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ISSUE 104 | JUNE 2015 | DHS 20/- | USD 5.99/-

TIRES & AUTOMOTIVE PARTS MAGAZINE

The Middle East's First Automotive, Tires & Parts News Source

BMW BLOG



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ALIREZA MOAREF
MANAGING DIRECTOR, VARGA GROUP

HOT PRODUCTS

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Move

PAGE 64



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PUBLISHER'S NOTE



It is that time of the year again. The highly anticipated time of the year when all the major and minor players connected to the automotive industry congregate in Dubai for the largest automotive tradeshow in the MENA region. The 13th edition of Automechanika Dubai will be held from June 2 to 4 at the World Trade Center and will serve as a venue for manufacturers, suppliers and service providers to interact and network with the movers and shakers in the automotive market in the Middle East region.

This edition of Automechanika Dubai will have over 1,800 exhibitors drawn from more than 60 countries. The show will also have 22 country pavilions showcasing automotive goods and services from countries like Germany, United States, Italy, Taiwan and Turkey. Over 30,000 visitors are expected to attend this show which will serve as a gateway to the MENA region for international manufacturers and suppliers.

The most notable feature of Automechanika Dubai is that unlike other shows which are mainly consumer oriented and focus only on vehicles or parts or tires, the show covers the entire spectrum of the automotive industry ranging from cars to parts to accessories and tires. Another interesting feature of the show is the Automechanika Academy which provides exhibitors and visitors alike with the opportunity to update their knowledge of the industry and discover new innovations with sessions from a wide range of experts.

Right from its inception, the growth of Tires & Parts has been linked to that of Automechanika Dubai. As a longstanding media partner, we make an effort to cover all aspects of the show including articles on the academy sessions. The 2014 Automechanika Dubai show witnessed the official launch of our online portal, tiresandparts.net. The latest addition to our site is a comprehensive car price guide with detailed information about the indicative prices for all makes and models of vehicles.

As we prepare for the next edition of the show, I would like to express our heartfelt gratitude to our subscribers, advertisers and readers who sustain us in our quest to provide readers with information about the latest developments in the regional and global automotive scene.

Hamid Moaref
Publisher

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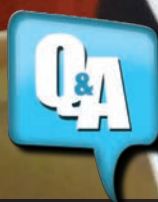
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ALIREZA MOAREF

MANAGING DIRECTOR, VARGA GROUP

Can you give us an overview or a brief history of Varga?

Varga Trading was founded in the late 70's by our Chairman with the aim of continuing his tire business in Dubai. Varga Trading was one of the first tire stores that set up shop in what has now become the world famous "tire street" in Deira. He continued building on his existing relationships with several manufacturers, many of whom we are still proudly working with today, like Kumho (Marshal brand), Kenda and Deestone. Varga kept adding more brands along the way as we grew in size and scope of activities.

The tire business that we focused on has been our core strength but today we have diversified into other automotive products like alloy wheels and other car accessories / parts. From our humble beginnings of catering to two or three markets, we now have partnerships with people in the GCC, CIS, and Africa. We have also recently decided to get in the retail business; witnessing the unprecedented growth of Dubai and the UAE as a whole, we wanted to be in sync with our city. This has prompted us to recently launch a new retail concept called Orange Auto.

What would you say are the key factors that have contributed to the success of the company?

The key factors that have contributed to our success have been the relentless hard work of our Chairman and staff during the 'startup' years of the business, staying focused on our field of business, adapting to change and of course building up relationships. We are very proud of the long lasting relationships we have with our staff, customers, suppliers and other partners. Most of all, we believe in the concept that growth comes hand in hand with experience. As a Dubai based company, we place a high value on the experience of previous generations. Our growth and the growth of our partners is a direct outcome of our expertise in the automotive sector. At Varga, we believe that only gradual growth is sustainable and long lasting, and this has been the central belief at Varga throughout the years.

What are the main speedbumps you have faced in your growth as a company in the automotive sector?

No one is immune to the effects of globalization and the economic interdependence of all countries. For example, tire anti-dumping legislation in the US has a direct impact on our bottomline. Closer to home, the advent of regional geopolitical instability is a source of growing concern. In the current age, all industries face wars, financial crises, currency devaluation and other obstacles. One challenge that specifically affects the tire sector is that our product, tires, is heavily reliant on raw materials like natural rubber. The volatility in the supply of natural rubber is a major factor influencing the supply of tires, which can create shortages as well as oversupply of tires globally.

You have partnered with a few of the leading companies in the tire industry like Kenda and Marshal Tires. What are your main criteria for selecting partners?

Quality, quality, quality. We have had bad experiences in the past dealing with manufacturers who initially supply us with products of good quality but after some time there is a significant drop in quality. As a result, we decided not to compromise on the overall value that Varga customers were accustomed to receiving. Customer satisfaction is a priority. We work hard to gain and retain good relationships with these companies / persons so as to not damage their trust in us. Of course, another major factor is that the factory's long-term plans and marketing strategies are in alignment with ours. We are marketers, not 'one time' traders, so we are interested in investing for long term benefits.

Varga played a crucial role in the development of the Middle East websites and social media for Marshal and Kenda. How important do you think it is for a company engaged in the automotive sector to have an online presence? How does it contribute to connecting with customers?

These days, you cannot deny the importance of information in any industry. Customers are savvy. They want detailed information and the experience of interacting with their brands. Consumers are familiar and comfortable with Facebook, and Instagram. Hence, it was important for us to create a presence on social media to allow for informative interaction.

Our sister company, Morjan Media, under the management of my brother Hamid is the brain behind all our marketing activities. His company provides us with digital media expertise and caters mainly to the automotive industry.

What is the most challenging aspect of working in the tire industry?

In recent years, the manufacturing date of the tire and the perception of this date has been challenging our industry. To explain further, every tire is marked with the date of production (week and year) by the manufacturers. Unless we sell that product within the year it was produced, we incur a loss. We are faced with dealers who either request tires from the current year's production or seek discounts for last year's tires. Many manufacturers provide us with a warranty of 5 years (from the date of manufacture), yet the system remains challenged. The engraving on the tire is referred to as DOT "expiry date" which is wrong as the tires are not expired and are perfectly fine for use. This problem currently does not affect markets in Europe or the US to the extent that it does here in the Middle East.

Just a few years ago, one could sell a 2 or even a 3 year old tire with no problems but each year the shelf life of tires seems to be shrinking. It is necessary for manufacturers and other industry leaders to take the initiative to educate the market and clear the misconception that relatively older DOT tires are not harmful or dangerous to use.

There are many brands of tires in the market – German, Italian, Taiwanese, Chinese. Do you think the origin of a tire has anything to do with its quality or is that just a popular misconception?

Quality is not synonymous with origin. Unfortunately, in the Middle East, there is still a high focus on the origin of the tires rather than on the brand. In more advanced markets like the US, consumers care less about the origin of a tire. They care more about the brand they are buying and the after sales services they will get from the company they purchase the tires from. However, here in the Middle East, consumers still have a negative perception about products made in China. For example, a premium European brand, with factories in both China and Europe, using the same quality and strict manufacturing guidelines, will still have difficulty selling its China made product. Consumers believe that the quality may be compromised depending on the point of origin but this is completely false. I'm not singling out China. In fact, China is home to some of the best tire manufacturers in the world. Hence, this is just an old and wrong approach that we in the industry must work hard to reverse.

Kenda has been involved in high key sponsorship activities like promoting DJ Dany Neville in drifting events. How has this sponsorship paid off for the brand? Has it translated into any increase in brand awareness?

The main target audience of Kenda tires is the young generation. This is why our marketing arm, Morjan Media, signed a deal with the renowned DJ Dany Neville for drifting. Dany has a huge fan following amongst the youth as a world renowned DJ and producer. He has risen to the top ranks in the UAE drift scene within a short span of time. We are happy with the sponsorship and hope to continue our relationship with him in the coming seasons.

Can you tell us briefly about your new enterprise, Orange auto?

We knew that in the future, the UAE local market will be dominated by retail strength. At the same time, we wanted a concept that would grow with the country. After studying the market, we realised that there was a shortage of professional state-of-the-art workshops that provided standardised

quality service, fair prices and transparent information to customers at the retail level. Moreover, there are no garages that cater to fleet companies, providing services for both passenger and commercial vehicles under one roof. Our most important objective with Orange is to improve the customer's experience of a service which traditionally has not been seen as an enjoyable experience. The Orange theme seeks to provide a fresh, colourful and clean service experience in our 30,000 sq ft facility. Some of the services include tire change, wheel alignment, oil change, window tinting, battery checking and replacement, brake pad changes, detailing and retail sale of accessories. Just like at Varga, quality is not negotiable. At Orange Auto, we have partnered with leaders in the field like 3M and Mobil 1 to offer the best service and experience to our customers.

Last year you had several booths at Automechanika. What should we expect this year?

This year, the difference is that we will be showcasing our brands in one larger, single location. Our guests and visitors will benefit from access to a more interactive and welcoming space. We are expecting a strong show and hoping to start new markets with new partners. I'm looking forward to meeting old friends and making new ones. I want to invite Tires & Parts readers to visit us at S1-806 during the show.

What promotional activities have you planned for the 2015 Automechanika show which is billed as the largest aftermarket event in the Middle East?

Visitors will have the option of having their photos taken at our stand. These photos will be uploaded on our social media pages.

Are there any latest developments you would like to share?

This year we are happy to have added even more experience to our team. Mr. Mohammed Ali Khateeb has come on board as General Manager. He has been very busy recently with the launch of Orange Auto as well as the revamp of our Marshal brand. He brings with him years of experience in the local market and with the many friendships he has accumulated over the years, the road to further growth has been shortened for us. We are excited to be launching a second private brand of tires that will be geared towards the passenger car segment. We will be sharing more details in the near future.

If you could communicate one thing to your clients through our magazine what would it be?

I would take the opportunity to invite not only our clients but all Tires & Parts readers and anyone else to kindly give me or any member of our team any criticism, opinions, or ideas! We are always looking to listen more and improve!

DUBAI MUNICIPALITY ACQUIRES HYBRID VEHICLES IN BID TO GO GREEN

Toyota, the largest manufacturer of vehicles in the world, has been making innovations on a longstanding basis to create low-carbon vehicles. Globally, the sales of Toyota's hybrid vehicles has crossed the 7 million mark, thus reducing carbondioxide emissions by about 49 million tons, and saving 18 million kiloliters of petrol.

In line with this policy, the authorized distributor of Toyota vehicles in the UAE, Al-Futtaim Motors, has added alternative fuel vehicles to its range of vehicles. This initiative has culminated in an agreement with Dubai Municipality to supply three Toyota Prius Plug-in Hybrid cars. These cars will be used on a trial basis to evaluate the viability of wide-scale deployment of such cars in the future.



The handover of the Prius Plug-in Hybrid cars was made on the sidelines of the 17th edition of the Water, Energy, Technology, and Environment Exhibition (WETEX) which was held from April 21 to 23 at the Dubai International Convention & Exhibition Centre. The handover ceremony was attended by senior managers from both organizations like Alan Carpenter, General Manager, Sales & Marketing, Al-Futtaim Motors – Toyota, and Humaid Saeed Almarri, the Director of the Transportation Department of Dubai Municipality.

According to Carpenter, Al-Futtaim Motors will work closely with Dubai Municipality to reduce the level of emissions, thus changing the face of transport and contributing to the green initiatives in the country. With Toyota being the world leader when it comes to hybrid technology, WETEX was indeed the perfect platform for Al-Futtaim Motors, its franchisee, to introduce the company's green technology to the automotive industry in the UAE.

2015 marks the 60th anniversary of the establishment of Al-Futtaim Motors and during these six decades, the company has evolved into one of the leading businesses in the country and has played a crucial role in the development of the automotive industry in the UAE.

At the WETEX show, Al-Futtaim Motors showcased a 1966 Toyota Corolla alongside a Toyota Camry Hybrid, Toyota Prius Plug-in Hybrid and Toyota Prius cut-body to convey an idea of the company's contribution to making mobility more sustainable and cleaner in the UAE.

The Prius Plug-in Hybrid is similar to a Prius Hybrid but comes with a greater electric driving range for better fuel efficiency, giving 95 MPG with a fully charged battery in the EV mode.

DAIMLER PULLS OUT OF EGA



The renowned German auto manufacturer Daimler, has decided to pull out its joint venture in Egypt, Egyptian German Automotive (EGA). Daimler was previously using EGA facilities to assemble Mercedes vehicles in Cairo. Now, Daimler has announced that it is divesting its 26 per cent stake in EGA.

This decision by Daimler is due to the progressive decrease in the import duties levied by the Egyptian government. The country had signed a European-Egyptian partnership agreement according to which there would be a decrease of 10 per cent every year on tariffs levied on automobile imports from Europe with duties eventually being reduced to zero by 2020. This makes it more viable to import cars into Egypt than to assemble them locally, especially in view of the fact that only 4,255 Mercedes cars were sold in Egypt in 2014.

The outlook remains bright for the automotive sector in Egypt with the number of cars on the roads expected to rise from the current 350,000 to 800,000 in 2020, according to Hamdy Abdel Aziz, the chairman of the Chamber of Engineering Industries at the Federation of Egyptian Industries.

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CAR WASH PLAYERS TO FOCUS ON GROWING REGIONAL MARKET AT AUTOMECHANIKA DUBAI 2015



The harsh climate and rugged terrain are a great challenge to keeping cars spotless in the Middle East region. With the number of cars in the MENA set to surge to 33.91 million by 2020, providers of paint and cleaning solutions will be eyeing a greater share of the regional market at the largest automotive aftermarket show in the Middle East, the 2015 edition of Automechanika Dubai. The show is scheduled to be held from 2-4 June at the Dubai International Convention and Exhibition Centre.

Stephen Naylor, Refinish Systems Training and Application Team Manager in EMEA for car paint manufacturer Axalta, said that the high prevalence of abrasive dust and sand particles in the air and powerful UV light are major challenges due to the climatic conditions in the region. Nevertheless, a top notch paint finish should offer adequate protection from UV radiations and keep even the most brilliant colors from fading while minimizing damage from abrasion. Meanwhile, frequent washes can be used for removal of sand, dust and other dirt and these will need to be done on a more regular basis than in other parts of the world.

Renowned automotive research firm Frost & Sullivan conducted studies which forecast that the cars plying the region's roads will increase by 61 per cent from 21.02 million today to 33.91 million by 2020. This will lead to an exponential increase in the need for car wash systems that will have to be set up across the region.

Automechanika Dubai, will have an entire section devoted to cleaning solutions, car wash technology, and car paint innovations. According to Ahmed Pauwels, CEO of Messe Frankfurt Middle East, the organiser of the show, the projected increase in the number of cars on the road and the greater extent of care needed for the exteriors and the interiors of vehicles due to the climatic conditions here will attract significant interest and participation from the leading suppliers of car wash solutions and automotive refinishes in the world. Automechanika Dubai will provide these companies with the right platform to network with dealerships, workshops, regional service stations and car wash operators.

Leading players in this sector like Washtec, one of the world's biggest suppliers of car wash solutions and Kärcher with its portfolio of innovative cleaning solutions are set to showcase their products at Automechanika Dubai. Kärcher has already opened two centers in Bahrain and Qatar this year and will be looking to extend their presence in the region by participating in Automechanika Dubai 2015.

Richard Noura, Managing Director at Dubai Kärcher FZE, said that the company has already implemented many successful car wash projects in the region and has emerged as the leader in many markets. He said that as a longstanding participant in the trade show, the company has recovered its investment fully in terms of both dollar value and opportunities for networking.

Another notable participant from the car wash segment is the Spanish company Istobal, which has a portfolio of green products, like the Smartflow drying system for 65 per cent savings in electricity, and a wash concentrate named Xtract which is fully biodegradable and reduces CO2 emissions by 80 per cent.

With over 1,800 exhibitors drawn from over 60 countries set to participate in Automechanika Dubai and more than 22 country pavilions, the regional auto aftermarket show will certainly be a show to watch.

VOLKSWAGEN CHAIRMAN RESIGNS OVER TUSSLE WITH CEO



The Volkswagen Group announced in a press release that Ferdinand Piëch, the Group's chairman of the supervisory board, has resigned from the company citing "lack of mutual trust". His wife, Ursula, has also given up her position on the board. The statement also said that the current deputy chairman, Berhold Huber will be acting as the chairman on an interim basis.

Piëch has been locked in a tussle with the Volkswagen Group CEO Martin Winterkorn, ever since he publicly spoke out in an interview to the leading German magazine, Der Spiegel saying that he did not want the current CEO Winterkorn to take over from him as the chairman.

This culminated in a meeting held at a Piëch's office in Austria in which the leadership committee, the German State of Lower Saxony and the VW labor leaders all expressed their strong support for Winterkorn. Piëch then agreed to support Winterkorn in public but things have now come to a head with Piëch quitting the company.

Piëch is a mechanical genius but was known for his abrasive management style. He played a crucial role in bringing the Bugatti, Bentley and Lamborghini brands into the VW fold. He and his Porsche family members retain a 51-per cent share in the Volkswagen Group and will definitely continue to play a major role in the company.



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AUDI WINS NINE MIDDLE EAST AWARDS

Audi has again proved to be a winner when it comes to automotive awards in the Middle East. In addition to a total of nine awards from some of the leading motoring magazines in the Middle East and the Middle East Car Of The Year Awards, the brand with four rings was also shortlisted for two more prizes at the renowned Sports Industry Awards.

When it came to the award winning models, the Audi A3 sedan topped the list with three awards closely followed by the RS6 Avant, the RS7 and the new Audi TT model range which got two awards each.

The new Audi sedan in the compact category, the A3 sedan proved to be the most popular choice for consumers by winning the "Consumers Choice Award" from the 7DAYS Car of the Year awards. It also went on to win the "Readers Choice Award" and the "Best Saloon" award at the Wheels Car of the year awards.

The RS6 Avant proved to be a good choice for a family car with the model getting the "The Maddest Family Car On The Planet" honor at the Motoring Middle East "Car of the Year" awards. It was also selected as the "Performance Wagon of the decade" by Top Performance Magazine.

The Audi TT model range received the titles of "Sports Car of the Year" from Automan Magazine and Auto Sport Magazine, whilst the Audi RS7 was named "Best Performance Sedan" and claimed an additional victory from consumers with the "Consumer Choice Award" at the Middle East Car of the year awards (MECOTY).

Trevor Hill, Managing Director, Audi Middle East said; "Our success in the region continues as we receive overwhelming support from both the motoring media and Audi fans alike. Our aim for 2015 is to keep the momentum going with the arrival of many more fantastic new cars, such as the third generation of the Audi TT and TTS, the updated Audi A7, S7, RS7, the updated Audi A6, S6, RS6, the Audi Q3, the Audi S3 Sedan and the all new Audi Q7."

Meanwhile, Audi also enjoyed success in its home market of Germany and the rest of the world. Just to name a few accolades the brand received, Germany's Auto Zeitung has voted Audi the "Top brand in 2015" in the category "Multimedia and Connectivity" and Audi was the most successful brand at the "Connected Car Award" organized by Auto Bild and Computer Bild. The brand with the four rings won a total of four awards for Navigation, Internet and Entertainment and the TT was voted "Connected Car 2014". Furthermore, Audi received two prizes at the "Women's World Car of the Year Award". The A3 Sedan won in the "Family Car" category, and the Audi S3 in the "Sports Car" category. In the US, for the third year in a row, the overall victory in the "Luxury Car" category went to the Audi A6, in a poll that covered four million readers of the US Consumer Report.

Overview

Motoring Middle East 2014: Audi RS6 Avant – "The Maddest Family Car On The Planet"

Middle East Car Of The Year 2014: Audi RS7 – Best Performance Sedan & Consumer Choice Award

7DAYS Car of the Year 2014: Audi A3 Sedan – Consumers Choice Award

Automan Magazine: Audi TT/TTS – Sports Car of the Year 2014

wheels Magazine: Audi A3 Sedan – Best Saloon Car of the Year and Readers Choice Award

Top Performance Magazine: Audi RS6 Avant – Performance Wagon of the Decade

Auto Sport Magazine: Audi TT/TTS – Sports Car of the Year 2015

SPIA Awards: Shortlisted for "Best Use Of PR" for Audi R8 LMS Cup and "Best Amateur Sports Event" for Audi quattro Cup

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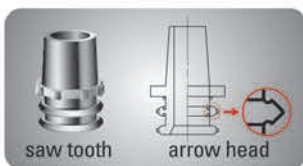
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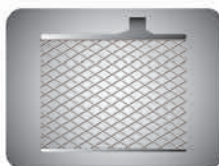
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INFINITI MAKES IMPACT AT AUTO SHANGHAI WITH Q70L BESPOKE EDITION



Infiniti premiered its Q70L Bespoke Edition at Auto Shanghai 2015, impressing the visitors to the show with its concept car inspired interiors.

The bespoke edition of the Q70 featured premium seats made of white, quilted leather, thus bridging the gap between the interiors in production cars and the high end interiors of Infiniti's concept cars. The high-end features of the cabin highlight the fact that it is possible for details from concept cars to be transitioned successfully into production models. The wheelbase of the Q70 is 150 mm longer giving the car greater stability and more room for cargo.

A quartet of Infiniti cars made their debut at Auto Shanghai. In addition to the bespoke edition of the Q70, these included the Q60 Concept, the Q80 Inspiration and production model of the Infiniti Q70.

The two-door Q60 concept is the forerunner of a premium sports coupe that is slated for production in 2016. The Q80 Inspiration concept car is a four door vehicle that will transform the concept of large premium sedans with a stylish exterior.

According to Roland Krueger, the President of the Infiniti Motor Company, the new additions to the product portfolio are inspired by the brand's drive to create a distinctive design language in the premium sector.

It certainly looks like Infiniti is on the right track with global sales increasing by 13.5 per cent in 2014 to 186,200 vehicles. The first quarter of 2015 was its best ever from a sales perspective with worldwide sales crossing 52,000 cars.

For the same period, sales in the Chinese market grew by a whopping 28.3 per cent, attesting to the increasing relevance of China in the company's plans for the future.

Infiniti has revealed the company's manufacturing footprint will shortly extend to five countries spread across three continents. It is also projected that the number of Infiniti dealers across the world will grow by 30 per cent from the current figure of 490 when 2016 comes to a close.



JORDAN CONSIDERING TAX CUTS FOR HYBRID VEHICLES

Jordan has been at the forefront when it comes to the adoption of hybrid vehicles in the Middle East. Currently, the country has more than 36,000 hybrid cars. The Toyota Prius is the brand of choice with the maximum sales. There is increasing demand for cars that are fuel-efficient and environment friendly. In the first quarter of 2015 alone, over 5,000 hybrid cars entered the Jordanian market. More than 16,000 hybrid vehicles were imported last year and this number may have been higher if taxes were lower.

According to a statement made by a government official, the government is considering cutting tax rates for import and use of hybrid cars in order to increase the demand for such environment-friendly cars. Several factors have to be taken into account before such measures are implemented including the financial impact on the Treasury and the effect use of more hybrid vehicles will have on the environment and fuel costs.



At the moment, customers have to pay 25 per cent of the value of the vehicles as special tax when they buy hybrids with engines smaller than 2,500cc and 55 per cent as tax for bigger hybrid cars. Those who exchange cars which are at least 10 years old for hybrids end up paying only 12.5 per cent as tax for their hybrids and their old cars are scrapped.

With these differential tax rates, there is a lot of confusion in the market for customers who want to buy hybrid cars. According to an interview given by Nabil Rumman, the president of the Jordan Free Zone Investors Association (JFZIA) to The Jordan Times, this confusion can be minimized only if the government holds discussions with Jordanian auto importers before implementing any further decisions related to taxes on environment friendly vehicles.

He felt that a two tier taxation system with a 12.5 per cent system for cars with smaller engines (less than 2,500 cc) and a higher tax of 25 per cent for bigger tax would be ideal. The tax discount for trade-ins does not really benefit a large number of customers as it is mainly used by auto traders who purchase older cars on a large scale and take advantage of the tax laws to pay lower taxes for hybrids. He added that it was high time that the government came out with definitive rules for taxes on hybrid cars as government decisions regarding tax rates on hybrids have now changed three times since 2010.

KIA MOTORS RENEWS RAFAEL NADAL PARTNERSHIP FOR ANOTHER FIVE YEARS



Kia Motors has renewed its partnership agreement with tennis ace Rafael Nadal. The beloved superstar ('Rafa') will continue as the Korean automotive brand's brand ambassador for another five years.

The Spanish star who at one point was the top tennis player in the world has a track record of winning as many as 14 Grand Slam tournaments. He is one of the most popular sports personalities in the world and has been Kia's brand ambassador from 2006.

According to the terms of the new agreement, 28-year-old Nadal will keep promoting Kia's cars and brand values at appearances across the world. He will appear in Kia's worldwide advertising campaigns in print, TV and in social media and will also represent the brand at international events like the major automotive shows and the Australian Open tennis championship for which Kia is one of the major sponsors.

During his stint as Kia's brand ambassador, Nadal has participated in many campaigns like a series of thrilling promotional videos made by Kia. In Spain, he has been the face of Kia for the company's social media, print and TV campaigns to promote the brand in the Spanish automotive market.

Speaking about the renewal of the partnership Nadal said that Kia has emerged as a top automotive brand in the past nine years. He has seen the brand progress through many changes and improvements and expressed his enthusiasm to continue the partnership.

Thomas Oh, Executive Vice President & Chief Operating Officer at Kia Motors Corporation, commented that Rafa has been a perfect fit for the Kia brand as he embodies dynamism and vibrancy which are the two main brand values that Kia wants to project. He has helped Kia to elevate the brand on a global scale.



FORD MIDDLE EAST MARKS MOTHERS DAY BY PUTTING WOMEN IN THE DRIVING SEAT

It has been found that distracted driving is one of the main causes of accidents. Though kids are cute, they are one of the biggest causes of distraction when women are in the driving seat. According to figures from the UAE Ministry of Interior, road accidents are the biggest cause of deaths for children below the age of 14 in the UAE.

Hence, Ford teamed up with the popular website ExpatWoman.com to offer a course named "Driving Skills for Life" to a few selected women to mark Mother's Day celebrations in the United States.

At the event, Ford empathized with women, especially new mothers who undergo a lot of sleep deprivation and stress which can affect their concentration when on the road. Mothers are almost always on the go whether it is the school runs in the mornings or taking children to birthday parties and extra curricular activities like swimming or soccer once they return from school.

Ford vehicles have many technological features to make the driving process smoother for harried mums who would like to use technology to make their life on the road easier and safer. These include features like Park Assist, SYNC® with MyFord Touch and the Blind Spot Information System (BLIS).

Commenting on the partnership event with ExpatWoman.com, Sue Nigoghossian, General Manager, Communications, Ford Middle East & North Africa said that it is very common for new mums to go about their daily routine while they are really tired and sleep deprived. However, in addition to affecting

energy levels, fatigue also leads to more stress and irritability, thus affecting their perception of danger and increasing the risk of accidents if they drive.

In spite of the best technology can offer, ultimately the safety of the vehicle is in the hands of the driver. This is why Ford thought that it was necessary to come up with a driving course meant specifically for mothers. The Driving Skills for Life event was customized specifically for mothers and was created in the wake of the popularity of other courses designed by Ford Driving Skills for Life. The course not only makes parents aware of the dangers they are likely to face on the road, but also trains them on techniques to overcome them.

During the ExpatWoman event which was held at the Dubai Autodrome, professional driving instructors took the women who attended the course through a number of sessions that tested their driving skills. Sessions covered activities like parking using Park Assist technology, car seat safety tasks, tips to focus on the road while driving with children in the car, impaired vision demonstrations and distraction tests.

With Ford offering an array of smart technologies to make life easier for motorists, the participants in the sessions happily took up a number of challenges while driving the 2015 models of the popular Mustang, Expedition and Ford EcoSport.

The all-new 2015 Expedition comes with innovative features like a passive push-button start, SYNC with MyFordTouch, and Blind Spot Information System having cross traffic alert. The special new airbag technologies and driver assist make the 2015 Mustang the safest Mustang ever while the EcoSport has rear parking sensors, a configurable speed alarm, and electronic brake assist to help mums drive safely.

Ford Motor Company established the Ford Driving Skills for Life (DSFL) program in association with a panel of safety experts back in 2003 to help new drivers hone skills that are needed for safe driving. The program was brought to the Middle East in 2013 with the purpose of reducing the rate of accidents in the region and to improve the skills of new drivers.

OLD LAND ROVERS GET NEW LEASE OF LIFE WITH HERITAGE DIVISION



The Land Rover name has become synonymous with offroading. Land Rover vehicles are known for their sturdy build and the company has a longstanding history of almost 70 years in building vehicles for offroad use. Almost 70 percent of the Land Rover vehicles made are still going strong. Owners of Land Rovers which are over a decade old will no longer have to worry about sourcing the parts for their models. Land Rover has now set up a special Heritage division to cater to those who would still like to keep their old Land Rover in top condition with just the right parts.

The new division was launched at the 27th edition of the Techno Classica event which is held every year in Essen. The highlight of the Land Rover display at Techno Classica was

a first generation Range Rover Classic, which featured a number of parts sourced from the Heritage Division.

The new Division will specialize in stocking salvaged, reconstructed and stockpiled parts for models like the Discovery 1 and 2, and the classic Range Rover and Series I, II and III models which are at least 10 years old. The new parts supplied by the Heritage Division will be made by recreating the original tooling method and will be genuine in every sense. The Division will keep increasing its stock of parts as other models too become more than ten years old, especially with the Defender nearing the end of its production run.

In addition to stocking parts, the Land Rover Heritage Division will offer those who visit the company's 200 acre test facility in Warwickshire, England the chance to drive models belonging to collection of classic vehicles.

The Land Rover Heritage Division will complement the Jaguar Heritage Division and will be part of Jaguar Land Rover's Special Operations division.

LOTUS MAKES ENTRY INTO CHINESE MARKET WITH GOLDSTAR PARTNERSHIP

There was a time when the British car maker Lotus was struggling for survival and had downsized by eliminating a quarter of its employees. Now, it looks like the company is back on the fast track to growth with sales increasing by more than 50 per cent in the past year.

With an expanding middle class, the automotive market in China continues to be highly lucrative and is the single largest automotive market in the world. Lotus has made its entry into this growing market through a partnership with Goldstar Heavy Industrial Co. Ltd.

A joint venture agreement has been signed between Proton Holdings, the Malaysian holding company of the Lotus Group, Lotus Group International and Goldstar Heavy Industrial Co. The partnership will capitalize on the incentives offered by the Fujian Provincial Government, with plans for the factory to be set up in Quanzhou, which is the biggest city in the Fujian province.

Dato' Abdul Harith Abdullah, the CEO of the Proton said that the new JV company will deal with the production and sales of Lotus passenger cars, production of components and engines and the provision of aftersales services for Lotus cars in the Chinese market.

However, in order to avoid dilution of the brand, the core sports models Lotus is famous for, like the Elise, Evora and Exige will continue to be made in England. The vehicles produced in China by the JV firm will differ from typical Lotus cars, raising the possibility of SUVs, the increasingly popular CUVs or even saloons.

Earlier, Goldstar was tentatively considered for a partnership with Proton for making cars belonging to the Proton brand. However, this plan did not work out and Proton chose to partner with Youngman instead.



MCLAREN PREMIERS SECOND MODEL OF SPORTS SERIES AT SHANGHAI MOTOR SHOW

At the Shanghai Motor Show, McLaren unveiled the 540 C Coupe as the second car in the McLaren Sports Series. Through the 540C Coupe, McLaren will get access to an entirely new segment and category of customers. The launch of the fourth McLaren model within the first half of 2015 attests to the rapid growth of the brand. With a starting price of GBP 126,000, the 540C Coupé is slated to hit retail markets worldwide in early 2016 and can be pre-ordered now.

Just like the McLaren models in the Ultimate Series and the Super Series, the 540C Coupé is a powerful sports car with a lightweight carbon fiber chassis and optimal use of technologies developed from McLaren's expertise in motorsports. It is powered by a thrilling mid-mounted 3.8-litre twin turbocharged V8 engine which is highly responsive even at very slow speeds. The car truly belongs in the Sports series with this powerful award-winning engine that has an output of 540PS at 7,500 rpm and 540Nm of torque at 3,500-6,500 rpm. The engine has stop-start technology, has optimal levels of efficiency and gives the car a longer range in keeping with the expectations of users belonging to this segment.

The most notable feature of the 540C, just like in the 570S, the first car in the Sports Series is the use of a unique carbon fiber MonoCell II chassis. The use of this chassis makes the car more suitable for day-to-day use, provides the highest possible level of safety and protection and gives motorists better access to enter and exit the cabin. Due to the use of aluminum body panels and this lightweight structure, the weight of the car is as low as 1,311 kg (2,890lbs), making the 540C about 150 kg lighter than its closest competitor.

The engine is paired with a seven-speed seamless shift gearbox (SSG) that delivers power through the rear wheels. The 540C has a top speed of 320 km/h. It can go from 0 to 100 km/h in a mere 3.5 seconds and from 0 to 200 km/h in 10.5 seconds. The fuel efficiency is impressive with an yield of 25.5 mpg on the EU combined cycle. Emissions too are relatively low at 258 g/km.

The 540 C Coupe has an external design that has a number of touches to make it aerodynamically efficient. These include aero blades below the front bumper, a diffuser set between the twin exhausts located below the rear bumper, intricately designed dihedral doors with a floating door tendon to convey air along the length of the door into two air intakes located in the rear

quarter panel and an integrated spoiler at the edge of the rear deck. All these features minimize drag and optimize air flow to increase downforce levels and cool down the engine.

Braking into corners is much easier with the Brake Steer system that was developed as an outcome of McLaren's experience in Formula One. Using this system, the car applies braking force to the inside rear wheel.

In the 540C, the new suspension system gives drivers a higher level of engagement and refinement both on the road and on the track. It has features like anti-rollbars in the front and the rear, independent adaptive dampers and dual wishbones inspired by Formula One. The damper tuning has been revised for better day to day driving. Due to the use of adaptive dampers, motorist can choose from three different suspension settings including Normal, Track and Sport.

The interiors of the vehicles in the Sports Series are notable for their clever use of space and ergonomics. Occupants get a high level of outward visibility and plenty of space for themselves and their belongings. The materials used in the interiors are suitably plush with leather upholstery as a standard option for the dashboard, seats and the lower doors. The complete infotainment system and the controls for the airconditioning can be accessed through a seven-inch IRIS touchscreen in the floating center console. The touchscreen has controls for all creature comforts including audio media, DAB digital radio, Bluetooth telephony, satellite navigation, voice activation, and media streaming.

The highly distinctive cast alloy wheels which can be finished in silver or stealth provide a striking finishing touch. The wheel size is 19 inches at the front and 20 in the rear. The tires used as OE are Pirelli P Zero tires which have been specially developed for this model to offer the most comfortable ride and the best possible performance in all conditions.



LAND ROVER HITS MANUFACTURING MILESTONE OF 6000000



When it comes to offroading, Land Rover vehicles are a class apart. For the past 67 years, the company has been consistently producing vehicles which have the most durable design and the best technical features to deal with even the toughest terrain, both on and off road. The company commemorated the production of its six millionth vehicle, a Range Rover LWB Vogue SE, by giving the vehicle a customized design component. The fact that the milestone vehicle is a Range Rover is highly fitting as 2015 marks the 45th anniversary of the launch of the original Range Rover. Even after 45 years, the model is still going strong.

The White Range Rover LWB Vogue SE that came off the production line at the Solihull plant on 2 April comes with a special puddle lamp graphic to attest to this landmark manufacturing milestone. Instead of the standard Range Rover silhouette that the model's puddle lamps normally project, this particular puddle lamp has

an inscribed lens motif which creates an image of the Land Rover logo and the land-mark figure of 6000000. Every time the vehicle is unlocked, though the graphic is only the width of a grain of rice, the image that is created when it is projected on the ground using a magnifying lens will be 80 cm in diameter. The very same image was projected on the wall of the Solihull factory as the vehicle came off the production line. The six millionth Land Rover was the highlight of the Land Rover display at the 2015 Shanghai Auto Show.

The first Land Rover Series I made its debut at the Amsterdam Motor Show on 30 April, 1948. Hence, the brand is celebrating its 67th anniversary this month. About one-third of the 6,000,000 vehicles that have been manufactured so far have come off the production lines at the company's plants in Solihull and Halewood in the United Kingdom within the past eight years. The current Land Rover model line-up includes Defender, Discovery, Discovery Sport, Range Rover, Range Rover Sport and Range Rover Evoque.

After its public debut on the Land Rover stand at the Shanghai Auto Show, the milestone vehicle was the highlight of several other celebration events in China to celebrate the 45th anniversary

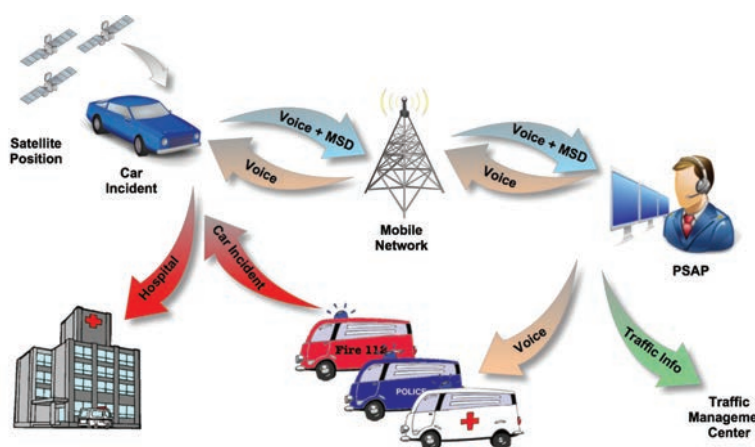
of the Range Rover. It will eventually become available for sale in the region attesting to the growing importance of the Chinese market.

Commenting on the landmark, Bruce Robertson, Managing Director of Jaguar Land Rover MENA, said that the Range Rover continues to be Land Rover's best-selling model in the MENA region, which is the fourth biggest market on a global basis for this particular model.

The Range Rover has set a benchmark in the SUV segment and is Land Rover's jewel in the crown when it comes to its range of models. The current generation of the Range Rover was launched in 2012 and has a class leading ability to tow up to 3,500 kg, axle articulation of 597 mm and wading ability upto 900 mm. It is equipped with state-of-the-art petrol powertrains that utilize advanced technologies to deliver outstanding levels of efficiency, refinement and performance. Other notable features of the Range Rover are a sophisticated exterior, a luxurious interior and meticulous attention to detail to ensure a smooth and comfortable drive.

Of the 6,000,000 Land Rovers that have been made so far, over 900,000 are Range Rover vehicles. This SUV was termed as an 'exemplary work of industrial design' and was the first vehicle to be displayed at the world-famous Louvre museum in Paris.

EU TO MAKE IN CAR ECALL DEVICES MANDATORY



The lawmakers of the European parliament in Strasbourg have recently approved new rules according to which it would be mandatory for all cars and light vehicles on the continent to be fitted with automatic emergency calling devices. The rules will come into effect from April 2018. With road accidents killing over 25,700 people in Europe in the past year, they have become an increasing source of concern. It is expected that such devices could cut the death toll by 10 percent on an annual basis.

The e-Call device works by utilizing emergency call technology to automatically alert the nearest emergency center if a vehicle crashes. It will also be possible for passengers and witnesses to make eCalls by pushing a button inside the car.

This would be of immense help to authorities so that they can respond immediately with appropriate measures based on knowledge of the exact time and location of the accident and the number of passengers in the vehicle.

With such devices becoming compulsory, all automotive manufacturers like Volvo and Volkswagen will have to fit ecall devices in the vehicles meant for the European market by March 31, 2018.

It is estimated that as an outcome of the implementation of this law, the emergency response time will be reduced by half in the countryside and by 60 per cent in urban areas.

From a privacy perspective, the data gathered using such devices cannot be shared with third parties without the consent of the motorist and the devices will be used to track vehicles only in the event of emergencies.

In 2021, based on the usefulness of the law, the European Commission will decide whether eCall devices should be made mandatory in trucks, buses and coaches as well.

NEW BMW 7 SERIES FIRST PRODUCTION MODEL TO OFFER DRIVERLESS PARKING

BMW BLOG



Accidents do not happen just on the road. Though rare, they have been known to happen when inexperienced drivers have parking fails after they are done with their trips. It can even happen to experienced drivers who are either clumsy or exhausted after a long day. With autonomous cars being the talk of the town, the all-new 7 series from BMW has minimized the possibility of parking accidents with a new car that can park itself. Motorists can use a new key fob to navigate the car in and out of parking spaces with the help of inbuilt sensors, thus making it possible to fit the car into even really tight spaces. The system has been set up to make automatic adjustments to the steering and to apply the brakes when needed. The only constraint is that the driver and the key should remain in the vicinity of the car till the parking has been completed. This particular feature makes the 7 series the most technologically advanced car in its category, according to BMW's R&D boss Klaus Froehlich.

In addition to the ability to park itself, the new 7-series is lighter, more intuitive and is capable of getting more things done with only minimal input from the driver. Other production firsts include gesture recognition of hand gestures to reject phone calls and to reduce the volume of the radio, adaptive mode of driving that changes the driving style based on driver preferences and road conditions and a dynamic drive roll stabilization system for better handling and comfort.

Customers will have the option of buying a 7 series which is equipped with a petrol, diesel or petrol plug-in hybrid powertrain. The new model will be officially launched at the Frankfurt Motor Show before arriving in the retail markets in October. BMW is still in the process of liaising with regulators in different countries for formal approval before the official launch date is announced.

BMW is planning a simultaneous launch in three markets – the United States, China and Europe. Put together, the US and China markets contributed to 60-70 per cent of the global sales figures for the 7-series, with the demand being the highest for the long-wheelbase version.

NISSAN LANNIA MAKES GLOBAL DEBUT AT AUTO SHANGHAI 2015



auto fact

The "new car smell" is composed of over 50 volatile organic compounds.



Nissan used its participation in Auto Shanghai 2015 to make the global debut of the all-new Lannia. First introduced as a concept car at the Beijing Motor Show in 2014, the Lannia has been designed specifically for the Chinese market and highlights the company's commitment to this sizeable demographic segment.

Nissan Design China took the lead when it came to the design and development of the Lannia with the full backing of the Nissan Global Design Center. Nissan already has several winners in the sedan category, but the Lannia is the first car that has been designed specifically to appeal to the exploding middle class in China, especially to the urban youth in their 20s and 30s.

According to Titus Liu, the Creative Design Manager at Nissan Design China, the post-80s generation who are the trendsetters in the country want things that are different from the status quo. The Lannia's design style is meant to appeal to this growing class of urbane Chinese youngsters who want to project a stylish, sophisticated image and would opt for a sedan that is a class apart from the conventional sedan.

The new model comes with all the innovative elements that are part of Nissan's latest style of design including the kick-up C-pillar, the V motion grille, boomerang-shaped headlights and a floating roof.

"Younger drivers have grown up with modern technology, such as smartphones and tablets. For them, connecting and interacting with a car feels natural," said John Zhang, Chief Product Specialist for the Lannia.

Some of the advanced infotainment technologies featured in the Lannia have been designed exclusively in China, including a seven-inch multimedia display screen and a sophisticated audio system having smart-phone connectivity. There is no compromise when it comes to safety, either, with the car having many of Nissan's top-notch safety features for the driver's protection.



FORD DESIGNERS SHOWCASE THEIR CREATIVITY AT SALONE DEL MOBILE

At first glance, you may wonder what an automotive brand is doing at a furniture design show. The Salone del Mobile show is a show which is held every year in Milan to present the latest developments in the field of furniture design. The Ford design team was at the event to demonstrate their flair for creative thinking. The plush interiors of the all-new GT set a new benchmark when it comes to luxury and inspired the designers to come up a stylish range of furniture and accessories including a sailboat and a guitar. More practical items like a Wi-fi speaker, floating lamp, and two design layouts for a lounge area were also part of the collection. Each design element had its own distinctive features while sharing a few common aspects with the other elements to form a recognizable collection.

Commenting on the collection, Moray Callum, the vice president of Design at the Ford Motor Company said that the public gets to see hardly ten percent of the work that is done by the designers. Participating in the Salone del Mobile event gave the design team time to share their creativity and explore new ideas that could possibly influence the styling of future Ford models.

The cornerstones of the design philosophy for the Ford GT were clarity, innovation and a desire to connect with the driver through more intuitive and compact technology.

In addition to these characteristics, the Ford GT is lighter due to the use of lightweight carbon fiber components, comes with better aerodynamics, and is more powerful and efficient thanks to the EcoBoost engine.

According to Callum, Ford has made great strides in design in the past few years. Though the interiors of the Ford GT use the existing design DNA, it elevates the design platform to the next level with really plush interiors.

Ford had also tied up with Salone del Mobile to create a special immersive art installation named "FAVILLA, to Every Light a Voice" that also was rooted in the design philosophy of the all-new Ford GT.

Curated by the Italian architect Attilio Stocchi, the installation consisted of two large perception-altering boxes which were set up amidst a dazzling array of lights. The installation is evocative of the interior of a geode. With 2015 being the International Year of Light and Light-Based Technologies, the installation creates an immersive and engaging experience just like the consumer experience of driving a Ford model.

Successful design is about more than beauty and style – it needs to create an emotional connection with customers, meet their needs and surprise them with more than they expect. Through the installation, Ford took visitors to the Salone del Mobile show through a journey of discovery. This journey reflected the Ford axiom that the process of design is an emotional journey that revolves around the needs and wants of the customer.

RTA MAKES DUBAI ROADS SAFER WITH 'BACK OFF RADIO'



The Roads and Transport Authority (RTA) of Dubai in association with the Arabian Radio Network (ARN) has come up with a great new step to help drivers minimize tailgating. ARN is a subsidiary of the Arab Media Group. ARN has as many as nine radio stations catering to the diverse needs of every major community in the UAE. The new device called the "back off radio" will alert drivers if they are too close to the car in front of them, thus protecting the lives of taxi drivers, their passengers and other road users.

Commenting on the development, Dr Yousif Al Ali, the CEO of RTA's Public Transport Agency said that the innovative technology will help publicize a much needed safety message about keeping minimum distance while reducing the number of vehicle collisions. The "Back off Radio" device also highlights RTA's commitment to increasing road safety in the UAE.

In addition to "Back off Radio" collecting real time information to warn about tailgating, the device also has the capability to detect speeding as well as aggressive and tired driving. Sensors in the front and rear of the car are activated when the taxis exceed a speed of 60 km/hour. The information that is collected through devices installed in taxis can be used to make the roads safer. If the taxis intrude into the safe distance area of the vehicle in front of them, the speaker in the taxi will emit a safety message. In the same manner, if a vehicle in the rear breaches the taxi's safety zone, it will receive a message through its radio asking the driver to back away from the vehicle to make the road safer.

With tailgating being a leading cause of accidents, Ali expressed his hope that the ingenious 'Back off Radio' system will help to reduce the number of road traffic accidents.

Mahmoud Al Rasheed, General Manager, ARN said that radio is the primary medium for entertainment and information for people on the go. He expressed his delight that ARN could be part of this unique initiative which uses radio to increase road safety for listeners and will hopefully create a positive impact on Dubai residents in the long run.

Trial runs of the device will be conducted shortly with the device being installed on numerous taxis. subsequently, depending on the outcome of the trial runs, it will be installed on all taxis across Dubai.

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AL RAHALA APPOINTS AL ATTIYA MOTORS AS SOLE QATAR DISTRIBUTOR FOR GOODRIDE TIRES



Al Rahala International, one of the leading tire companies in Dubai has announced that it has signed an agreement with Al Attiya Motors, one of the top five automotive companies in Qatar for the exclusive distribution of Goodride tires in Qatar. According to the terms of the dealership, Al Attiya will be the sole dealer for Goodride tubes and tires that are meant for use in passenger cars, light trucks, heavy trucks, buses and in industrial and agricultural equipment. Goodride tires are manufactured by the largest tire manufacturer in China, ZC Rubber. ZC Rubber is one of the top ten tire manufacturers in the world.

With the appointment of Al Attiya Motors as the authorized dealer, the company will be able to expand the reach of the Goodride brand and provide a wider range of high quality products to its customer base. Al Attiya Motors is one of the established automotive companies in Qatar and has partnerships with leading brands in the industry like Valvoline lubricants, KIA Motors and Renault Trucks.

Commenting on the appointment of Al Attiyah Motors as the distributor, Liu Yi, Sales Director of Al Rahala International said that Qatar has been identified as a key growth market in the Middle East for Al Rahala International. The partnership with Al Attiya Motors will support the expansion of the sales and marketing activities of Al Rahala. He expressed his confidence that Al Attiya would be able to deliver strong sales for the Goodride brand of tires across Qatar with an extensive nationwide presence and strong commitment to quality,

Ayman Al Shami, Operations Director of Al Attiya Motors confirmed his company's commitment to work closely with the Al Rahala team in delivering excellent sales for the Goodride brand. He added that his team would strive to strongly promote the Goodride brand by developing an extensive customer base for its products.

APOLLO TIRES CREATES PLAYGROUNDS FROM OLD TIRES

Proper disposal of tires that have outlived their usefulness has been a thorny environmental issue in view of the sheer number of tires involved. Generally, discarded tires are used as fuel, refurbished for sale in tier II cities or recycled to some extent by extracting the crumb for reuse.

Apollo has found one way to convert tires into objects that are not only useful but give great joy to the users by building two tire playgrounds near Chennai in southern India. Based on Apollo's tagline, they are named Go the Distance Playgrounds.



The two playgrounds have been created using end-of-life tires (ELT) for children belonging to the villages of Senakuppam and Vallakottai, in the suburbs of Chennai. The two villages were chosen for the playground project as they did not have playgrounds. Worn-out tires were used in a creative manner to create swings, ropeways and climbing gyms in these playgrounds.

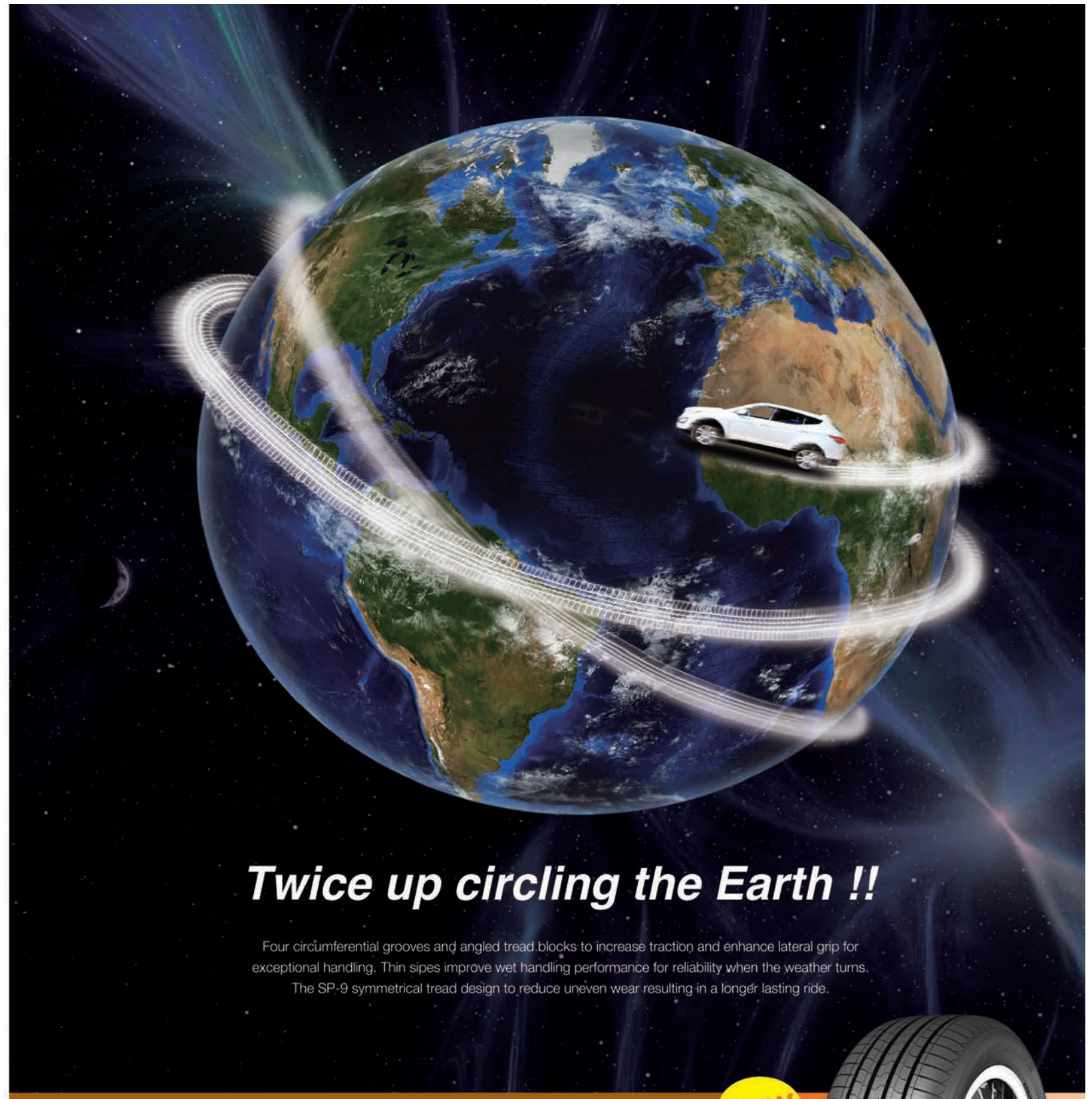
They are located within community schools and were formally opened to the public by Satish Sharma, President, Asia Pacific, Middle East & Africa, Apollo Tires Ltd. At the function, he was accompanied by the headmasters of the schools and the heads of the local government bodies, the panchayats.

Speaking at the function, Satish Sharma, said that a research study commissioned by Apollo has revealed that with the use of automobiles on the rise, the country will have in excess of 100 million end-of-life tires on an annual basis with very little by way of methods to dispose the tires or to recycle them.

Apollo has been grappling with this issue and has come up with several innovative solutions including the expansion of the company's retreading footprint, the launch of Go The Distance pitch in Old Trafford, UK, and now these playgrounds that use tires to amuse and entertain young children.

Satish Sharma concluded by saying that in addition to finding an alternative use for end-of-life tires, the Go The Distance playgrounds give the children a chance to improve their agility and activity levels. They also become familiar with the concept of reuse and recycle.

Each playground was fashioned using almost 200 used radial tires under the fold of the Apollo green initiative named Habitat Apollo. Provided these playgrounds get a favorable response from the general public, the company is considering creating several such playgrounds at different locations across the country using worn-out tires with preference being given to villages in close proximity to Apollo's factories.



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BRIDGESTONE MARKS MILESTONE OF 10 MILLION ECOPIA TIRES IN ASIA PACIFIC REGION



Bridgestone has announced that its subsidiary dealing with the Asia Pacific region, Bridgestone Asia Pacific Pte. Ltd. (BSCAP) has sold more than 10 million tires in the region. This was achieved within a short span of just five years after the debut of Ecopia in the region.

The Ecopia range has grown from a range consisting of just one product accounting for a measly 2 per cent of the passenger car tire sales to a range that makes up over 20 per cent of replacement tire sales in the region in 2014. The product lines in the Ecopia range are the Ecopia Pz-X which is positioned as a performance touring tire, the EP 850 for CUVs and SUVs, EP 200 for medium and large sedans and the EP150 product line for small to medium sedans.

The Ecopia range of tires is highly appealing to customers with its combination of top-notch tire technologies and tread designs that deliver safety, durability and outstanding levels of fuel efficiency. To customers who are now increasingly cost conscious and eco conscious, Ecopia tires are a great choice as they reduce the emission of carbon dioxide which is responsible for global warming. Due to the low rolling resistance, these tires increase fuel efficiency by up to 12.3%.

Shinichi Hanashi, Chief Executive Officer of Bridgestone Asia Pacific Pte. Ltd. said that achieving the 10 million tire milestone highlighted the fact that Ecopia tires have the qualities needed to meet and exceed customer expectations in the Asia Pacific region. He also expressed his gratitude to the company's dealers and distributors for their support in the past five years.

GOODYEAR TO BUILD NEW FACTORY IN MEXICO TO COPE WITH INCREASE IN DEMAND



Goodyear Tire & Rubber Company has announced plans to build a new tire factory in Mexico to cater to the increasing demand in the North American market for premium tires. The announcement was made by the CEO of the company, Richard J. Kramer at a high profile event attended by the Mexican President Enrique Peña Nieto. The plant is expected to cost USD 500 to 550 million and will be built in San Luis Potosi, Mexico.

Once it is fully operational, the output of the plant along with the tires produced at other Goodyear plants in the United States and Canada will help Goodyear to meet the growing demand in both the North and South American markets for high-value-added (HVA) or premium consumer tires. Studies reveal that the demand for HVA tires in these markets is expected to increase by 10 million tires on an annual basis in the 2014-19 period.

According to Kramer, the new factory will complement the other production sites of the company and will be equipped with world-class machinery to help Goodyear meet the needs of customers in the future. The factory in Mexico is expected to begin production in mid-2017, and will churn out about six million tires on an annual basis. Once it reaches full capacity, it will provide at least 1,000 jobs. It is in line with the company's drive to invest in projects that yield a high return while contributing to growth in a profitable manner.

Prior to selecting San Luis Potosi as the location for the factory, a team from Goodyear had thoroughly reviewed several sites throughout North and South America. Based on several considerations like the logistics, availability of a skilled workforce, the cost structure, tariffs and quality-of-life issues, San Luis Potosi emerged as the winner.

Kramer added that San Luis Potosi is just the right location, as it is located centrally when it comes to providing support for customers living in Latin America, North America and Mexico.

Aligning with Goodyear's policy of creating minimal impact on the environment, the factory will contribute zero waste to landfill and will be a zero-solvent plant that uses natural gas as the primary source of fuel. The state of the art dust collection equipment and energy efficient LED lighting to be used in the plant further highlight Goodyear's commitment to the environment.

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NOKIAN PREMIERS PREMIUM ALL-SEASON TIRE



It is the season of all-season tires. Michelin recently launched the Michelin Cross-Climate which performs equally well in both summer and winter conditions. Pirelli debuted its Pirelli Cinturato all-season tire that comes with "seal inside" technology for small punctures.

Now, Nokian Tires has joined this growing list with the eNtire 2.0, which it is positioning as a premium all-season touring tire that will cater to the growing demand for premium all-season tires in the North American market. According to the company, the tire not only provides the highest levels of comfort, driver safety and performance but is also environment friendly.

The eNtire 2.0, can be seen as the successor to the eNtire. It comes with a new silica compound, a striking groove design and inside/outside tread pattern in addition to creative noise dampening technologies. With high levels of wet and dry grip, good aquaplaning properties, low noise levels and a longer tread life, the eNtire 2.0 is truly worthy of its "premium" and "all-season" tags.

The ecofriendly aspect is due to the outstandingly low rolling resistance it offers. This helps to reduce fuel consumption and the output of carbon emissions. The manufacturing process too has minimal environmental impact due to the focus on using earth-friendly materials.

The eNtire 2.0 comes with several innovations that make it a perfect all-season tire. Firstly, it is fashioned from a high modulus silica tread compound to give motorists handling that is just as good as that of an ultra-high performance tire and increases its stiffness. This is done without any compromise when it comes to durability or grip in wet and snowy conditions. Secondly, the base of the tire is made of a compound that offers good ride comfort even over bumps and cracks in the road while increasing the durability of the tire and reducing heat build-up.

The tire is a good choice for winter conditions due to the polished lateral and inside grooves which are more capable of evacuating water and slush and effectively reduce the risk of aquaplaning and slush-planing.

The Nokian eNtire 2.0 has a silent groove design that minimizes the whistling noise of the tire. The air passing through the main grooves then passes through small indentations on the walls of the grooves reducing the level of tire noise that is heard inside the car. This particular pattern also helps to dissipate heat and reduces tire wear. The sidewall of the tire has a special technology to minimize the noise that filters into the car. The wing area of the tire too is made of a unique compound that absorbs sound waves and vibrations.

The Nokian eNtire 2.0 will be available in as many as 46 sizes, with the majority of them slated to be available in the retail tire market from spring 2015.

BKT DEVELOPS NEW AGRIMAX TIRE FOR COTTONPICKERS



BKT has come up with a new tire in the Agrimax series, a tire tailored for harvesting machines, especially those that are used in cotton fields. The new "IF" version of the Agrimax Teris tire in 580/80 R 34 size marks BKT's entry into the field of specialized tires. The tire has high floatation and causes less soil compaction with a much larger footprint. It has considerably higher load capacity even at lower pressures when compared to standard tires of the same size. Another notable feature of the tire that makes it ideal for use on cotton plantations is its reinforced sidewall that gives it greater resistance to damage caused by the stubble in cotton fields. The casing structure too has been reinforced to lend better stability and handling to the tire.

Harvesting cotton is a highly stressful task and this factor has been kept in mind when it came to the tire's design. Due to the greater stability and ease of handling it offers to the operator of harvesting machines, the Agrimax Teris IF 580/80 R 34 tire can be termed as a "comfortable" tire. It can contribute significantly to the wellbeing of the operator.

The Agrimax Teris tire is available in the sizes 620/75 R 26, 750/65 R 26, 620/75 R 30, 650/75 R 32, 800/65 R 32, 900/60 R 32, 1050/50 R 32, the new IF 580/80 R 34 CFO as well as 520/85 R 42.

BRIDGESTONE GETS SUPPLY AWARD FROM TOYOTA



Winning an OE supply contract is not an easy task. A tire manufacturer has to fulfill a number of rigorous technical requirements and in some cases develop a highly customized tire in order to get an OE fitment from an automotive company. In addition to technical aspects, the company should be able to deliver tires of consistent quality to the manufacturing plants of the carmaker in the required quantity on a timely basis.

Bridgestone highlighted its status as one of the top tire manufacturers in the world by winning an award for its contribution as an OE supplier to Toyota in the Asia Pacific region. Shinichi Hanashi, the CEO of Bridgestone Asia Pacific Pte. Ltd. received the 2014 Regional Supplier Overall Outstanding Performance Award from Hisayuki Inoue, the CEO and president, Toyota Motor Asia Pacific Engineering & Manufacturing Co. Ltd. at the formal award ceremony. The awards were given away at the Toyota Motors Asia Pacific Engineering and Manufacturing Annual Supplier Conference, which was held in Thailand.

The recipients of the award were selected after careful assessment of all the suppliers for Toyota on the basis of different pre-defined criteria like delivery, cost, quality, safety, engineering and management.

Commenting on the award, Shinichi Hanashi said that it was a great honor for Bridgestone to receive this award. He said that in business it was crucial to identify customer needs, listen to their feedback and act accordingly. This is why Bridgestone is still able to remain at the top in spite of the intense competition in the tire industry. He concluded by saying that the award will spur Bridgestone's efforts to further improve its service and quality and to become a true regional and global partner for Toyota in the drive to make even better cars.

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APOLLO TEAMS UP WITH MANCHESTER UTD TO NURTURE ASPIRING INDIAN FOOTBALLERS



Cricket is the most popular sport in India but that may soon change. Apollo Tires, taking advantage of its association with Manchester United Football Club in Europe has tied up with the team and Youth Football International (YFI) to boost the talents of aspiring footballers in India. Named Apollo Go The Distance Scholarship program, the program will help talented young footballers to benefit from coaching sessions offered by the Manchester United Soccer School (MUSS).

The program was launched at a gala event by the former Manchester United defender, Mikael Silvestre. Other dignitaries who attended the event included Phil Townsend, Manchester United's Director of Communications & Deputy Chairman of the Man Utd Foundation, Marco Paracciani, Chief Marketing Officer of Apollo Tires and Satish Sharma, President, APMEA (Asia Pacific, Middle East & Africa), Apollo Tires.

The event also witnessed the debut of a special edition tire bearing both the famous brands - Manchester United and Apollo, targeted at the Indian market. This makes India the third market, after UK and Thailand where these dual branded tires will be sold. In view of the huge fan following that the well known English club has in India, the tires are soon bound to become highly popular. They will be sold through selected Apollo outlets so that customers can be advised on proper tire selection and fitment and will also get the best service. The tire will be available as part of the current Alnac 4G range in 15 inch rim size. It comes with a sporty and modern tread pattern that offers excellent performance and grip in both wet and dry conditions, creates lower noise and has a shorter braking distance. When it comes to safety, the tire offers outstanding response to steering corrections.

The Apollo Manchester United tires have undergone extensive testing by leading agencies such as ATP in Germany and IDIADA in Spain with highly creditable scores. The tires were designed and developed from scratch at Apollo's Global R&D Centre in Enschede, Netherlands.

The Apollo Go The Distance Scholarship program was held from 11 to 16 May at the American Embassy School in New Delhi and trained Indian youngsters on football movements and techniques that made the Manchester United team a winner. The camp was held by two coaches who were specially flown in for the program from the United Kingdom.

From the 192 kids who were enrolled in the camp, six children, one each belonging to the U9, U11, U13, U15, U17 and U19 age groups were selected on the basis of their footwork and ball skills to participate in a one year training program at Youth Football International in Delhi. The six winners who were selected for the program were Louie Bastin (U9), Fahad Temuri (U11), Shay Smith (U13), Vanlal Zahawma (U15), Sahil Kumar (U17) and Kevin Malhotra (U19). Apollo will bear all the expenses for their one year YFI training program. One of the selected six kids, Vanlal Zahawma, will also enjoy an opportunity to attend a one week residential coaching camp at the Manchester United Soccer School in the UK.

The Apollo Go The Distance Scholarship programme ended with a bang – a United: Live event that was held in New Delhi on May 17, when thousands of fans watched the live telecast of a Manchester United v Arsenal match from Old Trafford.

YOKOHAMA RUBBER PLANTS PRESENCE IN SINGAPORE



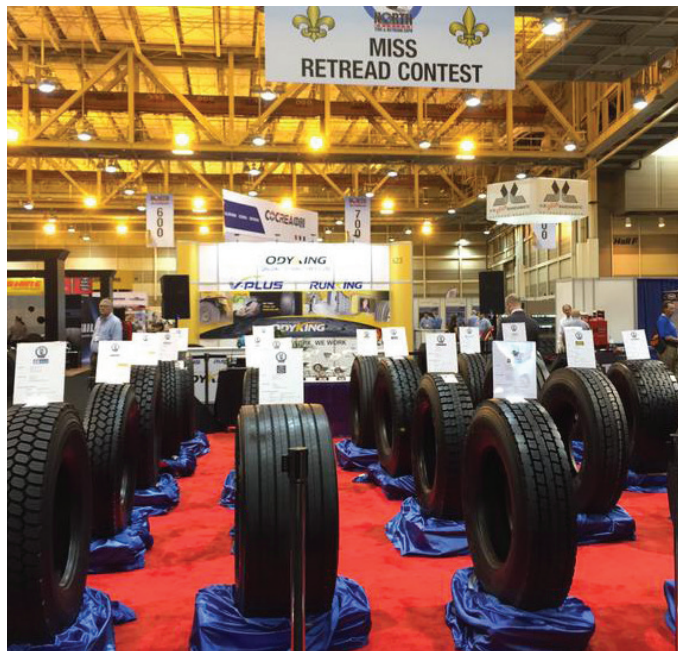
Yokohama Rubber Co., Ltd. announced that it had established a full fledged subsidiary in Singapore in April. Named Yokohama Rubber Singapore Pte. Ltd., the new company was set up with an initial investment of USD 20 million, all sourced from Yokohama Rubber and will begin operations in full swing from mid-May.

Earlier Yokohama Rubber had a branch office in Singapore for the purpose of sourcing natural rubber from countries in Southeast Asia. The establishment of the new subsidiary company is in line with the Yokohama Group's plans to make the procurement of raw materials more efficient on a global basis.

Yokohama Rubber Singapore Pte. Ltd. will start off by sourcing rubber for the company's tire plants in Japan in the fiscal year 2015 and will eventually expand its operations to include the procurement of natural rubber for all the Group's tire plants in the world in fiscal 2016. There are plans in the pipeline to expand the scope of the company to include procurement of other raw materials in addition to natural rubber. Eventually, inventory controls will be introduced to make the global procurement operations more efficient and stable.

The current branch office of Yokohama Rubber in Singapore will continue functioning until all its operations are completely handed over to Yokohama Rubber Singapore Pte. Ltd.

TIRE BEAUTY CONTEST TURNS HEADS AT NORTH AMERICAN TIRE & RETREAD EXPO



All tires are black and round and appear to be the same to the average motorist on the road. However, experienced professionals in the automotive and tire industries know that every aspect of a tire ranging from its tread design to the kind of rubber used play a crucial role in the performance of the tire, the length of its life and its fuel usage. This is probably why a beauty contest for tires, and that too for re-treaded truck tires took centerstage at an important event like the North American Tire & Retread Expo.

The first edition of the event was held at the North American Tire & Retread Expo which took place in New Orleans from 15 to 17 April. The contest had as many as 22 entries. The winner of the Miss Retread Truck Tire Contest was Industrias Del Neumaticos from Alicante, Spain. The company's entry was a tire with Alphatread RTH-22 tread and a Hankook casing of size 345/65R22.5. Salvador Perez Lucena, the international sales manager of Industrias Del Neumaticos and Pedro Antonio Perez Sanchez from the sales department were on hand to receive the award on behalf of the company.

Allied Oil & Tire (of Michelin Retread Technologies) from Omaha, Nebraska emerged as the first runner-up with a tire having a Michelin North America casing of size 445/50R22.5 and a Custom Mold XTA tread.

Centre Techno Pneu (which is linked to Borrachas Vipal) from Rimouski, Quebec, finished in third place with a Continental size 11R 22.5 casing, and a Vipal Rubber Corporation, VT 18 tread.

The contest had a panel of expert judges who made it a priority to choose the very best looking retread tires. The panel included eminent figures from the tire and retread world like Federico Schmidt, commercial manager, Vipal Rubber Corp; David Stevens, managing director of the Tire Retread & Information Bureau; and Ron Mohler, commercial development manager, Elgi Rubber Co.

With the first edition of the unusual beauty contest attracting so many entries, it is bound to become a regular feature of the North American Tire & Retread Expo in the coming years.



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DEATH OF FRANÇOIS MICHELIN MARKS THE END OF AN ERA IN THE TIRE INDUSTRY



A great era in the history of the tire industry came to an end with the death of François Michelin. He was 88 years old. The grandson of one of the founders of Michelin and the former head of the company, Michelin had experienced tremendous growth under his leadership. It was during his tenure that Michelin developed the radial tire, named the Michelin X, a technological breakthrough that revolutionized the tire industry. From being just another regional player in the European tire market, Michelin was transformed into the leading tire manufacturer in the world.

François Michelin's first role in the company was overseeing operations as the co-manager from 1955. By 1959, he became the sole manager and made Michelin a truly global company, expanding its operations in different parts of the world, especially in the United States. In the period from 1960 to 1979, 25 Michelin factories were opened across the globe. He ably steered the company through many ups and downs for a period of almost half a century, eventually handing over the reins to his son Edouard in 1999. One of his decisions that strengthened Michelin's position was the purchase of Uniroyal Goodrich Tire Co. in 1990 to broaden the company's base in the North American market. He also played a key role in Michelin's decision to sell its stake in Citroën to Peugeot SA in 1976 and focus on the core business of making tires.

"On behalf of the Group's employees, I would like to pay special tribute to this exceptional man who was universally respected for his values, his convictions, and his vision," stated Michelin Group chief executive officer Jean-Dominique Senard.

President François Hollande of France said that François Michelin was one of the greatest French industrialists in the postwar years as he understood the importance of innovation and of long-term industrial development.

He had an uncanny knack for picking the right people. One of his notable choices was Carlos Ghosn, who is currently the CEO of both Renault and Nissan and was first picked by François to helm Michelin's operations in North America 1978. He worked for Michelin for 18 years before moving on to the automotive sector.

Commenting on François Michelin's death, Ghosn praised Michelin as a man who was humble and honest but at the same time managed to be a compassionate boss and a shrewd captain of the tire industry. He was never hungry for publicity and gave interviews only to the local newspaper in Clermont-Ferrand, where Michelin is based. The tire industry has indeed suffered a great loss with his demise.

LEHIGH TECHNOLOGIES EMERGES AS WINNER OF 2015 BLOOMBERG NEW ENERGY PIONEER AWARD



With the millions of tires that are put on the roads every year, the safe disposal and recycling of tires when they near the end of their life on the road is a crucial issue. Lehigh Technologies pioneered the concept of producing and commercializing the use of micronized rubber powders (MRP) from old tires. The MRP can be used as one of the raw materials in diverse industries from the production of rubber to asphalt. In addition to minimizing the scrap from old tires, the use of MRP reduces feedstock costs in these industries by 30 per cent and in some cases, by even more. The finished goods obtained are just as good in quality and have a better sustainability profile vis-à-vis oil-based chemical raw materials.

Lehigh Technologies was recently chosen as the winner of the Bloomberg New Energy Pioneer Award on the basis of its efforts to develop and commercialize MRP. Commenting on the award, the company's CEO, Aan Barton said that Lehigh is seeking to position itself as a leader in the field of developing sustainable chemical materials that can be used as substitutes for oil-derived materials at value prices without any compromise in quality. The award highlighted the success of the efforts made by the company's dedicated team of chemists and engineers who work closely with customers to streamline the use of MRP in order to improve the quality of the end-products.

The Bloomberg New Energy Pioneers award is given on an annual basis to the top ten companies in the world which have made great strides in the fields of innovation and clean energy. Entries go through a rigorous judging process wherein they are assessed by an expert panel of judges on the basis of their business model, the scalability of the process or product, the extent of innovation in the technology and the ability to promote and build the company.

Judges include renowned experts from organizations like from BP Alternative Energy North America, US National Renewable Energy Laboratory and Bloomberg New Energy Finance.

According to Michael Wilshire, Head of Analysis and New Energy Pioneers Committee Chair, Bloomberg Energy Finance, one important criterion for judging the awards was the ability of the entries to come up with processes to minimize CO2 emissions. Lehigh's technique of turning waste tires into recyclable micronized rubber powder that can be used in asphalt, plastics and even in new tires highly impressed the judges on this count.

The MRP produced by Lehigh has so far been used to make more than 300 million tires. The company supplies MRP to six of the top ten tire manufacturers in the world and to 15 different countries.

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FALKEN BECOMES OFFICIAL PARTNER OF RED BULL AIR RACE CHIBA 2015



Sumitomo Rubber Industries, Ltd. (SRI) has announced that the company's brand Falken will be one of the official partners of Red Bull Air Race Chiba 2015.

The "Red Bull Air Race World Championship 2015" is a series of hotly contested, thrilling low-altitude races in which top class race pilots fly customized race planes at speeds exceeding 370 km/h through a race course consisting of air-filled pylons that are 25 meters tall and are called air gates. The races call for nerves of steel and challenge both the speed and the precision flying skills of the pilots. The race has the official recognition of the Federation Aeronautique Internationale (FIA - the World Air Sports Federation).

The "Red Bull Air Race Chiba 2015," is the first Red Bull Air Race which will be held in Japan and will be the second of eight races that form part of the "Red Bull Air Race World Championship 2015".

In addition to signing on as the official sponsor of the race in Chiba, Sumitomo Rubber Industries (SRI) will also act as the sponsor of the only Asian pilot who will be participating in this series of races in the Masterclass, Yoshihide Muroya.

Muroya is a Japanese aerobatics pilot and race pilot who has been recognized globally for his expertise in aerobatic flying. With his outstanding flying skills and the recognition he has already earned the world over for his performance, he will definitely be a good brand ambassador for Falken. Both Falken tires and Muroya are known for their penchant for quality and high performance.



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BRIDGESTONE BAGS EDISON AWARD FOR GUAYULE RESEARCH



EDISON AWARDS

The volatility in the prices of natural rubber and its supply has prompted many tire manufacturers to focus on alternative sources for natural rubber. For its innovative work in this area, Bridgestone Americas Inc. has bagged a 2015 Edison Gold Award for Innovation in Automotive Solutions.

Currently, Bridgestone has been researching the viability of extracting natural rubber from guayule, a thorny scrub that grows in Mexico and the Southwestern parts of the United States. The purpose of the project was to use the natural rubber thus obtained for different tire applications.

The Edison Awards which have been inspired by the renowned inventor, Thomas Alva Edison's penchant for persistence and inventiveness are meant to recognize people and companies which foster creativity, ingenuity and innovation in the global economy. The awards are organized by a charitable organization called Edison Universe with the aim of encouraging future innovators.

The steering committee for the awards was made up of over 3,000 professionals belonging to fields as varied as education, engineering and design.

Commenting on the award, Bill Niaura, director of new business development for Bridgestone Americas said that the work done by Bridgestone at the Biorubber Process Research Center in Arizona was vital for finding alternatives to natural rubber and thus identifying renewable and sustainable resources. It will go a long way in helping the company to achieve its stated aim of making products from fully renewable and sustainable raw materials by 2050 with the use of innovative techniques. Through projects like these, Bridgestone is in a good position to meet the anticipated increase in the increase in the global demand for natural rubber.

Bridgestone began to produce rubber at its Arizona facility in 2014 and says that commercialization of the production of natural rubber from guayule and the manufacture of tires from this rubber will help to stimulate new opportunities for economic growth in the United States.

Bridgestone aligns all its initiatives to foster sustainability under the One Team, One Planet sustainability platform.

HANKOOK OFFERS FOOTBALL FANS TICKETS TO UEFA FINAL



Hankook is offering two football fans the chance to win tickets to watch the UEFA finals in Warsaw. Through a competition on its microsite, <http://fansfinal.hankooktire-eu.com/>, two very lucky people can win a pair of tickets to watch the finals. The winners will also have all their costs for meals, travel and accommodation covered by the tire manufacturer. As an added bonus, on the day after the UEFA finals, 28th May, the winners of the competition can

test their football skills in a special Hankook Fans' Final on the very same pitch where the finals will be held, at the national stadium in Warsaw.

Hankook has been one of the official partners of the UEFA Europa League from 2012 and has leveraged this sponsorship to expand brand awareness. In the current 2014-2015 season as many as 48 clubs drawn from 26 countries will be vying to become the UEFA Cup champions. With football being a game that inspires a lot of passion and emotion in its fans, the sponsorship provides Hankook with the ideal platform for promoting its 'Driving Emotion' tagline.

The company gives regular updates on its sports sponsorships and marketing activities on its social media channels in order to promote brand awareness. Hankook has already given away many tickets to the UEFA Europa final as prizes for its new digital campaign, the Hankook Digital Fan Match. Football fans have a chance to many attractive prizes through competitions on the campaign website (www.goal.com/beonewithyourteam) and through the Hankook social media channels like Instagram and Twitter.

Hankook's marketing activities are not confined to just football. Hankook actively promotes and supports many international motorsports events. These include the 24-hour series and DTM (Deutsche Tourenwagen Masters) for which the company has been the exclusive tire supplier for many years.



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EVENT	DATE	INFORMATION	LOCATION
Automotive Engineering Show - Chennai	07-09 Jul 2015	Automotive Engineering Show-Chennai is one of the leading automotive trade fairs in India. Held for three days, it draws industry experts, including business policymakers and auto component manufacturers. Aiming to update participants regarding the newest innovations and industry updates, over 10 technical presentations are hosted during the event, focusing on two major issues: cost reduction and automotive efficiency.	Chennai Trade & Convention Centre, Chennai, India
Atlantic Nationals Automotive Extravaganza	09-12 Jul 2015	Automotive aficionados will have a time of their life at this year's Atlantic Nationals Automotive Extravaganza. It is a grand showcase of different automotive-related products such as hot rods, cars and many more. Held for four days at the Centennial Park in Moncton, Canada, it promises to have a lot of things in store for the attendees.	Centennial Park, Moncton, Canada
Seoul Auto Salon	09-12 Jul 2015	Seoul Auto Salon is one of the most important auto shows for generating business opportunities and networking with other experts in the automotive sector. Here, visitors will get a chance to check out different automotive-related products, including performance systems, tuning, special equipment, and car accessories.	COEX Korea Exhibition Center, Seoul, South Korea
Walcott Truckers Jam-boree	09-11 Jul 2015	This year's edition of the show has several highlights in store for visitors such as Fireworks Display, Trucker Olympics, Live Country Music, Carnival Games, Iowa Pork Chop Cook-out, Antique Truck Display, Super Truck Beauty Contest and many more.	Iowa 80 Truckstop Madison, Madison, USA
PAACE Automechanika Mexico	15-17 Jul 2015	PAACE Automechanika Mexico is another event organized by Messe Frankfurt. Touted as one of the most important and biggest automotive events in the world, it brings together 18,000 visitors from the different parts of the globe under one roof.	Expo Banamex, Mexico City, Mexico

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EVENT	DATE	INFORMATION	LOCATION
Latin American & Caribbean Tire Expo	16-18 Jul 2015	This event is an ideal way for buyers, retailers, dealers and tire business owners to interact personally with the exhibitors and check out their new products, demands, price and requirements to distribute their brands.	Atlapa Convention Center, Panama City, Panama
Retro Race	18-19 Jul 2015	Retro Race is an exciting automotive event held in Germany. Anyone who craves to see the latest and coolest cars shouldn't dare to miss this show. This year, the organizer has made the event a whole lot better than its previous edition.	Messe Stuttgart, Stuttgart, Germany
NACE CARS	23-25 Jul 2015	This three-day automotive conference will cover the following topics: CSI to improve business in the social media age, today's eCommerce parts solutions, introduction and challenges to advanced high strength steel repairability, putting customers in the driver seat, how to think like a CFO and how to use Excel in making key business decisions.	COBO Center, Detroit, USA
Gauteng Motor Show	24-26 Jul 2015	This year's edition of the Gauteng Motor Show will be an action-packed motoring event that promises to offer visitors a one-of-a-kind entertainment. It is organized by Thebe Reed Exhibitions, South Africa's leading organizers of international events.	The Rock Raceway, Gauteng, South Africa
Fergus Truck Show	24-26 Jul 2015	This event presents different automotive products and services such as trucks, equipment, trailers and accessories. Plus, it offers an excellent platform for networking and generating business opportunities.	Centre Wellington Community Sportsplex, Kitchener, Canada
Billing Land Rover Fest	31 Jul - 02 Aug 2015	Billing Land Rover Fest is one of the grandest shows in United Kingdom which is dedicated to Land Rover events. As a cherished destination for Land Rover owners and lovers, it draws several visitors from the different parts of the globe.	Billing Aquadrome, Northampton, UK



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JAMIL ANTARY

Director of Sales & Marketing (AAM), Schaeffler Middle East

Just recently, you have unveiled a wide-ranging portfolio of pre-tensioned suspension springs under your Ruvile brand. Which types of vehicles are these designed for and what sets them apart from other brands?

Suspension springs are important to safety and they undergo extreme load due to the fact that they expand and contract millions of times and are subjected to stone impacts, dirt and corrosive materials like road salt. Some spring compressors used to install non-pre-tensioned springs can damage the surface coating even before the spring begins its work as part of the chassis system. The result – the affected areas can begin to rust.

Under our Ruvile brand, we are the first to make a wide ranging portfolio of pre-tensioned suspension springs for passenger cars available to the independent Aftermarket. This patented mounting solution allows garages to replace the springs of the front axle in a way that's simple, fast and damage-free because the use of a spring compressor is not necessary. The new repair solution is available for selected Audi, Seat, Skoda and Volkswagen models. The portfolio will be expanded by further applications during the course of this year as well.

Why do you consider the LuK dual mass flywheel as one of the most outstanding innovations in Schaeffler Group's 50-year history?

The LuK dual mass flywheel (DMF) allows driving in fuel-efficient operating points with increased auditory comfort, and therefore contributes to the reduction of CO2 emissions and fuel consumption. This was and still is the decisive factor for the market success of a product.

Our DMF has undergone further development, which has increased the performance of the component during a continuous story of success that has lasted for more than 30 years. A very significant increase in vibration damping was achieved by integrating a centrifugal pendulum-type absorber. This groundbreaking technology, which was introduced in 2008, increases the damping capacity in the DMF by adding a further speed-adaptive component.

How does your new INA FEAD kit set the repair standard in today's automotive aftermarket?

For each vehicle type, we offer a tailor-made INA FEAD KIT containing all components that need to be replaced regularly, which sets a new standard for repairing front-end accessory drives (FEAD). Its main components always include the V-belt, tensioner and idler pulleys, and all accessory parts needed. Depending on vehicle type and load requirements, the repair solution can also contain an overrunning alternator pulley (OAP), a torsional vibration damper or a water pump. The repair solution even contains the right belt-routing diagram for the vehicle, making assembly fast and easy.

What is the most common cause of bearing failure? Could you give some tips on how car owners can prolong the life of the bearings on their vehicle?

Wheel bearings from our FAG range are designed to offer maximum life. Wheel bearings can achieve very high mileage when used in optimum conditions. However, there are various disruptive influences that significantly affect the life of wheel bearings. They include road and operating conditions, incorrect installation, corrosion, allocation error/incorrect selection, incorrect or unsuitable grease as well as the product environment or surrounding components.

To ensure correct installation, as well as proper and reliable functionality of wheel bearings, factors such as the condition of the vehicle, component environment, cleanliness and the use of special tools must be taken into account. To ensure that these conditions are met, access to the current technical data from the vehicle manufacturer must be guaranteed. Schaeffler Automotive Aftermarket provides all customers with information such as tightening torques via the Internet portal REPERT (www.repxpert.com).

The Middle East automotive market is not spared when it comes to the proliferation of counterfeit car parts. According to reports, in the UAE alone, officials confiscated \$9 million worth of fake parts in 2 years. What measures are you taking to protect your brand's reputation and the consumers' rights?

Schaeffler has fought against product piracy consistently and successfully for years – something that the Automotive Aftermarket Business Division has profited from as well. We follow a “Zero Tolerance Strategy” – even seemingly unimportant cases are analyzed and prosecuted wherever we find them around the world.

For several years now, the automotive market has been unsettled by the growing threat of inferior parts. We want to set an example against this threat, alleviate uncertainty about it on the independent Aftermarket and stop attempts at circulating dubious products before they even get started – that's why we are implementing a new security label. Thanks to several security features on the article label, including a data-matrix code, distribution partners and garages can check reliably whether they hold an original package from the Schaeffler Automotive Aftermarket or a counterfeit.

These new security measures are part of the Manufacturers Against Product Piracy (MAPP) initiative which Schaeffler Automotive Aftermarket has joined along with other major members of the European Association of Automotive Suppliers (CLEPA). The goal of this initiative is to make market players more aware of the problem of product and brand piracy, and to provide them with information about how original spare parts can be clearly identified.

What are the tell-tale signs that wheel bearings need replacement?

Following the provided guidelines ensures professional repair and prevents premature wheel bearing failure. A change in the vehicle's operating behavior is a typical sign of rolling bearing damage. Careful examination of defective wheel bearings reveals a wide range. To pinpoint the root cause, it is often not sufficient to examine the bearing in isolation from the system. Only by scrutinizing adjacent parts, lubrication and sealing in addition to the operating and environmental conditions can any damage be assessed reliably.

WHO claims that UAE residents are 7 times more likely to die in a car accident compared to those in the United Kingdom. The organization notes that road accidents are the second major cause of deaths in the country. How do you show your commitment to safety for customers in this region?

Schaeffler's Quality Management system ensures highest product quality – from development to mass production to sales. “Zero Defects” in all processes and products is the declared goal of the company. At the same time, Schaeffler Automotive Aftermarket stands for a large assortment of products in original-equipment quality. We work closely with our colleagues on the OE side and can call on their detailed knowledge, for instance, about vehicle specifications. In short – a quality-oriented mindset has been anchored in our corporate culture for years and is lived-out on a daily basis in the Automotive Aftermarket Business Division as well.

Just recently, Schaeffler served as a gold sponsor of the German Emirati Joint Council for Industry and Commerce's (AHK) first-ever German Emirati Business Awards. In what way will this reinforce the business ties between the UAE and Germany?

The German Emirati Joint Council for Industry & Commerce (AHK) is a German semi-governmental organization and member of the world-wide German Chambers Network. AHK promotes and supports trade relations between Germany and the United Arab Emirates. AHK represents the interests of the German business community in the UAE as well as the interests of all its members – both German and local companies – and is committed to all its members. Regardless of the company size or the nationality, AHK members are offered AHK network, contacts and business support services. AHK organizes several activities oriented to act synergistically, focused on the business and social networking of members and non-members and on promoting new business relationships. Doing so gives us the chance to reach a vast number of our German and international members as well as business partners and officials.

How do you thrive on the tough competition in the Middle East market?

With a global network of ca. 11,500 distribution partners and more than 30 sales and representative offices, our company is known for its close proximity to customers and for delivering superior service. We offer our partners, distributors and garages the right solution to every kind of repair in original-equipment quality. We also support them with installation and mounting tips, for instance, catalogues and technical brochures, with a comprehensive training program, special tools made for specific products, and our garage portal REXPART. In short, we offer products and services that make garages, despite the growing number of parts and increasing technological complexity, fit for the future.

To guarantee customer satisfaction, what programs do you offer for Middle East customers?

Demand is growing all the time amongst our customers for comprehensive solutions, and this flows into our value proposition. This “more” concept comprises seven elements:

Product – We deliver guaranteed Schaeffler quality.

Program & Systems – Our product range and our solutions are leading in the market.

Know-how & Tools – We offer first-class additional services.

Pricing – We aim to offer our products globally at prices in line with the market and competition.

Availability – We are a reliable partner and supplier.

Customer Relationship Management (CRM) – We set the standard in the sector for the best customer relationships.

Customer Service – We offer the best customer support.

As part of your “expect more” motto, what can customers expect from you this year? Could you share with us your upcoming products and plans for the aftermarket?

“expect more” is the motto of Schaeffler Automotive Aftermarket's stand at every Automechanika, which was first launched in Frankfurt Germany in 2014 and now taking place from 02-03 June 2015 in Dubai, U.A.E.

“expect more” also means the Ruville rear-axle repair solution for Peugeot/Citroen passenger cars, along with the modular LuK special tool system for removal and installation of dry double clutches. Besides exhibiting products for the passenger car, heavy commercial vehicle, tractor and transmission segments, this year, the light commercial vehicle segment will also have its own product display.

Visitors can truly “expect more” from Schaeffler Middle East at this year's Automechanika (Hall 7, Stand 206 / 106).

This year, what challenges are you anticipating to face in the industry? How do you plan to use these as stepping stones to gain an edge in the competition?

There are several factors we can name. One is an increase in technological complexity and its effect on the service and spare-parts business and on vehicle diagnosis. Another is an increase in logistical challenges, changing market structures, the internet as an additional sales channel and different legal requirements that we come across in the markets where we do business around the world.

Added to this are counterfeit spare parts of inferior quality that do major harm to the automotive industry and the economy as a whole each year. We depend on prevention when it comes to product and brand protection and place particular emphasis on the highest levels of security.

Among the key factors for ensuring a successful market position in the future will be the ability to react quickly to changing distribution landscapes, an attractive international price management, and wise use of development potential. We are well equipped in all these areas for the future.

When customers hear the name “Schaeffler” what do you want it to be remembered for?

Schaeffler stands for the highest quality, outstanding technology, and strong innovative ability. The Schaeffler Group makes a decisive contribution to “mobility for tomorrow” with high-precision components and systems in engine, transmission, and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications.

BOSCH WELCOMES PLAN TO REGULATE UAE'S CAR SERVICE INDUSTRY



The government's drive to regulate the UAE's car service industry in an attempt to provide drivers with a fairer deal is considered a big move in the right direction by Bosch, which operates a nationwide network of workshops that deliver genuine spare parts and quality service.

The Ministry of Economy is establishing a Garage Standards Committee to supervise inspections in the country to classify its 18,000 garages, giving them three to five ratings based on a new set of criteria. These garages are required to give details of spare parts and tools used as well as information on safety standards, hygiene, level of customer service and manpower training.

Andreas Bodemer, Vice President of Bosch Automotive Aftermarket Middle East and Africa, said in a statement that they applaud the move to regulate the UAE car service industry. He is confident that it would be well received by car owners who want safety for themselves and for their families, as well as honesty and quality when they take their vehicle for a service.

Bodemer added that some garages partly use fake spare parts to boost their profitability at the car owner's expense. "The government's move to drive standards up at car workshops is a very positive step in the fight against counterfeit spare parts and overall efforts to improve vehicle, road safety and to protect the car owner."

As the biggest car parts manufacturer in the world, Bosch plays a critical role in escalating vehicle service standards in the UAE aftermarket and worldwide with its multi-brand Bosch Car Service Centers. The company's Car Service Network of independently owned and operated workshops across the Emirates meet the highest standards in process quality, service and technical training. The Network also offers tire checks, oil changes, mechanical repairs and an array of autoglass, electronics, electrical and multimedia services around the vehicle.

All guarantee the use of genuine car parts and equipment for bumper to bumper repairs, which are an integral requirement for UAE motorists searching for a cost-effective alternative to car dealer service centers without opting for back street operators with unreliable quality processes.

According to Bodemer, the UAE government is far ahead of others when it comes to showing the way forward for the local car service industry. He concluded that Bosch is playing its part by ensuring constant upgrades for all its Car Service workshops to keep them at the forefront of contemporary technology and systems.

COMMERCIAL VEHICLES WITH TELEMATICS EXPECTED TO INCREASE BY 2020



Global growth consulting firm Frost & Sullivan has recently released a report forecasting the number of commercial vehicles (CV) featuring telematics solutions to climb 37.9 million by 2020, compared to last year's 14.7 million. The commercial vehicle telematics market is expected to be continuously driven by Europe and North America with focus on state-of-the-art solutions such as video surveillance.

The consulting firm took into account light, medium and heavy commercial vehicle segments in its Strategic Outlook of Global Commercial Vehicle Telematics Market in 2015 study.

Last year, the telematics installed base was mainly from light commercial vehicle segment with approximately 60%. However, both medium and heavy commercial vehicles have driven revenues in countries such as China and India.

According to Gokulnath Raghavan, Frost & Sullivan automotive and transportation research analyst, going forward, hardware prices are anticipated to dip, encouraging fleet operators to invest in innovative telematics services. He predicted that by the end of the year, the pricing of hardware and solution offerings would be restructured due to the arrival of new business cases, paving the way for accelerated market development.

Frost & Sullivan also eyes the aftermarket segment to drive the CV telematics segment, with vehicle original equipment manufacturers representing about 23 percent of total telematics penetration. In addition, ongoing consolidation among vendors in North America and Europe will lead to less fragmented markets, thus reducing competition in telematics aftermarket in these regions.

In an attempt to widen their reach, telematics vendors are also anticipated to embrace big data technologies to offer business intelligence and prognostics solutions. Raghavan suggested that along with this, they must customize their offerings to meet the needs of the specific fleet, industry and region.

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INFOTAINMENT SYSTEMS POISED FOR GROWTH IN THE NEXT FIVE YEARS



A recently released report by ABI Research forecasts that connected automotive infotainment systems will exhibit a CAGR of 33.3 percent between 2015 and 2020, with the quick expansion in in-car Wi-Fi and connected navigation propelling their growth. In 2020, developed regions, which accounted for more than 60 percent of shipments last year, are projected to account for only 37.4 percent shipments.

According to company researcher, James Hodgson, the growth in connected infotainment is mainly consumer-driven, with tier-one suppliers and OEMs both recognizing the necessity to offer an integrated digital experience which is not only compatible but also consistent with the remainder of the end-user's consumer electronics.

Several OEMs have pledged to equip most of their consumer vehicles shipping in 2020 with embedded connectivity. Yet, a huge number of vehicles are still anticipated to depend on smartphone integration for their connectivity, with shipments of telematics systems that support such integration on average anticipated to exhibit a CAGR of 60.6 percent over the next five years.

Hodgson explained that by leveraging as many of the user's smartphone capacities as possible, smartphone integration enables the inclusion of multiple infotainment features at a lower marginal cost. He claimed that this makes it an ideal solution for price-sensitive vehicle segments.

OEMs are anticipated to feel compelled to integrate smartphone integration in more luxurious vehicles in order to maintain relative superiority. However, Hodgson said that it is unlikely systems such as MirrorLink, Apple CarPlay and Android Auto will serve as the vehicle's only infotainment system. They will rather complement the own patented system of the OEM, as is the case with the all-new Volvo XC90.

GARGASH COMMITS TO USE MOBIL LUBES FOR MERCEDES-BENZ

Gargash Enterprises, the official distributor of Mercedes-Benz in Dubai, Sharjah and the Northern Emirates, has selected Mobil as the exclusive lubricant brand for the Mercedes-Benz commercial and passenger vehicles.

The recently penned deal with EMA Lubricants Company (ExxonMobil joint venture) in the UAE brings together two global brands – Mobil and Mercedes-Benz. The relationship between the two brands dates back to 1909 when a Mobil-lubricated Benz set a world land-speed record at 205.7 km/h.



According to Karl-Johan Sandesjo, Gargash General Manager, the collaboration would help them deliver unrivalled performance and protection to their customers' vehicles using Mobil's innovative automotive technology. He explained that keeping the car well maintained suggests protecting the engine with quality motor oil that inhibits engine wear and breakdown, giving drivers longer engine life and peace of mind. "Mobil motor oils offer protection that's been tested and proven – even under severe driving conditions."

Founded in 1958, Gargash employs more than 1,000 people, with five sales outlets and six workshops across Dubai, Sharjah and the Northern Emirates.

EMA Lubricants Company was incorporated in 1984 to market Mobil greases, lubricants and specialty products, hence giving it the right to blend Mobil products at its joint venture plant Middle East Lubricants Co Ltd. (MELUBCO) in Jebel, Ali Dubai.

Commenting on the association with Gargash, Samy Elansary, General Manager of EMA Lubricants Company, said that it is a landmark occasion for them. "Mobil's comprehensive range of lubricants is engineered for the latest engine technology. It's the ideal product for newer vehicles or older vehicles in good condition, delivering our best all-round performance to help ensure fuel-efficiency and high temperature protection. Our ongoing dedication to product development and enhancement is just one of the qualities that set Mobil-branded motor oils apart from other lubricant manufacturers. Mobil oil history is still being made."

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2016 FORD EXPLORER PLATINUM GETS SONY HOME AUDIO TECH



Any road trip will never be complete without loud, crisp, eargasmic soundtrack. In a quest to make waves in the automotive world and to take car occupants' listening experience to new heights, Sony has brought its groundbreaking home audio system to the new Ford Explorer Platinum edition.

As a standard feature for the SUV, this marks the very first time sophisticated Sony home audio technology has been used in a vehicle. Boasting industry first technologies such as Clear Phase and Live Acoustics, the system brings realistic concert-quality sound to the new Explorer.

According to Matt Zuehlk, Ford Explorer brand manager, the Explorer is about pushing boundaries, and genuine high-end home theater sound is not just for the living room anymore. He adds that the new Platinum series offers customers everything, including a sound system that will knock their socks off.

Presented as a 1991 model, the Explorer launched with huge interior space that customers desired, and was engineered exclusively for adventure seekers who want to express their individuality. For 25 consecutive years, Explorer has reigned as the top-selling midsize SUV in America – marking a quarter century for the vehicle as a pioneer in the segment and in its technology offerings.

Live Acoustics Engineering Creates Genuine Concert Hall Sound

It is undeniable that listening to music in an environment that has been designed to offer perfect sound somewhat delivers a magical experience.

In the development of the proprietary Live Acoustics algorithm, Sony engineers, spearheaded by Giro Shiraishi, also a concertmaster at the Sony Philharmonic Orchestra, paid a visit to great halls in Vienna, Berlin and Amsterdam, and installed microphones to measure their accurate acoustic qualities. His desire to re-create the concert hall experience for Sony's sophisticated home audio products was influenced by his deep passion for sound.

Shiraishi, who started taking violin lessons at age four, explained that the technology was previously offered only in their high-end home audio systems, but they have now applied the algorithm of Live Acoustics to Ford Explorer Platinum's audio system to make the listening experience among the finest in the globe.

The engineering team at Sony spent over 100 hours tuning the audio system in the new Explorer with one aim—to offer Platinum drivers and passengers with the best audio experience on the road.

At the heart of the system are 12 high-power speakers in 10 meticulously chosen locations – plus a new Class D amplifier to offer a lossless power source that drives speaker output without straining.

The 12 speakers are fully capable of a maximum 500 watts when combined. They are optimized for sensitivity, including the center and surround speakers, door woofers and chrome tweeters with luminous grilles to preserve the integrity of the sound and complement the sophisticated Platinum interior, and a subwoofer featuring an 8-inch enclosure for tight and full base tones.

The speaker coils of the system are also distinctive—square coils instead of the conventional round ones—leading to greater heat dispersion and efficiency.

Clear Phase Technology Puts Every Sound in Its Place

Sony sound engineers always ensure to establish a full sound stage whether music is live, in a studio or is recorded. Simply put, they ensure that each instrument occupies certain areas in the “space” in front of the listener.

In the automotive context, imagine passengers are listening to a live concert with instruments purposely positioned in individual and acoustically correct “zones” on the dashboard.

Clear Phase technology works by optimizing the sound stage in the Explorer Platinum interiors to make the music sound as though it is originating from a stage that is larger than the vehicle itself. It ensures that each instrument is located in its proper place, and vocals are clarified instead of lost behind distorted sound. Additionally, the technology eliminates sound dispersion, which enables music to be correctly focused in certain areas of the sound stage. Music also opens up for a crystal-clear listening experience by flattening amplitude and rectifying phase characteristics.

Now, Ford Explorer Platinum owners can get the Live Acoustics and Clear Phase experience that were previously reserved only for customers of Sony's sophisticated home audio system.

Explorer Platinum and Sony Audio System - A Perfect Combination

Sony's audio system is the best match for the all-new Platinum edition, which takes the characteristics of both Limited and Sport series for the most upscale and refined offering in the entire Explorer lineup. Home audio sound quality meets craftsmanship and material standards that vie with the finest home furnishings.

The interior of the Explorer Platinum sports brushed aluminum and satin-finished ash wood in multi-piece appliques on the instrument panel and door panels. The steering wheel is heated, wood-trimmed and leather-wrapped and features an exceptional stitching that perfectly matches the stitching used all throughout the interior.

Zuehlk continues that bringing the Explorer Platinum to market is a natural extension of the Explorer lineup, thus offering their customers more of what they want. He claims that there is a market for more high-end SUVs, as 90 percent of Explorer Sport buyers today buy the costliest package available, thus suggesting that customers are ready for Platinum.

Apart from the high-end Sony audio system, the Explorer Platinum also boasts state-of-the-art technologies, including lane-keeping system, improved active park assist and rain-sensing wipers that come as standard equipment.

In the exterior, the LED headlamps are surrounded by signature lighting, thus providing the SUV with a continuous glow. It also comes with other standard features, including silver-painted front and rear skid plate elements, a dual-panel moonroof, and 20-inch wheels with tarnished dark painted pockets and bright machine face.

The midsize SUV's sales skyrocketed 17 percent, with sales of 20,765 in March—marking its best sales since 2005.

Apart from the Chicago Assembly Plant, Ford Explorer is also built in Russia and Venezuela. It is sold in over 100 markets across the world, and Ford anticipates exporting 56,000 Explorers from the U.S. this year alone.

The striking and powerful 2016 Explorer is slated to hit showroom floors this summer.

NTN-SNR SELECTS MCB AS DISTRIBUTOR FOR ITS SNR BRAND IN UAE



Mineral Circles Bearings (MCB) continues to keep ahead of the competition with the recent acquisition of the SNR brand distributorship in the UAE—a huge milestone in reinforcing its local supply chain as part of its diversification strategy this year.

Michel Peltier, NTN-SNR's Middle East Sales Manager, revealed that MCB has been selected as SNR distributor due to its professionalism, good market reputation and its capacity to handle a good stock level that suits the region's needs. He pointed out that since SNR is a premium bearing brand in both the industry and automotive segment, it must be represented by high level distributors to meet the needs of the existing markets as well as the budding ones.

As the only automotive SNR distributor in the UAE, Hassanein Alwan, MCB's Marketing Director, said that the company's new venture is in preparation for the growing local demand in the automotive industry wherein up to six million cars are projected to be in the country's roads in the next few years brought about by Expo 2020.

Alwan mentioned that their targets are to get a huge local market share and to present to their clients the SNR kits, a pioneering business line for MCB, which they believe would be the future of the region's bearing industry. According to him, Automechanika Dubai is the best to unveil these developments due to the immense turnout of high profile exhibitors and different visitors.

As part of its goal for global footprint expansion, MCB has acquired SNR and NTN brand dealership in African countries, including Angola, Tanzania, Kenya, Ethiopia, Libya and Sudan late last year.

Alwan concluded that Africa is eyed as a continent of great possibilities, with a forecasted 100 percent increase in population by 2030. "We expect a fundamental long term demand in NTN and SNR bearings because they are produced by the original equipment manufacturer (OEM), making them widely accepted in the industry. Because of MCB's proximity and stock availability, we foresee not just sustainable profitability for us but infinite and immediate service to our customers," he added.

The ongoing growth of MCB with NTN-SNR is a strong driver of consumer and investor confidence with an anticipated huge sales impact within the UAE as well as in the MENA region.



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Size extensions in progress. Information correct at the date of publication. For more information, see www.michelin.com

*Compared to its predecessor, MICHELIN LATITUDE Sport, TÜV SÜD test 2013 on a wet road (235/65 R 17), MICHELIN LATITUDE Sport 3 has an «A» rating for wet grip in the majority of its sizes.



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AL HABTOOR'S GAP SHINES BRIGHTLY IN UAE AND EXPORT MARKETS

Al Habtoor Group's launch of Global Auto Parts (GAP) in January 2013 drew doubt from the market that a reliable alternative to the genuine parts aftermarket programs was needed. However, GAP has successfully positioned itself as an embodiment of reliability, affordability and quality in the Dubai automotive aftermarket where wide-ranging product selections are available, offering different levels of quality and an unclear message on warranty.



The company is a genuine quality parts wholesaler operating under a "private label, all-makes" parts brand that specializes in high mortality for leading passenger car brands. Its product range has expanded significantly and now comprises wide-ranging parts in several categories, including tires, batteries, lubricants, air brake, actuation, transmission, lighting, steering, belts, cooling, engine, wiping, suspension, filtration and braking. These are delivered on a same-day basis within the UAE from Al Habtoor's automotive center in Dubai Industrial City. Here, export orders are also managed and GAP provides a door-to-door service to customers in any location worldwide.

A combination of these elements serves as a winning formula for the new GAP brand. In fact, when added to the product quality guarantee and cast-iron warranty, these elements have convinced several customers, distributors and fleets to put their trust in Al Habtoor's aftermarket parts brand.

Several overseas distributors have experienced the profitable commercial benefits of importing GAP branded parts from Dubai to their businesses. Currently, GAP distributors operate in 13 countries across the GCC and Africa, with more companies expected to join the network.

The parts warranty, which is measured in months from the date of the part fitment or kilometers driven, is the key factor driving the sales of GAP branded products. Since all products carry this warranty irrespective of the workshop that fits the parts to the vehicle, this forms the foundation of the GAP quality guarantee, where the performance of every part sold is guaranteed for just a minimum working lifespan. According to GAP, not even genuine parts brands in the UAE provide this guarantee.

Gary Carscadden, Director of Global Auto Parts, invites all UAE fleet workshop management who are looking to save money on their parts budget without sacrificing the part quality, to take part on their free trial offer where they will supply a selection of parts at zero value. He explains that workshops can fit the parts and test them against the genuine parts and once they are satisfied with the results, GAP can work with them to fit GAP parts in product areas that will not affect their warranty. "We have seen excellent results with large UAE based fleets with our service items such as wiper blades, bulbs, brake pads, brake discs, cabin air filters, air filters & oil filters, as well as some crash repair and AC system parts such as radiators & hoses and A/C Compressors."

ECOBREX OFFERS A BIG SURPRISE FOR VISITORS AT AUTOMECHANIKA



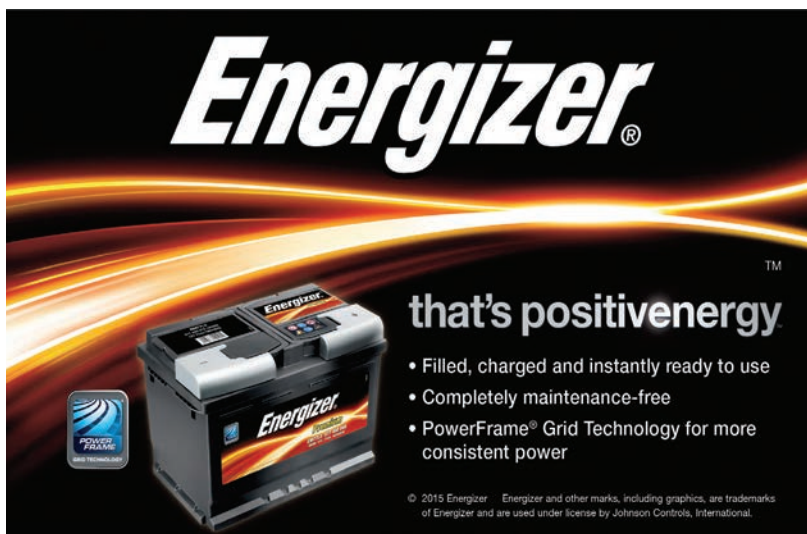
ECOBREX®, a subsidiary of Hardex® Brakes Corp. with more than 50 dealers and distribution outlets worldwide, is offering a grand bonanza at this year's Automechanika Dubai.

By visiting its booth, visitors will get a chance to win a brand new Mitsubishi Mirage, a courtesy of ECOBREX Parts Canada in collaboration with Albelad Auto Parts Trading FZC. Tickets will be given out at the registration desk with the visitors' badges. Once filled out, the tickets should be dropped in the raffle box at ECOBREX's booth in Hall 8, Booth 218.

The grand draw will be held on the last day of the show, June 4, 2:00 PM at the booth. The lucky winner must be present at the time of the draw or they can be eliminated.

At the show, visitors will be able to see Ecobrex's latest technology products, including Hardex® Energy Brake Pads, Ecobrex® Black Line Lubricants, and many more. Ecobrex®, along with Fildex® and Hardex®, combine the most groundbreaking developments with Canadian innovation to offer premium original equipment (OE) quality products in the market.

ENERGIZER® AUTOMOTIVE BATTERIES – FULL POWER EVERYTIME FOR EVERY CAR



Al Habtoor's commitment to offering customers beyond just premium automotive brands and accessories has continued to this day following its successful distribution of Energizer® automotive batteries in the UAE, which started in November 2012. Given that batteries are an essential component in the performance of any vehicle, the company has focused on providing the best from the globe's leading brand of automotive batteries.

The Energizer® brand delivers highly reliable starting power made possible by its simplified battery range. Energizer® batteries employ PowerFrame technology, which is maintenance-free and unique in the market. Moreover, the full PowerFrame grid lasts longer in the extremely hot weather conditions of the country, which is the most essential feature of the new batteries.

Featuring a shelf-life of up to 18 months, Energizer® batteries only have a global return rate parts per million (PPM) of approximately 0.7 percent. Energizer® Premium battery, in particular, boasts state-of-the-art construction and highly reliable CA100 alloy, which offers extra cold start performance even at the lowest temperatures, thus making it the best choice for modern vehicles packed with electronic devices. It also comes with significantly longer service life and is well-equipped to handle 14.8-volt electrical systems.

Given that customers put a high value on performance, Energizer® Plus was exclusively designed to meet the demands of modern mid-range vehicles. It comes with a wide array of batteries, ensuring maximum safety and superior market coverage. Energizer® Plus also features a safety lid and a single point venting to ensure a worry-free drive. Moreover, this is the right choice for older vehicles with fewer electronic devices.

Maximum battery reliability is needed whether for buses or construction vehicles, or for short or long-distance applications to ensure that they are always ready to go. With the Energizer® Commercial vehicle batteries, any commercial vehicle or business will be up and running. It comes in two product ranges, offering the perfect choice for all areas of application, for every cycle performance and every level of power.

The all-new Energizer® Commercial Premium truck batteries come with remarkable advantages over traditional batteries for commercial vehicles. Since they are maintenance-free and come filled and charged, high cost filling and three services per year will just be a thing of the past. That suggests huge savings in mechanics and materials fees as well as prevention of unnecessary downtime.

Furthermore, Energizer engineers invest a huge amount of time and energy in safety. Apart from the already acclaimed heavy duty casings, the new batteries feature safety components such as integral flame arrestors, special caps and the Labyrinth lid. Superior cycle resistance and vibration offer these batteries with a long service life, so professionals can fully rely on their energy supply. For every start, in every application and in any weather, customers can rely on the maximum power of Energizer® truck batteries.

All in all, Energizer® provides drivers with an advanced, tried-and-tested battery featuring superior performance, reliability and the spirit of a world-class premium brand.

According to Neil Coolledge, General Manager of Al Habtoor Motors Tires & Batteries Division, they are extremely delighted with the reliability and quality of Energizer batteries for both commercial and passenger vehicles. He notes that they are enjoying positive growth of the Energizer brand throughout the UAE and they anticipate its continuity. "Al Habtoor Motors Tires & Batteries are also at the early stages of planning mobile operations where Energizer batteries can be fitted at your home or work place giving our customers a more convenient service."

Once again, Al Habtoor Motors Tires & Batteries Division is participating in Automechanika from June 2 to 4, 2015 at Hall S1, Stand 418.



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LAND ROVER DISCOVERY SPORT GETS ADVANCED INGENIUM ENGINE



Powered by a cutting-edge, EU6-compliant Ingenium diesel engine, Land Rover Discovery Sport is sure to be on top of the wish list of car shoppers. Following its successful debut in September last year, the compact SUV will now have improved economy and performance.

The 2.0-liter four-cylinder diesel engine delivers class-leading power outputs and torque, combined with lower fuel consumption, reduced CO2 emissions and excellent refinement. It will also be offered in two power outputs: 180 PS and 150 PS. The TD4 180PS in its standard 5+2 configuration offers 139g/km and 53.3 mpg on the combined cycle, while the 150PS derivative in its five seat set-up offers CO2 emissions from 129g/km and fuel economy of up to 57.7mpg.

The advent of the Ingenium engines, which are set to replace the current diesel engine in EU6 markets, makes Discovery Sport one of the most efficient premium compact SUVs that fleet and business as well as private customers can purchase.

Commenting on Land Rover's new family of Ingenium engines, Murray Dietsch, Director of Land Rover Programmes, said that it is truly class-leading and by launching it to the Discovery Sport, they could now offer reduced CO2 emissions and improved fuel economy, while enhancing overall performance. He added that the Ingenium engine establishes Discovery Sport's position as the globe's most versatile and capable compact premium SUV.

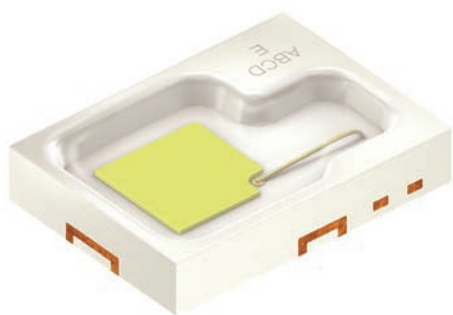
The all-new aluminum TD4 engine has lightweight construction, with decoupled injectors and stiff cylinder blocks, which guarantee low levels of noise intrusion and vibration, further improving driving experience. A series of state-of-the-art technologies improve overall performance, enhance refinement and reduce internal friction. Moreover, a new low-pressure exhaust gas recirculation system and Selective Catalytic reduction considerably reduce both NOx and CO2 emissions.

Equipped with an Ingenium engine, the Discovery Sport TD4 150PS will be labelled an 'E-Capability' vehicle, with a blue "Sport" badge underlining the most efficient variant. These vehicles will also be fitted with 18-inch wheels paired with low rolling resistant tires. Plus, the final drive gearing and engine calibrations have been fully optimized to offer the lowest possible CO2 for the vehicle. For the first time, E-Capability presents a five-seat option in the UK, with all TD4 180PS variants remaining with 5+2 seating as standard.

Additionally, the Discovery Sport boasts an array of class-leading safety features, such as a first-in-segment Pedestrian Airbag, Autonomous Emergency Braking and a set of driver assistance features. Altogether, these have contributed to Discovery Sport's Five Star Euro NCAP rating.

The revolutionary Ingenium engines are manufactured at Land Rover UK's new advanced £500m Engine Manufacturing Centre in the West Midlands, which is slated to produce 450,000 Ingenium engines yearly.

OSRAM'S LED FAMILY OPENS UP NEW AUTO LIGHTING DESIGN OPTIONS



Thanks to the proven-efficient LED light sources of the Synios P 2720 family from Osram Opto Semiconductors, designers will now have more design freedom specifically for car headlights.

Based on a scalable package concept and compact dimensions, the light sources have been optimized for injecting light into light guides, and can be used as position lights, daytime running lights, and even in tail light clusters. The 15 LED versions are not distinguishable from each other from the outside, with all of them featuring the same package dimensions and solder pad design. However, on the inside, a variety of chip sizes with an edge length between 500 µm and 1 mm, a wide array of colors and different brightness levels make the LEDs extremely variable.

Nowadays, car headlights and tail light clusters are becoming more and more distinguishing features in vehicles. In fact, individual headlight design has become the signature of the vehicle and increases its brand recognition.

The scalable package concept and compact dimensions of the light sources in the Synios P 2720 family enable engineers and designers to have more design options. Packages with 2.7 mm x 2.0 mm x 0.6 mm dimensions have a variety of chips in different colors and sizes. Their materials also offer high temperature cycling stability and reliability. Featuring SMT design, the components are perfect for use in standard processes.

Moreover, the light sources have 120° emission characteristic making them well-suited for injection into light guides. For instance, they can be used in headlights as daytime running lights, and execute different functions in tail lights. With excellent thermal properties and optimum light extraction from the package, the LEDs have more light per cost unit. For instance, efficiency is 80 lm/W in red and 110 lm/W in white.

The Synios P 2720 family comes in three chip sizes with edge lengths of 500 µm, 750 µm and 1 mm, and is offered in super red, red, yellow, converted yellow, and white.

The major benefits of the LED family are flexibility and scalability, thanks to its variety of types. Depending on the chip's size, brightness can be scaled easily and different levels can be chosen according to demand. Plus, the different LED versions with their uniform solder pad design and packages provide setmakers with flexibility for their processes, enabling them to use different brightness levels and different colors in their applications without the need to change any processes. What's more, it is easier to meet standards such as SAE and ECE, as solder pad design and product design remain the same.

According to Thomas Christl from LED Marketing Automotive, nine of the 15 Synios versions are now offered on the market, with the remaining InGaAlP LEDs with 750 µm and 1 mm chip to follow this summer. He adds that along with the different colors, different brightness levels and compact dimensions, the variety of types open up a high degree of flexibility when it comes to lamp design.

VOLVO CARS TO EMPLOY FRESH CONCEPT OF DRIVETRAIN OPTIMIZATION



Volvo is mulling to launch next-gen Polestar Performance Optimization for its vehicle models powered by Drive-E engines, which is set to start a fresh concept of optimizing drivetrain together with the engine.

The next-gen Polestar Performance Optimization will consist of off-throttle response, optimized engine performance, gearshift precision, gearshift speed and throttle response, and will be offered beginning this June for Volvo models equipped with Drive-E engines.

With the innovative technology, the Swedish automaker has concentrated on mid-range performance, enhancement of driving experience, and drivability in a wide range of driving situations.

The add-on is designed to optimize Throttle Response, which will boost the engine's response to the driver's command. The gearshift speed will also be boosted to facilitate faster acceleration and offer the driver better control of the car. Plus, enhancement has been made to the Off-throttle Response, which will help maintain the car's balance during fast turns.

According to Polestar test driver Thed Björk, they use the same philosophy for the development of the optimization as for their race cars. He explains that the more precise response to driver input and predictability from the powertrain, the higher level of control for the driver.

"This is something we have achieved with the new generation where we have focused on mid-range drivability for the engines and combined that with a further developed gearbox and throttle package." Björk concludes that it is the next level of driving experience for Volvo cars.

DEZENT TJ PROVES BLACK IS ELEGANTLY BEAUTIFUL



Black has always been tantamount to beauty. This is why premier German manufacturer DEZENT painted the TJ dark alloy wheel cool black. Exclusively designed for 4WDs, SUVs and pick-ups with six-hole connections, it comes with a robust look accentuated by polished highlights that round off its excitingly elegant design.

TJ dark combines a black base and finely polished areas on the raised spoke edges, with the compact center and the rim flange in a convincing manner. Made a bit wider, the spokes sport a solid, eye-catching and tasteful look.

In addition, the six-spoke wheel, which also comes with a striking silver variant, has smooth surfaces making it easy to clean even after a long, hard day off the road. It is well-suited for tough jobs, thus making it ideal for Pajeros, Mitsubishi L200s, Toyota Land Cruisers and others that are designed for offroad trails. DEZENT engineers developed a wheel load of up to 1017 kg for these heavy vehicles.

What's more, the elegant TJ dark is not only advanced but fully TPMS-ready. This is in compliance with the new EU Regulation that since November last year has been making tire pressure monitoring systems (TPMS) mandatory in newly registered cars. Plus, a General Operating Permit (GOP) is offered for a number of cars, thus eliminating the need for red tape.

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APPLE CARPLAY TO ARRIVE IN UPCOMING PORSCHE MODELS



After Apple CEO Tim Cook's announcement in March that all leading automakers intend to incorporate the CarPlay infotainment system in their models launching this year, Porsche has recently committed to the iOS-based infotainment system.

Internet caches of the CarPlay website mention that the previously unreported addition to the CarPlay lineup came in mid-March. Porsche owner Volkswagen Group now offers considerable CarPlay support across its marques, including Volkswagen, Suzuki, Skoda, SEAT and Audi.

However, it is not yet clear when or how the German luxury brand intends to build in compatibility, as it has already developed a complete in-house solution called Porsche Communication Management (PCM). This solution provides the typical variety of niceties such as digital audio, voice control and GPS navigation, but bakes in highly sophisticated features such as speed limit indicators called up from the data stored in the navigation database of the system.

For the dashboard, Apple faces tough competition from established industry players and fellow technology firms such as Microsoft and Google. In 2014, Microsoft Sync's partnership with Ford dissolved and will be replaced by a new iteration powered by BlackBerry's QNX, while Google is aiming for an Android Auto platform similar to CarPlay.

Apart from buying a new car, iPhone owners can have access to CarPlay by simply swapping out head units for compatible hardware developed by premier aftermarket audio companies such as Pioneer, Parrot and Alpine.

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AUDI'S LASER HEADLIGHTS TO HAVE MATRIX LIGHTING TECH SOON



With Matrix LED headlights, Audi drivers can drive with their high beams left permanently on, as they can spot other vehicles on the road and split up a light path so that they don't blind other motorists while at the same time continuously casting their light in areas without a vehicle. The headlights can do this given that the light path is created using a number of LEDs—about 25 per headlight unit—spread over a grid, and these can then be controlled independently depending on the scenario.

Given that the light is not created by multiple sources, getting this feature to work with new laser lights—with greater intensity and lower energy consumption than LEDs and a more defined path—is a hard task. However, it did not serve as a hindrance for Audi, as the German automaker is working on an advanced solution with partners Bosch and Osram in an initiative called Intelligent Laser Light for Compact and High-Resolution Adaptive Headlights.

A quickly moving micro-mirror, which can redirect the laser beam, is one of the solutions being considered by the automaker. When the vehicle is in low speeds, the light is well distributed to a bigger projection area, and the road is illuminated with an extremely wide range. On the other hand, at high speeds, the aperture angle becomes smaller and the range and intensity of the light increases considerably. This could work perfectly with smart and quick activation and deactivation of the laser diodes in relation to the mirror position, enabling the light path to be narrowed or broadened, as needed.

As with the existing Matrix LED headlights, the road will always be brightly illuminated without causing glare to other motorists. The huge difference is that Matrix Laser Technology provides more accurate distribution or what Audi claims a "higher resolution".

Audi has not yet revealed any details regarding the technology's production.

SMART DEVICE SPARES WHEELS FROM UGLY DAMAGE



One of the most frustrating things that any driver could experience is scraping the wheel of their car against the curb when parking as this means ugly and expensive damage on the wheel. Thankfully, with the advent of the SmartRim, this will just be a thing of the past.

Developed by technology entrepreneur Steven D. Domenikos, the SmartRim is designed to give motorists a clear idea of their proximity to curbs and other unseen car wheel obstacles. It uses a sensor that accurately measures the time it takes for ultrasonic waves to reflect off nearby objects dozens of times per second. It also employs a micro-electromechanical sensor to regularly measure acceleration and spot actions like a person entering the car. This enables the device to stay fully aware of the environment and to become active only when required, thereby saving energy.

The SmartRim can be installed in just a matter of minutes. It is designed to be attached to the inside of a wheel well using the removable clip base-plate and high bond adhesive offered. The device is powered by a single AA battery that is said to last for over 1,000 parking cycles. Moreover, it is vibration-proof, dirt-proof, dust-proof and waterproof, and can operate between temperatures of -20 to 120° F (-29 to 49° C). Its wireless sensors relay information to an accompanying iOS mobile app, which is then used in issuing alerts when the vehicle gets near to walls, a curb or other hazards.

Aiming to promote the SmartRim, the developer has launched a crowdfunding campaign for the device in Indiegogo.

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The first automotive product Motorola tried to develop was a record player for automobiles. Eventually, they produced the first car radio.

PLUG-IN HYBRID ELECTRIC TECH TO ARRIVE IN CADILLAC CT6



Cadillac is working hard to make its CT6 the best that it can be. Just recently, the automaker has rolled out a plug-in hybrid version of the large sedan that can travel an approximately 37 miles or more on electric power prior to switching into gasoline mode for extra range.

The extended-range concept bears much similarity with that of GM's Chevrolet Volt in the sense that it uses the same battery-cell chemistry and thermal-management system that has proven effective in the Volt since its launch in late 2010. However, they have different drivetrains.

The CT6 will reportedly have an 18.4 kilowatt-hour Li-ion battery pack and two electric motors, along with a 2.0-liter turbo engine. GM said that the system would offer an all-electric driving for most daily commutes, but combine power from the battery and engine under more challenging driving conditions.

The new plug-in hybrid model will generate 335 horsepower and 432 pounds-feet of torque. Its sales in the U.S. is slated to begin in the first half of next year after the launch of the non-hybrid CT6, which is anticipated to hit showroom floors in the country in December.

Speaking at an event, Cadillac President Johan de Nysschen said that the CT6 is an electric vehicle without any drawbacks or range constraints. He also revealed that the car would be able to go farther than 60 kilometers or 37 miles on electric power alone.

According to Cadillac, the plug-in hybrid's fuel economy would be more than double than that of the car's traditional engine offerings. The automaker did not provide an EPA estimate for miles per gallon, partly because standards for measuring fuel economy are different between China and other global markets.

So far, GM has not yet announced any production plans for the CT6 outside the United States, although it is possible that the company will build hybrid and non-hybrid versions at the new Shanghai facility, which GM is gearing up to inaugurate soon.

NEW BMW MODEL TO HAVE OLED TAILLIGHTS SOON



There is no denying that light emitting diodes (LEDs) have become a huge hit in the 21st century automotive industry. Eyeing this as a tremendous opportunity, BMW never attempts to rest on its laurels; hence, taking the next big step with the revolutionary OLED technology. Showcased in its M4 Light Concept early this year, the premier German automaker claims that it is now all geared up to preview OLEDs in its M2 model.

OLEDs, which stands for Organic Light Emitting Diodes, is anticipated to replace the current crop of LED technology. In fact, it is already kicking off in the television sector, with LG producing the world's first-ever OLED TV, which is also one of the thinnest televisions on the market.

The system works by positioning thin organic material films – in this case carbon-based materials – between two conductors. Thanks to the super small structure, BMW designers can integrate complexly detailed designs into lighting elements. Also, it is the one responsible for the OLED's attractiveness. Moreover, the OLED bulbs are environment-friendly, containing only a small amount of lithium, a non-toxic heavy metal.

BMW is slated to unveil the 2016 M2 in the coming months, which is anticipated to feature OLED taillamps and to be a smaller version of the M4.



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AUDI EMPLOYS MOST150 TECH IN ITS NEW TT MODELS



Just recently, Audi selected Microchip Technology Inc.'s MOST® technology to network its virtual cockpit system in the new TT models. Specifically, the German automaker deploys the OS81118 MOST150 Intelligent Network Interface Controller (INIC), which supports all MOST network data types, offers 150 Mbps performance, and comes with High Speed USB 2.0 interface (PHY/HSIC) to easily connect with the System-on-Chip processor of the virtual cockpit.

Since 2001, over 150 million MOST devices have been installed in more than 180 car models. Audi and a number of other vehicle manufacturers have consistently selected this technology for their infotainment networks because it offers auto streaming and high-bandwidth transport; Synchronous, Isochronous and Control data with zero processor overhead; Ethernet Packet/Internet Protocol (IP); software downloads; and proven electromagnetic-compatibility (EMC) behavior. When combined with the optical physical layer used in the all-new Audi TT models, this EMC performance is good. The MOST150 standard provides dedicated data channels with dedicated application-specific hardware interfaces to streamline communication system designs and considerably reduce MCU software overhead. Plus, MOST technology offers ultra-fast startup for instant access to the multimedia system of the vehicle.

The MOST Cooperation standards provide OEMs and their Tier One suppliers with a well-supported and proven methodology not only for defining but also implementing their infotainment systems, including a solid method for system control and management and a standard physical layer with outstanding Quality of Service and reliability. The use of MOST technology also enables companies to reduce vehicle weight for easier conformity to environmental regulations.

Dan Termer, vice president of Microchip's Automotive Information Systems Division, said they are thrilled that Audi has once again deployed MOST technology in its new TT car model. He added that they are grateful for the automaker's contribution to the development of their OS81118 INIC, which is a great example of the cooperative efforts between Microchip and Audi.

HARMAN GETS BILLION-WORTH ORDERS FROM GLOBAL AUTOMAKERS



As a household name in the audio, infotainment and software market, HARMAN International Industries Inc. has recently secured orders from leading global automakers in just the first four months of the year, totaling a whopping US\$3.2 billion. Included in the secured business are new global awards with leading OEMs, such as GAC Fiat and Daimler AG for infotainment solutions as well as BMW Group for audio and infotainment solutions.

According to Dinesh C. Paliwal, the Company's Chairman, President, and CEO, HARMAN has a proven track record of technology innovation and performance that automakers trust to enable a safe, secure and distinguished connected car experience. He says that the latest awards from their long-time partners reflect a growing demand from

automakers and their drivers for more high-end, embedded infotainment and car audio systems, and HARMAN's ability to meet those demands with best-in-class technologies.

For years, the company has established a highly integrated set of infotainment solutions that transform the in-car experience for vehicles across car lines and brands around the world. Its premium and scalable infotainment platforms use deep technology assets to offer improved and connected capabilities to the car. HARMAN's innovative intelligent connected navigation also takes driver usability and feature functionality to new heights. This includes a learning navigation solution coupled with over-the-air updates providing drivers with better route instructions, integrated features for a more intuitive and safer experience, and more precise and up-to-date data.

Apart from the BMW award, HARMAN has also successfully secured new car audio awards from Hyundai, Geely, Fiat Chrysler and Ford. The company constantly redefines audio excellence in the car with recent advancements such as the award-winning HALOsonic set of active noise management solutions, and the Individual Sound Zones (ISZ), which offer ultimate personalized in-car audio experience. With proven technologies such as Clari-Fi, Logic7 and QuantumLogic Surround, these latest developments embody HARMAN's persistent drive to offer superior listening experience for meticulous passengers.

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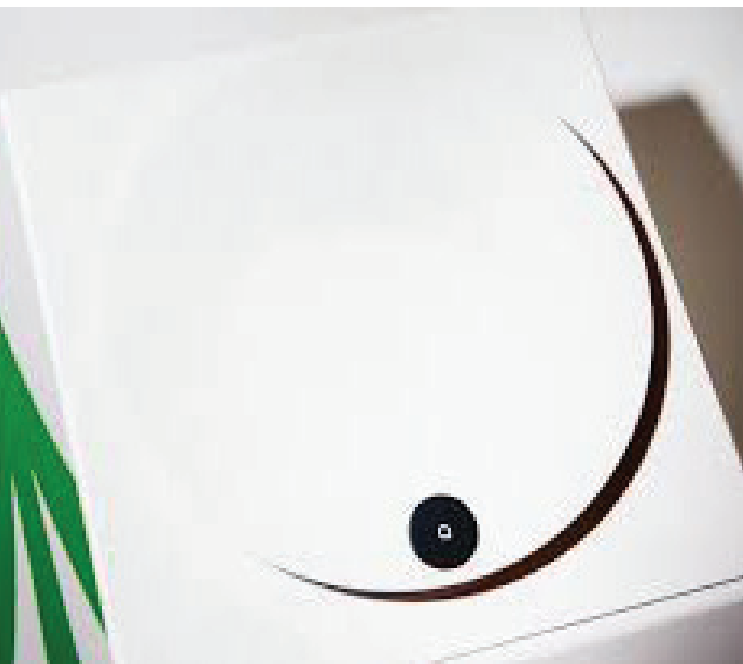
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Asus Chromebit

The Asus Chromebit is every techie's dream come true. It is a handy device that offers the simplicity of Chrome minus the weight of a Chromebook or a Chromebox. About as big as a candy bar, it transforms any small device having a screen into powerful computer having all the advantages of a Chrome-based system, complete with browser, apps, and extensions. The components include 2 GB RAM, internal storage of 16 GB, a Rockchip 3288 processor, Bluetooth 4.0, Wi-Fi, Bluetooth 4.0. All you need to do is plug it into an HDMI port, connect a keyboard with a mouse if you prefer to use one and you are good to go with the best of the computing world at your fingertips.



Jawbone Up Move

Smartwatches may be the latest fad, but don't feel left out if you have not joined the smartwatch club yet or if you like the watch you wear. You can still keep tabs on your activity and rest levels with the Jawbone Up Move device. A clip-on device which is waterproof for those sweaty workout sessions, it seamlessly pairs with your phone using Bluetooth technology and comes with a Smartcoach app that not only tracks your moves but gives you advice as well. Keeping track of your daily progress is a snap with 12 on-board LEDs. Available in five colors – black, red, yellow, purple and gray, you can opt for the color that best fits your lifestyle.

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HOT PRODUCTS



Flux Capacitor USB Car Charger

Back to the Future fans will love the handy Flux Capacitor USB car charger made by ThinkGeek. Though obviously it will not help you with time travel, it does come with a two-port USB hub, which can be plugged into your vehicle's 12V power adapter. Each port supplies 2.1 Amps and the device is quite compact with dimensions of 2.5-inch x 3-inch x 1-inch. The flexible arm pivots allow you to modify it so that it can be fitted snugly into your car's port placement. A 3.5-inch power plug extends out of the back of the charger.

The creators have managed to retain the feel of the original device used in the movie. As soon as you plug in the charger, the famous Flux Capacitor lights come to life, although you do have the option of switching them off.

The Flux Capacitor USB Car Charger is equally compatible with iPhone, iPads, smartphones and tablets – basically any gadget that can be charged on a USB, provided you have a long cable.



Cafflano Klassic Portable Coffee Maker

There are some who wake up and smell the coffee. And then there are those, who need coffee to wake them up – and to keep them going through the day. Cafflano Klassic Portable Coffee Maker makes the job far easier for such coffeeholics.

The coffee maker may look like an ordinary travel flask. But looks can be deceptive as you uncover all the components of this compact device. The Cafflano Klassic comes with a foldaway hand-mill grinder, stainless dripper and etching filter, a drip kettle and a thermal tumbler cup, which makes it the perfect all-in-one coffee maker when on the go. Moreover, the device is eco-friendly and hassle-free, which means you can have your fresh cup of coffee within no time.

Making coffee calls only for a few simple steps: add whole coffee beans to the grinder and turn the grind adjustment nut to the desired level. Once the coffee has been ground to your satisfaction, remove the grinder, pour some hot water into the tumbler, and let it stand for about 45 seconds. Add more water if required and filter the brew into the mug to get your fix of java.



One Million by Paco Rabanne

If you want to smell like a million bucks, using One Million by Paco Rabanne is the way to go. It is an exciting fragrance. The top notes convey an impression of freshness with a whiff of grapefruit, mint and blood orange. The middle notes are spicy with a combination of cinnamon and rose. The woody base notes leave a lasting fragrance with hints of leather, white wood, amber and Indian Patchouli.

The fragrance is ideal for a man who wants to convey a discreet but assertive persona. This cologne will definitely help the upwardly mobile man make a lasting impression with its elegant richness.

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LuK brings you one of the most comprehensive ranges of CV clutches available, whilst our power steering pumps are a genuine OE alternative to the main dealer part.

FAG manufactures OE quality tapered roller bearings, insert units and hub units – not forgetting the ingenious FAG Repair Insert Unit (RIU) repair solution that can save on downtime and labour costs. Don't forget that INA OE belt drive components and transmission bearings are also available for many CV applications.

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