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TAKESHI ADACHI

MANAGING DIRECTOR, SUMITOMO RUBBER MIDDLE EAST FZE

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PUBLISHER'S NOTE



Technology is an unavoidable part of present day life. Today, we absolutely cannot live without technology, whether we are driving our vehicles, talking on the phone or even ordering takeout. The developments in the technological world have been taking place at very fast pace. I find it difficult to believe that Google did not even exist 15 years ago. In the past, getting information regarding a specific subject involved hours spent poring through heavy reference books. Today, you need only a few keystrokes to get the same information through Google.

The use of IT has also transformed the very face of business with firms adopting IT systems to cut costs, save time and communicate better with customers.

Businesses and consumers in the Middle East have not lagged behind when it comes to catching up with the digital revolution. According to a study conducted by Discover Digital Arabia in January 2013, there are more than 72 million internet users in Arabia and the average user spends more than two hours online every day. Four out of ten internet users used e-commerce. We cannot afford to ignore statistics like these.

We have already distinguished itself as a magazine that is different from other automotive magazines by covering all aspects of the industry. Now, we will be going one step further and officially launching our online portal, www.tiresandparts.net on the sidelines of the biggest automotive trade fair in the region, Automechanika Dubai 2014.

The site has already been in existence for the past three months. It is being regularly updated with all news from the automotive world in addition to eye-catching information on the latest gadgets, lifestyle trends, in depth articles on the industry, raw material prices and a wealth of information and entertainment for those who love cars as much as we do. There were a few minor hiccups along the way, but now we are ready to go official.

I invite all our readers, to join us on this memorable occasion as we formally launch our site during the lunchtime break at the Academy held as a part of the Automechanika show on June 4. Let us continue our journey together in another dimension.

Hamid Moaref
Publisher

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TAKESHI ADACHI

MANAGING DIRECTOR, SUMITOMO RUBBER MIDDLE EAST FZE

Can you tell us a little bit about yourself and your work history prior to joining Sumitomo? What is your background?

I joined Sumitomo Rubber Industries (SRI) after I graduated from Meiji University in 1993. My career with SRI started in the Operations Department of the Sports Division. In 1997, I became the Sales Promotion Manager in the Sports Division. In 1998, I moved to the Overseas Tire Sales Division as Sales Manager and in 2012, I became the Managing Director of Sumitomo Rubber Middle East.

How long has Sumitomo Rubber Industries been in existence? What other products do you manufacture in addition to tires?

Sumitomo Rubber Industries was established in Japan in 1917. The company manufactures sports equipment (Golf, Tennis etc.) and industrial rubber products (Dock fenders etc.) in addition to tires.

Since when has Sumitomo been operating in the Middle East? Who are your main partners in the Middle East?

Sumitomo opened the regional office in Dubai in 2008. We have distributors in all the markets in the region for our 3 tire brands – DUNLOP, FALKEN and SUMITOMO. Our distributors are our main business partners who represent us in their respective markets.

What is your distribution structure here?

We sell tires to our appointed distributors in each market and they sell the tires to the tire dealers in each market.

Who are your target customers in the Middle East? How has Sumitomo positioned itself in the Middle East market?

We cater to both the consumer segment (cars & SUVs) and the commercial segment (trucks, buses, light trucks, etc). In the consumer segment, we have tires for both cars and SUVs. We have tires for the premium large and high performance European and Japanese cars and SUVs as well as the small and mid-sized Japanese and Korean cars. And with a wide range of products under each of our brands; we are able to meet our customer's requirement based on their individual taste and need.

Are you having any special strategy for this market? In what way is the Middle East tire market different from the market in Japan or Europe?

The Middle East market is not as mature as the Japanese or European market. For instance, in the mature markets, consumers are eco conscious and hence vehicle manufacturers have introduced hybrid cars and tire manufacturers have introduced eco-friendly tires that have a relatively low carbon footprint during their manufacturing process as well as usage. In the Middle East, awareness about environment protection is low as compared to the western countries and hence such eco-friendly tires have not gained popularity yet.

Have you found it to your benefit to be a Japanese brand in this market? Has it made any difference to your customers?

Consumers in the Gulf region prefer tires of Japanese origin because of the high perceived quality. We are able to take advantage of this demand from consumers as the majority of our products sold in this region are manufactured in Japan.

How important is the brand of a tire from the customer's point of view?

Here, most consumers make their purchase decision based on 3 factors – brand, price and country of origin. Hence, brand plays an important role when it comes to purchasing tires.

Where do you stand in terms of market share/sales volume in the Middle East?

From our count surveys on the road, we understand that in Dubai, we have a fitment share of around 18% and in Saudi Arabia our fitment share is about 13%.

For the benefit of our readers, can you explain a little more about Sumitomo's range of products? What sizes of tires do you sell here?

As I mentioned before, we have tire sizes for all kinds of cars and SUVs that are imported into this region. We have different tire patterns to suit the vehicle performance and consumer's need and budget.

Of your three brands- Dunlop, Falken and Sumitomo, which range has the maximum sales in the Middle East? Do you have a common marketing strategy for all of them? Do your products overlap in any category?

The marketing strategies for each of the brand are of course drawn differently as we have positioned them differently. Dunlop is our main brand which enjoys OE fitment on popular cars and SUVs in the region. Our other brands – Falken and Sumitomo are value brands which we have positioned below Dunlop.

The UAE market is one in which tires from all different countries such as China, Taiwan, Indonesia, Malaysia are available at cheap prices. How do you plan to handle competition from cheap tires that may look just as good to your tires to customers? Why should they opt for Sumitomo's tires in preference to these tires?

There is a high inflow of Chinese tires in our markets targeting cost conscious consumers. We too have a variety of products for such consumers from our 3 brands. We try to make our products as affordable as possible without compromising on quality, safety and life of the product.

How important is fleet sales in the UAE and what measures have you taken to improve fleet sales?

Of course, fleet sales is also important for us as it has huge demand and feedback from them give us the insights useful for new product development. We have increased the number of technical service staff to understand their requirements and serve them better.

What is the difference between OEM tires and replacement tires? Do you offer both kinds of tires in the Middle East market?

An OEM tire is a tire which is fitted on the car when it rolls out of the factory. It is manufactured to meet the specifications set by the vehicle manufacturer for a particular vehicle. In this region, we sell both Dunlop OEMs as well as replacement tires.

What kind of marketing campaigns have you done in the Middle East? Have they yielded good results?

We have worked out consumer campaigns together with our distributor in each market from time to time and they have yielded desired results.

You have recently launched a new tire, the Dunlop SP Sport LM 704. What are the technological innovations in this new tire and how crucial is the role of research in the long-term scenario for the growth of the company?

The key feature of SP Sport LM704 is the reduced noise level. That's why our tagline is "Cut the noise. Increase the enjoyment" and our ad artwork highlights a noise-cancelling headphone.

In case of SP Sport LM704, we have improved its life by 25%, irregular wear by 20% and reduced noise level by 13% compared to its predecessor SP Sport LM703.

We have accomplished those improvements without compromising on fuel consumption and Dry/Wet handling performance of the tire.

A lot of research goes into development of each tire to make improvements compared to the current one.

In addition to expanding the dealer network, what other steps are you planning to increase your sales in the UAE?

Same as the launch of the SP Sport LM704, we will keep trying to market products which satisfy the needs of consumers in the UAE.

Sumitomo had announced news about the development of a 100% fossil fuel free tire in the second half of 2013. Can you tell us a little more about this tire?

Since 2001, we have been working on the development of fossil fuel free tires that aim to minimize the dependency on fossil fuel resources such as petroleum or coal, etc.

At first, it was thought impossible but we didn't give up. Our R&D team tried numerous types of ingredients to achieve the same level of performance and safety as common tires.

We are proud of what we have accomplished as we believe this technology will help us build a cleaner environment to pass on to the next generation.

In view of the extreme climatic conditions in the Middle East, what are the precautions that customers should take with regard to proper tire maintenance?

My advice to every driver is that tires are an important part of your vehicle and hence proper care should be taken to avoid any fatality due to tire failure. Appropriate inflation pressure recommended by vehicle manufacturer should be used and air pressure should be checked every 3-4 weeks. Also, tire rotation should be done at every 10,000 kms to avoid any irregular wear and increase the life of the tire.

In view of the fact that the UAE has won its bid for the Expo 2020, do you think this will make any difference to the demand for tires and automotive market in the country? If so, to what extent?

Yes. Dubai Expo 2020 will surely generate more demand of not only for the tires for trucks and buses but the tires for passenger cars as more people will live and work in Dubai. We are not sure how big the increase is going to be. However, we are expecting that stronger demand from the market will push our industry.

What are the main challenges you see for the tire sector for the next 12 months in the Middle East?

We see the market situation is getting better and we expect better results in this year as compared to the year 2013.

What are the main trends in the tire industry at the moment in the Middle East? Do you feel positive about the general outlook for the market here in the Middle East and globally?

In the consumer tire segment, we can see a steady demand for both passenger car tires and SUV tires due to the increasing number of vehicles in the Gulf region.

In addition to the Middle East, which markets are the most promising ones for your company?

All markets are important for us. However, our current focus of expansion is mainly on developing countries/regions, for instance, the Africa region where we acquired the Dunlop business from Apollo in 2013, India, South America, South Eastern Asian countries etc.

Goodyear has moved on a legal basis to dissolve the partnership with Sumitomo? Can I have your comments on this?

Nothing has been changed or decided. The arbitration usually takes a few years.



LARGEST EVER GERMAN CONTINGENT REFLECTS GROWING SUCCESS OF AUTOMECHANIKA DUBAI

Automechanika Dubai is the leading trade fair for the automotive aftermarket in the MENA region. The 2013 edition had a record 1,482 exhibitors from 58 countries, and 24,141 trade visitors from 130 countries. The forthcoming edition of the renowned trade fair, which is due to be held from 3rd to 5th June will have the world's largest German Pavilion for the automotive aftermarket industry, with 83 exhibitors from the country.

Speaking about the record number of exhibitors from Germany, Ahmed Pauwels, CEO of Epoc Messe Frankfurt said, "The German automotive industry is clearly a world leader in terms of quality, innovation, dependability and technological advances and it's not surprising that German products and services are in great demand in the Middle East automotive aftermarket."

The Middle East market has recently shown an impressive growth rate in the demand for automobiles and auto components and this has triggered increasing interest from international manufacturers and suppliers who want to take advantage of this trend to increase their market presence. A study conducted by the renowned research firm Frost & Sullivan estimates that the replacement market for auto parts, tires and batteries in the GCC will double in size by 2017 over 2012 levels. According to the report, the demand for parts, batteries and tires will increase from \$ 6.73 billion in 2012 to \$ 13.46 billion in 2017 with a CAGR of 14.9 per cent.

The combination of Dubai's key geographical position and Automechanika Dubai's long years of association with the automotive trade will definitely drive more exhibitors and visitors to participate in this year's event and in line with current market trends, Automechanika Dubai 2014 looks like it will break the records set for the 2013 edition of the trade fair.

Pauwels added that the growing success of Automechanika Dubai in acting as the leading international showcase for the automotive aftermarket in the wider MENA region has caused German exhibitors to increase their presence significantly over the years. This is a barometer of the attention the region is receiving from the major players on the global automotive scene.

The German exhibitors at Automechanika Dubai 2014 will include industry leaders such as Liqui Moly, Dana, Mann+Hummel, Schaeffler Group and BASF. These firms will use the fair as a platform to interact with trade visitors from an aftermarket that is estimated by analysts Frost & Sullivan to be worth US\$ 14.4 billion by 2016.

ing on his firm's participation, Andreas Bodemer, Vice President for Bosch Automotive Aftermarket, Middle East and Africa, said that Automechanika Dubai is by any count, one of the largest and most influential trade exhibitions for the automotive aftermarket sector in the Middle East, and gives the company a crucial platform to interact with existing partners and customers, and to attract the interest of new business partners from important markets across the region.

Zabi Khan, Director of Europart Middle East FZCO said that his firm chose to exhibit at the Automechanika Dubai as the event served as a window to the Middle East, African and even the Far East markets due to Dubai's locational advantage and easy access to all major markets.

Another highlight of the Automechanika trade fair will be the popular Automechanika Academy – a series of seminars and workshops on the automotive aftermarket led by industry thought leaders and technical experts.

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Lamborghini Showcases Customization Program with New Nazionale Edition

Only super luxury marquees offer customers the option of personalizing their cars with special wheels, colors and interior upholstery. Lamborghini launched the Nazionale Edition at the Beijing Auto Show to popularize its customization program called Ad Personam, which allows customers to specify exactly what options they would like in their very own Lamborghini. The Nazionale edition is essentially a white customized 12-cylinder Aventador LP 700-4 with racing stripes on the hood having the colors of the tricolor Italian flag. The colors of the flag run right from the nose to the tail. The car also has anthracite wheels. The seats are upholstered in blue leather to go with the Italian theme and have Q-citura stitching with a small Italian flag embroidered on their upper part.

Lamborghini will be offering the Nazionale in limited numbers as a special edition. Customers can also opt for a Blue Pavo finish for the exterior, as white and blue are the national colors of Italy. They can choose from a Nero Ade (black) finish or Bianco Polar (white) color scheme for the interior. The car is fitted with the Aventador's 6.5-liter V12 engine having an output of 690 hp.



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BMW REPORTS RECORD Q1 SALES AND ANNOUNCES RECALL

BMW Group Middle East has reported record sales for the first quarter of the year, especially for the month of March in the Middle East market.

The company has experienced 18% increase in sales as compared to the same period last year mainly due to the strong showing by the BMW 5 Series, X5 and X6 models. 7,460 BMW and MINI vehicles were sold across 12 Middle East markets for the first quarter. Around half of these vehicles were sold in the UAE, making the country BMW's largest market in the region with Abu Dhabi accounting for 2,672 cars. Other markets that showed a positive trend included Oman, Saudi Arabia and Qatar which experienced 33%, 29% and 20% growth respectively during this period.

Speaking about this achievement, Alexander Eftimov, Director Sales & Marketing for BMW Group Middle East, said that the company's young and attractive model range played a key role in this outstanding result. He said that the company would launch several new models this year in the Middle East including the BMW M3 Sedan, M4 Coupé and all-new BMW X4 and BMW i8 sports car. He added that as many of these have already emerged as leaders in their respective categories, he is confident that the company would continue to be successful throughout 2014.

With regard to the BMW models, the BMW 5 Series was the best-seller with 1,790 cars sold, followed by the BMW X6 Sports Activity Coupé (1,089 cars) and the X5 Sports Activity Vehicle (1,074 cars). Coming to the MINI models, the MINI Countryman continued its winning streak with a 5% increase in sales (182 cars) while MINI's racing sub-brand, John Cooper Works, experienced a sizable 43% increase (73 cars). The quarter had also witnessed the launch of the revamped MINI Hatch, which has a completely new design, new options, a new engine, and is available in a wide range of colors.

BMW Middle East had also announced a recall of 4,743 BMW cars in the UAE as part of the company's campaign to recall half a million vehicles globally due to an engine part defect in vehicles fitted with a six-cylinder engine between September 2009 and November 2011. Leanne Blanckenberg, Corporate Communications Manager at BMW Group Middle East, said that the owners of 2,863 cars in Dubai and 1,880 in Abu Dhabi will be contacted in a bid to get them to bring in the cars to fix the weak bolts in the engines. The campaign will be announced through advertisements in newspapers once the recall has been approved by the Ministry of the Economy.



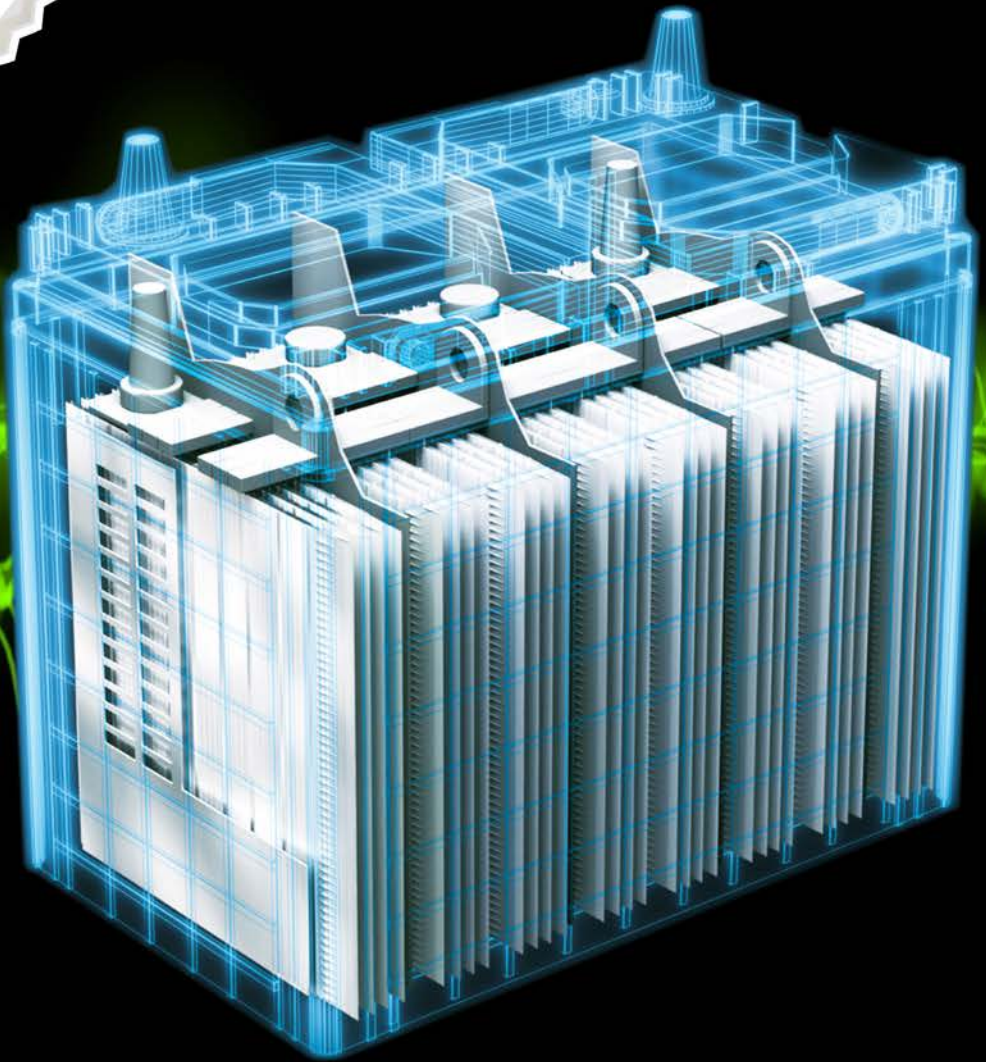


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ARABIAN AUTOMOBILES PRESENTS INFINITI Q50 TO UAE AT DAZZLING FASHION SHOW

Arabian Automobiles, a subsidiary of the AW Rostamani Group and the exclusive dealer for the Infiniti brand in Dubai and Northern Emirates, launched the new Infiniti Q50 at a glittering fashion show that was held at the Infiniti IREDI Showroom on Sheikh Zayed Road.

Commenting on the launch, Salah Yamout, the Director of Sales & Marketing at Arabian Automobiles said he was confident that with the launch of the new Infiniti Q50, the company could easily surpass the record sales in 2013. The new car is bound to be highly popular due to its stylish design, incredible performance and ground-breaking technological features to make life more convenient for customers.

The Infiniti Q50 is powered by a 326 horsepower 3.7-litre aluminium-alloy V6 engine for superior performance and is the first model in the Middle East to have Infiniti's Direct Response Hybrid system. It is also the first car to have dual touchscreen displays. Standard features include leather upholstery and cover for the steering wheel, smartphone connectivity, Active Lane Control, electric sunroof, Bluetooth, push button start, 17 inch alloy wheels, rear parking camera and front and rear parking sensors.

Other features that would make customers fall in love with the car include the Direct Adaptive Steering, a digital system that permits drivers to change the steering settings based on their mood and driving conditions and Predictive Forward Collision Warning system that informs drivers of hazards they would not be able to see otherwise. The car will be available in three trim levels; the Q50 Premium and the sporty Q50 S with the 3.7-litre V6 engine and the top-spec Q50 S Hybrid, with a 3.5-litre V6 engine boosted by an electric motor.

In the first quarter of 2014, Infiniti sales had increased by 50% as compared to the same period last year. Arabian Automobiles is confident that this upward trend will continue with the launch of the Q50.



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WOLFGANG DÜRHEIMER RETURNS AS CEO OF BENTLEY MOTORS



MARK FIELDS TO STEER FORD INTO THE FUTURE



In a move that was widely expected across the auto industry, Ford Motor Company has announced Alan Mulally's retirement and the appointment of Mark Fields as the new President and CEO of the company with effect from July 1, 2014. The change in leadership is taking place six months sooner than expected due to confirmation from Mulally that the new leadership under Mark Fields is now in a position to competently lead the company into the future.

Commenting on the move, the Executive Chairman, Bill Ford said that a smooth transition was the order of the day. He stated that the many initiatives that Mark Fields had taken to make the company's operations stronger over his 25 years with Ford had made him the leading candidate for the position.

Mulally, 68, is a veteran of the automotive industry with more than 45 years of experience under his belt and is retiring after almost eight years at the helm of the company. During his tenure at the top, he transformed Ford into one of the leading carmakers in the world. He was responsible for developing a strong product lineup and the company's ambitious global expansion program. Under his canny stewardship, Ford enjoyed 19 consecutive quarters of profitability.

"Alan deservedly will be long remembered for engineering one of the most successful business turnarounds in history," Bill Ford said. "Under Alan's leadership, Ford not only survived the global economic crisis, it emerged as one of the world's strongest auto companies. We always will be grateful to Alan for his leadership, compelling vision and for fostering a culture of working together that will serve our company for decades to come."

Bentley Motors Ltd, the British manufacturer of renowned luxury cars was in the news recently for several changes to the senior management team for the MEIA (Middle East, India and Africa) region. Stephen Reynolds became the new head of operations for Bentley Motors across the Middle East and Asia Pacific markets while Neil Wilford was appointed as the Regional Manager for Middle East, India and Africa in the drive to maintain Bentley's record success in the region.

The company has now announced a major change at the global level with the announcement that Wolfgang Dürheimer, who is currently handling motorsport as the General Representative of the Volkswagen Group will be the Chairman and Chief Executive Officer of Bentley Motors Ltd from June 1, 2014 onwards. He will take over from Dr Wolfgang Schreiber, who will move on to a take up a leading position within the Volkswagen Group.

Announcing the new appointment, Dr Martin Winterkorn, Chairman of the Board of Management of Volkswagen AG said, "I would like to thank Wolfgang Schreiber for his successful work with Bentley and Bugatti and the consistent further development of the two brands." Under Schreiber's leadership, Bentley had scaled new heights when it came to deliveries, sales and profit in 2013.

Wolfgang Dürheimer is a veteran of the auto industry who started his career after a degree in engineering with BMW in 1986, before moving on to Porsche AG in 1999, where he became a Board Member for research and development in 2001. He was responsible for the development of many new models and series for the Porsche brand that made Porsche one of the market leaders in its category.

He headed Bentley briefly as the CEO from 2011 to September 2012 before he moved to AUDI AG as the member of the Board of Management handling technical development. When he takes over again as the CEO of Bentley Motors, the company will benefit from the experience he has gained in the wide range of positions he has handled throughout the group, whether it was technical development, motorsports or research and development.

Dr Wolfgang Schreiber also is an engineering graduate who joined the Volkswagen Group in 1984 and headed the transmission development of the Volkswagen brand from 1996 to 2003. He was primarily responsible for products like the DSG transmission. In 2003, he moved to Bugatti, where he headed the development division until 2011. He also worked as a Member of the Board of Management of Volkswagen Commercial Vehicles responsible for development from September 2006 and a Speaker of the Board of Management of Volkswagen Commercial Vehicles from 2010. From September 2012, in his role as the Chairman and CEO of Bentley Motors, he made Bentley one of the leading brands in its category.

Bentley has gone from strength to strength in 2013 with delivery of 10,120 vehicles, 19 percent more than in 2012 and increase in sales by 15.5 percent to €1.68 billion. It is expected that with the appointment Wolfgang Dürheimer as the new Chairman and CEO, the brand will continue to maintain its position as the leader in the luxury segment.



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NISSAN PATROL PROVES TO BE A WINNER AT THE ABU DHABI DESERT CHALLENGE

Nissan Patrol has once again proved to be a master of the desert terrain as top competitors used the vehicle to grab places on the podium in the Abu Dhabi Desert Challenge 2014. The latest generation Nissan Patrol made a dramatic debut at this year's edition of the famous desert rally by crossing the finish line with the winner in the 'T2' category, Emil Kneisser, who is sponsored by Nissan. Nissan also supported Yahya Bel Helei, who emerged with an overall fourth place finish and was the fastest finisher from the GCC region. With a rich haul of the top five places in the 'T2' category and times that were better than some of the finishes in the 'T1' category, the Japanese automotive manufacturer certainly made its mark at the competition.

Nissan has a longstanding association with the renowned rally and the flagship Patrol SUV is the rally's official race car for the eleventh year. This year, the partnership was cemented further with the competition being rebranded as the Abu Dhabi Desert Challenge POWERED by Nissan. The fourth and toughest stage of the Abu Dhabi Desert Challenge is named after Nissan Patrol.

Nissan Patrol is a highly popular choice for SUV users in the Middle East, and many competitors in the Abu Dhabi Desert Challenge competitors have chosen the Nissan Patrol to tackle the tough challenges posed by the rally. This year, the latest generation of the Nissan Patrol made its debut at the rally where it competed in the 'T2' category (for production vehicles that are allowed only minor modifications to the suspension, brakes, cooling and safety features) and continued its winning streak.

Commenting on the Nissan's strong showing in the competition Samir Cherfan, the Managing Director of Nissan Middle East, said: "The Abu Dhabi Desert Challenge POWERED by Nissan is an internationally-recognized event attracting the best desert rally competitors from around the world. Against this toughest of competition, the latest generation Nissan Patrol was able to claim a class win on its first outing – a spectacular achievement." He concluded by congratulating all the winners of the event, including the competitors supported by Nissan.

Emil Kneisser and Yahya Bel Helei, both commented on the tough competition from the world's best rally drivers during the race, the flawless performance of the Nissan patrol and the immense support they received from the company.

It was a tremendous achievement for the Nissan Patrol to come first in class in a debut race for a car and this proves that the vehicle is a worthy successor to the winning heritage of its predecessors.





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Bugatti Unveils Fifth Legend at Beijing Motor Show

Bugatti has unveiled four limited edition legends and all of them have proved to be spectacular successes. The luxury Italian car manufacturer unveiled the fifth legend in the six-part series at the 2014 Beijing Motor Show. Unlike previous legends which were inspired by famous personalities like Rembrandt Bugatti and Meo Constantini, the fifth edition celebrates a car, the famous Bugatti model named the Black Bess. The Black Bess is a Bugatti Type 18, which was owned by renowned French aviator Roland Garros. The new Black Bess Legend edition will be showcased alongside the original Black Bess at the Beijing Auto Show.

There were only seven Bugatti Type 18 cars, which were built from 1912 to 1914 and were the supercars of that particular era with a top speed of 100 miles per hour. In races, the founder of the company, Ettore Bugatti, used to drive the Type 18 himself.

Commenting on the new Legend, Dr Wolfgang Schreiber, President of Bugatti Automobiles S.A.S. said, "Over the course of its history, Bugatti has not only been responsible for crafting enormously successful race cars, but has also created some outstanding road vehicles. As the fastest road vehicle of its time, the Type 18 was in a class of its own. It truly is the legitimate forerunner for the Veyron, and is therefore a Bugatti Legend."

The Legend edition of the Black Bess is powered by the Veyron Grand Sport Vitesse's 1,184-hp, quad-turbo W16 engine. It has a top speed of 408.84 km/h with the roof down and can go from 0-100 km in just 2.6 seconds. Only three cars will be created with a price tag of €2.15 million (\$2.97 million) each. All twelve cars in the previous four Legend editions have been sold out.

Having a body that is crafted entirely from carbon fiber, the "Black Bess" is completely black with 24-carat gold accents like the golden Bugatti horseshoe and gold-colored stripes from below the headlights to the rear. The interiors sport luxurious leather upholstery in a combination of beige, brown and red shades. The most outstanding feature is the hand-painted leather door panels depicting renderings of the original "Black Bess" car and the airplane owned by Roland Garros, a Morane Saulnier Type H. A special new ink and impregnation process were used in order to protect these exquisite door panels from environmental damage.

Considering that two of the "Black Bess" beauties were sold even before the beginning of the Beijing Motor Show, it is only a matter of time before the third one is also sold in spite of the hefty price tag.

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MARCH PROVES TO BE A BUMPER MONTH FOR JAGUAR LAND ROVER

March has proved to be a spectacular month for Jaguar Land Rover, one of the leading manufacturers of luxury vehicles. The company has experienced a 36% YOY sales increase for the fiscal year April 2013 to March 2014. The results are the outcome of progressive increase in sales performance, with growth exceeding that of the overall premium passenger and SUV segments in the region.

Commenting on the company's sales, Bruce Robertson, the Managing Director for Jaguar Land Rover MENA said: "In a fiscal year when we introduced our strongest and most comprehensive line-up to date, whilst being awarded the most accolades in the company's history, our performance in MENA is a phenomenal achievement, and one which firmly places us in the top five markets for Jaguar Land Rover globally."

He added that he was particularly proud of the fact that Jaguar Land Rover had outperformed its competitors by exhibiting higher growth than the overall premium passenger car and SUV segments, thus underlining the company's portfolio of premium products, its focus on design and technology, and its commitment to exceptional customer service.

When it comes to the luxury brands, the flagship Jaguar XJ retained its leading position, with record sales that increased by 21% from April 2013 to March 2014 as compared to the same period last year. Sales peaked in the month of March exhibiting 40% increase vs. March 2013, mainly due to the successful launch of the award winning Jaguar F-TYPE convertible. Orders have also flooded in for the highly anticipated F-TYPE Coupe, which will be launched shortly in regional showrooms across the MENA region.

The soaring demand for Land Rover proved that luxury SUVs are as popular as ever in the region, with a 39% increase in sales. The MENA region is the third fastest growing market and the fifth largest market for the brand globally. Sales of the highly popular Range Rover skyrocketed by 119%, with demand exceeding supply by a huge margin and customers who ordered new vehicles being put on waiting lists. Range Rover Sport sales increased by 40% and all models of the Land Rover and Range Rover marquee including the Range Rover Evoque, Land Rover Discovery/LR4 and Freelander/LR2 performed well. With sales records in almost all the markets including Morocco, KSA, Qatar, Kuwait, and the UAE, Land Rover leads other European premium SUV manufacturers in the region by a significant margin.



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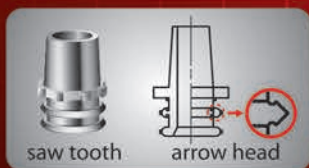


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VOLVO INTRODUCES CONCEPT OF INFLATABLE CHILD CAR SEATS

One thing parents do not like to compromise on is the safety of their children. Unlike adults, children need special restraints when travelling in cars. However, car seats for children, though a mandatory requirement in many countries, are bulky and can be awkward to handle.

In the MENA region, accidental childhood injury is the leading cause for fatalities among children under 14, mostly due to motor vehicle accidents. The Volvo marquee has always been known for the keen interest it takes in the safety aspect, especially when it comes to the smallest and most vulnerable passengers in a car. In 1964, the company had developed the first child seat prototype. In 1972, Volvo designed the first rear facing child seat as this helps support the neck and spread the force of a frontal impact over a larger area.

Professor Lotta Jakobsson, Senior Technical Specialist at Volvo Car Safety Centre said, "The basic principle remains the same as fifty years ago. The smallest children must always travel facing the rear until the age of three to four. Older children should use a booster cushion or booster seat that makes sure that the lap belt is correctly fitted over the pelvis."



Now, the company has come up with a new concept car seat that is fashioned from the same drop-stitch fabric used for inflatable rafts, and takes just 40 seconds to be inflated with an integrated pump into a car seat that meets all safety standards. The fabric allows the seat to be inflated to an internal pressure that makes it strong enough to protect a child in case of a collision. When it is no longer needed, it can be deflated and folded into a package measuring 18 x 20 x 8 inches (45 x 50 x 20cm) that can be fitted easily into a backpack. The seat has a five-point harness and can be used for children who are up to three years old. The best part is that the rear facing car seat, which according to Volvo is the safest position for children, weighs less than five kilos when it is deflated. This is half the weight of the car seats that are currently available in the market.

With the new car seat, parents will no longer have to face the hassle of constantly fitting and removing car seats, though they will be foregoing the convenience of having a car seat that can double as a baby carrier or even as a stroller. However, as the seat can be inflated quickly and can be easily carried in a backpack, it can be used even while travelling in a bus, taxi or in a rental car. The seat can even be inflated remotely via Bluetooth using the phone.

Commenting on this new safety measure, Emre Karaer, the General Manager of Volvo Car Group Middle East and North Africa said that the safety of children while travelling in a car is particularly important in the Middle East as many children suffer from injuries due to lack of safety precautions. He added that he was very proud of the work the company had done in this field and excited about the new opportunities which would be provided by the new Inflatable Car Seat.

The seat is still in the concept stage but it will definitely raise the bar for child safety standards with a car seat that is easy to carry, install and use when it goes into production.



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Mustang Fans Mark Half-Centenary with New Guinness World Record



The Ford Mustang has a very loyal fan base. Fans of the iconic car celebrated the 50th anniversary of the brand in a very unique manner. In order to mark the milestone year, Ford had invited Mustang fans to sign an electronic greeting card. With surprising speed, in a short time of hardly a week, 55,720 Mustang musketeers from more than 160 countries logged into the Ford website and signed an electronic greeting card to help the Mustang make history. The company thus set the Guinness world record for the maximum number of signatures on an electronic card.

Other celebrations are being held in different countries across the world, including gatherings of fans in places from Beijing to Toronto and a display of the new Ford Mustang convertible on the observation deck of the Empire State Building in New York.

"Mustang is an inspirational car, and it is no surprise its fans worldwide have been inspired to help make history on this very special occasion," said Steve Ling, car marketing manager at Ford. "After an exciting week of celebrations globally, the Guinness World Records title is an extraordinary exclamation point on Mustang's birthday today."

The official adjudicator from the Guinness Book of World Records, Johanna Hessling, said she was honored to be part of the celebration. The past 50 years have attested to the growing popularity of the Mustang ever since it was introduced in 1964, with more than 9 million Mustangs sold across the globe and facebook fans numbering more than 6.2 million.

FIVE PRICEY EXTRAS FOR A FANCY RIDE

Many men consider their cars to be an extension of their personalities. They choose their cars based on their character and not just their budgets. If they have a weakness for bling and deep pockets as well, there are many accessories they can choose from to give their cars a touch of luxury. Sometimes these accessories can be even pricier than the cars they buy.

The Middle East market is well known for its penchant for luxury. Here are a few of the priciest add-ons that will add an extra oomph factor to your car:

Diamond-encrusted wheel: There are wheels, and then there are diamond-encrusted wheels. Yes, you read that right. Asanti Wheels offers custom 22 inch wheels embedded with diamonds that come with a hefty price tag of 1,000,000 USD. The company even offers a 24-hour security guard to watch the precious rims for a year.

Watch-cum-Car Keys: Aston Martin tied up with Jaeger-LeCoultre to fashion the first mechanical watch, the Jaeger LeCoultre AMVOX2 chronograph, that has an inbuilt micro transmitter system to access your car. It is not exactly cheap at 34,000 USD, but it does come with sapphire crystals to give the watch a touch of class.

Audio System: The Rouge Acoustics Audio System RA:1K gives you matchless sound quality with six amplifiers, each of which can reach 1,000 watts at 8 ohms (bridged) or 500 watts at 4 ohms per channel.

Number 1 License Plate: The "World's Most Expensive Number Plate" is simple. All it has is the number '1' but it sold for an eye-popping 14,000,000 USD.

Diamond Encrusted Shift Knob: A diamond encrusted gearshift knob that has 30 carat genuine diamonds costs 150,000 USD, so keep an eye on the gearshift when you switch gears. A pricier version that is an optional extra for Bentley Continental GT customers, which is finished in white gold and 30 carats of diamonds costs 165,000 USD.



AD TO MARK DODGE CENTENARY GOES VIRAL WITH A VENGEANCE

Advertisements generally use models that are bursting with youth and vitality, especially in the automotive industry. Dodge has created an ad to mark its centenary that while showcasing the 2015 Challenger makes old age seriously cool. Created by The Richards Group, the ad features a number of mature individuals imparting a few pearls of wisdom that they have gained over their lifespan. Not all of them are as old as the automaker, but they all share a penchant for humor, wit and lots of style as they spout phrases like “learn from your mistakes” and “live for now”. An engine revs in the background as their attitude shifts from mild to an energetic tone with phrases like “Hesitate and you lose!” and “Live fast!” The onscreen ad copy says “You learn a lot in 100 years” and the ad comes to a close with the 2015 Challenger roaring past and the tagline “Dodge. Born 1914.”

The advertisement was launched during a press conference held to unveil the 2015 Dodge Charger and the 2015 Dodge Challenger on the sidelines of the New York International Auto Show and in less than 24 hours after its debut, it had broken all previous records for Youtube hits, crossing more than 4.4 million views.



Commenting on this milestone, Olivier Francois, Chrysler chief marketing officer said, “There is no other brand that could do ‘Wisdom’ because there’s only one Dodge. It has a DNA that’s just not like the others. And, like the centenarians featured in this video, it’s got 100 years of attitude behind it.”

In addition to the original video, a “Director’s Cut” was also posted on all of Dodge’s social media channels, including Facebook, Twitter and YouTube. Both the videos together have garnered more than 6.5 million views. With ads like these, Dodge has certainly begun its centenary celebrations in style.

SAUDI CAR PROJECT SET TO TURN FROM DREAM TO REALITY

It looks like it will not be long before customers in the Middle East automotive market will have a chance to own a car that has been manufactured in the region. Plans are afoot to set up a plant in Saudi Arabia for the production of a vehicle named the Meeya by 2017. This is the outcome of an agreement that has been signed between Saudi and Malaysian businesses. Rashed Othman Jawhar, chairman of the Saudi Malaysian Industrial Development Holding Company has announced that the firm plans to establish a factory to produce the car in Dammam by investing an amount of SR 7.5 billion.

The factory will create 2,000 jobs and will initially produce 50,000 cars in the first three years, with capacity being slowly ramped up to manufacture 300,000 cars on an annual basis. Three types of vehicles will be manufactured at the plant and the prices of the vehicles will come down by almost 50% if the project gets support from the government in the form of land and other concessions. Major automotive companies from Germany, Korea, Japan and China are also involved in the venture.

The Saudi Ministry of Commerce and Industry has given the company a preliminary license to study the feasibility of the project but warned that a more in-depth study is needed before it receives government support.



THE “EXPORT MARKET” EFFECT ON THE DOMESTIC USED CAR MARKET GOOD OR BAD?



Dubai is the logistics hub of the Middle East, acting as the main source of supply for the re-export of cars to other countries in the Middle East and in Africa. As new export markets opened up in the region, this had a negative impact of the supply of quality of used cars in the domestic markets as the two are directly linked. Used cars that would normally be available in the domestic market will now be diverted to the export markets where they can command higher prices due to the higher demand there. This is true however, only for certain models, like the popular Japanese cars and a few American and Pacific Rim models. The European brands are yet to become popular in these export markets, though eventually, they will also have their turn.

Our sources reveal that in the case of some models, the export markets pay more than the current retail prices in the domestic market. This drives up the price for these models in the home market and tightens the supply. In the event that there is a genuine shortage, the retail buyer ends up paying a higher price due to the forces of supply and demand. The key is to manage the situation in such a way that the retail buyer in the home market does not suffer as a result of the emerging importance of the export markets.

Canny traders can use this as an opportunity to spot new markets for both sourcing stock and for re-exporting used cars by keeping a close watch on regional market trends. The only constraint is that most of the traffic is one way.

Another twist in the tale is that the Ministry of Economy has directed dealers to keep the prices of new cars to minimum levels to restrict the import of cars through unauthorized traders who may use the variation of prices in different countries across the region to their advantage. Though it can be considered as a measure that will help the market in the long-term, this measure does not give due weight to the specifications that may differ in different markets.

Even within the UAE, a model that may sell for a lower price in Dubai may have a different set of specifications as compared to one that may sell for a higher price in Abu Dhabi as the prices are set to reflect the specifications though the model may be the “same”. This is because the specifications customers require in each market differ and dealers try to source cars based on customer demand. Hence it may not be very realistic to have dealers set the same price for the same models across different markets when they don’t have the same specifications.

Though this measure refers to new cars, it does reflect the complexities of the export/import market and the regulations that can affect this trade.

The car market in the UAE is evolving at a rapid pace and most of the industry professionals are keeping pace with the changes. However, there will always be a few who are resistant to change. The days of these dinosaurs are numbered and ultimately only those who are quick to adapt will survive.

So, is the growing emergence of the export markets a threat to the domestic market in the UAE?

We believe that to the professional who has evolved with the market, it represents an opportunity while it represents a threat only to those who have not kept pace with the market.

Note: This article has been provided to us by Bill Carter of Autodata Middle East (www.autodata.ae).

BMW RIDES INTO BEIJING IN STYLE

To mark the “Year of the Horse” in the Chinese calendar, BMW launched the limited edition BMW 7-Series ‘Horse Edition’ at the Beijing Motor Show, which was held from April 21 to April 29 this year.

Designed exclusively for the Chinese market, the BMW 7-Series ‘Horse Edition’ is a luxury sedan derived from the long-wheelbase, all-wheel-drive BMW 740Li X-Drive. The most outstanding feature of this limited edition series is an array of exclusive paint finishes like Moonstone, Ruby Black, Black Sapphire, and Citrine Black. It comes with the M Sport kit that includes 19-inch M wheels in a V-spoke design, M leather steering, LED headlights, an aerodynamic package, Shadowline exterior trim, surround view system and a rear chrome strip connecting the taillight clusters having the words “limited edition” and the horse badge.

Other than standard features, the interiors include luxury details like rear massaging seats, plush ventilated Comfort seats, an Anthracite roof line and the Chinese Character for Horse embroidered on the front head-rests.



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GILLETTE COLLABORATES WITH MCLAREN MERCEDES FOR NEW GLOBAL MARKETING CAMPAIGN



The renowned male grooming brand, Gillette has tied up with McLaren Mercedes for a new marketing campaign that emphasizes its focus on technology and will cover Europe, Middle East and Africa. Both brands share a commitment to innovation and precision engineering and the new campaign will highlight how they are always challenging the frontiers of modern technology.

The new sports marketing campaign will use TV, Digital, PR and in-store media to reach and inspire millions of men worldwide to develop an affinity for the Gillette and McLaren brands. The McLaren Mercedes F1 drivers Jenson Button and Kevin Magnussen will be the faces of the new campaign.

Gillette products are used by 800 million men worldwide and the brand is one of the many famous brands owned by the Procter & Gamble Corporation including Pampers, Pantene, Crest, Head & Shoulders, Duracell and Ambi Pur. Gillette offers a range of male grooming products including automatic and manual razors, shaving gels and aftershaves. The company has a passion for precision technology and winning.

These twin attributes are seen in the new range of technically advanced products that it introduces on a regular basis including blades that are thinner than a wavelength of light. These same values are shared by the McLaren Mercedes team, the pioneers of the first carbon fiber chassis in Formula 1 and advanced electronic systems that led to trend setting achievements in motorsports. The male shaving brand has now created what it claims is its most

advanced razor ever – the Gillette Fusion ProGlide and is hoping that this new partnership will give a fillip to its brand value and recognition.

Commenting on the partnership, Eric Boullier, Racing Director at McLaren Mercedes, said that he was very excited to announce the new partnership as McLaren with its focus on world beating performance identifies closely with Gillette's emphasis on precision engineering and innovation. He added that the very fact that a global brand like Gillette chose to associate itself with the McLaren Mercedes team on a multi-national basis is a testament to the fact that they are able to reach millions of avid motorsport fans around the world.

"Gillette has a rich heritage of making men feel and be at their best. We stand for excellence in shaving. We couldn't think of any partner that shares those values more than McLaren Mercedes", commented Hossam Ashour, Gillette Europe, the Middle East and Africa Shave Care Vice President. "For more than 40 years McLaren has innovated in superior engineering and performance. This makes them the ideal partner to demonstrate our belief in the importance of the precision when it comes to shaving."

With 20 world championships and over 180 grands prix over the past 50 years, McLaren Mercedes is indeed a worthy partner for the Gillette brand.

ROADSAFETYUAE.COM GETS THE NIKI LAUDA SEAL OF APPROVAL



Famous Formula 1 legend and three time champion Niki Lauda has announced his support for the road safety portal RoadSafetyUAE.com. According to data published by the country's Ministry of Interior, speed is the second

highest cause of road fatalities in the UAE and Niki Lauda's support for the road safety portal comes at just the right time. Speeding vehicles are a common sight on roads in the UAE and unless there is considerable improvement in the driving culture, it will not be possible to achieve the country's goal of 'Zero Road Fatalities by 2020'.

Speaking of his support for the website, Lauda said that his racing career had shown him how quickly accidents can alter the lives of those who are affected by them. Safety should be the top priority while driving and things can change in just a second. He added that it is vital for all responsible drivers to minimize potential risks for themselves and for others. Racing and high speeds should be limited to the racetracks.

Thomas Edelmann, founder of RoadSafetyUAE said, "To improve UAE's driving culture, the support of our leaders plays a vital role. We are very grateful for Niki Lauda's support and we invite more leaders and celebrities to support our platform. Leaders have the power to lead by example and to encourage their followership to change their behavior to the positive."

RoadSafetyUAE.com had launched a special campaign in March to people as possible to become safety conscious by adopting a 'NO to speeding!' approach as part of their "Make UAE Roads Safer!" pledge. Browsers can sign up to support the campaign by visiting <http://www.roadsafetyuae.com/pledge-make-uae-roads-safer/>

"We need the support of our leaders, but ultimately it is up to you and me, to all UAE traffic participants to commit to safe behavior on our roads, and signing the pledge is for all of us!", Edelmann said.

RoadSafetyUAE.com has received support from a number of prominent companies and organizations involved in the transport sector such as Nissan, Gargash Mercedes-Benz, RTA, Michelin and BMW.

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BENTLEY PIONEERS HYBRID CONCEPT IN LUXURY SEGMENT

Bentley showcased its new Bentley Hybrid Concept, a preview of the company's first plug-in hybrid model, and a forerunner of the new SUV that will be launched in 2017 at the Beijing International Automotive Exhibition. The new Bentley Hybrid Concept proved to be one of the stars of the show.

The Bentley Hybrid Concept is based on the flagship model in the Bentley family, the Mulsanne, and shows that hybrid technology enhances even the pinnacle of luxury and performance. Copper is used as an exterior and interior styling element to highlight the car's electrical veins, including copper details to the headlamps, radiator shell bezel, brake calipers, feature line details and badges. Copper accents continue in the cabin, with inserts to the hand-crafted veneers fascias, switch bezels and instruments. Copper cross stitching to the Mulliner Driving Specification diamond-quilted interior provides the finishing flourish.



Bentley is the first luxury brand to develop a plug-in hybrid, giving customers a new choice when it comes to powertrains. The Bentley Plug-in Hybrid System will give customers a wider choice of modern, powerful and efficient powertrains. With the new powertrains, they will get the twin benefits of 25% increase in power and a 70% reduction in CO2 emissions. At the same time, the Bentley brand will continue to retain its reputation as the purveyor of luxurious, stylish cars with cutting-edge technological features.

Dr Wolfgang Schreiber, Chairman and Chief Executive of Bentley Motors, commented on the new concept car, "There is no doubt that plug-in hybrid technology is true to Bentley's values of outstanding luxury and effortless performance."

Dr. Schreiber added that introducing the element of electric power to Bentley's celebrated engines will add to both the performance and luxury elements. Eventually, the entire range of Bentley models will have the new powertrain with at least 90% of the entire production having a plug-in hybrid version, maintaining Bentley's reputation as a pioneer in the luxury sector.

Bentley hybrids will also be equipped with the ability to go for at least 50 km on electric power alone, giving customers the option of emissions-free driving within city limits, while revving up the engine for better performance on highways.

Nissan Develops New Self-Cleaning Technology for Cars

One of the hassles of owning a car is keeping it clean, especially if you live in a place where the climate is unpredictable at the best of times. The amount you pay for getting your car washed on a regular basis can add up in the long run to many times the actual price of the car.

Getting a car that you will never have to wash sounds like something out of science fiction, but this is exactly what Nissan has come up with. The Japanese automotive giant has begun working on innovative paint technology that repels mud, rain and everyday dirt, ensuring that cars are always immaculate, at least externally.



The proprietary technology makes the paint used on the new Nissan Note super-hydrophobic and oleophobic, which means it will repel water and oils. This makes the Nissan Note impervious to dust, dirt and mud, making it the world's first self-cleaning car. The Nissan Note already comes with a "wash and blow dry" function that automatically uses water and compressed air to keep the lens of the rear view camera clean. It also ensures the safety sensors work in all weather conditions.

This new technology has been christened Ultra-Ever Dry® and is being marketed and sold by UltraTech International Inc®. Ultra-Ever Dry® creates a protective layer of air that acts as a barrier between the paintwork and standing water and road spray. In order to check how effective it will be in real-world settings, engineers at Nissan Technical Centre Europe will conduct several tests in a variety of climatic conditions. So far, the coating has proved to be effective against rain, frost, standing water and sleet.

Commenting on the new technology, Geraldine Ingham, the Chief Marketing Manager for the Nissan Note said that the car had been carefully engineered to make life as easy as possible for the customer and the new coating application was one way that could help buyers solve problems they faced in their daily life.

The new technology will not be a standard option on the car, but once it has been thoroughly tested, it could be available in the future as an aftermarket option.

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COOPER TIRE & RUBBER COMPANY MAKES A STRONG SHOWING IN THE FIRST QUARTER



Cooper Tire & Rubber Company has reported a strong showing in the first quarter of the year with net sales of \$796 million, operating profit of \$81 million, and net income \$0.71 per share, or a total of \$45 million.

These excellent results were posted despite adverse conditions such as unfavorable pricing (affecting revenue to the tune of \$96 million), higher general and administrative costs (which increased by \$5 million), higher operating costs in general (an increase of \$3 million) and higher distribution costs. They were however offset by lower raw material costs of \$67 million, manufacturing cost efficiencies of \$11 million, higher unit volumes of \$8 million and lower products liability costs of \$2 million.

Commenting on the company's results, the Chairman, Chief Executive Officer and President of the company, Roy Arnes said that that company is off to a good start this year and this gave him great pleasure as it is Cooper's 100th year in the tire business.

In Cooper's history so far, this has been the second best quarter ever, topped only by the Jan-March quarter last year when Cooper had achieved an all-time record profit. He added that he was pleased with the way the Cooper employees around the world had remained focused on their goals and concluded by saying that the company will continue to build on its successes by making use of opportunities to further strengthen the business.

From the balance sheet perspective, Cooper's balance sheet is very much in the black with \$336 million in cash and cash equivalents, an increase of \$64 million as compared to March 31, 2013, though cash reserves had dipped by \$62 million from the December 31, 2013 figure due to seasonal patterns working capital requirements.

KENDA EYES EUROPEAN MARKET WITH NEW MARKETING AND DISTRIBUTION STRATEGY



Kenda Rubber Ind. Co, the Taiwanese tire manufacturer, is increasing its presence in the European car tire business, focusing particularly on the German market.

The new strategy is being overseen from the company's European headquarters in Oldenburg and focuses on exploring opportunities in the OE market and building up Kenda's German and European distribution network. Kenda tires have been available in Europe for a number of years, especially in France, Spain, the UK and Italy. The company now wants to expand its presence further in the European market through distributors in Germany and in other European countries.

According to a statement released by Kenda, the German market is particularly demanding in comparison to other countries in Europe due to its requirements for independent tire tests and its sophisticated automotive industry.

Kenda has responded to these requirements for high-speed properties and handling and braking in wet conditions in a proactive manner. The company had its tires assessed at the MIRA test center in England. The winter tires went through rigorous tests at Test World in Finland.

"With these tests we have been able to optimize our product portfolio for German and European customers," said Michael Andre, the newly appointed marketing and sales manager at Kenda Rubber Industrial Co. Europe.

Kenda's first product that has been developed specifically for the European market, the UHP Vezda SP001 tire, is almost ready for large scale production and will be launched in spring 2015. In the forthcoming months, tests will also be held in Spain by European engineers to assess other technological innovations introduced by the tire maker.

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Bridgestone Pulls Out of MotoGP Sponsorship



Leading tire maker Bridgestone had benefited immensely from its longstanding association with MotoGP. MotoGP is one of the most well known racing tournaments in the motorcycle racing world, spanning 18 races and 14 countries. MotoGP has traditionally been dominated by renowned bike manufacturers like Yamaha and Honda. The racing series receives immense media coverage on a global basis. Bridgestone has been a sponsor of MotoGP since 2002 and has been the sole tire supplier for the top category of grand prix racing from 2009.

Now, Bridgestone has announced that it will be ending its sponsorship deal with MotoGP after the 2015 season as the company's objectives have been achieved. The company has successfully adapted several technologies that have been proved on the race tracks for consumer tires such as enhanced grip tread compound and GP-Belt construction and made a name for itself as a manufacturer of premium tires for motorcycles.

The Japanese tire manufacturer said it would continue investing in tire development for MotoGP over the next two seasons.

"It is with some sadness that we will make our exit from MotoGP," said Kyota Futami, general manager of Bridgestone's global motorsport department. "Yet, having achieved everything we set out to do when we entered the championship over 10 years ago... our company believes it is the right time to implement an exit strategy from the series."

Bridgestone will continue to support other motorsport activities. The company was Formula One's sole tire supplier from 2008 to the end of 2010, before Pirelli took over the role.

Infinity Tires Celebrates a Decade in Europe with India Tour for Dealers

Infinity Tires held a grand tour of India for the company's partners in Europe to mark a decade of operations in the continent. More than 50 dealers of the company were taken to New Delhi to celebrate this milestone in the company's history. In earlier years, the company had arranged trips to Dubai, Thailand and China for its dealers.

Every aspect of the trip to India was personally overseen by the company's Executive Director, Mr. Harjeev Kandhari to make this event a memorable one for Infinity's partners. As part of the tour, they experienced the best that India had to offer including accommodation in 5-star hotels, themed dinners, colorful dances and sightseeing trips to an array of historic monuments in Delhi. They even got to experience the "real India" by taking a rickshaw ride through the city's bustling streets.

The tour began with a Gala Dinner at the renowned Taj Palace Hotel in New Delhi. The dinner had a Punjabi theme and 80 artists belonging to the famous Bir Khalsa Group showcased traditional Punjabi dance moves in addition to Sikh and Punjabi martial arts in a scintillating performance. The following evening, they had a Rajasthani-themed 'wedding feast' featuring top musicians and dancers who were flown in especially for the event. However, the true highlight of the tour was a trip to the world famous Taj Mahal, one of the wonders of the world.

The company also used the tour as an opportunity to hold discussions with its dealers and its manufacturing partners on the brand's plans for the European tire market. These discussions covered topics including Infinity's entry into the market for agricultural tires, the new tires it has launched over the past two years and marketing strategies for the forthcoming months. The group also had a chance to see how their work for Infinity supports many worthy projects carried out in India and across the world by the Infinity Foundation.

Commenting on the trip on behalf of Infinity Tires Europe, General Manager, Mr. Jorge Crespo said, "It's always a pleasure to see so many friends join us on our Infinity Partners Event. These unforgettable occasions are really a labor of love for us and we try to ensure that our guests have a memorable time with friends and family. It's also a chance for us to say 'thank you' to them and ensure that each year we can grow Infinity together - not only through deepening friendship and camaraderie, but also by offering the very best tire program for the needs of European drivers".



Maxxis Makes Bold Marketing Move with New Ad Campaign



Maxxis International, the Taiwanese tire manufacturer, has made a key shift in its marketing strategy with its new advertising campaign. The "Good company. Always." campaign highlights people and organizations across a range of different sectors who have opted for Maxxis tires in both their personal and professional lives. The ads feature motorsport teams sponsored by Maxxis, the company's major dealers and other affiliates, and explain why each of them chose to use Maxxis tires on roads, off road and in motorsports.

Previous advertising and promotion campaigns had focused on technical details to capture the interest of consumers. With this new campaign, the company is stressing the benefits of the tires rather than their technical details.

Speaking about the radical new campaign, managing director, Derek McMartin, said that the 2014 campaign supplements hard facts with the reasons why high profile people and organizations choose to use Maxxis tires, and why dealers should recommend them. He also added that in addition to print advertising, Maxxis will be producing point of sale and merchandising materials that follow the same theme.

The new 'Good company. Always.' advertisements will be placed in trade, motorsport and consumer media throughout 2014. The first wave of print ads was launched in Q1 2014, and subsequent versions are scheduled to run for the next 12 months.



HiQ Spreads its Wings in the UAE with Second Outlet



HiQ is a European chain of automotive service stores with a global presence and has outlets in South Africa, UK, Saudi Arabia, Oman and UAE. In the UAE, the chain has partnered with the flagship company of the renowned AW Rostamani Group, Arabian Automobiles, to set up stores offering tires of all brands and a range of services including quick lube, maintenance, electrical and AC service and repair, wheel alignment and balancing. All these will be available under one roof at competitive prices.

The HiQ service chain has now added another outlet to its network in the UAE. It opened a store in Masafi on 1st May, 2014 at Masafi within the Emarat Petrol Station compound at Masafi, opposite to Masafi Police station. Just like the first outlet in Sharjah, the new center will have technologically advanced equipment and highly trained and experienced professionals.

Speaking at the opening, Michel Ayat, CEO of Arabian Automobiles said that it gave him great pleasure to announce the opening of the store in Masafi as part of the company's mission to provide customers with the most convenient and highest quality service at reasonable price. He added that the company has plans to expand the network of HiQ stores across the UAE.

Porsche Helps Falken team to Race from Setbacks to Podium Finish

The Falken Team's chances for a winning position in the VLN series suffered a serious blow when the company's flagship Porsche GT3R had a serious accident on the Döttinger Höhe stretch at Nürburgring. There was little hope that the car would be fixed in time for the next race in the VLN series the following weekend.



Nevertheless, with help from Porsche, the Falken team pulled off a miracle to end up with a first place finish for the Falken drivers Martin Ragginger and Alexandre Imperatori in the next VLN race that was held after a week. Fortunately, though the team did not have enough time to fix the damage, Porsche had a GT3 spec 997 in stock and the plain white GT3R was picked up and shipped immediately from Weissach. The Schnabl engineering team worked night and day to transform the GT3 into a VLN spec racer in Falken's iconic colours and incredibly, the car won the race.

The team manager Sven Schnabl said that the first place finish on the podium made up for the disappointment of the previous race and expressed his gratitude to Porsche for supplying a replacement car at such speed.

Takeshi Imakita, chief tire engineer for the Falken team, adds: "I am appreciative that we have the support of Porsche and that due to the tireless efforts of Schnabl Engineering we've been able to race at all this weekend! The disappointment last weekend was immense, but now we can get back on track with our development program, invigorated by our first podium."

He added that the Falken team will repeat the successful duo of Martin Ragginger and Alexandre Imperatori for the next VLN race in the series, the DMV 4-hour at the end of the month.

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Michelin Gives Customers Chances to Win Tickets to Dream Destinations



Buyers of Michelin tires in the UAE and Oman had a chance to win tickets to their dream destinations this summer. The company ran a special summer promotion, the "Travel Anywhere" campaign. 35 winners got two tickets to any destination of their choice. One even luckier winner also got the grand prize of a new Mercedes-Benz SLK 200 car.

There were six winners every week and winners have opted for destinations as varied as Germany, India and Malaysia. The promotion ran until 29 May 2014 and was open to all customers who purchased at least two Michelin passenger car tires or 4x4 tires during the promotion period.

Commenting on the promotion, Hany Abdul Samad, Marketing Manager, Michelin UAE & Oman, said that this is an ideal time for the promotion as summer is around the corner and it is crucial for the tires to be in good condition to withstand the season's soaring temperatures. He added that with this promotion, the company hoped to increase awareness about road safety and the importance of checking the condition of the tires on a regular basis.

Michelin UAE & Oman conducted the promotion in partnership with the importers of Michelin tires in UAE; Central Trading Company of the Al Rostamani Group for Dubai and Northern Emirates, and Central Motors & Equipment of Al Fahim Group, for the Abu Dhabi and Al Ain markets.

Pirelli Develops First High-Tech Tire for Commercial Vehicles

The Italian tire manufacturer Pirelli is generally known for its premium performance tires. Now for the first time ever, the company is launching a tire for commercial vehicles named the Carrier after extensive testing over three million kilometers. The Carrier tire has been developed specifically for vans and as compared to similar tires offers lower fuel consumption due to lower rolling resistance, longer tire life, better handling and comfort and better performance on wet roads.

With the new tire, Pirelli has successfully transferred its expertise in Ultra High Performance tires to the commercial vehicle sector with greater importance given to two factors that are critical for light commercial vehicles; safety and total life costs.



The new van tire was designed from scratch at Pirelli's R & D center in Milan, where Pirelli's tires for the famous Formula One series are also designed.

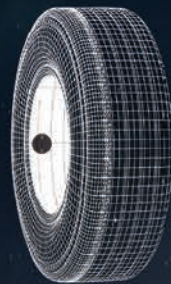
The Carrier was tested over a variety of road conditions in different climates by 20 big fleets in Turkey, Italy, Spain, France, Germany and Great Britain with more than 50 transport workers trying out the tires. The results of these life-sized tests and the typical traditional development tests carried out by Pirelli's engineers only served to confirm the company's claims; an improvement in tire mileage by about 30 percent due to changes in the tire profile and a brand new tread compound, lower rolling resistance due to the use of innovative materials and optimization of the profile, 10 per cent improvement in braking distances due to the new tread pattern, better grip in wet conditions and higher resistance to aquaplaning.

When it comes to the European tire label standards, the Carrier tire has excelled with an "A/B" score on the basis of the wet grip capability alone.

At the outset, Carrier tires will be available on the replacement market in sizes from 14 to 17 inches. Eventually, Carrier Camper tires in 15 and 16-inch sizes will be added to the range with the aim of making the tire the leader in the European tire replacement market for light commercial vehicles.

The Carrier was launched with a bang in Italy where customers who purchased the tires before May 15 had a chance to participate in a competition to win 50,000 kilometers worth of fuel vouchers if they registered on the Pirelli website. Distributors too had a chance to win attractive prizes. All they had to do was log into the Pirelli site and answer a few questions about the product.

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OMAN CLAMPS DOWN ON SALE OF USED TIRES IN A BID TO REDUCE ACCIDENTS



Oman has recently experienced a higher rate of road accidents due to the use of faulty tires. According to Col Ahmed bin Sultan al Nabhani, the Assistant Director General of Traffic, there were 285 road accidents caused due to defective vehicles in the period from January 2013 to April 2014. As an outcome of these accidents, 72 people were killed and 303 others were injured. This led to the government's decision to ban the use and sale of second hand tires in the country. Henceforth, all tire plants and retail stores would be strictly monitored.

In a directive issued by Dr Said bin Khamis al Kaabi, the Chairman of the Public Authority for Consumer Protection (PACP), the country bans the sale, use and distribution of every kind of second hand tire. Even new tires which have completed 24 months since the date of production for cars, buses and light trucks and 30 months for heavy trucks come under the purview of the decision.

Article 3 of the decision makes it compulsory for dealers to provide consumers with a warranty policy that has a minimum validity of one year from the date of the sale and covers the tires whether it is used on new or used cars. Article 4 of the decision stipulates that the purchase invoice should give details such as the country of origin, the date of production, the speed rating, type of tire, its size, the weight, heat capacity, diameters, and the maximum inflation pressure.

Other articles in the decision such as those directing dealers to move used tires to spots designated by the authorities and those outlining the penalties for those who willfully engage in the trade of used tires will make life a lot harder for unscrupulous dealers who sell used tires that may make the roads more dangerous for their customers.



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SUKHOI FIGHTER AIRCRAFT TAKE TO THE SKIES WITH MRF TIRES



The Indian tire manufacturer, MRF Tires has announced that the company has been contracted to produce and supply the main wheel tires needed for the fleet of Sukhoi-30 MKI fighter aircraft operated by the Indian Air Force. This development not only reduces the cost of tires by 40%, but is also critical for the indigenization of the Su-30 fleet which forms the backbone of the Indian Air Force fleet.

Speaking at the function to mark the start of the commercial production of the MRF Aero Muscle tires, Air Vice Marshall JK Singh said that it was important to have a domestic supplier for such a critical component as relying on a foreign supplier could lead to many hassles.

The project had begun back in 2008 and was carried out in partnership with renowned government organizations like Hindustan Aeronautics Ltd, The Center for Military Airworthiness and Certification (CEMILAC), the Directorate General of Aeronautical Quality Assurance (DGAQA) and the Rubber and Chemical Merchants Association (RCMA). MRF is the second largest manufacturer of tires in India and is the first Indian company to make aircraft tires. Currently, there are only five global manufacturers who make aircraft tires.

MRF had previously made tires for the Chetak helicopters that are used by IAF and HAL. According to the company's executive vice president, Koshy Varghese, the company is also slated to work on tires for the MIG aircraft and aircraft used by the Indian navy.



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NEW TIRE ADVISOR APP FROM BRIDGESTONE WILL BE A BOON TO COMMERCIAL CUSTOMERS

BRIDGESTONE COMMERCIAL TIRE ADVISOR



Bridgestone Commercial Solutions has come up with a new mobile app called Tire Advisor. This app permits dealers and customers to make better decisions by allowing them to access and compare information about the entire range of commercial tires from the brand. Users can conduct multiple searches with the app and even create a library for future reference.

The app was created in response to demands from customers for a user-friendly mobile tool that could give them detailed specifications on products that are regularly used by dealers and users of off-road and commercial truck tires and retread products.

Commenting on the launch of the app, Matt Stevenson, Vice President of Marketing, Bridgestone Commercial Solutions said that it can be difficult to manage and keep track of up to date product information across all the segments and brands of commercial tires, especially when the customer's time and resources are limited. With the tire advisor app, customers can receive the latest product information in a timely manner and select the tire that is most suitable for their application and type of equipment. The app also enables them to easily share information with others.

Other user-friendly features of the app include the ability to compare products side-by-side within the same brand, ability to save information and create a library for future reference, easy navigation using keyword, filters and step-by-step method, and a search engine functionality to identify products by industry and application.

Bridgestone customers can download the app for free through the Apple iTunes Store and the iOS mobile app can be downloaded on the iPad.

LANXESS PIONEERS NEW TECHNOLOGY FOR PRODUCING BUTYL RUBBER



Lanxess, one of the world's leading manufacturers of specialty chemicals has announced that it has successfully concluded the pilot phase of a new production process for butyl rubber. Normally the production of butyl rubber is a highly complex and laborious process that calls for using a lot of steam and very low temperatures. The new technology was developed by the company over the past seven years and is considerably more efficient when it comes to saving time and energy.

Butyl rubber is generally used in the inner liners of tubeless tires that are not permeable by air or humidity. These liners play a crucial role in keeping tire pressure constant over a long period of time leading to lower emissions, lower consumption of fuel and greater tire safety. Butyl rubber is also used in the production of medical devices, protective clothing and even in the production of chewing gum.

Lanxess' Performance Polymers segment which deals with the production of Butyl Rubber in addition to other products had crossed sales of EUR 4.49 billion in the fiscal year 2013.

Lanxess carried out the final testing stage of the pilot project in two purpose built plants at the company's production site in Zwiindrecht, Belgium from spring 2012 onwards. In addition to the Zwiindrecht plant, Lanxess has butyl production facilities in Sarnia, Canada and in Singapore.



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TOYO SUPPORTS AC MILAN IN A BID TO ATTRACT SOCCER FANS



AC Milan ((Associazione Calcio Milan) is one of the top European soccer clubs and commands a large and loyal fan base. Toyo Tire & Rubber Co., the Japanese tire manufacturer has announced that the company is signing on as a premium sponsor of the club till June 2016. Considering the immense popularity of football in the world, there is no doubt that Toyo will benefit considerably from this association. AC Milan is one of the top clubs in the world and the team has always demonstrated a go-getting, aggressive style of play. It is this aggressive and competitive image that Toyo is also seeking to project in the tire industry, especially in markets like the Middle East, Russia and, China, EU, Japan and Southeast Asia where football is followed very keenly.

With the signing of this agreement, Toyo Tires becomes the first Japanese company to sign on as a premium sponsor with AC Milan.

Speaking about the new sponsorship, Barbara Berlusconi, AC Milan Vice President and Chief Executive Officer, said that both Toyo Tires and AC Milan shared a passion for performance and excellence. She said the new partnership reflected the global appeal of AC Milan and expressed her hope that this sponsorship would help to strengthen the club's links with its Asian fans.

President and CEO of Toyo Tire & Rubber Co., Ltd. Akira Nobuki said that the new partnership with AC Milan is only one of the ways in which the company aims to create an image of itself as a global player in the tire industry.

He added, "The corporate attitude of TOYO TIRES, committed to the world, is expressed in our brand statement "driven to perform" (in pursuit of the best performance). We are honored to take this opportunity to support AC Milan, a club that conforms to our spirit, and we will share our heart as one of the many fans around the world to build a bridge of support."

With this new partnership, Toyo Tires is well on its way to spreading its wings globally when it comes to brand positioning.

NITTO TIRE TAKES ON SPONSORSHIP OF POPULAR TORC SERIES



TORC (The Off Road Championship) is one of the most popular racing series in the United States. It is renowned for showcasing the skills of the best offroad drivers and some of the most powerful vehicles in the country.

Nitto Tire U.S.A. Inc., which specializes in the manufacture of off-road and street performance tires has recently announced that the company will be the official sponsor of the TORC (The Off-Road Championship) series for the 2014 season. As part of the sponsorship deal, the Nitto team will provide both technical support and specialized Nitto Grappler tires for the Short Course World Champion Ross Hoek, who will be racing in a 2014 Toyota Tundra Race Truck.

The current TORC season began on April 5-6 at the Primm Valley Off-Road Raceway near Las Vegas in which PRO Trucks in three categories - Pro Light, Pro 2WD (Pro2), and Pro 4X4 (Pro4) - provided high-voltage off road entertainment to TORC fans.

Nitto launched its first specially designed 35x12.50R17 Nitto Grappler S/C tires fashioned from a durable racing compound to withstand the extreme conditions in off-road racing for Ross Hoek's Toyota Tundra truck.

As an outcome of the partnership, Nitto Tires will benefit from the immense popularity of the TORC series and the media coverage the series will receive. The 2014 TORC season will be broadcast by NBC Sports alongside NASCAR, Formula 1 and IndyCar. NBC Sports will also be broadcasting clips of behind the scenes coverage and will broadcast a docu-reality TV series chronicling the off-road racing teams and the drivers.

VREDESTEIN PARTNERS WITH TOP BRANDS FOR "TOP MARQUES" EVENT IN MONACO



This year, the company partnered with the top Italian designer Giorgetto Giugiaro and HAMANN for the show. Vredestein made special customized tires with a striking sidewall design for an exclusive Giugiaro Parcour car. At their joint stand for the show, Vredestein and the premium car styling firm HAMANN unveiled the progress that has been made so far on their Premium Styling concept.

Several HAMANN cars including a HAMANN BMW X5 were fitted with Vredestein tires, with the X5 having Vredestein Ultrac Vorti tires in the size 335/25 R 22. This made the 333/25 R 22 the broadest tires Vredestein had ever made, at a width of 335 millimeters. The HAMANN BMW X5 also came with an eye-catching Vredestein wrap inspired by the Stealth technology that US fighter planes use to escape radar detection. The 'Premium Styling by Vredestein' concept, which is characterized by clean lines and luxurious photography in shades of grey and black, caught the eye of all the visitors to the show.

Vredestein plans to launch 20 new sizes for the Vredestein Ultrac Vorti range of tires this summer, meant mainly for performance cars like the bigger SUVs and sports cars. The Vredestein Ultrac Vorti R range will also have six more sizes added to the range. This tire is generally used for luxury supercars like McLaren MP4-12C and the Lamborghini Gallardo. Apollo Vredestein has recently installed a huge tandem mixer at its factory in the Netherlands, thus making it possible for Vredestein to manufacture better tires for such high-performance supercars.

Monaco is a stylish European city that is renowned for its wealthy population, luxury supercars and the famous Monaco Grand Prix. The "Top Marques" trade fair, which is held in April every year showcases some of the most exclusive and stylish cars in the automotive industry. During the 11th edition of the show, which was held from 16th to 19th April, Vredestein made a big impact as the only tire manufacturer on the scene.



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EVENT	DATE	INFORMATION	LOCATION
Commercial Transport Show	08-10 July 2014	Commercial Transport Show is an international event that showcases the latest automotive products such as tools and equipment, engines, parts, tires and wheels, transport refrigeration units, insulated and reefer containers, trailers and tractors, SUVs, truck body builders, trucks, etc.	Pragati Maidan, New Delhi, India
Latin Auto Parts Expo	09-11 July 2014	Latin Auto Parts Expo 2014 is a grand extravaganza that will offer the best business opportunities to spare parts suppliers and manufacturers. This year's edition will give visitors a chance to check out a wide array of tuning products and replacement parts.	Atlapa Convention Center, Panama City, Panama
China International Auto Interiors, Applied Materials & Processing Equipment Exhibition and Seminar	09-11 July 2014	China International Auto Interiors, Applied Materials & Processing Equipment Exhibition and Seminar aims to highlight the latest products and services in the field of automobile interior decoration. The show also intends to fill the gap between the supply and demand of the latest auto parts.	Shanghai New International Expo Centre, Shanghai, China
Seoul Auto Salon	10-13 July 2014	Held in COEX Korea Exhibition Center, Seoul Auto Salon is a premier trade fair for generating business opportunities. The 2014 edition will showcase a wide variety of the latest products in the automotive market.	COEX Korea Exhibition Center, Seoul, South Korea
Seoul Auto Service	11-13 July 2014	Seoul Auto Service is one of the grandest events in the automotive world, as it brings together experts, professionals and manufacturers from all over the world. In its 2014 edition, the event will showcase the 'products of the future'.	COEX Korea Exhibition Center, Seoul, South Korea
PAACE Automechanika Mexico	16-18 July 2014	PAACE Automechanika MexicoO is a three-day auto trade fair organized by Messe Frankfurt. With over 18,000 visitors expected in the show, it is considered as one of the most significant events in the industry.	Expo Banamex, Mexico City, Mexico

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EVENT	DATE	INFORMATION	LOCATION
Electricals Motor Machinery Auto Parts Fair	18-21 July 2014	Electricals Motor Machinery Auto Parts Fair is an international event which aims to make experts and professionals related to auto parts, machinery, motors and electrical manufacturing industry aware of the most recent techniques that can give the sector a boost. The 2014 edition promises to offer jam-packed information to all visitors.	Tatmadaw Hall, Yangon, Myanmar
Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS)	21- 23 July 2014	CAPAS 2014 is anticipated to attract up to 700 exhibitors and over 20,000 trade visitors from all over the world. The event will be a grand showcase of automotive OE and aftermarket products and services.	Chengdu Century City New International Exhibition & Convention Center, Chengdu, China
Latin American & Caribbean Tire Expo	23-25 July 2014	Latin American & Caribbean Tire Expo is known as one of the grandest and most significant shows for the tire manufacturing firms in the Caribbean and Latin America. It offers a perfect platform for buyers, dealers, exhibitors and retailers to interact with each other and gain insights regarding the industry.	Atlapa Convention Center, Panama City, Panama
Gauteng Motor Show	25-27 July 2014	Gauteng Motor Show is a three-day action-packed motoring event in South Africa. It aims to give exhibitors and companies a chance to establish brand awareness among their target customers.	The Rock Raceway, Gov Gold Mine Areas Cons, Gauteng, South Africa
Billing Land Rover Fest	25-27 July 2014	Billing Land Rover Fest is one of the grandest shows designed for Land Rover events. This show offers trade stands, auto jumble, arena displays, off-road courses and camping facilities, making it a must-visit for Land Rover owners and lovers.	Billing Aquadrome , Northampton, UK

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Al Habtoor Group Teams Up with RTA to Inaugurate SpeedFit Vehicle Testing Center



For 30 long years, Al Habtoor Group has maintained its success in the UAE's automotive industry. Proving its status as the country's premier dealer of the most prestigious and well-known automobile brands in the globe, the company has recently collaborated with Roads and Transport Authority (RTA) to open SpeedFit Vehicle Testing Center in Umm Ramool, Dubai on Sunday, May 4, 2014.

The inauguration of the first SpeedFit center was attended by Ahmed Al Habtoor, CEO of Al Habtoor Motors; Ahmed Bahrozian, Dubai Licensing CEO; Neil Coolledge, General Manager of SpeedFit and Head of Tires & Batteries Division; and RTA delegates.

Speaking at the event, Coolledge said that they are proud to open the first SpeedFit Vehicle Testing Center in the UAE.

"This is a great addition to our existing portfolio of SpeedFit services which include tires, brakes, lubricants, oil, batteries, steering, suspension, air conditioning, exhaust and car servicing. We would like to thank RTA Dubai for their support and cooperation. SpeedFit Vehicle Testing Centre is committed to offering superior and trusted services for meeting the overall safety of vehicles and registration renewal purposes in Dubai."

He also added that with their working schedule of 7 am to 10 pm from Saturday to Thursday, customers can take advantage of convenient service hours, ensuring a quick turnaround time.

SpeedFit, which currently has two lanes with the capacity to service 175 vehicles per day, promises to expand to four lanes with 350-vehicle capacity per day.

Al-Futtaim Continues Its Quest to Eliminate Fake Auto Parts in UAE



Al-Futtaim Motors, in partnership with the UAE government and several law firms, has carried out 440 raids over the last two years, leading to the seizure and destruction of counterfeit car parts worth approximately AED 35 million. The authorities issued AED 350,000 fines against the suppliers of those parts in an attempt to prevent further violations.

The recent Al-Futtaim Motors Parts Dealer Conference, which was held at the company's Parts Distribution Centre in Dubai, in the presence of Al-Futtaim Automotive Group president Len Hunt, put a spotlight on the elimination of counterfeit auto parts.

For years, the company has taken a firm public stance against bogus practices through constant discussion with the authorities and providing training programs for custom officials, to help them distinguish the difference between fake and genuine auto parts.

In a statement, Al-Futtaim Managing Director Jon Williams said that both small and large authorized parts dealers have greatly contributed to the continued success of the business, and help to guarantee that only genuine Toyota parts are sold. He also added that they provide motorists in the Emirates with constant education regarding the danger they might put themselves and their families in, if the originality of the auto parts they use is compromised.

"We are confident that collaborating with the authorized dealers on that front will help us keep the roads safer."

In the conference, which was attended by more than 100 delegates, Aftersales General Manager Ralf Zimmermann revealed the upcoming plan that Al-Futtaim Motors will put in place, giving them assurance that the priority of the company this year is to combat fake products and parallel import of auto parts into the UAE.

Al-Futtaim's effort to eliminate counterfeit parts is anticipated to continuously breed ambition and success among dealers to keep the Toyota brand at the top spot of the UAE's automotive market. It is also believed to create more opportunities for future relationship with independent dealers who want to become part of an increasing number of stakeholders for the business.

Canadian Auto Parts Supplier Expands Mexico Powertrain Operations for Audi AWD

Magna International Inc. continues to thrive with the expansion of its powertrain operations in Ramos Arizpe, Mexico, where the auto parts supplier recently held a ceremonial groundbreaking of a planned facility worth \$75 million.

Magna confirmed that the 172,000-square-foot plant, which will manufacture all-wheel-drive (AWD) systems for Audi, is slated to open in 2016 and will create up to 230 jobs at full capacity. Since 1999, the company has operated in Ramos Arizpe and employed over 1,400 people at two plants manufacturing AWD and 4WD.

Magna revealed that last year, the Ramos Arizpe plants manufactured over 2 million axles and driveline products. In Mexico, the company has over 22,000 employees at 29 plants and a sales, engineering and product development center.

Based in Ontario, Magna lands on the fourth spot on the Automotive News' list of the top 100 international suppliers with global parts sales of \$30.43 billion to car manufacturers in 2012.

AT&T Announces Connected-Car Deal with Swedish Automaker



AT&T, the largest phone company in the U.S., has recently announced that it entered an agreement with Volvo to add to its lineup of customers planning to bring connectivity to their cars.

The US 2015 model year connected car solution of the automaker will be powered by the phone company's Sensus Connect, an embedded infotainment service. Volvo drivers in Canada and the U.S. will also be able to access an emergency crash notification service and Volvo On Call, a service enabling access to car functions.

The connected car solution also integrates AT&T's Single SIM, which along with the high-class service management platform AT&T Control Center powered by Jasper Wireless, enables Volvo to manage wireless device operations and deployment across different markets with smart alerting and innovative diagnostic tools.

In a statement, Chris Penrose, senior vice president of Emerging Devices at AT&T Mobility, said that they anticipate Volvo customers to be pleased with the new services on board, and they are committed to working with Volvo Cars to provide their customers an exceptional and valuable service. "Our Single SIM will make it easy for Volvo customers to have high speed wireless connectivity in the U.S. and Canada."

According to Volvo, its vehicles with AT&T on-board will hit showroom floors this summer.

Meanwhile, in 2013, AT&T confirmed that all Tesla cars would be equipped with its network chips, which enable two-way connections for services such as stolen-vehicle location and roadside assistance. The services would also include other features such as entertainment, navigation and internet access on a 17-inch touch screen. However, the agreement terms were not revealed.

Also last year, GM's subsidiary OnStar Corporation, announced a team up with AT&T to roll out 4G LTE wireless service in 2015 vehicles both in Canada and the United States. The carrier claimed that Audi's 2015 A3 would become the first-ever car to have a high-speed connection, with a subscription fee of \$16.50 per month.

Joe Mosele, AT&T vice president for devices including connected autos, revealed that GM is set to release the pricing details for 4G LTE in the next few months. The automaker will also provide a trial period prior to requiring a subscription, similar to how it offers the OnStar service to customers.



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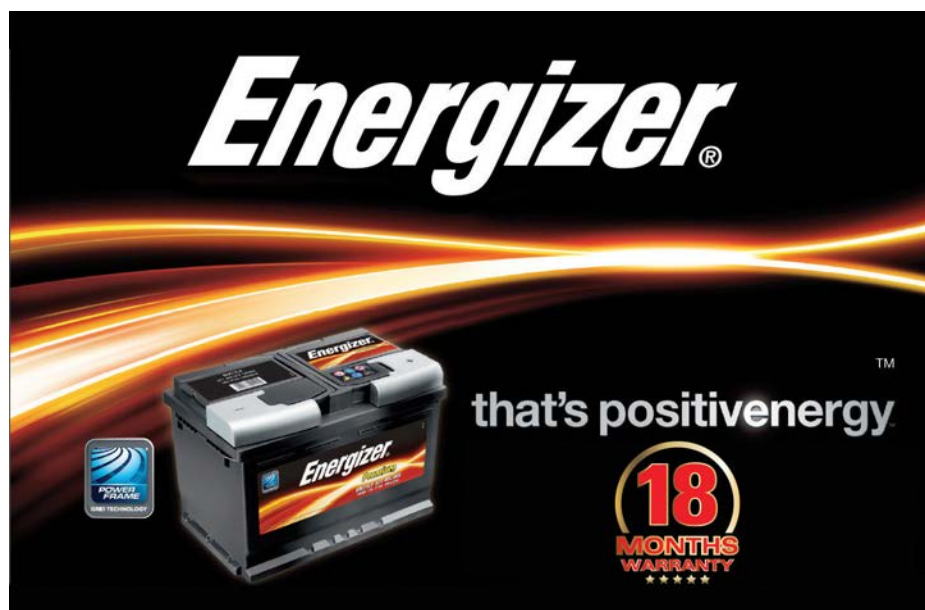
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Al Habtoor Motors Announces Energizer's First 18-Month Warranty Offering



Car owners in the UAE will now have a chance to prevent breakdowns brought by the extreme summer months without spending a fortune. Just recently, Al Habtoor Motors, the official distributor of Energizer® automotive batteries in the country, has announced the American manufacturer's first-ever 18-month warranty offering across its commercial vehicle and passenger batteries range. The warranty covers manufacturing defects and provides instant replacement.

Though affordable, Energizer automotive batteries feature long-lasting, dependable starting power in automotive applications. They use PowerFrame grid technology, which is maintenance-free and presently unique in the market due to its ability to withstand the extreme weather conditions of the UAE.

Neil Coolledge, General Manager of SpeedFit & Head of Al Habtoor Motors' Tires & Batteries Division, said in a statement that they are very excited to add extra value to Energizer by offering their customers complete peace of mind. He also revealed that this is the first time in the history of the UAE market that an automotive battery has extended its warranty to 18 months.

"Energizer® automotive batteries are built tough for the extreme conditions of the region. In keeping with the Energizer spirit of "When the going gets tough, the tough gets going", our customers can be rest assured of a fail-proof investment when it comes to replacing their vehicle's battery, should the need arise."

Currently, the worldwide return rate parts per million (PPM) of Energizer batteries is just around 0.7%. They are widely available at Al Habtoor Motors Parts Stores across the UAE and at SpeedFit centers located in Ras al-Khaimah and Umm Ramool.

GEMBALLA Presents New Wheel Collection for Fun Spring Road Trips



Spring is finally here, and not only temperature rises day by day but also the grip on the asphalt. To make the season a memorable one for fun, stylish and safe road trips, German tuning company GEMBALLA has recently unveiled its latest spring wheel collection.

Most sports car aficionados know that light alloy wheels are not just a simple cosmetic accessory but an essential part of the dynamic setup. The tuning company's GForged-one specialty for the McLaren models P1 and 12C as well as the Porsche 911 (991) come in impressive dimensions of 20 and 21-inch sizes, but do not load the car's non-suspended mass with extra weight. An effective forging process achieves high material compression, making thin but stable structures possible. Therefore, the wheels are in perfect keeping with the striking, efficient, and lightweight design of McLaren and Porsche sports cars.

In addition, the well-balanced optical setup of the wheels is highly impressive as their widely spaced twin-spoke pairs are shaped into sleek Vs. They are also extremely energetic and aerodynamic, while the unique braking system of each vehicle adds more style to the general impression.

To give customers a chance to customize their car based on their taste and preference, the GForged-one wheels are offered in four different finishes such as Black Magic, Black Magic Diamondcut, Gunmetal, and Gunmetal Diamondcut. The Black Magic option embodies an elegant substitute to front polishing.

MCB to Celebrate Third Decade in Auto Industry at Automechanika Dubai 2014



From its JAFZA head office and branches in India, Morocco, Iraq, Lebanon, and Sweden, Mineral Circles Bearings (MCB) has recently announced its 30th anniversary as well as gold sponsorship of the upcoming Automechanika Dubai 2014.

Since the opening of its first Dubai office in 1984, the company has thrived significantly and remained resilient despite the great financial difficulties recently experienced in the Middle East and North Africa (MENA) region. It has also been able to consistently provide for its new and long-term clients even in the most pressing situations by ensuring positive networking with all its suppliers.

Mineral Circles Bearings has become the first-ever automotive bearing company in the region to offer and meet the bearing demands of every American, European, Korean, and Japanese car models. Dealing only with reputable manufacturers, it takes pride in its huge stock of high quality bearings from Musashi, KBC, ILJIN, MBS, NSK, NTN-SNR, and its very own brand, MCB. With approximately 10,000 items in its warehouse measuring 100,000 square foot, the company is able to provide instant delivery.

In addition, the employees of MCB have engineering backgrounds, thus greatly contributing to the company's success. Their ability in visualizing and understanding client requirements has led the company to becoming the sole regional bearing distributor that offers accurate consultancy. As the 'go-to' bearing supplier and distributor of the MENA region, the company has recently become a member of the European Power Transmission Distributors Association (EPTDA).

With the huge increase in vehicle turnover currently experienced by the region, MCB is ready to offer its premium-grade bearings to keep vehicles running safely and smoothly. The production of Hyundai and Chevrolet model vehicles in Egypt implies having 3 million cars in the roads of the country soon. Meanwhile, the Iraqi automotive market is anticipated to reach up to 2 million next year and the rebuilding requirements of Syria will also take place. MCB promises to help people in these countries regain their lives by getting back on the road.

Though hardly noticed due to their size, bearings are considered as silent heroes that make the production world go round. This is why the bearing market is said to hold many ironies. As one of the leading names in this ironic industry, MCB is proud in helping the MENA region become more efficient, productive and dynamic in every way.



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CORSA Teams Up with National Corvette Museum Store



CORSA Performance, a leading manufacturer of premium automotive exhaust systems, has recently partnered with The National Corvette Museum to offer its cutting-edge performance products in the Museum's Corvette Store. The Museum now offers the manufacturer's air intake kits and exhaust systems for C4, C5 and C6 Corvettes.

Located in Bowling Green, Kentucky, The National Corvette Museum is a well-known destination for Corvette aficionados, and CORSA is popular for its premium-quality Corvette products. The product displays of the company were exhibited in multiple locations on the grounds of the facility, including in the Museum's Corvette store.

Craig R. Kohrs, vice president and general manager of TMG Performance Products, said in a statement that they are honored that The National Corvette Museum is now an official CORSA dealer, and that CORSA's partnership will contribute to supporting this historic venue that is not only noteworthy to Corvette owners, but also to the automotive sector as a whole.

The team-up formally kicked off when CORSA exhaust systems were made available for purchase at the Museum and installed on-site by expert CORSA technicians in the company's booth during the National Corvette Museum's 2014 Bash held from April 24 to 26.

Manufactured in the USA and offered with a Limited Lifetime Warranty, CORSA exhaust systems for Corvettes boast patented Reflective Sound Cancellation (RSC) technology, which delivers an exceptional high-performance rumble at idle, no drone during cruise and an extreme exhaust note. The exhaust systems of the company are available in Xtreme and Sport sound levels, exit configurations, and several tip sizes and colors.

Depending on their membership level, members of the Museum can get a chance to avail a 10% to 15% discount on all retail merchandise, including CORSA products.

New A-MAP Lube Brand to Make Grand Debut at Automechanika Dubai 2014

Dubai-based automotive products distributor Al Muqarram Auto Parts, popularly known as A-MAP, will present its latest lubricant line at Automechanika 2014, one of the grandest and most anticipated annual trade shows in the global automotive aftermarket industry.

In a statement, A-MAP Managing Director Asad Badami expressed his excitement to participate in the automotive event and launch the company's new lubricant brand to its customers and industry leaders. He revealed that the new premium lubricant line will have the highest performance specifications and offer maximum protection, reliability and longevity.

At this year's Automechanika, the company will also sample its new customer service offerings as well as feature live demonstrations to give industry professionals a chance to learn more about A-MAP's warranty management systems and quality control practices that will enable them to save time, money and labor.

"Today, with a strong presence in over 40 countries in the Middle East, Africa, South East Asia, the Indian Subcontinent and CIS countries, A-MAP has developed its own quality range of branded automotive spare parts, batteries, tires and lubricants," added Badami.

Automechanika will be held from June 3 to 5, 2014 at the Dubai World Trade Center. The three-day show brings together under one roof over 1,500 exhibitors from more than 80 countries every year.

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Bosch Partners with Bridgestone to Take Car Servicing in MEA to New Heights

Bosch Automotive Aftermarket Middle East and Africa (MEA) has recently partnered with Bridgestone to provide drivers with a complete one-stop solution for vehicle servicing and maintenance, ensuring that vehicles stay in their optimal condition as the extreme summer season approaches.

The German company will supply auto parts such as light bulbs, batteries, brakes, wipers, and filters to Bridgestone's First Stop stores all throughout the United Arab Emirates—where they initially opened in 2012—and other MEA regions. As part of the new deal, the company will also offer sales support and staff training.

Bosch Automotive Aftermarket MEA Vice President Andreas Bodemer said in a statement that as part of their efforts to serve car drivers with high quality products on a competitive price-level, they are expanding their sales channels through significant strategic partnerships.

"The Bridgestone's First Stop stores bring safety and reliability to the UAE's roads, and we are delighted to supply them with our range of auto parts that customers can easily identify as being reliable and top quality," he added.

Bosch Automotive Aftermarket is one of the world's top suppliers of wipers, rotating machines, batteries, spark plugs, diesel systems, car control units and diagnostics equipment in MEA. The company has put a spotlight on the region as the fastest thriving market in the globe for automotive products and services, and is quickly expanding its range of operations to meet ever-increasing customer demands.



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US Requires Installation of Back-Up Cameras in Vehicles by 2018

The National Highway Traffic Safety Administration (NHTSA) has recently announced a new policy mandating all new light vehicles—including vans, trucks, SUVs and cars—to have backup cameras. The policy follows an uproar from both families and consumer groups who experienced back-over accidents, most especially those that involve children.

Several cars today have back-up cameras as either optional or standard equipment. When the car is put in reverse, a dashboard display shows the photo from a camera mounted at the rear of the car. There are cars that just show a simple video feed from the rear camera, while others overlay trajectory lines and distance, the latter of which specify the car's path based on how the wheels are turned.

Under the United States Department of Transportation, the NHTSA has been considering these policies for years. In 2008, the Congress passed a law demanding the Department of Transportation to develop policies ordering the installation of rear-view cameras in vehicles.



According to NHTSA, there is an average of 15,000 injuries and 210 fatalities from back-over accidents yearly, and children under 5 years old account for up to 31% of the deaths. The government agency also estimates that 58 to 69 lives will be saved yearly once the on-road vehicle fleet gets fitted with rear-view systems, which it presumes will be around 2054.

In a statement, Transportation Secretary Anthony Foxx said that they are devoted to protecting seniors and children – the most common victims of back-over accidents.

The new policy demands a back-up camera to show a vision field at least 10 feet wide behind the vehicle. Sony and safety advocate KidsAndCars.org both endorsed 180° cameras, but automobile manufacturers noted in comments to NHTSA that 130° cameras featuring extra side mirrors would be enough.

Other aspects of the rule considered linger time and display sizes, or the length the rear-view camera image stays on the display once the driver changes out of reverse. The government agency dismissed the mandate of a precise screen size in cars, noting that the size of the image will differ depending on where the display is mounted on the dashboard. Instead, it demands that the objects identified in its testing parameters appear at an exact size to the driver.

NHTSA also orders that the image for the linger time must stay on the screen for at least 4 seconds, but not more than 8 seconds. Linger time was regarded crucial due to some instances in which motorists change from reverse to drive frequently, such as parallel parking or hooking up a trailer.

TRW Produces New Generation of Seat Belt Systems and Airbags in India



TRW has recently announced that its joint venture company in India, Rane TRW Steering Systems Limited (RTSSL), has expanded in efforts to produce new seat belt systems and airbags.

In a statement, Frank Mueller, vice president and general manager for TRW Occupant Safety Systems, said that India is a key market for TRW and they anticipate continued partnership with Rane to produce a wide range of advanced technologies designed to protect both drivers and occupants in the country. "As a global leader in safety, we are committed to providing affordable safety for all drivers and in all regions – to deliver the safety everyone deserves."

He also added that the investment further reinforces the position of RTSSL in offering advanced occupant safety solutions to its customers, and is a strategic step for improving vehicle safety in the Indian market.

The joint venture company, which is based in Singaperumal Koil, is applying the global manufacturing standards of TRW to manufacture seat belts and passenger airbags at the facility. It will initially produce approximately 320,000 units annually, and promises to increase its production capacity to around 810,000 units in the next three to five years.

TRW has been present in India since 1962 through its Brakes India Limited joint venture with another party. Through the years, the company has established further partnerships to offer customers a complete line of safety products, and now supports up to ten production locations.

Japanese Automaker Partakes in Fuel Efficiency Competition with Streamlined Hybrid System



Joining its tight rivals in the fuel efficiency race, Suzuki has recently announced that it will roll out highly affordable, streamlined gasoline-electric hybrid technology in its cars. The Japanese automaker, which has primarily focused on internal combustion engines, revealed that it also needs to enhance fuel efficiency to thrive in a highly competitive industry.

At a technology briefing, Suzuki Executive Vice President Osamu Honda told reporters that customers have growing expectations for fuel efficiency not only in Japan and Europe but also in thriving markets. He also added that even a small automaker such as Suzuki will need to further boost fuel efficiency.

The automaker has already launched a regenerative braking system in which the kinetic energy of the car is automatically converted to electrical energy when braking. That electricity is then sent to a lithium ion battery and utilized to power equipment such as the AC, but not for acceleration.

The all-new system, on the other hand, utilizes the energy to help the vehicle accelerate. As of now, it is already utilized by automakers including Volkswagen and Nissan. Suzuki's new system is different from the more advanced gasoline-electric hybrid technology utilized in Toyota's Prius in that it cannot solely run on electric power. This is why it is simpler and also cheaper.

In a statement, Managing Officer Masato Kasai said that the new system will be launched on a compact car that will be sold in Japan, followed by Europe, but the date was undisclosed.

Osamu further revealed in the briefing that Suzuki aims to develop a more advanced hybrid system in the future. This is not the first time the automaker has launched a gasoline-electric hybrid system. In fact, it began selling the Twin hybrid in 2013 but since it did not gain much acceptance among car owners, the automaker withdrew the hybrid from sale.

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Nissan Leaf Smoke Emission Complaint Urges NHTSA to Investigate Bosch EV Charger



A complaint that a 2013 Nissan Leaf started to smoke and burn at its connection point with a Bosch Power Xpress 240V charger, has prompted the National Highway Traffic Safety Administration (NHTSA) to open a preliminary investigation on April 15.

A consumer, who filed the complaint in August, asserted that the electric car—which was only five months old and had only 10,000 miles on it— had been charging for about an hour at 30 amps when the heating was first observed. Then, the connection heated up to the extent that it melted plastic and damaged terminals on both the charger and the car, requiring them to be replaced. The complainant also said that Nissan put the blame on the charger and denied warranty coverage.

According to NHTSA, the charger can be used with multiple types of electric vehicles (EV) and is also marketed to residential customers. The government agency also said that their investigation will evaluate the scope, frequency, and consequence of the alleged effect.

Nissan stressed in a statement that the investigation is centered on the German automotive component supplier and its Power Xpress 240V charger, and not on the 2013 Leaf vehicle. In its commitment to provide Leaf owners with a superior ownership experience, the Japanese automaker also promised to help regulators and Bosch with the investigation as needed.

Meanwhile, Bosch spokesperson Cheryl Kilborn claimed that the company is reviewing the filing and will collaborate with NHTSA as they seek to determine the root cause of the problem.

Schaeffler Makes Parts Search Easier with “FAG Wheel Bearing Kits 2014/2015” Catalog

In its efforts to help customers search for the right wheel bearing kit for their light commercial vehicles and passenger cars from approximately 60 global automakers, Schaeffler Automotive Aftermarket has recently launched the “FAG Wheel Bearing Kits 2014/2015” catalog. With a total of more than 1,100 wheel bearing kits, the aftermarket expert covers about 95% of the total European vehicle fleet in this segment, including Volkswagen, Austin, Wartburg, Audi, Zavasta, Alfa Romeo, etc.

More than 400 pages long, the all-new catalogue is clearly organized and available in five languages such as Spanish, Italian, French, English and German. It offers users several ways to instantly find the OE equipment replacement part they need. All they have to do is turn in the catalog to the automaker, model, and model year of their car; note the engine output in kilowatt and extra information; and then read the part number directly assigned.

In addition, users can also quickly identify the FAG wheel bearing kit they need with the use of a numerical listing from Schaeffler’s nine-digit part number. Cross-references also provide information about which wheel bearing kits from competitors can be replaced by FAG wheel bearing kits. In order to make identification more certain, the catalogue also has a dimension listing where users can quickly search for the inner and outer diameters for every part number, along with the replacement part’s maximum height. Featuring more than 60 pages of photorealistic renderings, one for every part number, the new catalog also enables mechanics to instantly determine which parts will be included in delivery.

Garages can get the “FAG Wheel Bearing Kits 2014/2015” catalog at the distribution partners of Schaeffler Automotive Aftermarket. It is also available for free download at www.schaeffler-aftermarket.com.



Johnson Controls Launches Stain-Resistant, Antimicrobial Seat Cover Coating



Most car owners find seat covers one of the hardest to maintain in the interior. Johnson Controls has recently developed a seat fabric coating that keeps automotive seats 100% clean and hygienic to address this issue.

According to Peter Heift, group vice president and general manager trim at Johnson Controls Automotive Seating, seat covers are subject to wear throughout the lifetime of a vehicle. "To prevent damage caused by spilled coffee, ketchup, a child's dirty hands or microbes, for example, we have developed FreshPer4mance," he said.

FreshPer4mance is an effective coating that can be applied to all types of cover fabrics. Proven to repel liquid and dirt, the product coats the entire fabric to ensure superior, long-lasting protection from static and microbes. With just one wipe, it can remove even the most stubborn dirt without leaving any marks, making the seats not just clean and hygienic but 100% odor-free.

FreshPer4mance is especially designed for heavily used seats in commercial vehicles and for vehicles used by more than one driver such as pool vehicles and rental cars. It also significantly increases the value of private vehicles.

The innovative seat coating from Johnson Controls gives automakers a chance to expand their trim fabric range to include lighter colors, thus providing customers with more customized and unique vehicle options.



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AW ROSTAMANI LAUNCHES ELF EVOLUTION RANGE IN UAE



A W Rostamani Trading Co LLC is the exclusive distributor for the Elf range of lubricants in Dubai and the northern emirates. The company officially launched the Elf "Evolution" range in partnership with Total Marketing Middle East at a high key event held at Hotel Raffles in Dubai. The event was attended by key executives from Total Marketing Middle East and AW Rostamani Group as well as 150 dealers across the Emirates. Elf Evolution lubricants are high-performance synthetic and semi-synthetic oils that can enhance the performance of all kinds of gasoline and diesel car engines. These lubricants offer the twin benefits of high levels of thermal stability and resistance to oxidation, thus minimizing degradation and maximizing protection for engines, even under the extreme climatic conditions that prevail in the Middle East. Elf Lubricants have also been chosen as the official OEM lubricants for Renault vehicles.

Land Rover: First Car Brand to Debut Invisible Car Technology

Groundbreaking technology is currently in development to provide Land Rover drivers a digital view of the terrain ahead by making the vehicle's front virtually invisible.

The cameras located in the grille harness data used in feeding a head-up display. This leads to the creation of a 'see-through' view of the terrain through the engine bay and bonnet, thus revolutionizing visual driver assistance. The technology, called Transparent Bonnet by the developer, demonstrates how advanced technology will take the unparalleled capability of Land Rover to new heights.

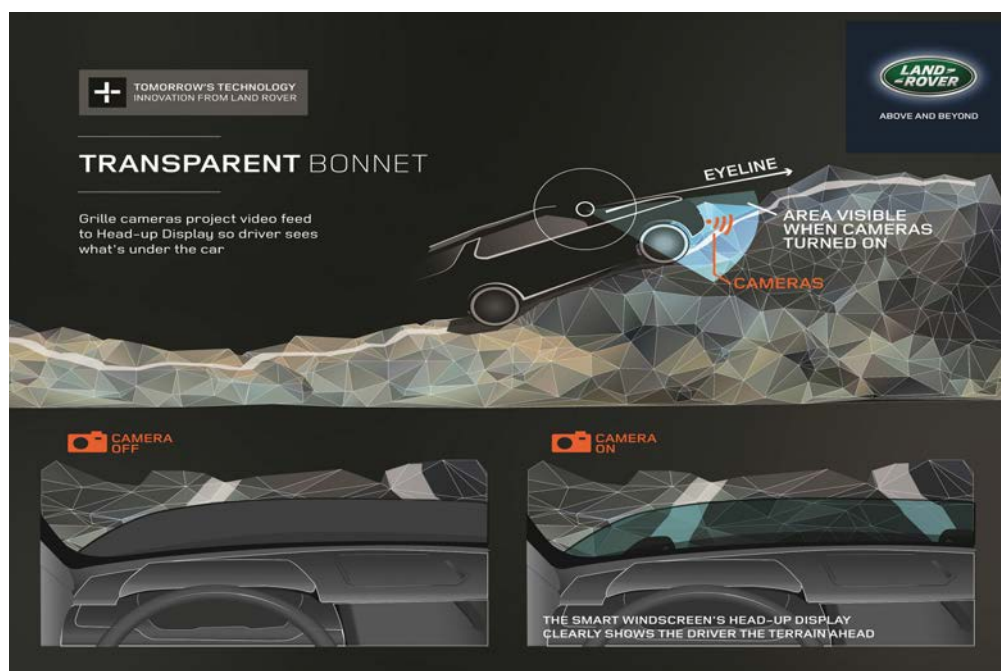
With the technology, drivers maneuvering in a limited space or climbing a steep incline are enabled to see an augmented view of reality that captures not just the terrain in front of the car but also the position and angle of the front wheels.

According to Dr. Wolfgang Epple, director of Research and Technology for Jaguar Land Rover, they believe that the automotive industry will have the most dynamic and exhilarating experience in the next 25 years, as there will be huge leaps in capability, safety and environmental innovation.

He noted that as their vehicles become more capable and provide increasing autonomy off-road, they will ensure that the driver has confidence to enable the car to progress continually over any terrain. He also revealed that they are developing fresh technologies, including the Transparent Bonnet to provide drivers an enhanced view of reality that will help them deal with anything from the roughest off-road route to the constricted confines of an urban truck park.

The Discovery Vision Concept car, which was revealed at the 2014 New York International Auto Show on April 16, has opened the doors to the advanced research of Jaguar Land Rover. The concept, which embodies British automotive craftsmanship at its finest, demonstrates the design vision of Land Rover for an upcoming family of first-class SUVs built on the brand's principles of ultimate versatility, unmatched capability and emotive design.

Land Rover promises that from the city streets to the sand dunes, its all-new driver-assisting technology will provide a safer, smarter and more exhilarating SUV driving experience in the future.



Dutch Audio Company Opens Doors for UAE Drivers to Pump the Beats in Luxury



Car aficionados who have passion for fun road trips and high quality sound can now experience supreme satisfaction with the services of Brian's Custom Audio, a Dutch company founded by Brian Meghoe.

According to Brian—who studied electronics at The Hague to become an audio engineer—his company's philosophy is that every car is unique, and that every motorist deserves to experience that exceptionality. The seven years' experience he gained in the field gave him the proficiency required to achieve his dream of establishing a company that perfectly caters even to the most meticulous car enthusiasts.

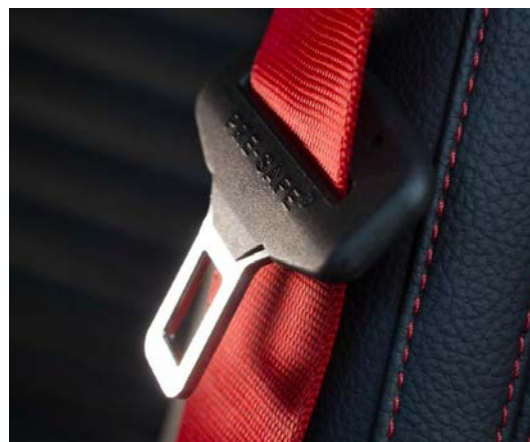
Brian's Custom Audio started its journey in the car audio industry in 2006, providing clients from the UK, Switzerland, Germany, France and Benelux with custom-made car audio solutions. Combining premium-quality products with unparalleled artistry, design, and technology, the company gives cars a makeover with acoustics that are as flawlessly balanced as a concert hall.

"Every project we undertake is a journey. And the destination is always something that we are very proud of, and our clients very happy about," Brian explains. He also adds that the journey starts by discussing in detail the vision of the client. Then, they come back with a recommended solution. The design phase is followed by acoustic enhancement, integration, wiring, sound processing, installation, and tuning which are all done with precision; thus enabling them to satisfy and even surpass the expectations of clients.

Part of this thorough process is a testing and configuration series, where microphones are placed in the car to measure the best audio quality possible in relation to the position of the driver and occupants. Then, the car is tested in extreme temperature conditions to guarantee the most favorable audio outputting even in the toughest driving environments.

To give drivers and passengers all over the world a chance to experience a sound trip on the road like no other, Brian's Custom Audio has recently extended its luxury services to the UAE. Reports say that among the first clients of the company in the country are Ferrari Owners' Club members. Just recently, one FF and three Ferrari 458 Spiders have been shipped from the country to the Netherlands to undergo an exceptionally creative procedure that only Brian and his team can offer.

FTC Proposes Compulsory Seat Belt for Backseat Occupants in the UAE



In its latest meeting, the Federal Traffic Council (FTC) proposed that backseat occupants should also wear their seat belts, and those who don't will be considered violators and will be fined.

Maj. Gen. Mohammad Said Al Zafein, Assistant to the Dubai Police Chief for Operations Affairs and Chairman of the Federal Traffic Council, said in a statement that offenders will be fined AED 400 and given four black points. He also revealed that the council took both the height and age of the passenger into consideration as well as the policeman's view when drafting the proposal, which has yet to be passed.

Al Zafein further added that injuries are more fatal in car accidents where seat belts were not utilized, which is why the Ministry of Interior underlines the importance of wearing the safety device. Citing the result of scientific studies worldwide, the major general explained that the seat belt plays a huge role in saving lives, as it prevents the driver or passenger from hitting the dashboard or the steering wheel, or flying through the windshield due to inertia when the vehicle stops all of a sudden. Studies also revealed that the death risk of an occupant in the front seat with their seat belt on is increased if a backseat passenger is not wearing their seat belt and vice versa.

"When an accident happens, the car stops but the passengers' bodies continue to move forward at the same speed that the vehicle was moving. If the vehicle was at 100 km/h before the accident, the passenger will be hurled with a force between 1,000kg-1,500kg if not wearing a seat belt, which can cause death or injury to himself as well as to the other passengers in the vehicle," noted Al Zafein.

In its efforts to prevent car-related injuries and take road safety to the next level in the UAE, the FTC also announced in April the proposal of a new law to penalize drivers who are preoccupied with matters apart from driving, as well as a law to fine motorists or passengers if they put any part of their body out of the vehicle when it is in motion.

Legendary American Pickup Truck Features Osram's LED Forward Lighting Solution

Touted as one of the legendary pickup trucks of the US, the 2015 Ford F-150 is now the bestseller in the country. Thanks to German automotive lighting manufacturer Osram, which developed a complete LED forward lighting solution exclusively for the vehicle.



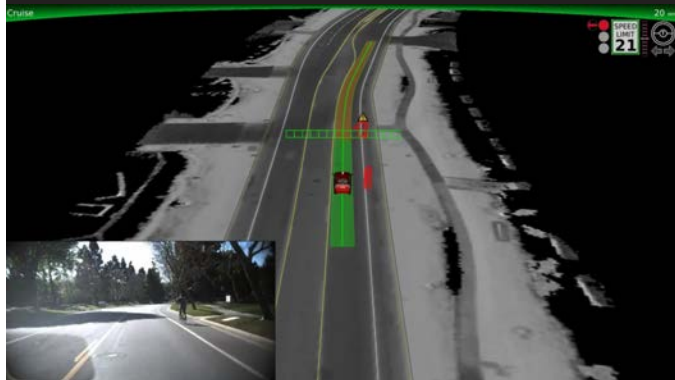
Hans-Joachim Schwabe, CEO of the Specialty Lighting Division at Osram, said in a statement that they are pleased to be the supplier of the complete LED module for the globe's first-ever LED headlamps on the Ford F-150, highlighting their leading position on the automotive lighting market. The advanced lighting system is made up of high beam and dipped beam, parking light, control module and turn indicators. In terms of design, life expectancy and performance, the lighting system is a guaranteed eye-catcher and makes the new Ford pickup outshine its tough competitors.

The LED forward lighting solution also fully meets all requirements in terms of durability and robustness and is exceptionally resistant to vibrations and shocks—an essential factor for a vehicle used off-road. Plus, the LED headlamps consume less energy than traditional lighting technologies and their light color is extremely similar to that of natural daylight. In terms of light output, the LEDs are also favorably comparable to standard halogen technology.

Working closely with leading American headlight manufacturer Flex-N-Gate, Osram lent the front of the Ford pickup a new, unique, striking look which perfectly blends with the styling of the whole vehicle. The complete LED lighting solution, including the LED front lights in which LEDs from Osram's subsidiary Osram Pronto Semiconductors are installed, are assembled at the company's Hillsboro plant in New Hampshire.

Apart from standard technologies, a growing number of automakers are now opting for LED light sources as a way to differentiate their vehicles through individual front lighting design and to enhance their brand image. Osram has gone the extra mile with its innovative laser technology, which it has supplied for the all-new BMW i8 and other sophisticated models. With its high luminance, which is far superior to any available light source today, headlamps can be even more downsized than they are already. High beam from a laser module also provides the greatest beam range, and thus greater road safety and better visibility for the driver. This blend of functionality and design implies that the laser has a huge potential alongside the ever-popular LED.

Google Autonomous Car Now Identifies Hand Signals of Cyclists



In the 21st century, there are a huge number of companies converging on the idea of autonomous cars from a variety of angles. However, Google is the ultimate leader of the pack, as its driverless vehicles have logged around 700,000 development miles.

In a recently released video, the American multinational corporation shows some of the most striking visualizations to reveal what the car is seeing in tough traffic situations. Viewers can watch how the car handles intricate intersections, level crossings, roadworks and an array of interactions with cyclists—including identifying their hand signals.

Featuring non-stop eagle-eyed attention and 360-degree vision, the Google car is already proving itself as a safer driver than most humans under the conditions it is presently being tested. However, it is too early for people to hold their breath as it is still a long way from being a commercial reality on the roads due to the range of issues to get past such as general public opinion, regulatory approval, liability and licensing, and localization.

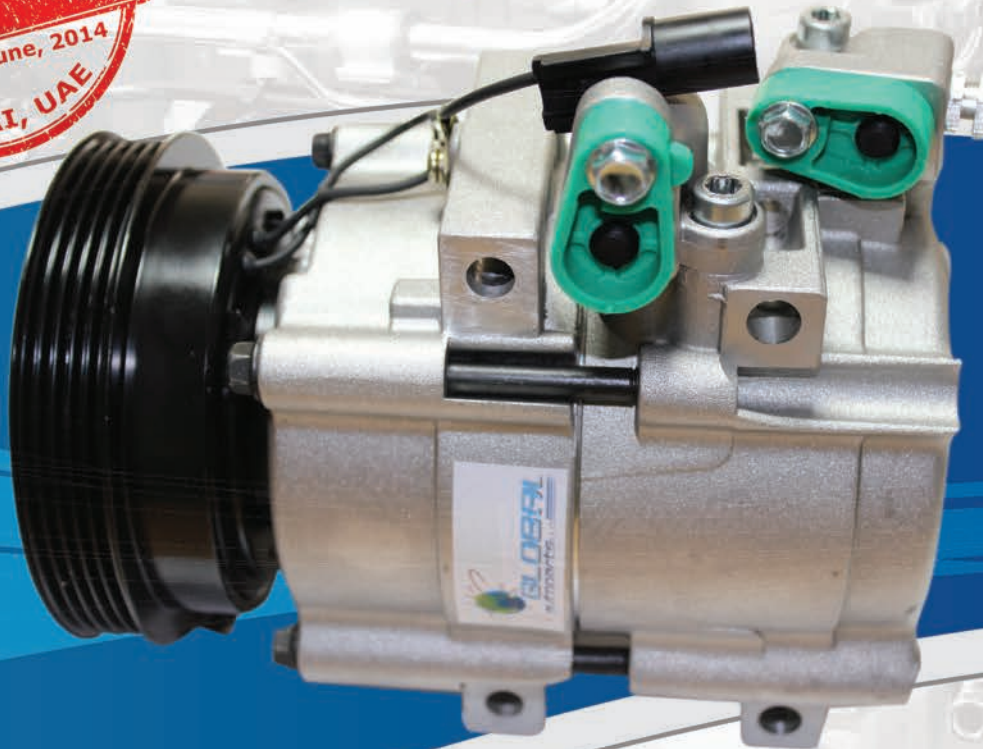
Still, the Google car is an amazingly futuristic technology, and self-driving cars will be more or less inevitable in the coming years. Though they might not be as fast as supercars, they can certainly save lives due to their advanced features and technology.

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Halulite Cooking Pot

Camping season is here again and there is nothing that sharpens the appetite more than being outdoors in nice weather and getting plenty of exercise. One essential you need when cooking outdoors, especially if you are making pasta for a large group, is a good pot. Before it gets to be too hot to go outdoors and you pack away your camping gear, make sure you get the Hallulite pot. Made by GSI Outdoors from a proprietary alloy that conducts heat even better than titanium, the lightweight Hallulite pot is available in two sizes to fit your cooking needs- a handy 2 liter pot and as a big 4.7 liter pot, both with lids. It comes with dual locking handles, an aluminum lid with an integrated strainer and silicone thumb pads to keep you from getting burns. The shells are extremely durable and hard anodized before coating to make the pot highly resistant to scratches and abrasions in a tough camping environment. The aluminum core distributes heat evenly. The mesh stuff sack and inbuilt strainer make the pot easy to clean.



Logitech Case+

You carry your iPhone with you wherever you go and you use it to store a wealth of data, contacts and pictures. How much thought have you given to pairing it with a case that provides protection against falls, shocks, gives additional storage and boosts the battery when it is on the verge of failure? The Logitech Case+ for Apple's iPhone 5 and 5 s has a smart, modular design that can provide all these benefits in one package.

The basic case is just a protector but it has interchangeable add-on magnetic components like the A+ Drive for a magnetic car mount, the +Wallet for storing credit cards or cash, the +Energy with a 2,300 mAh battery for revving the battery and the +Tilt which acts as a kickstand for viewing videos in addition to a magnetic mounting system.

With Case+ offering multiple options to attach the phone to different surfaces, there are minimal chances of dropping the phone and using the phone becomes a lot easier. So, become really smart when it comes to using your smartphone and grab the ultimate accessory to make it shock-proof and future proof.



Adidas Pure Boost

Henry David Thoreau, the American philosopher said that when his legs began to move, his thoughts began to flow. Make your thoughts race with the new line of "Pure Boost" shoes from Adidas. It is the company's first shoe with a lightweight, comfortable full Boost cushioning midsole. The midsole is supported by the TIRRENINA suede heel which is fashioned from a sustainable luxury fiber that is eco-friendly and is made without any solvents during the manufacturing process.

Normal sports shoes are quite heavy but this shoe weighs only 8.3 ounces for men and 6.3 ounces for women and has a seamless, breathable 4-way stretch upper.

Designed by a team comprising designers from Adidas Sport Performance, Y-3 and Originals, the shoe has no sock liner, is stylish and comfortable and is available in four colors - "Black", "Infrared", "Tech Grey" and "Solar Blue". You can pick and choose the color you like to match anything in your wardrobe.

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Bang & Olufsen BeoVision Avant 4K Television



There is nothing a man loves more than a giant TV screen to view his favorite games, movies and shows in all their Technicolor glory. Bang & Olufsen, a firm that is in a class of its own when it comes to car audio systems has just launched its UHD TV that can rotate to any angle. The 55-inch Avant BeoVision Avant TV comes with 3 D technology, has an Ultra HD 4K display and is the first TV that can rotate up to 90° on its floor stand pedestal to adjust the viewing angle according to your specifications. You can choose from an array of motorized mounts - a wall or a table mount or a silver stand. You can even choose to have it tucked away entirely out of sight when you are not using it.

As in the case of all B&O products, the sound quality is crystal clear and is provided by a 3-channel built-in sound system consisting of 8 speakers, each having their own amplifier. The entire unit is housed in a stylish aluminum frame. Even more impressive is the slender aluminum remote that can be programmed to stream content from devices around the home. The TV is of course a Smart TV with plenty of apps like YouTube, Deezer, BBC iPlayer etc. Connectivity options include 5 UHD capable HDMI inputs, 2 USB, connections for external speakers plus Wi-Fi and ethernet.

Grab this rotating TV from B & O to sit back, relax and view your daily dose of sports and movies in the most comfortable position possible.

Eau d'Arômes



Use the brand new fragrance from Giorgio Armani called Eau d'Arômes to feel fresh this summer. A light scent redolent of mandarin, bergamot, ginger, cardamon and chilli pepper, the scent trails off with base notes of vetiver, patchouli and ambergris. Having a clean, soapy flavor, the fragrance is blended well to provide a high degree of freshness for daytime use. Yet, at the same time it is woody and sophisticated enough to be used in the evening. The mandarin and ginger notes differentiate this scent from the other fragrances that are available this season. Positioned as a casual, chic, sensual and relaxed fragrance for the man of today, Eau d'Arômes is a must buy for the summer season. Eau d'Arômes is available in 50 ml and 100 ml Eau De Toilette versions in a classic bottle that is inspired by the iconic Armani blazer.

Piamo Microwave Espresso Maker



Most of us are particular about how we like our coffee. Some are ok with instant coffee, but many of us are finicky about just how like our lattes, cappuccinos and espressos. Christopher Meyl, coffee connoisseur extraordinary and the inventor of the Piamo, badly wanted an espresso at work but had only a microwave to work with. His Piamo allows you to make what he claims is the perfect espresso shot in a matter of 30 seconds in a microwave.

Made from food-safe plastic, the Piamo consists of a cup at the base, a coffee chamber in the middle and a water holder at the top. When heated in the microwave, the water turns into steam that is forced through the coffee and falls into the cup as the espresso you are craving. It is a simple four step process; pouring water into the water chamber, adding coffee to the coffee chamber, fitting the parts together and heating the gadget in the microwave. All parts are dishwasher safe and once you are done, you can wash the Piamo. With the new Piamo, coffee addicts don't need any more fancy espresso machines to enjoy an espresso at work.



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