized. The front air intakes and the aerodynamic splitter have been enlarged and extended, and small flaps set into the sides. The rear end is completely new and features an enlarged diffuser and expansive meshwork that further improves engine-compartment ventilation. Overall, handling stability at extreme speeds has been optimized without impacting drag characteristics due to an increase of more than 50% in the aerodynamic efficiency compared to the Aventador LP 700-4.





The newly developed paintwork on the 50° Anniversario edition, Giallo Maggio (May yellow) is a tribute to the most preferred color chosen by Lamborghini costumers since the Miura and references the founding of Automobili Lamborghini in May 1963. The exclusive Giallo Maggio is an all-new color with a particularly intense glitter effect and will only be available on this edition. The structure of this paintwork in sparkling yellow includes a layer of transparent and highly reflective particles, that make the Aventador truly glisten, especially in the sun. The front and rear, as well as the sills, have a two-tone design in Giallo Maggio and matte black that emphasize the Aventador's streamlined shape. Matching perfectly are the wheels painted in high-gloss black. Naturally, the Aventador LP 720-4 50° Anniversario can also be ordered in every imaginable color through the Ad Personam individualization program.

The interior of the Aventador LP 720-4 50° Anniversario is upholstered in an extremely fine, natural, semi-aniline leather. This leather, specifically developed for the Aventador 50° Anniversario, is worked through a particular tanning and coloring process that accentuates the full grain, natural look and smoothness of the leather. The colors offered are inspired by Lamborghini's home in the Italian region of Emilia-Romagna.

Thus, Nero Ade (black) is combined with Terra Emilia, a shade of brown evoking the earth of the region, a color that evaluates the exclusive positioning of this model. An alternative color is Giallo Quercus, a yellow color matching the exterior and stressing the vehicle's sporty nature, is named for the yellow oak tree in the Sant'Agata Bolognese coat of arms. Featured in both versions is the exclusive Q-Citura stitch, a diamond pattern introduced especially for this celebratory model that highlights the Italian craftsmanship found in the interior of the Aventador 50° Anniversario.

At the Shanghai Motor Show 2013 Lamborghini is also presenting the Gallardo LP 560-2 50° Anniversario. It is painted in Bianco Opalis, a shimmering white, and boasts exclusive features like the carbon-fiber rear wing from the Gallardo Superleggera and the transparent engine cover. Furthermore appearing in Shanghai are an Aventador LP 700-4 Roadster in Bianco Isis and a Gallardo LP 560-4 Spyder in Grigio Telesto.

All Lamborghini models built in the 2013 anniversary year feature the 50th anniversary emblem in the cockpit. Like every Lamborghini, it is made using a combination of hi-tech and artisanal craftsmanship -- the emblem is produced in Forged Composite, a carbon-fiber material patented by Lamborghini. The glazed "50th" logo is then applied by hand by experienced specialists.



INFINITI LAUNCHES TRAINING ACADEMY IN THE MIDDLE EAST



Infiniti, the luxury automotive brand from Japan, has launched the Infiniti Training Academy in the Middle East with one mission; to establish a structured learning path for all the Infiniti sales team across the region.

The Infiniti Training Academy is dedicated to ensure customers are provided with the highest level of service as standard across all Infiniti retail outlets. This will be achieved through the transfer of all relevant product knowledge including tools, brand messages and philosophy to all Infiniti staff. In an effort to offer standardised training for all members of the sales team, the Infiniti Training Academy offers a certification program that will act as a guide for the sales team to deliver exceptional customer service, an area Infiniti is striving to create a new benchmark for within the industry and beyond.

"Hospitality is deeply rooted in the DNA of our brand. We strive to offer an excellent retail and customer service experience to every individual that walks through the doors. We are dedicated to raising standards of Infiniti's frontline skills and competency and bringing it all to a consistent level of excellence," said Juergen Schmitz, General Manager of Infiniti in the Middle East. "The Infiniti Training Academy will not only benefit our key stakeholders, retail partners and networks, but most importantly our customers as well."

As the Infiniti retail network grows across the region, a crucial point of differentiation for the brand amongst luxury automotive competitors will be the higher level of customer service it delivers.

BMW M GMBH ADDS THE ALL-NEW BMW 6 SERIES GRAN COUPÉ TO ITS RACING STABLE

Strikingly sporty M-Powered version of the BMW 6 Series Gran Coupé joins the M6 family

Through expert engines, sport-tuned suspensions, and exceptional technology, BMW has once again turned the ordinary into the extraordinary with the development of the all-new BMW M6 Series Gran Coupé, which went on sale across the Middle East this last month.

Following in the tracks of the BMW M6 Convertible and Coupé that were launched last year, the third body variant of the BMW M6 high-performance sports car is the new flagship of BMW M GmbH, a subsidiary of the world's leading premium automotive manufacturer for sports and high performance vehicles. Representing the ultimate in four-door high performance sports Coupés, the new model occupies an exclusive position in the premium segment thanks to a unique combination of outstanding dynamics, hallmark M model harmony and everyday practicality. Combining customary M performance characteristics with extra helpings of luxury and aesthetic appeal, the BMW M6 Gran Coupé is immediately recognisable as an elegant and sporty 6 Series, but with enhanced M styling design cues that

make it look sportier and more powerful. These elements include wider air intakes, stunningly contoured headlight units, the newly designed M kidney grille, which bears an "M6" badge, and 20 inch M light-alloy wheels available with two different design choices.

Under its bonnet, BMW's motor sport technology ensures that the new model raises the bar in performance. The interplay of the high-revving 4.4 litre V8 engines and M TwinPower Turbo technology is accompanied by a seven-speed M Double Clutch Transmission with Drivelogic, Active M Differential and model-specific chassis technology, all of which ensure you get the drive of your life. Delivering 412kW/560hp, it propels the BMW M6 Gran Coupé from 0 to 100 km/h in just 4.2 seconds.

On the exterior, classical proportions and the sporty yet elegant lines of the BMW 6 Series Gran Coupé form the foundations for the new M model's striking body. Combining superior elegance with the comfort and functionality of a four-door saloon and the prowess of a top-class high performance sports car, its dimensions and equipment features ensure that luxury does not come at the price of everyday usability.

The roof of the BMW M6 Gran Coupé is made of carbon-fibre-reinforced plastic, a unique feature in this segment. This extremely lightweight design provides superior stiffness and reduces weight by 25kg compared to that of a conventional glass sunroof. It also helps to improve the car's handling even further, making the drive even more dynamic. Inside the cockpit of the BMW M6 Gran Coupé, ground-breaking ergonomic design guarantees perfect mastery of the vehicle in every situation. Standard equipment includes leather trim, heated driver and front passenger seats, automatically dimming rear-view and exterior mirrors, an alarm system and the BMW Professional radio with hi-fi loudspeakers. Available as an alternative to the standard 2-zone automatic climate control is a 4-zone system with a control panel in the rear compartment. Other highlights of the options list include M multifunction seats, Comfort Access, the Soft Close Automatic function for the doors, electrically operated sun blinds and the new generation of the Professional navigation system. Available as an option, the M Carbon Ceramic Brake System is an innovative new feature for all M6 model variants. Its brake disks, manufactured from an extremely durable and heat-resistant carbon-ceramics compound, are considerably more lightweight, wear-resistant and corrosion-resistant than conventional components. This makes steering on the front axle even more precise.

When it comes to BMW ConnectedDrive assistance technology, the BMW M6 Gran Coupé boasts an impressive range of features which, when combined, enhance comfort and safety. Technologies include BMW Park Assistant, High Beam Assistant, Lane Change Warning, and Lane Departure Warning.



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The Bugatti Veyron is the fastest street legal car. The Dubai police just added Bugatti to its fleet of supercars!

Land Rover Celebrates 65 Years Of Technology And Innovation With Defender LXV Special Edition

Land Rover marks 65 years of technology and innovation with a celebratory event at Packington Estate near its Solihull homeland. A 'HUE' birthday cake was flown in by special delivery in a Lynx helicopter by a member of the 'Black Cats' Royal Navy display team, renowned for thrilling audiences with their dynamic air displays.

The desire to create a vehicle that will tackle any terrain has been at the forefront of the Land Rover brand since the foundations were first sketched in the sand by Maurice Wilks. This principle has subsequently made Land Rover famous around the world since production began in 1948. 'HUE 166' was the very first Series I Land Rover, affectionately known by many as 'Huey', and will be on prominent display at the event.

The occasion also set the scene for the debut of a Special Edition Defender - the LXV (65 in roman numerals). Defender evolved from the original Land Rover in 1990 and this iconic family of utility vehicles - Land Rover Series I, II, III and Defender - has now sold in excess of two million units. Available in five different body styles, the LXV is based on the standard Land Rover Defender which is equipped with the 2.2-litre diesel engine and 6-speed manual transmission, producing 122PS@3,500rpm of power and 360Nm@2,000rpm of torque.

This striking Special Edition sports 16-inch Sawtooth alloy wheels and comes in Santorini Black or Fuji White with contrast Corris Grey roof, grille and headlight surrounds and fascia. The interior boasts exclusive full leather seats with LXV embossed front headrests and unique orange contrast stitching on the seats, steering wheel and centre cubby compartment to complement exterior LXV decals. An optional union flag decal can be located on the rear of the vehicle. Prices will be available in August.

Around 150 heritage Land Rovers are attending the celebratory event at Packington Estate which was the testing ground for the original 1947-48 Land Rover prototypes through to the Range Rover development vehicles of the late 1960's and early 70's. These vehicles showcase key milestones in Land Rover's 65-year history and also some 4x4 world firsts such as anti-lock brakes, adjustable air suspension, Electronic Traction Control, Hill Descent Control, Terrain Response® and Stop/Start technologies.

The vehicles on display demonstrate Land Rover's legendary breadth of capability, with ploughing, emergency service, military, expedition, royal and concept vehicles all firmly positioning Land Rover as the world's most versatile vehicle. They sit alongside Land Rover's current model line-up - the Defender, Discovery, Freelander, Range Rover, Range Rover Sport and Range Rover Evoque - and include the brand's latest technological innovations in the form of the new Electric Defender research vehicle and the world's first 9-speed transmission for a passenger car.

John Edwards, Land Rover's Global Brand Director says: "Land Rover is celebrating 65 years of proud heritage. It is in fact a dual celebration, as March saw Land Rover deliver the strongest ever monthly and quarterly sales performance in its history.

"Since 1948, every component in our vehicles has been designed and engineered with intent and Land Rover continues to this day, to build the world's most capable all-purpose vehicles. A blend of refinement, performance and unmatched all-terrain capability make Land Rover vehicles distinctive and unique, ready to tackle the world's most challenging and inhospitable terrain."

John Edwards continues: "The all-new Range Rover and Range Rover Sport are the result of unprecedented investment in technology, in engineering and in our manufacturing facilities to produce the world's first SUVs with a lightweight aluminium body structure. Investing in innovation has always been the lifeblood of Land Rover and we will continue to develop innovative new technology and sustainable motoring solutions for the future, whilst retaining the class-leading and legendary breadth of capability that Land Rover's heritage is built upon."



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ROLLS-ROYCE MOTOR CARS PROVIDES GHOST EXTENDED WHEELBASE TO FAB1

MILLION PROJECT IN SUPPORT OF BREAST CANCER CARE



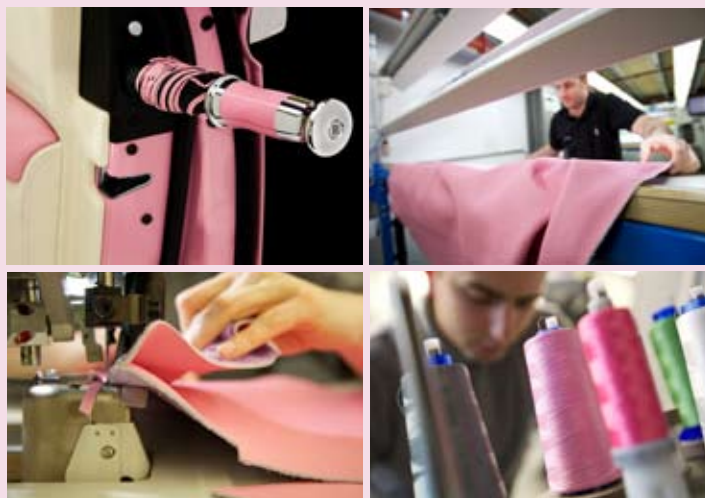
Rolls-Royce Motor Cars proudly presents FAB1, a Rolls-Royce Ghost Extended Wheelbase set to support FAB1 Million and Breast Cancer Care.

Headed by Chris Evans, the FAB1 Million project is set to raise £1 million for Breast Cancer Care through making this bespoke Ghost available to hire over the next twelve months. This extraordinary car will make appearances at exclusive events as well as being available for hire for any special day, with all proceeds directly benefiting Breast Cancer Care.

In support of this exciting project and very worthy cause, the Rolls-Royce Bespoke team has prepared a very special motor car, combining numerous exclusive bespoke elements, from pink accented umbrellas, to hand-embroidered headrests featuring the Breast Cancer Care pink ribbon motif. Further enhancements include unique 'FAB1' treadplates and a Blushing Pink and Crème Light interior leather scheme. An uplit Spirit of Ecstasy adorns the silver satin bonnet.

In addition to providing a superior ride experience and ample legroom, the passenger experience of this exceptional Ghost Extended Wheelbase is enhanced with hand veneered picnic tables, 9.2 inch LCD screens and a champagne coolbox. Passengers will be able to relax with a chilled glass of champagne, indulge in a concerto, courtesy of a 10-channel amplifier and 16 speakers delivering 600 Watts of surround sound, or simply sink into sumptuous leather seats and lambswool footmats, relaxing into luxurious silence as they journey to their destination.

"When I received the call from Chris Evans to support FAB1 Million, we immediately sprang into action," said Jolyon Nash, Sales and Marketing Director. "It's taken countless hours to create such a special car but every minute spent is absolutely worth it for such a valuable cause. We wish the project every success."



McLAREN P1

'DESIGNED BY AIR' INTERACTIVE EXPERIENCE UNLEASHED



The key to the performance for the McLaren P1™ is aerodynamics, and a new web experience, entitled 'Designed by Air', is the first of a two part series telling the extraordinary story behind the car's design. The website offers participants a detailed insight as the car is 'born' from raw metallic and carbon elements and is crafted by airflow. The journey evolves to unveil the McLaren P1™ within the wind tunnel highlighting the aerodynamic focus of the design.

Expanding into further sections, the story behind the design of the McLaren P1™ reveals an interactive 3D model with further information about the finely honed aerodynamic features. The immersive experience, inspired by McLaren Automotive Design Director Frank Stephenson's biomimicry design philosophy, showcases the McLaren P1™ in simulated urban, alpine, highway and track environments, detailing how the active aerodynamic systems adjust and adapt to deliver optimum performance for differing driving conditions.

The 'Designed by Air' McLaren P1™ experience is socially enabled, with a final section 'Future Chapters' inviting users to 'like', share and register ahead of future updates on the car's interior and performance features.

Frank Stephenson, Design Director at McLaren Automotive explains: "Our main objective with the McLaren P1™ was to design the best driver's car in the world, on road and track. Managing air flow in and around the car's bodywork and optimising aerodynamics was key in achieving this goal. This design philosophy crafted the highly unique and emotive shape of the car.

"The online 'Designed by Air' experience developed for the McLaren P1™ captures the essence and detail of the car's aerodynamic design in an immersive and engaging way." The McLaren P1™ experience can be found at designedbyair.com.

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TECHART for PorscheCayman



Transferring the principles of sportiness and individuality into TECHART-typical design – this is the key demand made by TECHART on its new options for the Porsche Cayman models. The front apron with a TECHART two-part front spoiler, integrated splitter as well as re-designed and bigger central air duct gives the Porsche Cayman a more aggressive look and offers additional dynamics to the mid-engine sports car's powerful outline.

The TECHART design vocabulary spreads to the vehicle's rear via trims at the side mirrors and upright fins in the side air intakes at the rear wheel arches. The combination of a fixed TECHART rear spoiler, a rear diffuser with TECHART diffuser trim and central TECHART sports tailpipes completes the car's exterior appearance.

The audible enhancement of the TECHART individualization program for the Porsche Cayman is alternatively undertaken by either a TECHART sports exhaust muffler or the new forthcoming TECHART sports exhaust system with valve control, which gives the 6-cylinder boxer engine a sporty and powerful sound at the push of a button.

TECHART wheels in 21-inch perfectly match the TECHART aerodynamic kit for the Porsche Cayman. Customers can choose between TECHART Formula light alloy wheels in classic 5-spokes design or the weight reduced TECHART Formula III forged wheels in dynamic twin-spokes design. These are optionally available in new attractive surfaces and color versions such as high gloss ceramic polishing and bi-color finish.

The TECHART sport spring kit lowers the ride height of the Porsche Cayman by 35 mm compared to a standard suspension and by 25 mm compared to a PASM suspension.

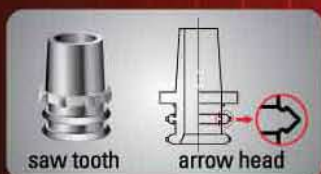


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LIMITED EDITION OF SMART FOR JEREMY GOES INTO SERIES PRODUCTION

HAUTE COUTURE ON FOUR WHEELS

The smart forjeremy is going into series production. At the Shanghai Auto Show smart showcased the unique model created together with internationally renowned fashion designer Jeremy Scott, which will be available as an extremely limited special edition licensed for road use. With its striking wings at the rear, the vehicle retains a central design element of the original show car. Production was scheduled to begin in April 2013. The smart fortwo edition by Jeremy Scott is available as a coupé with either a local emission-free electric drive, BRABUS electric drive or a powerful BRABUS 75 kW petrol engine.

Jeremy Scott gives smart wings – the most eye-catching feature of the new smart fortwo edition by Jeremy Scott is the two vertical wings just above its rear lights. As Jeremy Scott explains: “I wanted to design something out of the ordinary, something that expressed my dreams and fantasies and that transferred my fashion ideas to automotive design. I see myself driving this car and can well imagine my friends and cool people all over the world loving the unique design of this smart.”

The tridion safety cell, door mirror caps and radiator grille are all painted in alubeam. By contrast, the bodypanels and 16”/17” Monoblock alloy wheels are finished in polar white in the BRABUS drive variants. The mirror triangle and rear lid are embellished by logos and lettering featuring the words “by Jeremy Scott”.

White is also the dominant colour in the interior, together with fine materials: the seats, door centre panels, gear knob (petrol version only) and kneepad are all tailor made with white, embossed leather complete with white stitching. The diamond stitching on the seat surfaces and backs is also found on the door centre panel. The top part of the instrument panel is covered with embossed black tailor made leather and also boasts white contrast stitching. The 3-spoke sports steering wheel is covered with white leather.

A pleasing contrast is created by the dashboard instruments, the trim to the side of the instrument panel and the gearshift trim, all of which are finished in alubeam. The classy look is underlined by black velours floor mats with white leather trim and “Jeremy Scott” in elegant lettering.

A choice of three engines

The exclusive special model is available with three different engine versions. All vehicles will be built by smart-BRABUS GmbH in a tailor made manufacturing process:

- smart fortwo edition by Jeremy Scott electric drive: with a 55 kW electric motor
- smart fortwo edition by Jeremy Scott BRABUS electric drive: with a 60 kW electric motor
- smart fortwo edition by Jeremy Scott BRABUS: with a 75 kW petrol engine

Exuberant creations: Jeremy Scott

Wings are one of the recurring design elements used by Jeremy Scott to great effect. Be it sweatshirts, sunglasses, watches or sneakers, winged motifs crop up again and again in his collections. Jeremy Scott is regarded as the last rebel of the fashion scene. When it comes to style and design, he knows neither boundaries nor conventions. His polarising impact has established him as a pop icon and a creator of exceptional fashion designs. Many stars from the music scene have embraced his avant-garde creations – they are worn by leading names such as Lady Gaga, Rihanna, Katy Perry, Madonna, Björk and Kanye West.

Born in Kansas, Missouri, Jeremy Scott first went to New York in 1992 to study fashion design at the Pratt Institute, one of the leading schools of art and design in the USA. After graduating in 1996, he made a beeline for Paris to launch his design career at the tender age of 21. In 1996 and 1997, he won the “Venus de la Mode Award” for the “Best New Designer” and was nominated for the “Best Young Designer” award by the Council of Fashion Designers of America (CFDA) in 1999. In 2001, the award-winning wunderkind returned to the USA to take up residence in Los Angeles.

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Usain Bolt golden again with unique Nissan GT-R



Nissan has delivered a special GT-R, bathed in exclusive gold paint, to Olympic gold medalist Usain Bolt in appreciation for his contributions as a Nissan brand ambassador for GT-R. Bolt, known as “the world’s fastest man,” has been promoting the company’s brand awareness in association with the Nissan Global Brand Campaign, which kicked off in April 2012 and has been running in markets around the world ever since.

It was love at first sight for Bolt, already a GT-R owner, when the one-of-a-kind “Bolt Gold” GT-R was unveiled as the top prize in an online global charity auction held in late 2012. The proceeds of the auction went to the Usain Bolt Foundation.

The special Gold GT-R that Nissan presented to Bolt is based on the 2013 model year Nissan GT-R*. It has been customized to suit Bolt’s driving style, based on the data Nissan engineers recorded during his test drive of the GT-R line-up when he visited the company headquarters in October 2012. The uniquely gold-painted Nissan GT-R features a flamboyant white interior, BOSE® audio system and 10-spoke RAYS® aluminum-alloy forged wheels. These specially-fitted, hyper-titanium color-coated wheels add extra flair to an already bold exterior that is highlighted by an exclusive “Spec Bolt” emblem. The visual specs of the car, including exterior color, interior color and wheels, were selected by Bolt himself.

The handover event took place on May 5, 2013, at Bolt’s home training facility in Jamaica that overlooks the mountains of his home country. Jose Román, vice president of Nissan Latin America and the Caribbean, who attended on behalf of Nissan, handed over the keys to the Gold GT-R to Bolt. Bolt then became the owner of one of only two Gold GT-Rs in existence, the other belonging to the charity auction winner who will take delivery of his special car before the summer of 2013.

Nissan gives an exclusive gold-painted GT-R to the “world’s fastest man,” Usain Bolt



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New set-up for Unimog and Econic

Strong new image for globally unique concepts - Unimog and Econic:
Cleaner, more efficient, more powerful

World premieres from Mercedes-Benz Special Trucks: A Unimog product range with ten new models at one go – from the Unimog U 216 to the Unimog U 5024 – and 2 and 3-axle versions for the Econic low-entry specialists vehicle introduce the era of Euro VI engines also for special vehicles. All this is combined with an appreciable increase in performance, efficiency and easy operation. Despite the challenges arising from the Euro VI emission standards involving additional components and an increased volume of 120 litres, it has been possible to retain and improve the concept advantages of the two vehicle product ranges.

As the new Europe-wide Euro VI emission standards will be valid from 1 January 2014, Mercedes-Benz is rounding off its range of commercial vehicles including the Atego, Antos, Arocs and Actros by launching the two special vehicle product ranges Unimog and Econic to comply with the new regulations. The new engines have up to 90 percent fewer exhaust gas and particulate matter emissions than those used up to now.

New structures for the Unimog product range

In the new set-up for the Unimog implement carriers, the Unimog U 216 and U 218 replace the previous Unimog U 20 as compact entry-level models and are getting closer to the versions with stronger engines now known as U 318, U 423, U 430, U 527 and U 530. Here the first number denotes the size (for instance 4 corresponds to the current Unimog U 400), the following two numbers stand for the first two numbers of horse-power performance, for example 23 for 230 hp. They are all being launched with, amongst other things, a completely redesigned panoramic cab, new work and power hydraulics systems as well as synergetic traction drive which allows changing over from manual transmission to hydrostatic transmission while driving and all of these innovations make an appreciable difference to the efficiency of the Unimog. The extremely mobile off-road Unimog U 4000 und U 5000 have also been given a more advanced design in important details and are now known under the reference numbers U 4023 and U 5023.

For the Econic – the 2 and 3-axle chassis versions now as 4x2, 6x4 and 6x2/4 with electronically steered forward and trailing axles – the concept of the low-entry cab has now been given more potential with a great number of important ergonomic innovations. In addition, it is clearly more cost-effective as it has reduced its fuel consumption and repair and maintenance costs. However the payload remains the same despite the Euro VI.

Facing the future efficiently with BlueEfficiency Power

Two BlueEfficiency Power model series engines with radically new designs ensure that the Unimog complies with Euro VI emission standards and is also much more efficient especially when using implements as here greater output is available. The Econic has also been given two engines from this generation: engine types OM 934 and OM 936 with three 4-cylinder and two 6-cylinder versions and performances ranging from 115 kW (156 hp) to 260 kW (354 hp) with cubic capacities of 5.1 litres and 7.7 litres. The state-of-the-art drive units combine low fuel consumption with extremely clean exhaust



gas and ensure that the Unimog is on the road altogether more efficiently despite the great amount of effort invested in its construction to ensure that it complies with Euro VI. For the Econic it has been possible to achieve up to four percent lower fuel consumption. The engines - already successfully used in the Antos and Atego - are very convincing with their improved output and torque and clearly increased acceleration over the whole transmission range. Despite the Euro VI the fuel consumption of the Unimog has also been reduced.

High-tech drive units from a state-of-the-art engine generation

The new solenoid injectors with ten-hole jets provide the best possible injection for every working situation. These new, long-stroke engines with cooled exhaust gas recirculation and a specific engine output of up to 33.8 kW/l (46 hp/l) are among the most effective diesel units. The new 5.1 litre 4-cylinder version also produces a convincing top torque of 650 Nm for the entry-level model Unimog U 216 with 115 kW (156 hp) which remains constant over the whole of the main transmission range from 1200 to 1600 rpm.

The six-cylinder gives a powerful performance

The performance spectrum of the big 7.7 litre in-line 6-cylinder OM 936 follows directly on the heels of the extremely compact four-cylinder version. It is used in both the U 427 and U 430 as well as the U 527 and U 530 and here for both versions with 200 kW (272 hp) or 220 kW (299 hp). This means that the Unimog has been given top-level motorisation. The best torque result lies at 1200 Nm for the 1200 to 1600 speed range. The Econic has been fitted with 6 cylinder engines providing an output of 220 kW (299 hp) and 260 kW (354 hp).

Economy of space on compact chassis

Great importance was also attached to economy of space when complying with the exhaust gas cleaning standards required by Euro VI which comes into force on 1 January 2014. This was a task which faced the designers with demanding challenges considering the compact chassis of the Unimog vehicles and also the low-entry concept of the Econic. In addition to the recirculation of the exhaust gas inside the engine, cleaning the exhaust gas also involves a system comprising the oxidation catalytic converter, a closed particulate matter filter, AdBlue injection and an SCR catalytic converter connected in a series.

Life Ball MINI 2013

Roberto Cavalli adds his artistic signature to the MINI Paceman



For the 13th time in succession, MINI is donating one of its models to the Vienna Life Ball for a good cause. Once again the MINI will be given a makeover by an internationally renowned designer before being auctioned at the ball, with proceeds going to projects dedicated to the battle against and prevention of HIV and AIDS. This year it is the MINI Paceman, the youngest and seventh model in the MINI family, that will bear the creative stamp of fashion designer Roberto Cavalli. It sees him joining the ranks of world-famous fashion labels such as DSQUARED², Diesel and Missoni, who have in the past transformed a range of MINI models into sensational one-offs. So far the Life Ball MINI auctions have raised total proceeds in excess of half a million Euros.

Life Ball MINI designed by Roberto Cavalli.

With the MINI Paceman, Cavalli encounters the first stylish, urban Sports Activity Coupé. With its sporty design and striking coupé silhouette, it is aimed at individuals who are not shy of making a statement behind the wheel. Cavalli's unconventional style chimes in perfectly with that of the Life Ball MINI: in his creative exterior design featuring iridescent paintwork that shimmers from black to brown depending on the incidence of light, the Italian designer accentuates the dynamically stretched lines of this athletically agile two-door coupé. Roberto Cavalli's expressive logo adorns the roof of the

MINI Paceman, which appears to float above the car body. "This MINI was an exciting and wonderful project for me", says Roberto Cavalli. "It gave me the opportunity to be creative and finally use something very special, which I have personally invented and already used for years for my own vehicles: it is a unique iridescent paint which changes color depending on the way the light illuminates the pigments.

MINI Corporate Communications I loved everything about creating and designing it, transforming the cult of MINI into the incredible Cavalli MINI, complete with the Cavalli logo on the roof and Cavalli style interiors, which are a really an incredible surprise to discover."

Cavalli staged the fashion show of the Life Ball as far back as 2001. That same year saw MINI commence its partnership with the charity event. Twelve years on, Roberto Cavalli has upgraded the latest model in the MINI family to a coveted collectors' item.

On 24 May 2013, the MINI Paceman was formally unveiled during the official opening of the new Cavalli store in Vienna's "Goldenes Quartier".

The one-off MINI was auctioned in the Hall of Ceremonies at Vienna's Hofburg palace as part of the AIDS Solidarity Gala.



ROLLS-ROYCE MOTOR CARS ALPINE TRIAL CENTENARY COLLECTION SET FOR DEBUT AT AUTO CHINA 2013

A century ago this June, four Rolls-Royce Silver Ghosts embarked on the Austrian Alpine Trials, the most arduous test of automotive endurance of the time.

In performing without fault over 1820 gruelling miles of near impassable mountain terrain, the Rolls-Royce Works Team and privateer entrant James Radley helped cement the marque's reputation for peerless reliability and mechanical excellence, a reputation the company proudly retains today. The Silver Ghosts' performance establishing Rolls-Royce as maker of the 'Best Car in the World'.

At Auto China 2013, the Bespoke department at the Home of Rolls-Royce in Goodwood, England celebrates these endeavours with the launch of the Alpine Trial Centenary Collection.

The first time a Bespoke model has taken inspiration from a heritage Rolls-Royce, this limited edition of Rolls-Royce Ghosts features exquisitely crafted design cues that pay tribute to the 1913 Alpine Trials cars. The exterior paint hue, for example takes close inspiration from Radley's Silver Ghost, a car that will participate in this year's reenactment of the 1913 Alpine Trial, as part of the Rolls-Royce Motor Cars Works Team.



The Radley car's distinct black grille and wheels are also replicated across the collection – the first time a painted grille has adorned a contemporary Rolls-Royce motor car.

The cabin plays host to Bespoke details that elegantly tell the story of the Alpine Trial. The clock displays the stages of the rally and timings, whilst inlays to rear picnic tables and the front fascia express the topography and distances of the Alpine route. Each element is meticulously hand-crafted and researched to ensure accuracy, epitomising hallmark Rolls-Royce attention to detail.

A hand-painted coachline referencing the four Rolls-Royces that took part in the rally and headlining, colour-matched to the hood of Radley's car, completes a beautiful homage.

"The 1913 Alpine Trial was an extraordinary moment in the rich history of Rolls-Royce Motor Cars," said Torsten Müller-Ötvös, CEO Rolls-Royce Motor Cars. "The standards of engineering and pioneer spirit required to achieve such feats stands as inspiration to everyone associated with the marque. The Bespoke Alpine Trial Centenary

Collection is a fitting tribute to these achievements. It is testament to the enduring quality of a Rolls-Royce motor car that this 2013 car will be joined by a participant in the original trials, the 1913 Radley Silver Ghost."

An extraordinary story re-enacted...

In celebration of the centenary of the 1913 Alpine Trial, the 20-Ghost Club has organised a faithful re-enactment which will start in Vienna on 14 June 2013.

A Rolls-Royce Motor Cars Works Team comprising a 2013 Alpine Trial Centenary Collection Ghost and Radley 1913 Silver Ghost will participate in the rally.

In total, over 40 Rolls-Royce Silver Ghosts will traverse through Austria, Slovenia, Italy and Croatia – taking in some of Europe's most beautiful scenery, before returning to Vienna on 29 June.

They will converge with a parallel rally organised by the Rolls-Royce Enthusiasts Club for a Gala at the beautiful Riva del Garda, Italy. 100 Rolls-Royce Silver Ghosts will stand side-by-side that evening, representing the largest gathering of its kind in history.



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Apollo Tires introduces 4G range of passenger car tires for the Indian market

Plans to increase its market share significantly in the PV segment

Apollo recently unveiled their new 4G range of tires at the iconic Zandvoort Circuit in Amsterdam, Netherlands. According to Apollo these fourth generation of tires Aspire 4G, Alnac 4G and Amazer 4G are the most technologically advanced tires from their portfolio. This launch of new range of tires comes after Apollo was recently crowned as the Tire Manufacturer of the Year in Europe at the Tire Technology International Awards for Innovation and Excellence 2013 ceremony in Cologne, Germany. Related: Apollo awarded Tire Manufacturer of the Year in Europe

Speaking on the occasion, Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tires Ltd said, "These tires are a result of cross geography collaboration between our R&D, Manufacturing and Sales & Marketing teams in India and Europe. In line with Apollo's commitment towards customer's safety, the R&D team has given extra attention to the safety aspect of these tires. To keep up with the introduction of newer and bigger cars in India, we would be adding 10-12 new products in the passenger vehicle category in the next 2 years."

The 4G range has been specifically designed for better handling both in wet and dry conditions; reduce braking distance and tire noise. For this Apollo designers have given the 4G range wider out shoulders with narrow intermediate grooves lead to better contact for dry handling and reduce aquaplaning. The Aspire 4G is high performance tires with Y and W speed ratings and is available in 16" and 17" sizes.



Apollo Alnac 4G has been particularly designed for mid-size and executive car segments in India and has a speed rating of V and H (available in 15" and 16" sizes). The third range of tire, Amazer 4G is designed for cars in the mini, compact and premium compact segments and have a speed rating of T (available in 12" – 14" sizes). Apollo has had a good run recently with sales of its passenger segment tires going up from 13.5 per cent last year to 16 per cent and hopes these new additions would further boost its market share.








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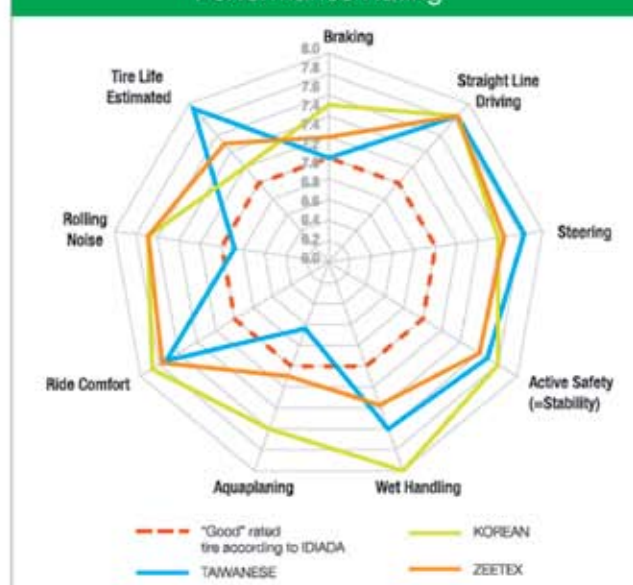
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Performance Rating



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

Goodyear and Al Futtaim Auto Centres' Prepare Consumers for the Summer



Goodyear along with Al Futtaim Auto Centres' servicing outlets, Tire Express and FastFit, have come together to launch a new promotion operating across Dubai and Northern Emirates to incentivise drivers to change their tires before the summer. The promotion will reward customers by offering opportunities to win prizes throughout the month of May.

"While Goodyear tires are tested for their performance in hot climate conditions, there are still a number of elements such as pressure, wear and tear and more that are further affected during our hot summers, which drivers just do not realise. So, it is important for drivers to monitor and check their tires and ensure they are in optimum condition for the hot summer conditions. Together with Al Futtaim Auto Centres, we wanted to push this public safety message across while offering the best deals to incentivise the UAE's drivers before the start of the summer," commented Ersin Ozkan, Consumer Sales & Marketing Director, Goodyear Middle East and Africa.

During the month long promotion, Goodyear customers visiting FastFit and Tire Express will have the chance to scratch coupons with every purchase of 4 Goodyear tires, with prizes including the money back on their purchase, free oil changes, wheel alignments, car washes and safety checks for their vehicle.

Be seen with Bridgestone in 3-digit plate numbers this summer

All UAE passenger car owners that buy a new set of Bridgestone tires will have the chance to win a 3-digit number plate, Bridgestone Middle East and Africa (BSMEA) announced today. Dubai - Code E 634 and Abu Dhabi Code 5 - 785 plates are some of the many rewards of the new 'Change to Bridgestone' promotional campaign that the world's largest tire and rubber company has launched across the country.

With the purchase of four new tires every customer will receive a Scratch & Win Card that will reveal his special prize; that includes these extremely valuable car number plates, iPads, iPhones and loads of other items that they could collect immediately. The campaign will run from 1st May till 30th June, 2013, across all 'Change to Bridgestone' participating stores.

"Everyone wins with Bridgestone this summer. We hope that 'Change to Bridgestone' campaign will encourage our customers to equip their cars with brand new tires and make them ready and safe for the hot summer," said Kenji Kano, Director - Sales & Marketing, Bridgestone Middle East & Africa.

"Driver safety is one of our main concerns and at Bridgestone we do everything we can to make the road a safer place. The quality of tires is very important in road safety and we continuously invest in R&D to provide our customers with high quality tires that incorporate the latest technology. On the other hand, we stress that it is as important to properly monitor your car's tires and make sure they are in good condition," concluded Kenji Kano from BSMEA.





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MOHAMMED SEIF TAKES FIRST PLACE AT DUBAI AUTODROME'S THIRD AMG DRAG-RACE EVENING



Emirati Mohammed Seif claimed the number one spot in the third AMG Drag-Race at the Dubai Autodrome on Saturday 27th April, taking home a brand new set of tires from race sponsor, Continental Tires, in the process. Racing a modified Mercedes CLS63, Mohammed saw off challenges from 34 other entrants, all members of 'Group 63', the UAE Mercedes-AMG Owners Club, who had gathered to pit their cars against each other in the high-octane racing event.

All AMG owners in the Emirates had been invited to register by race organiser Gargash Enterprises, and the 35 racers who did sign up introduced a range of high performance models, ranging from ML63s to CLS63s.

The cars competed two by two and the ones that recorded the best times moved on to the next round. Ultimately Seif won the day, while Emirati Ahmed Tarek, came in second in his modified ML63 and received a 1000 dirham Continental Tires gift voucher.

Seif's CLS63, modified by GAD-Motors and fitted with Brabus body kits, is capable of producing an incredible 803hp, and dominated proceedings throughout most of the evening. It boasts new sports air filters, GAD turbochargers, and further modifications to the exhaust system, transmission and cooling system, all key reasons behind the Emirati's second consecutive win in the series of races.

"It's been great to win it two years in a row and my aim is to return next year for another run. I would like to thank the President

of Group 63, Khaled AlMulla, for putting together such a great event," said Seif. "I would also like to thank Continental Tires for helping make the event possible. My choice of tire will most likely be the ContiSportContact 5Ps, much needed after a day of drag-racing."

General Manager of Emirates for Universal Tires, official distributor for Continental Tires in the UAE, Jonathan Tait said: "When it comes to developing tires, globally Continental has been AMG's partner for many years, so it was a logical choice for us to get involved with this event. The day has been about enjoying the full performance potential of the cars, in a safe environment, and Mohammed Seif certainly deserved his first place."

Continental Tires and AMG have been technology partners in rubber and automotive for years. They recently extended that partnership in 2010. As Continental is the preferred supplier for AMG, they have a dedicated team of engineers with the AMG research and development department.

Continental's top of the line performance tires, the ContiSportContact 5P, are the recommended tires for AMG users with their innovative 'Black Chili' technology, which gives it unprecedented performance.

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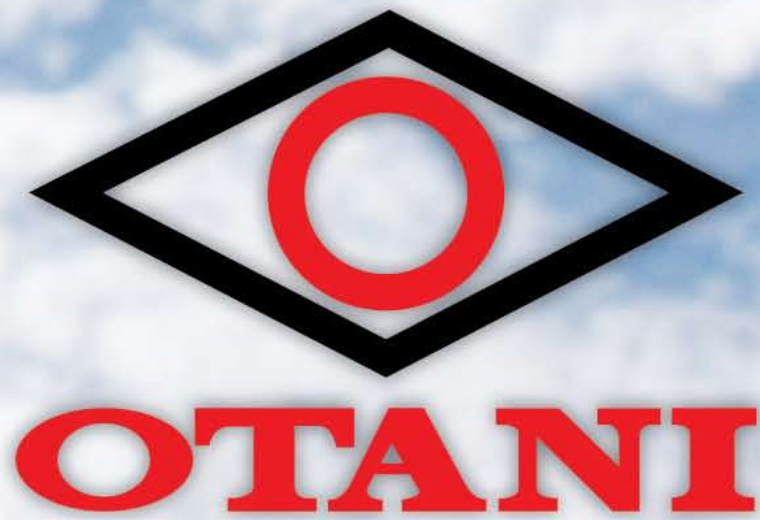
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Smartflex, Hankook's new All Season Truck Tire Range for various Road Conditions

Hankook launches its all new Smartflex All Season range of truck tires, able to deal with various weather related road conditions 'throughout the year'. The 'Smartflex' line-up has been designed for medium to long haul purposes and consists of sizes for the steer and drive-axle position. With its adopted new technologies it aims to meet customer demands focussing on safety and economically conscious customers.

Unpredictable weather throughout the year with annual seasons getting more extreme have lead premium tire manufacturer Hankook to launching an all new range of medium to long haul truck tires for all season purposes. The tire range is called Smartflex and will provide smart and flexible truck and bus tire solutions to satisfy the needs of fleet owners. Smartflex consists of each 3 main sizes for steer and drive axle tires able to fit today's demand for increased load capacities as well as to provide driving safety under changing weather conditions.

The Hankook Smartflex AH31 is a 5-rib steer axle tire for medium to long haul, available in sizes 295/80 R 22.5, 315/80 R 22.5 and 315/70 R 22.5. It is equipped with Hankook's advanced Spiral Coil Technology where an endlessly winded steel belt between the traditional high-tensile steel cord belts cares for significantly improved belt durability. The new technology effectively helps to increase both tire life and load capacity. Furthermore, it ensures a stabilised footprint shape for better steering and rolling characteristics. A 'Tread Wear Equaliser Stepper' which are small support-blocks at the outside of ribs 2 and 4 effectively prevent one-side irregular wear.

The Hankook Smartflex DH31 again available in sizes 295/80 R 22.5, 315/80 R 22.5 or 315/70 R 22.5 are the corresponding drive axle tire for medium to long haul purposes. It provides a solid 6 rib tread design with tread blocks in 6-angle shape for improved grip, higher mileage and reduced irregular wear. Hankook's patented self regenerating kerfs in the centre of each block prevent tearing at block edges thus providing good traction throughout the tire's life.

All Smartflex tires come with a newly adapted 3-dimensional full depth kerf solution. This results in a particularly even wear pattern, allowing for further mileage increase thus adding to the tires economic efficiency. In case of the drive axle tire 3D-kerfs care for a consistently high traction performance even in the later stages of wear.

"The transportation business can be seen as the veins of the industrial society with just in time deliveries for nearly every product as today's standard", explains Hee-Se Ahn, Vice President for Marketing & Sales at Hankook Tire. "So it is our duty to provide products that make our fleet customers able to keep their promises as flexible as possible and regardless of weather conditions, road or vehicle requirements. This has led us to develop our all new Smartflex range of all season truck tires that provides a smart and safe solution combined with the highest flexibility."



PIRELLI E-LEARNING TRAINING SYSTEM PROVES TO BE A SUCCESS

The Tire Campus was set up with the aim of helping customers on the Pirelli certification path by providing more unique learning opportunities. It acts as a step-by-step educational process by offering a real product experience where individuals are able to learn about Pirelli and its products via a series of videos, interactive sessions and engaging tests.

Features include online assessments, a suggested recovery plan based on results, e-learning courses and a voiceover from former British racing driver and TV personality, Tiff Needell. After completing all the necessary requirements, users can then obtain certified dealer status, which appears in the dealer locator on the Pirelli website.

Pirelli UK Training and Development Manager Matthew Bell explained: "At only five months old, our new e-learning training system has exceeded expectations with over 50 people having completed the course and a further 160 customers currently signed up. The online campus was set up to increase our customers' product knowledge and it is extremely satisfying to hear that there has been such a big uptake over a short period of time. I would also like to take this opportunity to congratulate our first certified customer - Rob Stevenson from 'Tires on the Drive' - who became certified only one month after the system was rolled out."

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With an impressive stance for maximum protection, the Falken Wildpeak A/T Tire features a symmetric 'five-rib' pattern and rigid block design. This allows for exceptional ON and OFF road handling providing unparalleled traction and control. Falken Wildpeak A/T Tire is the perfect 'all purpose' tire, and will provide its owners with long life and a smooth ride ... exceeding all driving expectations.

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New Nokian Line

Nokian is test winner in the 2013 summer tire test in German car magazine Auto Bild, scoring the top rating of “exemplary”



Cross – Block Sipes

The high-performance Nokian Line summer tire masterfully handles the rapidly changing road conditions in the summer. This latest introduction to the updated Nokian summer tire range, tailored for Central European roads, provides the best possible grip and a precise driving fee. The new innovations, the Cross-block Sipes and surge grooves, enable the Nokian Line to steer precisely and provide excellent grip, even on roads made slippery by rain.



Groove Depth Indicator

This new tire, designed especially for high-powered cars and with a good, precise driving feel, offers uncompromisingly safe and comfortable travel from the first moments of spring until long into the autumn.

The unique Cross-block Sipes on the centre ribs of the tire work in two ways. Near the outer shoulder, the Cross Sipes combine with the firmer rib to provide driving stability. The more heavily articulated Cross Sipe on the rib next to the inner shoulder ensures soft road contact, while reducing rolling resistance and noise levels. The angle and groove volume of the slanted Cross Sipe have been optimized. The Swoop grooves are larger at the bottom so that, as the tire wears down, their volume increases instead of reducing. Polishing the grooves also improves the stylish appearance of the tire.

The predecessors to the new summer tires by Nokian were test winners eight times over in the 2012 summer tire tests. In doing so the Finnish premium brand won more tests than any other brand. The Nokian tires are now available from local tire service outlets in the UAE market at favorable prices

Top rating “good” awarded to Nokian by the German automobile club ADAC and the consumer protection organisation test Stiftung Warentest one of the biggest summer tire tests in Europe. Test winner, the Nokian Line, is available in 45 sizes from 15 to 17 inches, custom-made for the different requirements of the T, H, V and W speed categories. The new Ultra High Performance summer tire Nokian zLine has been developed for sporty cars. It offers a precise, outstanding and pleasant driving experience when driving fast. This range includes 31 sizes from 16 to 20 inches in the speed categories W (270 km/h) and Y (300 km/h).

With an AA rating for fuel efficiency and grip on wet surfaces on the EU tire label, the Nokian eLine summer tire drives straight to the top and brings technology of the future to smaller cars. Six sizes in 15 and 16 inches and the speed categories T (190 km/h) and H (210 km/h) are already available to buy.



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APOLLO TIRES MAKE THAILAND ITS ASEAN HUB

Inaugurates Sales Office in Bangkok to cater to the entire ASEAN region

India's leading tire manufacturer, the US\$ 2.5 billion (FY12) Apollo Tires Ltd, opened its Sales Office in Bangkok to serve the entire ASEAN region, with Thailand as the hub of operations. This region would be catered to by exports out of India currently. After Dubai for the Middle East region, this is the second hub outside company's operations in India, The Netherlands and South Africa.

The ASEAN region has gradually become one of Apollo's strongest export markets, out of India, accounting for more than 40% of exports revenue. The contribution of this region to the total exports revenue of the company out of India has doubled in the last 3 years time. The company already has a sizable distribution network in the ASEAN market. Speaking at the inauguration of the Bangkok office, Satish Sharma, Chief, Zone I, Apollo Tires Ltd, said, "As a company we are currently in our 2nd phase of expansion. In the last few years, due to high customer satisfaction, the demand and acceptability of our tires has increased manifold in the ASEAN region. We are looking at the Bangkok office to serve as a hub for an active sales and service team. This will allow us to meet customer expectations with greater ease and swiftness. Moreover, our entire range of tires, tuned to



this market, combined with our service proposition, will help us create a strong bond with our existing and new customers across the region." Apollo is well positioned to serve the 6 million units a year commercial vehicle replacement tire market in the ASEAN region – a segment where Apollo enjoys a clear product technology and service leadership position. The fastest growing segment is the 22.6 million units a year passenger vehicle tires. Apollo Tires sells its range of Passenger Vehicle, 4x4, Commercial and Off-highway tires in the ASEAN region.

Apollo's global operation are divided into 3 divisions (Zone I, E and A) across the world. Satish Sharma oversees Zone I, which includes India, Middle East, ASEAN and the Asia Pacific region. Zone I is Apollo Tires' largest revenue earner accounting for 67% of the company's US\$ 2.5 billion (FY12) turnover. Shubhro Ghosh, Head, ASEAN, Apollo Tires Ltd would be responsible for the operations in this region. Tires for this region are produced out of Apollo's 4 plants in India, including a state-of-the-art automated unit in the southern city of Chennai. Exports out of India are projected to grow at a double digit rate, in the next few years, due to strategic initiatives taken by the company.

MICHELIN X-TWEEL SSL NAMED A 2013 SILVER EDISON AWARD WINNER

Michelin TWEEL Recognized in Transportation Category

Michelin North America, Inc. has received the Silver Award in the Transportation category at the 2013 Edison Awards™ for the MICHELIN® X-TWEEL™ SSL. The award was presented during the internationally renowned Edison Awards ceremony held at Chicago's Navy Pier.

The awards, which were presented in 12 categories, symbolize the persistence and excellence personified by Thomas Alva Edison. Celebrating 26 years of honoring the best in innovation and excellence in the development of new products and services, hundreds of senior executives joined some of the world's most recognized companies to acknowledge the hard work and commitment of all 2013 Edison Award winners.

"Michelin is extremely honored to have been recognized with such an important group of recipients," said Tim Fulton, head of Michelin Tweel Technologies. "We continue to be surprised and encouraged at the extent to which the innovation is generating excitement across many vehicle segments; the receptivity has been very strong and positive."

The TWEEL is Michelin's highly advanced airless radial tire that is currently being sold in the marketplace for use on skid vehicles used in the construction, landscaping, contracting, refuse/recycling and agricultural industries. This non-pneumatic tire uses traditional radial tire technology but requires no air, thereby eliminating the risk of a "flat tire".

Michelin Tweel Technologies produces the next generation of mobility and "A Better Way Forward" in an airless radial tire known as the Tweel. This non-pneumatic mobility solution strategically uses the characteristics of traditional radial tire technology but eliminates the risk and costly downtime associated with penetrations and impact damage that leads to loss of air.

Currently available for skid steer loaders, the MICHELIN® X-TWEEL SSL is the ideal solution for the landscaping, construction, contracting, refuse/recycling and agricultural industries.





The kerfs can reduce pattern noise caused by tire rolling.



The two sub straight grooves on tire shoulder not only share the main grooves drainage, but reduce tread wear efficiently.



New silica tread compound makes NS-20 have excellent grip ability.



Sipes on tire shoulder reduce block rigidity, lower the noise from road and increase comfort.



NANKANG NS-20 is designed with 5 pitches computerized simulation technology which reduces noise emission efficiently.

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PIRELLI AND LAMBORGHINI CELEBRATE THEIR GOLDEN ANNIVERSARY

Pirelli is proud to celebrate the 50th birthday of Lamborghini, and of the partnership that unites the Italian tire firm with the renowned supercar manufacturer. The Pirelli Foundation hosted the press conference to get Lamborghini's half-century celebrations underway, which began in Milan and will conclude at Lamborghini's headquarters in Sant'Agata, also taking in Forte dei Marmi, Rome and Bologna.

The choice of Pirelli and its Foundation as the launch pad for Lamborghini's anniversary is not a coincidence, but instead the recognition of an all-encompassing collaboration that has driven one of the most important periods of technical and cultural automotive history. The partnership, born in the pioneering era of industry legends such as Ferruccio Lamborghini and Leopoldo Pirelli, remains unaltered today, uniting the current company leaders with a mutual passion for cars and challenges that inspires them to build a high-speed future.

The collaboration between Pirelli and Lamborghini dates back to 1963: the year in which Ferruccio Lamborghini asked Pirelli to equip the newly-created constructor's first car. This was the 350 GTV, launched as a prototype at the Turin Motor Show the same year.

Both this model and the production version, badged 350 GT, which was presented at the Geneva Motor Show the following year used Pirelli's Cinturato HS tire: developed at the time to equip sports cars that were already capable of reaching the 240kph mark. The HS designation stood for 'high speed', indicating the tire's capability of withstanding the sustained high speeds generated by the emerging supercars of the 1960s.

Yet 1966 was the year in which Lamborghini really came of age, with the introduction of the legendary Miura. Tires for the Miura were added to Pirelli's range in 1967 – together with original equipment for the Lamborghini 350 GT and 400 GT – but the latest model benefitted from the newest generation of Cinturato HS tires: the CN72, in 205 VR 15 size. The new tire introduced a more advanced tread pattern compared to the classic Cinturato, the CA67, featuring a quieter and more comfortable design. This was then adopted as original equipment by all subsequent Lamborghini models, including the Espada that appeared in 1968.

When Lamborghini requested a revised 'Series 70' tire for the Miura a couple of years later with a much lower sidewall to improve roadholding, Pirelli introduced the new Cinturato CN73 in 225/70 VR 15 size. This paved the way towards the low profile tire that would be marketed as the Pirelli P7, chosen by Lamborghini in 1971 as original equipment for their latest model: the epic Countach, which defined the 70s supercar.

It was a Lamborghini once more that launched another new Pirelli product in 1988. The Countach 'Anniversary' edition – introduced to mark Lamborghini's 25th birthday – was among the first supercars to use the new Pirelli P Zero family of tires.

The partnership between Pirelli and Lamborghini is not just a technical one either. Lamborghini cars often star in Pirelli's advertising. The Lamborghini Countach Anniversary, for example, was used in a series of Pirelli advertising campaigns throughout America and Southeast Asia, while the Miura was the centrepiece of a 1970 advert for Pirelli original equipment. The advert simply yet eloquently stated: "The Miura chose Pirelli Cinturato."

Between 1986 and 1988 Lamborghini produced the ultimate 4x4: the LM002. For this precursor to the modern range of luxury off-road vehicles, Pirelli created the Scorpion range, with innovative features such as the use of Kevlar in the structure of the carcass and a new run-flat construction.

The LM002 took part in the 1988 Paris-Dakar Rally, marking the beginning of the association between Lamborghini and Pirelli in motorsport. This sporting partnership is still very strong now, with Pirelli as the exclusive supplier of the Super Trofeo Lamborghini Blancpain.

In 1990 the Lamborghini Diablo arrived on the scene. Just 3000 examples were built; all of them equipped with Pirelli tires, while the turn of the century brought the Murcielago (2002) and Gallardo (2003) – both of which used P Zero Rosso. A Lamborghini Diablo was the protagonist of Pirelli's 'Mission Zero' film in 2007, starring Hollywood actress Uma Thurman, and it was the Diablo again that also launched Pirelli's Winter Sottozero II in 2008, with a spectacular display through the snow of Zermatt.

So this remarkable story comes right up to date. Pirelli technology and safety is still an integral part of Lamborghini's offering, with the new Aventador LP 700-4 Roadster using a bespoke P Zero tire. The Veneno, a dream car created to celebrate Lamborghini's 50th birthday, is fitted with specially-developed Pirelli tires that carry a distinctive red logo inspired by the P Zero Formula One tires. And the next chapter? That's already being written by the talented engineers from Pirelli and Lamborghini.

NANKANG ECO-2 WON 2013 AMPA INNOVATION AWARDS

Nankang ECO-2 was awarded 2013 AMPA Innovation Awards for achieving increased fuel saving with excellent grip. ECO-2 features "compact" design by minimizing its cross-section width and narrowing down its tread. Such kind of design roughly reduces 5~8% material usage; in addition, lessens drag coefficient in aerodynamics.

ECO-2 takes advantage of Filler Compound with its high rigidity to increase bead rigidity and decrease tire failure resulting from energy transformation caused by tire deformation. By using advanced synthetic rubber, CAP compound integrates large amount of silica of high dispersibility with special binder to combine rubber and silica. Silica can hinder rubber molecules inside tire from squirming and rubbing, immensely decreasing tire heat and rolling resistance by 10% when driving; as a result, save more fuel tire uses and reach the goal of carbon reduction.

Tested by RDW organization, ECO-2 complies with noise and wet grip standards for selling in EU regulations. At the end of 2011, Nankang also actively purchased German rolling resistance testing machine and passed TÜV Rhine and TÜV SÜD certificates. Test result of the machine proves that ECO-2 reaches C-class in EU regulations and Standard A-class in Japanese energy-saving label.

The 29th TAIPEI AMPA from April 10th to 13th attracted 1,100 exhibitors (growing 4.7%) to set up 3,030 booths (growing 6.7%) and 6,500 international buyers to Taiwan for procurement and consequently bring in over US\$1.3 billion million of business opportunity. TAIPEI AMPA was said to be the most professional auto exhibition offering the most efficient business matching.

The jury of AMPA Innovation Awards bases on four criteria: Innovation (40% of score), Energy Efficiency (20%), Safety (20%), and Marketability (20%), with products already honored by major international design awards gaining extra advantage.

BRIDGESTONE IN THAILAND

Bridgestone Holds Foundation Stone Laying Ceremony for New Plant for Off-the-Road Tires for Construction and Mining Vehicles in Thailand

Bridgestone Corporation announced that a foundation stone laying ceremony was held at the future site of the Bridgestone group's new plant in Thailand that will produce off-the-road radial tires for construction and mining vehicles (ORRs).

The ceremony was attended by representatives from the industrial estate where the site is located, and also from the company that will build the plant. The Bridgestone Group representatives present at the ceremony included Masaaki Tsuya, CEO and Representative Board Member of Bridgestone Corporation, and Shigeru Kaneko, Managing Director of Bridgestone Specialty Tire Manufacturing (Thailand) Co., Ltd. (BSTMT), the company that will operate the new plant. In accord with tradition, the ceremony included prayers for the success of the plant's building, after which the attendees put the foundation stone in place, giving their blessings for the company's ongoing prosperity.

Bridgestone's ORRs are used on vehicles in mines, quarries, harbors, and construction sites around the world. In the past, the Group has produced these tires exclusively in Japan and the United States. By constructing this new plant in Thailand, we will be able to establish an optimal ORR production system that will enable us to respond to growing tire demand, and also to any future changes that might occur in the operating environment. The new plant is scheduled to begin production in the first half of 2015, and total production capacity is expected to reach approximately 85 tons by the first half of 2019.

Moving forward, the Bridgestone Group will continue to develop a global production system necessary to provide our customers with the high-quality products they demand, while also responding quickly to changes in market demand.

NEXEN TIRE, TOP10 BRAND IN 2013 J.D. POWERS STUDY FOR OE TIRE CUSTOMER SATISFACTION



This study was based on the responses from more than 28,000 new-vehicle owners who purchased cars, SUVs, minivans and pick-up trucks of model from 2011 to 2012.

"We are very proud of this remarkable result after we began to supply our tires to Hyundai and Kia about 20 years ago," said Hyun-Bong LEE, CEO and Vice-President of Nexen Tire Corporation.

"It means we are ready to supply our tires to global new OE market as the new changnyeong plant started the regular operation from March 2012 which the plant is equipped with the state-of-the-art and automated production facilities.

Not only J.D. Power's customer satisfaction result, but also other major magazine's tire test such as Consumer Report in USA, ADAC and Auto Bild in Germany, Auto Express in UK and Choice in Australia shows Nexen Tire's great performance. This is starting point of the continuous performance innovation in long-term base of Nexen Tire's vision to be the global Top 10 tire manufacturer.

YOKOHAMA RANKED FIRST IN THE “CHINA ORIGINAL EQUIPMENT TIRE SATISFACTION INDEX STUDY



The Yokohama Rubber Co., Ltd., announced that a ceremony was held in April at Auto Shanghai 2013 to mark YOKOHAMA's being ranked 1st in the “2012 China Original Equipment Tire Satisfaction Index Study” carried out by the research firm J. D. Power Asia Pacific. At the ceremony, Mr. Geoff Broderick, vice president & general manager of J. D. Power and Associates Asia-Pacific, presented a plaque to Mr. Koichi Tanaka, chairman and president of Yokohama Rubber (China) Co., Ltd.

In the J.D. Power index study, YOKOHAMA came in 1st for overall satisfaction with 843 points, and was particularly highly evaluated for their durability, handling and ride. According to J.D. Power, customer satisfaction with original equipment tires greatly affects the choice of replacement tires. Among customers who were highly satisfied (856 points or higher), more than 36 percent said they would buy the same tire brand for their replacement tires. Replacement rate with the same tire brand is 26 percent higher among customers who are pleased with their original tires, compared with those who expressed disappointment.

The “2012 China Original Equipment Tire Satisfaction Index Study” measured satisfaction with original equipment tires expressed by new vehicle owners during the first 12 to 24 months of ownership, indexing satisfaction on a 1,000-point scale. J.D. Power conducted the study for the period of February to May 2012 among people who purchased a new vehicle between February 2010 and May 2011, receiving responses from 12,066 new-vehicle owners. The study covered 187 vehicle models and included 19 tire brands. In a clear recognition of their high level of performance, YOKOHAMA ranked first in the “2012 China Original Equipment Tire Satisfaction Index Study.”

VREDESTEIN ULTRAC VORTI R AND MANSORY

TOP IN TERMS OF DESIGN AND PERFECTION

Observant visitors to the recent Motor Show in Geneva will undoubtedly have noticed that the “MANSORY SANGUIS”, based on the Bentley Continental GT, was on 22-inch wheels surrounded by the Vredestein Ultrac Vorti, which was also making its world debut. This announced to the world that Apollo Vredestein and MANSORY are teaming up with each other as high-class partners.



Rolls-Royce, Bentley, Bugatti, McLaren, Porsche, BMW — just a few of the many brands that have received a unique and high-profile customisation from MANSORY, a company based in Southern Germany. The predominantly wealthy customer base is not just looking for a unique and spectacular car, but also has extremely stringent requirements — just like MANSORY itself. And because only the very best is good enough, the German specialist is increasingly opting for the Ultra High Performance tires from Vredestein.

Carbon as uniting feature

It is not only the special wheels that catch your eye when it comes to cars from MANSORY. The wide-ranging use of carbon (carbon fibre) also stands out. MANSORY has come to specialise in this material to such a degree that it even produces parts for other car manufacturers. If you look at the Vredestein Ultrac Vorti R, which was designed in collaboration with Giugiaro, then you will also notice carbon accents on the sidewalls and in the tread as important design features. From that perspective too, this tire also fits the creations from MANSORY perfectly!

Tires for the tough guys

The fact that the Vredestein Ultrac Vorti and Ultrac Vorti R are suitable for large, fast cars was demonstrated at the Geneva Motor Show by the two special versions

of the Mercedes-Benz G class. MANSORY presented its interpretation of this SUV—the Speranza and the Gronos—at the show. These are top-class eye-catchers with lots of attractive details, especially in the interior. These two four-wheel drive bruisers have no problem handling the power of their V8 engines thanks to the Vredestein Ultrac Vorti, which is perfectly suited to this type of car.

Top model: The Ultrac Vorti R

As mentioned, Apollo Vredestein introduced its latest Ultra High Performance tire, the Ultrac Vorti R, at the Geneva Motor Show. The emphasis is on grip and sporty driving ability under the most extreme circumstances, such as on a *racing circuit*. *The Ultrac Vorti R was developed in close collaboration with Italian design company Giugiaro, and the carbon accents on the sidewall and in the tread are a special design feature.* The Ultrac Vorti R is supplied with speed rating (Y), which indicates that this tire is suitable for speeds exceeding 300 km/h.



tire fact

The natural colour of rubber is white and not black as many people think, it turns black after carbon black is added to the mixture.

UAE BASED ZDEGREE LAUNCHES THE REGION'S FIRST ONLINE TIRE PORTAL

ZDEGREE, the UAE based premier automotive maintenance company, has launched myzdegree.com, the region's first online tire portal. ZDEGREE is a division of UAE based ZAFCO, the leading importer and exporter of automotive tires, batteries and lubricants to over 800 customers in 85 countries.

With the launch of the online portal, customers in the UAE can now order their tires at the click of a mouse from www.myzdegree.com/tires and enjoy the comfort and convenience offered by ZDEGREE's mobile service vans and trained staff who will replace the tires at the customer's location or alternatively at any of the four ZDEGREE service centers in the UAE.

According to Charles Jesudason, Sales Director - ZDEGREE, "We are proud to launch the first online tire portal in the region which at the moment caters to UAE

customers only. We have experienced strong interest from customers during our soft launch phase and we have now begun a vigorous awareness campaign on the convenience and promptness of our service. Once the customer makes a purchase order online, our service vans will be at his doorstep, whether at the office or home, to fix the tires. In addition we also provide wheel balancing and nitrogen filling services so our mobile vans are actually a complete tire service station on wheels."

ZDEGREE has also made an extra effort to keep the machinery's noise level low so as not to disturb the neighbors, thus giving customers a superlative experience.

The tires that can be purchased through myzdegree.com include Pirelli, Nitto, Zeetex, Michelin, Bridgestone, Continental, Dunlop, Toyo and BF Goodrich.



YOKOHAMA RUBBER TO IMPLEMENT "HEISEI FOREST" TREE PLANTING IN OTSUCHI-CHO, IWATE PREFECTURE

The Yokohama Rubber Co., Ltd., announced that it implemented tree planting on May 18, in support of a plan to create "Forests That Protect Lives" set by Otsuchi-cho, Kamihei-gun, Iwate Prefecture as part of the town's recovery program. This is a part of Yokohama Rubber's activities to support restoration of the areas affected by the Great East Japan Earthquake. On April 30, 2012, the company carried out a first-phase model-forest tree planting in Otsuchi-cho under its Yokohama Forever Forest Project. Starting with the second-phase event of this year, the model forest is to be called "Heisei Forest."

Since the first-phase tree planting, Yokohama Rubber has engaged in continuous support activities toward second-phase planting and beyond, including gathering the seeds of broad-leaved trees indigenous to the local area, growing seedlings together with the residents of the town, gathering rice straw, etc. For the second-phase tree planting of

this year, a new 50-meter mound will be created adjacent to the 50-meter mound where seedlings were planted last year, on the premises of the Otsuchi Purification Center, and approximately 5,000 seedlings of broad-leaved evergreen trees indigenous to the area will be planted. On May 18, Otsuchi-cho Mayor Yutaka Ikarigawa, local residents, representatives of supporting companies and others including former F1 driver Mr. Ukyo Katayama will participate in the event. From Yokohama Rubber, Chairman and CEO Tadanobu Nagumo and President Hikomitsu Noji will take part, and employee volunteers will advise participants on how to plant the trees and join them in the process.

A characteristic feature of Otsuchi-cho's "Forests That Protect Lives" is efficient use of disaster debris in the tree planting - woody debris, earth and sand and non-

combustible earthy debris such as concrete pieces from the disaster. Use of disaster debris not only helps reduce the cost of its disposal and CO2 emissions from incineration, but will actually facilitate the growth of the seedlings.

The Yokohama Rubber Group has been carrying out the Yokohama Forever Forest Project since 2007, largely on the initiative of its employees, under the guidance of Dr. Akira Miyawaki, plant ecologist and professor emeritus of Yokohama National University. Conceived by him, "Forests That Protect Lives" is an effort to create "genuine" or "native" forests that will withstand tsunami along the 300-kilometer Pacific coast in the Tohoku region. Dr. Miyawaki advocates effective use of disaster debris in mounds created for planting.



EVENT	DATE	INFORMATION	LOCATION
UK Motorhome Summer Show	06-07 July 2013	UK Motorhome Summer Show is going to be an important event that is going to deal with new & used Motorhomes & caravans, spares, accessories and similar other products. This event is going to take place in England, United States for a period of two consecutive day	Shrewsbury, United Kingdom
PAACE AUTOMECHANIKA MEXICO	10-12 July 2013	The PAACE AUTOMECHANIKA MEXICO is 3 days event for exploring emerging trends of the automotive industrial sector. Organized by Messe Frankfurt GmbH, the event is held at Centro Banamex, Av. Conscripto 311, Col...	Mexico, Mexico
Seoul Auto Salon	11-14 July 2013	Seoul Auto Salon is a leading trade fair for generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers...	Seoul, Korea
FedFleet	16-18 July 2013	FedFleet is an exclusive event in the marine and aviation sector. the event addresses all aspects of fleet management, automotive procurement, aviation, and marine educational sessions. the event has certainly been a very successful event in the past drawing over 1300 visitors in the previous edition	United States Of America
China (International) Motor Exposition & Forum	18-20 July 2013	China International Motor Exposition & Forum will take place in Shanghai, China for a period of three days. This international trade show will draw the attention of the eminent experts related to motors manufacturing industry by bringing forward the latest and useful changes which are taking place in this sector...	Shanghai, China
The Northern Motorcaravan Show	19-21 July 2013	The Northern Motorcaravan Show is a camping exhibition dedicated to motorhomes, caravans, compact van conversions and vehicles of luxury coachbuilt.	Cheshire, United States Of America

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EVENT	DATE	INFORMATION	LOCATION
CRC Speedshow	20-21 July 2013	CRC Speedshow 2013 will showcase new cars, new motorcycles, motorsport, classic and historic vehicles. New for 2013 is a dedicated truck and 4WD exhibition hall. Large automotive accessories and suppliers zone...	Auckland, New Zealand
Billing Bike Fest	20-21 July 2013	Billing Bike Fest will be a major fair, where the exhibitors will be able to demonstrate the visitors on the various biking activities. The various bike clubs from United Kingdom and Europe participating in the show will be able to display various types of bikes and the activities associated with them in a rally like ambience...	Northampton, United Kingdom
Latin American & Caribbean Tyre Expo	24-27 July 2013	Latin American & Caribbean Tyre Expo is a one stop solution for the tyre manufacturing companies as they get to explore new and latest strategies that will benefit these production houses to a great extent.	Panama City, Panama
Perth Truck and Trailer Show	26-28 July 2013	Perth Truck and Trailer Show will be held for three consecutive days in Perth Convention and Exhibition Center, Australia. The primary objective of this international trade show is to bring into lime light the latest and advanced products and services which will be of great help for the industries related to this field...	Perth, Australia
Billing Landrover Fest	26- 28 July 2013	Billing Landrover Fest is the largest show of its kind where which centers on land rover. Numerous auto parts, lubricating oil, spare parts, insurance, and food courts are the main butt of attraction of this show...	Northampton, United Kingdom
Dub Show Tour-Atlanta	27-30July 2013	this expo will facilitate the technical and professional experts related to automotive industry and consultants by giving them an opportunity to get familiar with various kinds of innovative products and services related to automotive industry which will be displayed by the exhibitors in this expo...	Atlanta, United States Of America

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ARB INTENSITY LED DRIVING LIGHTS

AVAILABLE AS A SPOT OR FLOOD LIGHT, THE ARB INTENSITY LED DRIVING LIGHT RANGE IS ENGINEERED TO DELIVER OUTSTANDING PERFORMANCE IN ALL CONDITIONS.

The result of three years of design and engineering, including countless CADs, six physical prototypes and extensive off road testing in Australia, the ARB Intensity driving light range delivers cutting edge LED technology within a round light body.

32 LEDs with a 50,000+ hour lifespan produce a white light that is the closest possible colour to sunlight, ensuring the Intensity light reduces eye strain and driver fatigue. Unlike high intensity discharge (HID) lights, the LED range does not require time to warm up, and performs brilliantly on corrugated roads by producing a broad field of light that helps diffuse visible vibration.

Offering 10° full width spread for the spot light and 20° full width spread for the flood light, the Intensity range features an extremely strong, high pressure cast aluminium body with a virtually indestructible polycarbonate lens. A hard coated, clear polycarbonate cover adds further protection and a classy look to the light.

Submersible to three metres, the lights are dust and waterproof to IP68 rating and incorporate a Gore-Tex breather, waterproof Deutsch connectors and a custom moulded rubber seal for 100% waterproof sealing.

The range incorporates an ARB engineered heatsink with 15 fins to help prevent heat damage to the LEDs and surrounding components. The heatsink also ensures the LED circuits run cooler and produce an optimum light output while also extending the light's longevity. Also incorporated into the design is integrated thermal management and over and under voltage protection.

Vastly more efficient than traditional halogen lamps, the Intensity range features a patented circuitry, optics and reflector array design. Utilising the latest technology, this design results in an

impressive 94% efficiency for a very bright, consistent light that requires even less power.

RoHS compliant, meaning the Intensity lights meet stringent restrictions for dangerous chemicals such as lead, cadmium and mercury, the ARB Intensity LED lights are also military spec vibration certified and protected against radio frequency (RFI) and electromagnetic (EMC) interference.

Instead of a plastic moulded mount often found on other brands of driving lights, the Intensity LED includes a patented, multi-position stainless steel mounting bracket. Also vibration certified to military specifications, the mounting bracket features a big footprint, versatile horizontal and vertical positioning, and has a clean TIG weld for added strength.

Finished with a UV resistant, two-pack automotive paint, the ARB Intensity LED driving lights are available now at your local ARB store or stockist



INSTEAD OF A PLASTIC MOULDED MOUNT OFTEN FOUND ON OTHER BRANDS OF DRIVING LIGHTS, THE INTENSITY LED INCLUDES A PATENTED, MULTI-POSITION STAINLESS STEEL MOUNTING BRACKET.



Schaeffler awarded for excellent co-operation and communication in supplier relationship

Schaeffler has been presented with the Excellent Supplier Award 2013 for the first time during the "Geely powertrain supplier conference 2013" in Ningbo/China. By presenting this award, Geely, one of the aspiring car manufacturers in China, is acknowledging an excellent level of co-operation and communication within the supplier relationship. Schaeffler is one of five suppliers to receive the coveted award this year.

"We are consistently implementing our "In the region, for the region" strategy worldwide, which includes China. This award from Geely shows that we are an equal partner to our customers, providing an excellent level of know-how on site with qualified employees", explains Wolfgang Dangel, President Automotive Schaeffler AG.

In the Asia/Pacific region, Asiatic business activities are managed from regional headquarters in Shanghai, which was established in 2007. With dedicated subsidiaries in the People's Republic of China, Korea, Japan, Taiwan, the Philippines, Malaysia, Vietnam, Thailand, Singapore, Indonesia, Australia and

India, Schaeffler is comprehensively represented in the regions. The Automotive and Industrial Divisions are specifically supported by 13 production plants at present. In addition, ten regional development centres ensure that Asiatic customers receive rapid, local support which is tailored to specific requirements.



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THE NEW AUDI A3 SALOON WITH A BANG & OLUFSEN SOUND SYSTEM

Introducing the all-new Bang & Olufsen Sound System for the Audi A3 Saloon – bringing decades of audio expertise and research to a car that redefined expectations in the compact class.

The presentation of the Audi A3 Saloon marks a step forward in Audi's relationship with Bang & Olufsen. This vehicle will feature a bespoke Bang & Olufsen Sound System that is set to raise the bar even further and become the landmark by which all car audio in the compact class is judged.

The Ultimate Listening Experience Bang & Olufsen's sound engineers have employed the most sophisticated equipment available to create an unrivalled sound experience. To provide the best possible audio performance throughout the Audi A3 Saloon, the sound has been carefully tuned to take every aspect of the car's interior into consideration.

There are 14 fully active loudspeakers, with each powered by its own amplifier channel. This results in a clear and very precisely reproduced sound which allows you to locate every instrument in an orchestra or be with the vocalist as he lays down a track. In the Audi A3 Saloon, the subwoofer and the surround speakers have been placed in the parcel shelf, giving an enhanced audio experience that brings the driver and the passenger even closer to the heart of the music.

Three different sound settings allow the sound to be projected to the entire car or focused only in the front or the rear. This creates the ideal listening environment, no matter where you are seated.

The system has 705 watts of pure, crisp power, ideal for every genre of music from classical to rock.

With the MMI Navigation Plus the Audi A3 Saloon delivers stunning 5.1 Surround Sound to experience even more audio content and a greater sense of spaciousness.

Constantly Evolving Design To achieve the perfect integration of the Bang & Olufsen Sound System in the car, Bang & Olufsen designers and sound engineers have been involved in the development of the Audi A3 Saloon audio system from the very beginning.

The flowing contours of the loudspeakers grilles in each of the car's doors are highlighted with an anodized platinum-coloured aluminium trim. This is slightly darker than natural aluminium and seamlessly matches the interior.



The front door grilles also feature a thin, LED powered white light which subtly separates the aluminium trim from the grilles. This subtle and yet powerful finishing touch further accentuates the design language of the sound system and of a vehicle which is truly distinctive.

"The launch of the new Audi A3 Saloon with the Bang & Olufsen Sound System is yet another result of the successful collaboration between Audi and Bang & Olufsen with a system that delivers an excellent sound experience unparalleled in this segment," said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.



INTERNATIONAL VEHICLE BATTERY MANUFACTURERS ATTRACTED BY HIGH-TURNOVER REGIONAL MARKET

Automechanika Dubai to showcase wide range of international battery brands

automechanika
DUBAI

Vehicle battery sales in the UAE have grown at a tremendous 25-30% since 2010 according to research firm Frost & Sullivan, official knowledge partner of Automechanika Dubai. With vehicle owners in the UAE preferring to change their car batteries every year and the resurgent sales of new and used vehicles, the country is drawing the attention of battery manufacturers from across the world.

As a result, officials from Epoc Messe Frankfurt, organiser of Auto-mechanika Dubai are reporting a considerable increase in interest in the trade exhibition from international vehicle battery manufacturers and suppliers looking to tap into the regional growth story.

Due to this increased demand, a dedicated section for Tires & Batteries has been established as part of Automechanika Dubai. This provides battery manufacturers, suppliers and distributors a real platform to meet new and existing customers from the region.

The growing need by transport and service logistic providers for dependable means of transport has also resulted in the drive towards efficient fleet management. Well-maintained fleets of commercial vehicles require the regular inspection and replacement of batteries due to the harsh weather conditions in this part of the world. There is a particular need to maintain vast fleets of aging vehicles in Iran, Pakistan, Iraq and Afghanistan.

"The trend towards resource conservation and recycling is being increasingly reflected in the automotive aftermarket internationally, with increasing use of recycled batteries in certain markets," said Ahmed Pauwels, CEO of Epoc Messe Frankfurt. "This practice is yet to take hold in the region, but as awareness grows we expect it will start to develop. At Automechanika Dubai we are showcasing a range of energy-efficient solutions for the benefit of regional users," he added.

Batteries are also one of the key focus areas in the Truck Competence initiative at Automechanika Dubai. This highlights products and services available to operators and service providers involved in the maintenance of commercial vehicle fleets.

Mr. Zeki Gundogdu, Area Sales Manager of Turkish battery manufacturer, Yigit Aku, said: "We are looking to engage further with the Middle East and African market, which holds out immense potential. Automechanika Dubai is an event which attracts a variety of buyers and we, as a manufacturer and exporter of 5,000,000 pieces of batteries to 70 countries all over the world, think it is a great place to showcase our high quality and latest technology products."

The leading international meeting place for the automotive aftermarket in the region, Automechanika Dubai spotlights innovations and solutions in the fields of parts, systems, tuning, workshop equipment, bodywork & paintwork, car wash, IT & management and the latest automobile services.

Automechanika Dubai is one of 12 global Automechanika fairs held in Asia, Europe, North and South America and Africa. The 2013 edition will be held from June 11 to 13, at the Dubai International Convention and Exhibition Centre.

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BOSCH AUTOMOTIVE AFTERMARKET MIDDLE EAST FORECASTS 2013 AS BIGGEST AND BRIGHTEST

Anniversaries, global awards, and dedicated training facility combine to make this year one to remember



Sales revenue growth for the first quarter of 2013 has already exceeded expectations at Bosch Automotive Aftermarket, Middle East & Africa, according to Guido Gring, Vice President of the leading international supplier of automotive technology and services in the region.

Gring has hailed 2013 as one of the biggest and brightest years in the company's history, laying the perfect platform for future expansion and growth in the automotive aftermarket sector across the Middle East and African market. The company has marked several key anniversaries throughout the year while its numerous global automotive award wins have further highlighted a remarkable year so far for the German manufacturer.

"Bosch Automotive Aftermarket had a strong 2012 in the Middle East and Africa region, and this has set us on course for even more success in 2013; we are already well on our way to eclipsing the double digit sales growth witnessed last year," said Gring, who was speaking today during a media briefing session at the dedicated Bosch Training Centre at the Dubai Airport Freezone.

"This year in particular is very important for us. In the first quarter of 2013, we have commemorated important anniversary milestones, celebrated global awards, and highlighted new innovations that further underline our status as a world leader in automotive aftermarket technology.

"The 111 year anniversary of Bosch Spark Plugs is the first in a long line of remarkable achievements for the company this year. Since 1902, we have produced more than 11 billion of 20,000 different types of spark plugs, used by almost every vehicle manufacturer in the world, and most probably used in the same car that you drive today.

"We celebrate 100 years of Bosch generators in 2013 – generators that today provide all the energy a car needs, powering a multitude of electrical systems that make cars cleaner and more efficient, while improving safety and comfort."

Continued Gring: "Not only is Bosch one of the foremost global brands in Automotive Aftermarket technology and innovation, but it is also one of the most trusted. This is highlighted through several major honours awarded to us this year both by consumers and industry partners.

"We were voted the best brand in several categories by more than 200,000 readers of the two most popular German automotive magazines, 'Auto, Motor, und Sport', and 'Auto Bild', while we were also recently honoured by the BMW Group with the 'BMW Supplier Innovation Award' and the Toyota Motor Company with the 'Global Contribution Award' – an award recognising our continuous improvement activities and collaboration with Toyota on a global level."

With the accolades and milestones coming thick and fast for Bosch Automotive Aftermarket in 2013, Gring said that the company has aggressive expansion plans ongoing throughout the MENA region, paying tribute to the dedicated Bosch Training Centre in Dubai, which since opening in 2006, has successfully trained 1,117 certified diesel and petrol mechanics and automotive technicians. The Dubai facility is one of 45 Bosch Service Training Centres in 39 countries, in which more than 116,000 participants are trained every year.

He added: "Many of these mechanics and technicians have gone on to work at one of the 209 dedicated Bosch Automotive Aftermarket service stations across the MENA region, and our continuous revenue growth and expansion is in no small part thanks to the large investment we have made into our dedicated Bosch training facility here in Dubai.

"So far in 2013, we have already received a further 44 participants to undergo diesel training. With another 53 Bosch Car Service and Diesel Service Centres opening across Maghreb, Levant, and Middle East countries this year, and a further 13 Express Car Service Centres in the pipeline, there will be plenty of opportunities for the qualified mechanics to find work once they have finished their training with us."

More than 20 media representatives were out in force today at the Bosch Training Centre to hear the latest developments and plans at Bosch Automotive Aftermarket, Middle East and Africa, including the role and function of the training centre, Bosch Automotive Aftermarket workshop concepts, and the introduction of the Express Car Service in the Middle East market.

Emirates Gas highlights 'green fuel' solutions at CNG-NGV's ANGVA Forum 2013 in Dubai

Emirates Gas LLC (EMGAS), a subsidiary of Emirates National Oil Company (ENOC), hosted the Compressed Natural Gas - Natural Gas Vehicle (CNG-NGV) ANGVA (Asia Pacific Natural Gas Vehicles Association) Forum 2013, focused on promoting sustainable growth and cleaner air through the use of CNG-NGV.

One of the most important networking platforms that promotes the utilisation of CNG as a greener and cleaner fuel for vehicles including public transport, the ANGVA Forum 2013 featured several prominent keynote speakers, who share their views on the global trends in the sector. Specialised roundtables are being held that address the various facets of safer and sustainable NGV infrastructure development in the UAE, Qatar and the wider Gulf region. Other aspects being discussed cover the use of natural gas in the transport sector, country/city updates on CNG infrastructure development and experiences from countries around the world.

Saeed Khoory, Chief Executive Officer of ENOC, said: "The UAE is at the forefront in promoting an active sustainable development agenda, in line with the 'green economy for sustainable development' strategy announced by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai. At ENOC, we are committed to supporting the strategy by focusing on producing and distributing cleaner and greener fuels. These will not only reduce the dependence on traditional fuel resources but also contribute to a healthy and sustainable environment. By hosting the ANGVA Forum 2013, we are further underlining our focus of promoting industry dialogue and encouraging more stakeholders to work together for the prosperity of our future generations."

Zaid Alqufai, Managing Director, ENOC Marketing, explained: "From setting up the first green fuel station in the Middle East to introducing CNG to fleet users, ENOC has been leading the industry dialogue on cleaner and greener fuels. We believe that it is part of our Corporate Social Responsibility to further promote active industry engagement in this subject, which is being facilitated through the ANGVA Forum 2013."

Hesham Ali Mustafa, Senior Director - ENOC Gas Marketing and General Manager - Emirates Gas LLC added:

"With demand for fuel increasing, in tune with population growth, shifting to cleaner and greener fuels is a strong alternative that must be seriously taken into consideration. It is also a perfect fit to the Dubai Integrated Energy 2030. We have already rolled out a clear action plan to encourage the use of CNG, a cleaner fuel, through our advanced facility of utilising renewable energy sources along with the conventional methods of using pipeline gas as a 'green' fuel for transportation. We also plan to deliver CNG to our customers' premises by drawing on the concept of dedicated CNG Daughter Stations. The ANGVA Forum serves as a platform to communicate and share best practices with the global experts."

Hesham Ali Mustafa, who is also the first Emirati President of ANGVA from the Gulf Region, added: "Since its inception, ANGVA has endeavoured to serve the needs of fleet operators, vehicle manufacturers, gas suppliers, equipment suppliers, refuelling equipment providers, consultants, government representatives, non-governmental organisations and others involved with the NGVs industry by promoting the use of natural gas as the fuel for transportation sector."

The Forum is attended by leaders from government and private sector entities including UAE Ministry of Environment, Ministry of Interior, Dubai Municipality, Ministry of Civil Defence, RTA, Dubai Police, Dubai Civil Aviation, Dubai Electricity and Water Authority (DEWA), Sharjah Electric & Water Authority (SEWA), Dubai Taxi Corporation, Dubai Health Authority, ADNOC Distribution, Emirates Group, Emirates Driving Institute, Mowasalat, Dubai Aluminium, Dubai Ambulance, GASCO, DUSUP and PTT PLC among others.

Global Auto Parts stresses the need for genuine quality aftermarket automotive spare parts

The UAE's multi-billion dollar automotive parts market is one of the largest in the world but is experiencing issues with price wars, counterfeit and inferior quality products that tend to be on sale at much lower price points. These rogue products add to the woes of the end user by causing serious damage to the vehicles as well as compromising the safety of the customers.

Global Auto Parts (GAP) is a one of a kind aftermarket parts supplier in the GCC, specializing in Genuine Quality high mortality parts for all the major Japanese and Korean brand passenger cars, and major European & American passenger car and trucks.

With the steady growth of the Automotive Parts Industry, Global Auto Parts, part of the renowned Al Habtoor Group, aims to raise the bar in the product quality and services available for automotive aftermarket businesses in the GCC, MENA and wider global regions.

Genuine Quality is understood as being products manufactured to the same specification and offering the same warranty as those parts sold under the original equipment manufacturers (OEM) parts programs.

Automotive filters are an essential part of a vehicle because they protect all the crucial systems required for the correct performance of the vehicle.

Air and Oil Filters in particular are critical components that ensure longevity of engine life. While Engine air filters are designed to achieve high, virtually unrestricted air flow while maintaining filtration levels critical to ensure long engine life, Oil Filters clear the microscopic pieces of metal that get worn from inside the engine so that they don't cause further damage to the engine.

Cabin air filters help to protect the health of the people inside the vehicle by improving the quality of the air they breathe inside the vehicle. Finally, the fuel filter picks up any dirt in the fuel that might interfere with the engine's performance thereby enhancing vehicle's performance and fuel economy.

Half Time for PRORETA 3

Continental Hands over Research Vehicle to TU Darmstadt

Research looks into how to integrate individual advanced driver assistance systems and improve the human-machine interface for targeted information.



Technische Universität (TU) Darmstadt by Continental takes the PRORETA 3 project into its second half. As part of the third collaborative PRORETA research project, TU Darmstadt and the international automotive supplier have been working for around two years on an integrated driver assistance concept for avoiding accidents and mitigating the consequences of accidents in urban traffic scenarios. In addition to researching new advanced driver assistance systems, ones that are already available are also being interlinked and functional synergies are being exploited. With regard to the interaction between system and driver, new and more powerful human-machine interfaces are being looked into. The concept is based on a modular system architecture. After the jointly developed concept was incorporated into a Continental research vehicle, the second phase of the project will now focus on the practical testing: the goal is to demonstrate the effectiveness of the concept under real-life driving conditions. The project will run until autumn 2014.

Individual assistance systems are interlinked

"In complex traffic scenarios such as urban traffic, it can be especially difficult to identify hazards and respond appropriately to a given situation", said Dr. Peter Rieth, Senior Vice President of Systems & Technology in Continental's Chassis & Safety Division. This is where PRORETA 3 comes in: during the first phase of the project, the researchers developed a high-performance system architecture and more powerful functions for perceiving vehicle surroundings by interlinking various advanced driver assistance systems. "To date, assistance

systems such as Lane Keeping Assistant or collision warning have functioned as independent systems within the vehicle. By interlinking them, we can make optimum use of the existing sensor infrastructure in the vehicle", said Professor Hermann Winner, head of the institute "Fahrzeugtechnik" at TU Darmstadt and PRORETA 3 project manager. To monitor the area around the vehicle, the research vehicle uses a production-ready sensor system. This is fitted with a stereo camera and a long-range radar sensor at the front and four short-range radar sensors for monitoring the area to the side and rear of the vehicle.

Improved human-machine interface and safety corridor

Based on this system of sensors, the researchers at TU Darmstadt have created the concept of a 'safety corridor'. If the vehicle strays outside the safety corridor due to the driver making an error or being distracted, for instance, the driver is alerted and assisted where necessary through active system intervention with steering and braking. "In complex urban traffic scenarios, the interaction between driver and assistance system must be optimized so that the driver understands the instructions intuitively and can respond accordingly", said Dr. Peter Rieth. PRORETA 3 has therefore involved the testing of various concepts that also include information about the driver's behavior.

The research vehicle is equipped with an interior infrared camera which identifies in which direction the driver is looking. The vehicle then knows if the driver is looking at the road ahead or somewhere else. Further

information is provided by the way in which the driver operates the steering wheel, accelerator and brake pedal, while the driver assistance systems provide data on the level of risk. Together with an intelligent accelerator pedal that can communicate with the driver by exerting counterpressure or vibrating, and acoustic signals, the LED strip light known as 'Halo', greek for 'light ring', also forms a key part of the human-machine interface. The Halo is interlinked with both the interior infrared camera and the various driver assistance systems. This forms the core element of a human-machine interface designed to direct the driver's attention to hazards around the vehicle depending on the surroundings and driver status in cases where a hazard is detected outside the driver's field of vision. In this case, an early warning can be issued and the driver can then respond accordingly. If the hazard is within the driver's field of vision, then only an acute alert is issued. If the driver is visually distracted, a warning can be issued if the situation has not yet become critical. The Halo covers the entire vehicle interior and can be illuminated in various colors to reflect the different levels of urgency. The driver perceives this peripherally and his attention is almost intuitively drawn back in the right direction. Within the safety corridor, partially automated driving is also possible with the aid of a longitudinal and lateral guidance system – the system can perform certain driving maneuvers independently, thereby supporting and relieving the stress on the driver.

PRORETA – a collaborative research project with a long-standing tradition

Technische Universität (TU) Darmstadt and Continental's Chassis & Safety Division have been working on joint research projects since the 1980s. The first collaborative PRORETA research project (2002-2006) examined emergency braking and emergency steer assistance when traffic ahead is moving or stationary. Experiments carried out as part of PRORETA 2 (2006-2009) focused on an overtaking assistant to prevent accidents with oncoming vehicles. PRORETA 3 involves the automotive engineering, ergonomics, control theory & robotics, and control engineering and mechatronics institutes at Technische Universität (TU) Darmstadt which make an important contribution to the collaborative research project. "We believe that it is one of our company's duties to strengthen cooperation between universities and industry and to introduce students and research associates as early as possible to industry-related development issues. We want to make a positive contribution in this area. It helps us to advance our vision of driving without accidents", underlined Dr. Rieth.

Abu Dhabi Sees Spike in Roadside Rescues as Garages Move Out of Capital's Centre

Dial-A-Battery is meeting demand generated by vacating service centres



Asad Badami, managing director of A-MAP.

A vehicle roadside rescue service that travels to stranded car drivers and replaces their faulty batteries has seen a spike in the demand for its services from users in central Abu Dhabi.

Figures released by Dial-A-Battery, a service founded by vehicle accessories and aftermarket parts organisation A-MAP, reveal that it has experienced a 200 per cent increase in calls over the past four months, a phenomenon its operators attribute to the Abu Dhabi government policy of moving vehicle service stations from the centre to the outskirts of the city.

"Since the beginning of the year, we have had a huge increase in callouts for our Dial-A-Battery service from central Abu Dhabi – four times the amount of our previous figures from the close of 2012," said Asad Badami, managing director of A-MAP. "This spike coincides with the Abu Dhabi government's directive that vehicle service centres will no longer be given a licence to operate inside the city. Instead they are now being instructed to work from premises in the industrial areas away from the capital's built-up, residential environments," he added.

The shifting of vehicle service centres was announced by the Abu Dhabi government in 2010 and affects garages and other workshop facilities, including building materials shops, carpenteries, equipment maintenance outlets and glass and aluminium manufacturers. The policy is tied in with the capital's drive to become a major global economy within two decades, as outlined in its Strategic Vision 2030 policy.

There are around 1,970 such workshop premises in Abu Dhabi and the mandatory requirement for them to shift is aimed at improving the city's aesthetics and delineating areas of habitation from those of industry. The facilities have either moved or are in the process of moving to areas outside of the centre, meaning that those who live and work in central Abu Dhabi are now likely to be several kilometres from their nearest garage.

"Our customers have informed us that what often happened in Abu Dhabi city centre when their vehicle experienced a battery problem is that they could take a short walk to service centre across the street and request a mechanic to accompany them back to their car, which they were more than happy to do," revealed

Badami. "Following the enactment of the new Abu Dhabi government directive, which has seen these centres move out of town, this is no longer an option. It seems that drivers are now requesting Dial-A-Battery to step into the breach," he added.

Dial-A-Battery works by providing the customer with a toll-free number to call in the event of their car battery experiencing problems, whether this happens at the roadside, in a parking lot, or the customer's own driveway. The customer's order for a new battery is relayed by the operator to a mobile dispatch team, who will replace the item in less time than it would take to have the vehicle towed to a service centre.

Already one of the most lauded vehicles in its segment, the current 2013 Odyssey has earned IIHS TOP SAFETY PICK and NHTSA 5-Star Overall Vehicle Score crash safety ratings. The Honda Odyssey is an AutoPacific Ideal Vehicle Award winner, an ALG Residual Value award winner, recipient of the Best Family Cars of 2012 designation from both Parents Magazine/Edmunds.com and Kelley Blue Book's kbb.com, and a Best Cars for Families award winner from U.S. News and World Report. The Odyssey represents Honda's robust product development capabilities in North America with its design, engineering and assembly all taking place in the U.S., using domestically and globally sourced parts. Currently, 95 percent of all Hondas sold in the U.S., are built in North America.

Along with the 2014 Odyssey Touring Elite® and Honda's complete lineup of fun-to-drive cars and trucks, the 2014 Accord Plug-In Hybrid and 2013 Fit EV also will be on display at the Honda booth during NYIAS press and public days. The 2014 Accord Plug-In and the fully-electric Honda Fit EV both recently became available in New York.



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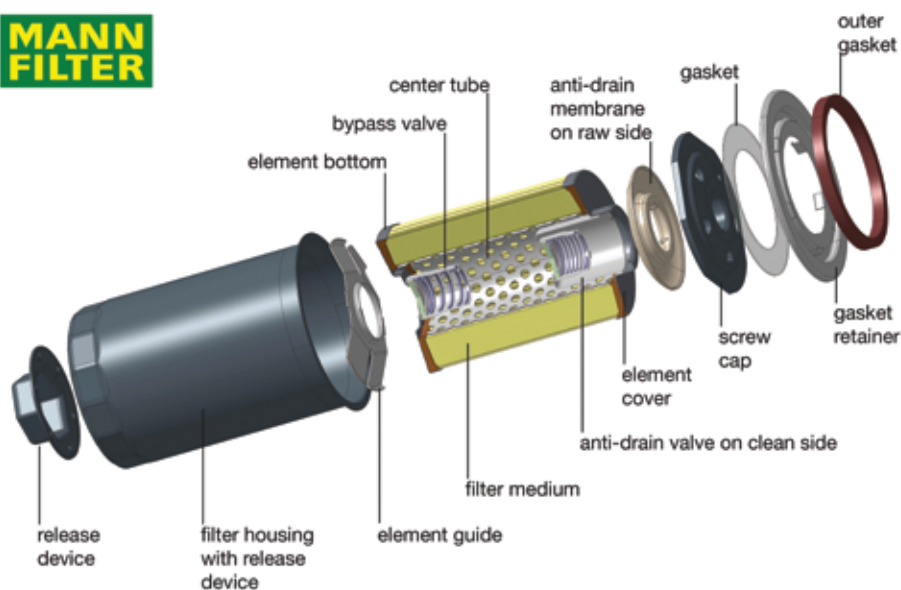
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Using a top quality spin-on oil filter really pays off

It's what's on the inside that counts

Components of a spin-on oil filter



Modern vehicle engines are technically sophisticated and complex. To maintain optimum performance, they require a constant supply of carefully filtered engine oil. On the other hand, poorly filtered or inadequate lubricant can increase the risk of premature wear, even resulting in a worst case scenario to breakdown and engine damage. Specialists recognise this and thus attach great importance to quality when changing the oil filter

Satisfied customers like to stay loyal to their workshop or dealer. Customer retention also involves fitting and selling first-class spare parts. The typical service interval for a spin-on oil filter is 30,000 kilometres or once a year. There are however significant differences in the quality and performance of the compact spin-on filters with metal housings currently available in the market. From the outside, the 'black can' looks quite similar. 'Only a high-quality spin-on filter provides optimum protection against engine wear. Viewed from the outside, the efficiency of the various spin-on filters can however be indistinguishable, even for specialists. Quality is to be found inside, and with MANN-FILTER, you can certainly rely on that', says Joerg Schoemmel, Oil Filter Product Manager at MANN-FILTER. Only a close look inside reveals more about the design, materials and functions of these quality filters.

Locks ensure lubricant supply

Simply constructed spin-on oil filters are essentially made up of the following parts: the screw cap with external seal, a filter housing containing a filter element and an element guide. This holds the filter element in the right position. Many high-quality spin-on oil filters have additional components which significantly enhance engine protection. Typically MANN-FILTER equips its spin-on oil filters with specially moulded, highly elastic anti-drain membranes, ensuring that the oil remains in the filter, even with an inclined mounting position, when the engine is switched off. Overnight, for example, when the vehicle is parked for a long period of time. The engine oil thus immediately lubricates the engine components on re-start. The units are in this way protected against wear. The oil is affected by gravity as soon as the engine is no longer running and the oil ceases to circulate. Without anti-drain valve, it would slowly seep out of the filter and the oil channels and return to the sump.

Engines lubricated even at low temperatures

Top-quality filters from MANN-FILTER often also contain so-called bypass valves. These ensure that lubrication points on the engine are supplied with oil even under extreme conditions. A typical situation is a cold start at sub-zero temperatures. Here the engine oil is extremely viscous and can only be pressed through the filter media with a great deal of force. In such exceptional cases, it is essential that the bypass valve opens at precisely the right time, enabling lubricant to bypass the filter element and thus maintain the supply of oil. As Schoemmel explains: 'You can certainly say here that unfiltered oil is better than no oil at all. Once it warms up after a short running period and becomes less viscous, less force is required to press the oil through the filter media. The bypass valve now immediately and completely shuts'. He continues: 'Our bypass valves operate very precisely. They open only when necessary and for the required period of time and provide effective protection against increased engine wear'.

Stability and long-lasting hold

The upper cover of a MANN-FILTER spin-on oil filter is made from up to 5 millimetre thick steel sheet. The massive design of this screw cap provides great stability for the whole filter. Assembly and removal are made easier through its accurately fitting thread. The gasket, providing an oil-tight seal for the spin-on filter to the mounting flange, also has an important function. It prevents oil seeping out and ensures the filter is firmly screwed in when the vehicle is in motion. A specially designed seat gives the gasket a secure, long-lasting seal. The gaskets are made of high-quality elastomer which can withstand extreme cold.

Leak-proof in hardness test

The filter housing itself is made of pressure-resistant and corrosion-protected material. This is verified through extensive tests in which the filter is subjected to pulses under a range of pressures. The number of pulses that a MANN-FILTER product must withstand without damage is defined in the vehicle manufacturers' specification. Such pulsation tests are used by the development engineers at MANN-FILTER to check the stability and leak-tightness of the products. The filtration specialist MANN+HUMMEL also offers special releasing devices integrated into the filter housing which make it possible to remove the filter quickly and easily, even within tight engine compartments, and reduce the risk of the hand slipping during the service.

Optimum pleat geometry for maximum filter surface area

The key part of the spin-on oil filter is the filter element. This carries out the cleaning work and thus undertakes the principle task of the filter. In order to function thoroughly and efficiently, the element contains a high-quality filter medium. The optimum pleat geometry of the MANN-FILTER medium provides the largest possible surface area. In contrast, some inferior filter media do not even cover one third of this area. With regard to optimum filtration and long service life, the material quality of the medium is in fact just as important. The pores of the filter media must be extremely fine and able to retain large quantities of contaminant. MANN-FILTER therefore uses fully synthetic or synthetic fibre reinforced cellulose media. They filter oil efficiently at high temperatures and are even resistant to aggressive additives in synthetic oils. With conventional filter media, on the other hand, there is the risk that the additives reduce the flexibility and strength of the material. It is however also important that the filter element demonstrates high mechanical strength. MANN-FILTER achieves this through stable end caps and a support pipe in the centre, thus providing the necessary strength to the element, even at high differential pressures which occur during a cold start in winter.

Fixing prevents unwanted bypass

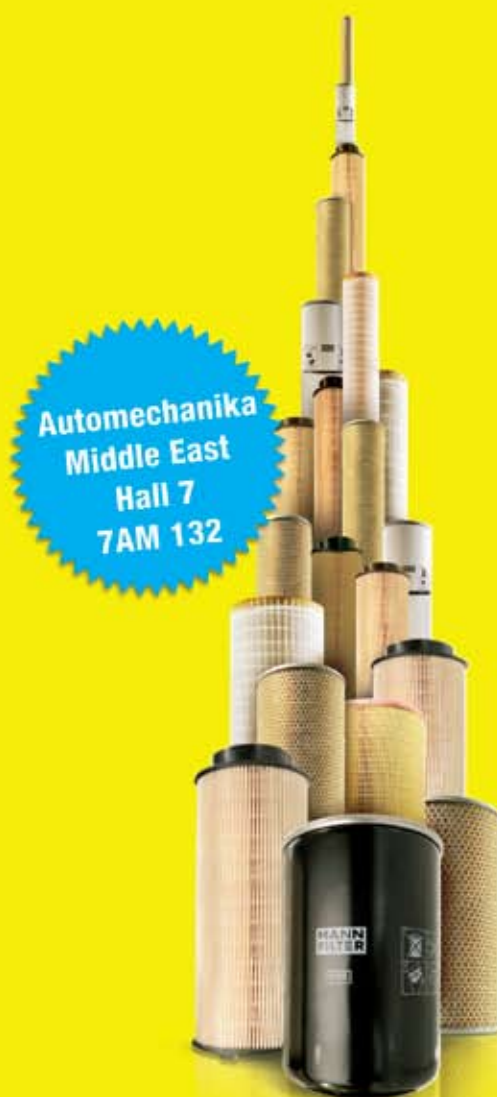
Special embossing also ensures that the pleat spacing remains stable and strong. It prevents so-called 'bunching' in which the paper pleats consolidate into a block and thus reduce filtration performance. It is also crucial that the filter element stays exactly in position, even when subjected to vibration. To fix the element in place, MANN-FILTER has installed an element guide in the form of a flat spring. This not only supports the element axially, but also radially, thus maintaining a reliable seal at the interface with the screw cap. Unfiltered oil – like in a bypass – can therefore not flow past the filter element.

Quality proves worthwhile

With around 99% market coverage in Europe, MANN-FILTER has a suitable oil filter for virtually every model of passenger car or transporter. The current product portfolio includes approximately 640 spin-on oil filters for widely differing applications. MANN-FILTER supplies spin-on oil filters in OE quality to the independent aftermarket. Inferior filters are not much cheaper. 'The saving is roughly the cost of a newspaper', reckons Schoemmel. The small additional cost of a branded product is well worthwhile for workshops and distributors, because the spin-on oil filters from MANN-FILTER reliably protect the engine. They can thus prevent unwanted and often expensive repairs. They are in fact an investment in customer satisfaction and trust for many years.

**MANN
FILTER**

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



**Automechanika
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Hall 7
7AM 132**

We are looking forward to seeing you – meet MANN-FILTER at Automechanika Middle East 2013 at Dubai International Convention and Exhibition Centre, U.A.E. The MANN-FILTER trade show team will showcase innovative filter solutions in original equipment quality.



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www.mann-filter.com

VOLVO CARS TESTS OF FLYWHEEL TECHNOLOGY CONFIRM FUEL SAVINGS OF UP TO 25 PERCENT

Volvo Car Group has completed extensive testing of kinetic flywheel technology on public roads - and the results confirm that this is a light, cheap and very eco-efficient solution

The testing of this complete experimental system for kinetic energy recovery was carried out during 2012. The results show that this technology combined with a four-cylinder turbo engine has the potential to reduce fuel consumption by up to 25 percent compared with a six-cylinder turbo engine at a comparable performance level," says Derek Crabb, Vice President Powertrain Engineering at Volvo Car Group, "Giving the driver an extra 80 horsepower, it makes car with a four-cylinder engine accelerate like one with a six-cylinder unit."

The experimental system, known as Flywheel KERS (Kinetic Energy Recovery System), is fitted to the rear axle. During retardation, the braking energy causes the flywheel to spin at up to 60,000 revs per minute. When the car starts moving off again, the flywheel's rotation is transferred to the rear wheels via a specially designed transmission.

The combustion engine that drives the front wheels is switched off as soon as braking begins. The energy in the flywheel can then be used to accelerate the vehicle when it is time to move off again or to power the vehicle once it reaches cruising speed.

Most efficient in city traffic

"The flywheel's stored energy is sufficient to power the car for short periods. This has a major impact on fuel consumption. Our calculations indicate that it will be possible to turn off the combustion engine about half the time when driving according to the official New European Driving Cycle," explains Derek Crabb.

Since the flywheel is activated by braking, and the duration of the energy storage - that is to say the length of time the flywheel spins - is limited, the technology is at its most effective during driving featuring repeated stops and starts. In other words, the fuel savings will be greatest when driving in busy urban traffic and during active driving.

If the energy in the flywheel is combined with the combustion engine's full capacity, it will give the car an extra 80 horsepower and, thanks to the swift torque build-up, this translates into rapid acceleration, cutting 0 to 100 km/h figures by seconds. The experimental car, a Volvo S60, accelerates from 0 to 100 km/h in 5.5 seconds.

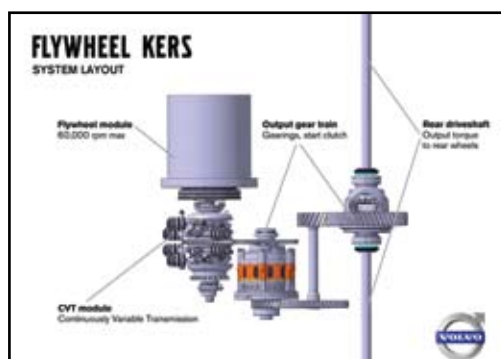
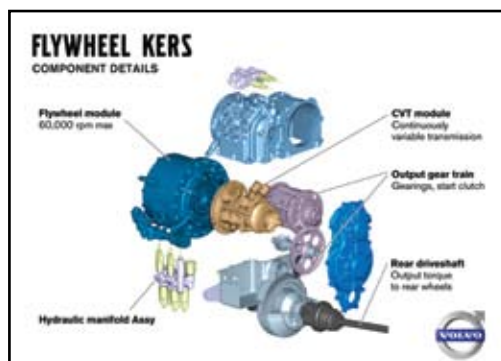
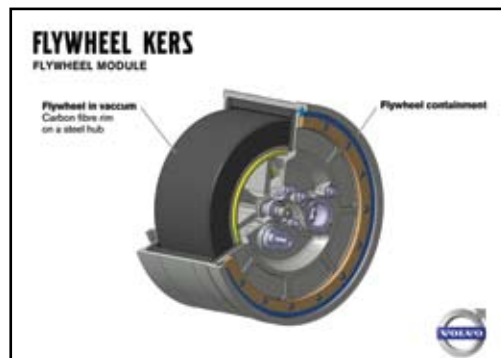


Carbon fibre for a lightweight and compact solution

Flywheel propulsion assistance was tested in a Volvo 260 back in the 1980s, and flywheels made of steel have been evaluated by various manufacturers in recent times. However, since a unit made of steel is large and heavy and has rather limited rotational capacity, this is not a viable option.

The flywheel that Volvo Cars used in the experimental system is made of carbon fibre. It weighs about six kilograms and has a diameter of 20 centimetres. The carbon fiber wheel spins in a vacuum to minimise frictional losses.

"We are the first manufacturer that has applied flywheel technology to the rear axle of a car fitted with a combustion engine driving the front wheels. The next step after completing these successful tests is to evaluate how the technology can be implemented in our upcoming car models," concludes Derek Crabb.



Quality and service in workshop equipment **Lives are depending on it!**

Recent findings in the lifting equipment of automotive workshops have given reason to get scared

Lifts with non-working security devices, or non-monitored critical parts are not that uncommon as one would expect.

Now one would expect a certain decrease in quality with old lifts, but the scary fact is, that some of these lifts aren't as old as one would think...

Mostly damages like this come through a mixture of questionable product quality and low or non-existent service through local workshop equipment suppliers, though sometimes it is just the end-user trying to save money on the wrong end.

Luckily for those, who want to invest their money in quality goods and a solid service, there are still a few companies in the market, which have not been cutting costs on production or service quality.

Fortunately for local workshop owners, you can find these kinds of companies on the manufacturing side, as well as locally on the dealer's side.

Two of such companies are the German car-lift manufacturer ZIPPO lifts GmbH and its local exclusive distributor Arwani Trading Company. ZIPPO lifts is a family owned company right in the middle of Germany, which produces lifting equipment for the automotive market since 1962, it is a highly specialized company, which is very well known for its quality products, which is one of the reasons, why nearly every western car manufacturer uses ZIPPO lifts in their production plants.

Arwani Trading Company on the other side is one of the oldest workshop equipment suppliers all over the UAE, with well more than 30 years of experience and excellent service.

To honor the more than ten years of cooperation and to prove to the market, that both companies can do more than just talking and are in fact delivering some of the best two-post lifts of the world, every customer in the UAE, who buys an electro-mechanic two-post lift of ZIPPO and signs a service contract with Arwani Trading Company, will receive a 5 years free-of-charge warranty extension to all critical non wearable parts of the lift!

For all those, who are still skeptic Arwani would like to offer an invitation for a visit of the booth of Arwani Trading during the Automechanika Middle East fair, where they will exhibit some fully functional ZIPPO lifts, and where the specialists of ZIPPO and Arwani Trading will stand ready to answer any potential questions



Partially ripped load wire on a 4-post lift



Broken bearing and rusty spindle on electro mechanic 2-post lift


Keep cool this summer

BMW's sheer driving pleasure extended with a cool air-conditioning service campaign




Reaffirming its commitment to providing BMW customers with a premium ownership experience and foremost after-sales service, AGMC, the BMW Group importer in Dubai, Sharjah and the Northern Emirates, has launched a special air-conditioning service campaign to help prepare for the hot summer months ahead.

Valid from now until May 31st, 2013, customers can take advantage of a complimentary air conditioning and safety check-ups for their BMW in addition to a new car air freshener. Carried out by AGMC's highly trained BMW technicians who will guarantee that your BMW stays cool this summer, the campaign also includes an exclusive 25% offer off on BMW original parts should your air-conditioning unit need a replacement part.




FULLY AUTOMATIC

OEM APPROVED



Trade in your old AC recycling system for a brand new Robinair!

Arwani Trading will buy back any working AC recycling system in exchange for a purchase of a new Robinair AC690, which will be available only for a limited time as low as 11500 AED!!!



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2013 show expands to entire 17 halls covering 200,000 sqm

The 2013 edition of Automechanika Shanghai will utilise all 17 halls covering 200,000 sqm at the Shanghai New International Expo Centre, Shanghai, China, when it takes place from 10 – 13 December.

Organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Automotive Industry International Corporation (CNAICO), the show is now the world's second largest Automechanika show for automotive parts, accessories, equipment and services, with the largest one being held in Frankfurt, Germany. It features leading brands including APSIS, Asiawash, Bantam, Bosch, Carlas, Car-union, Delphi, FAWER, GYS, HSAE, Hennessy, Launch, Luoshi, MANN+HUMMEL, SONAX, SVAUTO, Wanxiang, WD-40, Yuchai and Yunhan, representing the automotive OE and aftermarket products and services from the three main product sectors of Parts & Components, Repair & Maintenance, and Accessories & Tuning.

Commenting on the increased size and exhibitor numbers, Mr Jason Cao, Senior General Manager of Messe Frankfurt (HK) Ltd said: "Automechanika Shanghai continues to grow and exhibition space for our upcoming show has increased by 11 percent compared to 2012 and now totals 200,000 sqm. This is a major landmark as we will accommodate 4,400 exhibitors and have an expected 80,000 international and domestic quality buyers. To meet industry demands, the Repair & Maintenance sector will expand to three halls while the international exhibition area and the Accessories & Tuning sector will double in size. Furthermore, added product categorisation will help to support product specialisation, developing platforms for buyers to easily find their suppliers."

automechanika
SHANGHAI

New Auto Air-conditioning Zone to meet market demand

The fast growing auto air-conditioning market is facing demands for its core component technology to be more innovative. The market is looking for products that are more light-weight, energy efficient, environmentally friendly and more health orientated. To meet these needs, a new Auto Air-conditioning Zone will be set up in Hall E5. Supported by various industry organisations, it is expected to attract 200 exhibitors who will present their auto air-conditioning systems, components and related chemicals. In addition, there will be relevant seminars relating to auto air-conditioning industry.

Mr Cao added: "We are keen to make this zone an excellent platform to share the latest market news and technology, so we have invited two German air-conditioning related associations, Fachverband Gebäude-Klima e.V (FGK) and Verband Deutscher Kälte-Klima-Fachbetriebe e.V. (VDKF) to organise pavilions and activities."

Enhanced Truck Competence programme

In 2012, China exported 400,000 commercial vehicles, up 17 per cent from the previous year, representing 37 per cent of the total auto export value. As a result of this fast growing sector, this year's Truck Competence programme has enhanced its industry focus and will be supported by global promotional campaigns, industry related fringe programmes, together with invitations to specific VIP buyers.

Commenting on the Truck Competence programme, Mr Xuecheng Ji, President of the China National Automotive Industry International Corporation (CNAICO) remarked: "The commercial vehicle industry offers high potential for industry players. For example, by 2015, it is expected that there will be more than 35 million units of commercial vehicles in China. Manufacturers are eager to explore new emerging markets overseas which offer many opportunities in the parts and components, as well as the international and domestic after sales sectors which can be fully explored at Automechanika Shanghai's Truck Competence programme."

Automechanika Shanghai is one of 13 Automechanika fairs held in Africa, Asia, Europe and Central and South America. For further information about the fair, please visit www.automechanika-shanghai.com / www.automechanika.com.



HUBLOT MASTERPIECE MP 05 "LAFERRARI"



The watch and the car: The MP-05 "LaFerrari" was developed - in technical and design terms - entirely in parallel with the car, alongside the Ferrari teams. They share a number of common points. Able to boast no fewer than 637 components for the movement, which is also equipped with a Tourbillon, as well as a power reserve of approximately 50 days thanks to its 11 barrels, arranged in a line just like a spinal column and interconnected so that they do not each discharge in turn but support each other, this watch is closer to being a concept watch.

The MP-05 "LaFerrari" represents a very special series, entirely designed and developed by the Hublot Manufacture engineers and watchmakers in tribute to "LaFerrari".

In a demonstration and testimony that lives up to the car, it has achieved a historic record with its 50-day power reserve. It is also the watch with the most watchmaking components created to date by Hublot (637).

The watch is finely wrought in terms of shape, featuring a complex shaped sapphire crystal clearly reminiscent of the car's outline, as well as an open case-back, and is made from black PVD titanium. It is topped by a titanium and carbon insert in its centre, revealing the winding crown. The time-setting crown is positioned under the case. Both are completely integrated into the design, and therefore practically invisible.

The movement has an original display, featuring first off on the front vertical face the small seconds indicated by means of an aluminium cylinder fastened onto the suspended Tourbillon cage (significantly bigger than usual with a cage diameter of 14.50 mm, for even better appreciation of the mechanical parts).

The hour and minute are displayed to the right of the barrels, also indicated by means of one anodised black aluminium cylinder each. On their left is the cylinder indicating the power reserve. Reinforcing bars either side, made from anodised red aluminium, bring to mind Ferrari's red signature.

A small detail, but one which makes reading the time easier; on each cylinder the size of the numerals has been maximised with white SuperLuminova™, to enhance the display for ease of reading. This is all rounded off by a rubber strap with a special folding buckle in black PVD titanium.

The desire for a truly exceptional watch has been extended to the design of the presentation case, made from schedoni leather and carbon fibre, containing the specific tools for winding the watch, and whose design was also inspired by the world of motoring. Limited edition of 50 numbered pieces.

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Partnership between Johnson Controls and University of Wisconsin-Milwaukee earns 2013 Gold Edison Award for innovation



Johnson Controls, a global diversified company in the building and automotive industries, is a 2013 Gold Award Winner by the internationally renowned Edison Awards for its recent groundbreaking collaboration with the University of Wisconsin - Milwaukee (UWM). This distinguished award symbolizes the persistence and excellence personified by Thomas Alva Edison, inspiring creative minds to remain in the forefront of innovation, creativity and ingenuity in the global economy.

"This is an honor for Johnson Controls and the work we are doing in the area of energy storage," said MaryAnn Wright, vice president, Technology & Innovation for Johnson Controls Power Solutions. "The work we are doing in this lab demonstrates our commitment to being the industry leader. Our partnership with UWM will help transform the campus and the City of Milwaukee," said Wright.

Johnson Controls was presented with the gold award in the Living, Working and Learning Environments Category for its Energy Advancement and Research Lab and Showcase on the UWM campus.

"The Gold Edison Award is a terrific validation of the Johnson Controls-UWM partnership,"

said Chancellor Michael R. Lovell, University of Wisconsin-Milwaukee.

"We already knew the partnership was making a positive difference for our faculty, staff and students, and now we have significant external recognition as well."

The Edison Awards have recognized and honored some of the most innovative products and business leaders in America and is among the most prestigious accolades honoring excellence in new product and service development, marketing, design and innovation.

The Energy Advancement Research Lab creates an environment for Johnson Controls scientists to work with UWM students and faculty in dedicated space to conduct research, enhance the university's advanced energy curriculum and accelerate Johnson Controls' exploration and development of innovative, next generation energy storage technologies. The advanced manufacturing dry lab is the only one of its kind on a university campus in North America. It enables "fast fail" experimentation to accelerate the development and commercialization of advanced energy storage technologies. "Fast fail" experimentation allows us to move quickly and deliberately to deliver against anticipated project outcomes and the ability to stop if the outcomes are not met within a certain timeframe.

Johnson Controls is a global leader in the development of new energy technologies such as advanced batteries for Start-Stop, hybrid and electric vehicles. It is the first company in the world to produce lithium-ion batteries for mass-production hybrid vehicles.

Total Egypt Signs Landmark Deal with EATc to Become Volkswagen's Exclusive Lubricants Supplier



The Egyptian Automotive & Trading Co. (EATc), the sole distributor of Volkswagen in Egypt, signed a landmark agreement with Total, the world-class oil company, to become the exclusive provider of lubricants for Volkswagen and Audi vehicles in Egypt, including the VW fleet of 1,500 ambulances. Under the terms of the arrangement, Total Egypt will also provide technical support to EATc to ensure the reliable and stable delivery of their products range to all local branches.

Mr. Thomas Rebeyrol, CEO of Total Egypt commented: "This is a significant contract for Total Egypt which emphasizes the strength of our operations in the country, as well as the improvement of our global lubricants offering. We look forward to meet all our customers' expectations, by providing them with the best quality that gives the best results in their operations".

"From an outstanding three year warranty, to the most advanced lubricants, we are constantly seeking the best for our clients", said Mr. Karim El Nagggar, CEO of EATc.

The Egyptian Automotive & trading co. is the sole representative for Volkswagen and Audi in Egypt, was established in May 1976, and with over 35 years' experience in the Egyptian market has grown to become one of the leading automotive companies in the country. Employing a staff of over 600 people, the company operates through 6 branches with a strong dealer network distributed over Cairo, Alexandria, Damietta and Hurghada.

"TOTAL has earned the trust of automotive manufacturers worldwide by complying with the strictest international standard. This is why we are delighted with this partnership, and we look forward to delighting our customers with an enhanced driving experience."

The choice of lubricant is a key determinant of longevity and proper functioning of vehicle engines and mechanisms. Total tests its lubricants in the field, in extreme operating conditions, making them the preferred choice for Egypt's road and weather conditions.

The Egyptian oil market ranks top among African and Middle-Eastern countries in terms of volume, with a huge turnover resulting from the sale of 35 million tons of oil products in 2010. With a market growth of from 4 to 7 % per year, the Egyptian oil market is one of the most dynamic in the world. Car sales figures have increased dramatically, from 50,000 new passenger cars sold in the year 2000, to 240,000 in 2010.

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The BlackBerry Q10

The new BlackBerry 10 smartphones are elegant and distinctive, and the fastest, most advanced BlackBerry smartphones yet. They feature 1.5 Ghz dual core processors with 2GB of RAM, 16GB of internal storage, and an expandable memory card slot. They include the latest enhancements in high density pixel and screen technology to display clear, sharp, and incredibly vivid images. Both feature a micro HDMI out port for presentations, and advanced sensors such as NFC (near field communications) to support mobile payments and the exchange of information with a tap of the smartphone. They also have a removable battery.

A range of accessories for the new BlackBerry 10 smartphones, including the new BlackBerry® Mini Stereo Speaker as well as a variety of carrying and charging solutions including a unique charger that provides on-the-go charging, will be available from select carriers and retailers.

The Hot Sauce Cookbook

Here's a cookbook that really packs a punch. With dozens of recipes for homemade pepper sauces and salsas—including riffs on classic brands like Frank's RedHot, Texas Pete, Crystal, and Sriracha—plus step-by-step instructions for fermenting your own pepper mash, *The Hot Sauce Cookbook* will leave you amazed by the fire and vibrancy of your homemade sauces. Recipes for Meso-american salsas, Indonesian sambal, and Ethiopian berbere showcase the sweeping history and range of hot sauces around the world. If your taste buds can handle it, Walsh also serves up more than fifty recipes for spice-centric dishes—including Pickapeppa Pot Roast, the Original Buffalo Wing, Mexican Micheladas, and more. Whether you're a die-hard chilehead or just a DIY-type in search of a new pantry project, your cooking is sure to climb up the Scoville scale with *The Hot Sauce Cookbook*.



Cleat II

Made in Germany The new Cleat II is manufactured in adidas' shoe production in Scheinfeld, Germany. Made from premium leather with iconic Porsche Design laser flex graphic, the shoe is waterproof. Its leather lining provides a soft and comfortable Golf experience. The Cleat II combines a low-profile THiNTech outsole with PINS (Performance Insert System) bringing the golfer closer to the ground and improving footwork, balance and ultimately ball-striking. The TRAXION® configuration provides lock-down grip in all directions and even pressure distribution.



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Harry Winston Opus XIII Watch

Opus XIII once again defies the conventional rules of watchmaking. Fifty-nine pivoting minutes hands, eleven rotating triangles for the hours, and a sliding trapdoor perform a magic show where minutes and hours appear or vanish instantly — and, of course, tell the time. Minutes accumulate around a track, each five minutes in red, withdrawing in unison when they complete the circle of the hour. Silver triangles spring in turn from a faceted dome to show the hours, rotating back when their duty's done. Every twelve hours, Harry Winston's logo is revealed on the dial, only to vanish sixty minutes later.

The fifty-nine minutes hands pivot on a ring of as many steel shafts, each held between two ruby bearings, bringing the number of jewels in the timepiece to 242. No other timepiece ever made has as many functional jewels. Each bearing has to be set and adjusted to the utmost precision — a test of the watchmaker's dexterity and patience. The ruby ball bearings for the sliding shutter are so tiny that the package had to be opened in a non-static environment lest they fly off. Opus XIII, which reinvents time, once again illustrates the creative explosion triggered between the Harry Winston team of designers and watchmakers and its partners in the Opus Series. Harry Winston believes nothing in watchmaking is beyond human ingenuity, and Opus XIII invariably proves it right.



Stuff-A-Burger Press

Great for barbecues, parties or any time you feel like a gourmet burger. Our inventive press works with any ground meat and helps you easily create delicious stuffed burgers with tender and tasty toppings on the inside.

Stuff burgers with whatever toppings you love—caramelized onions and bleu cheese, basil and prosciutto, sun-dried tomatoes and Fontina cheese...the possibilities are endless. Stuff-A-Burger Press offers two stuffed-burger sizes: a mammoth $\frac{3}{4}$ -pound burger or, using the insert, a substantial $\frac{1}{2}$ pounder.

Do not use on the grill. Hand wash with a mild dishwashing detergent, rinse and dry immediately.



Mens Wallet

Add Zippo's sleek, lightweight stainless steel wallet to your look! The Zippo stainless steel wallet features a high quality stainless steel outer shell that protects against RF theft, a flexible polymer body, six credit card holder slots, an ID window, and a money pocket. The wallet is 4 $\frac{1}{2}$ " long, 3" wide, and 1 cm thick. Zippo's stainless steel wallet is a great gift that offers practical protection against stolen credit card numbers.

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