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TIRES & PARTS Magazine

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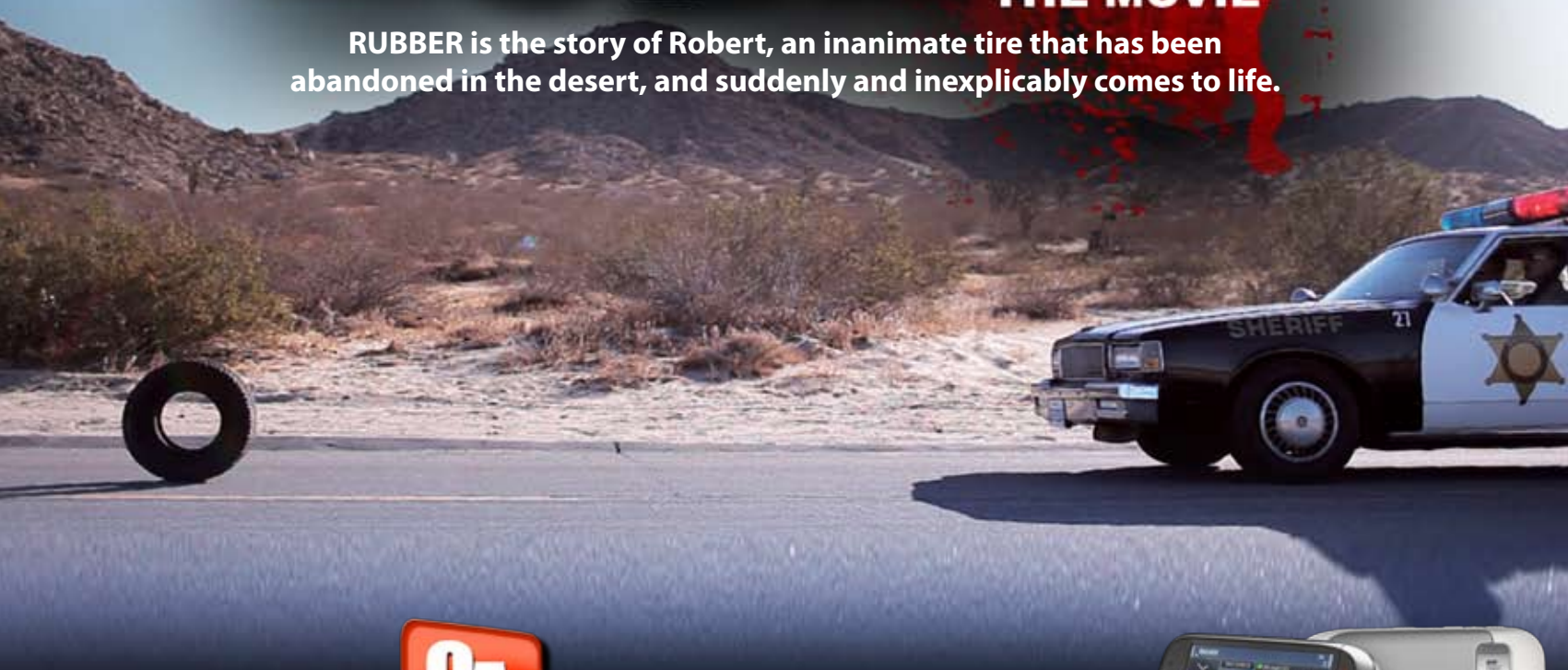


60 Years
of the Toyota Land Cruiser

RUBBER

THE MOVIE

RUBBER is the story of Robert, an inanimate tire that has been abandoned in the desert, and suddenly and inexplicably comes to life.



PAUL DE JONGH

Country Manager, Harley-Davidson Middle East & North Africa



Nokia's
second smartphone

Hot Products / Page 56

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Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen

Sales & Marketing
Dilash Divakaran
Ahmad

Design
Shabeer Azeez

Circulation Assistants
Ansar
Ali akbar
Sasi Pillai

Contributors
Peter Baikogli
Arezou Marzara
Farsh Shafikhani
Kristen Koulic

**Media Representative for
Taiwan, Hong Kong and
China**

P. Sean Mulvihill,
International Relations
Department, Worldwide
Services Co., Ltd.
11F-2, No. 540, Wen Hsin
Road, Section 1,
Taichung, 408,
TAIWAN.
Tel.: +886-4-2325-1784

Distributor
Dar Al Hikma

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Morjan Media L.L.C
P.O.Box 7830, Dubai, U.A.E

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TIRES



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

Harley-Davidson, often abbreviated H-D or Harley, is an American motorcycle manufacturer. Founded in Milwaukee Wisconsin, during the first decade of the 20th century. The company produces heavyweight custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel, and general merchandise. During the Gulf bike week we had the opportunity to discuss what Harley Davidson has to offer to this region with Mr. Paul De Jongh, Harley Davidson Country Manager for MENA Region.

What range of products and services does Harley Davidson offer?

Our authorised dealerships offer new and previously used Harley-Davidson motorcycles, free demo rides, assistance with finance and insurance, genuine Harley-Davidson Parts, accessories, Motorclothes and general merchandise. Our authorised dealerships also operate a service department with Harley-Davidson trained technicians to look after our customer's Harley-Davidson motorcycles.

How many Outlets do you have and where are they located?

We currently have 2 dealerships; one in Dubai and one in Abu Dhabi. Our partner in the UAE (Al Masood) is busy finishing a new showroom in Abu Dhabi that will open soon. There is also the boutique in the Dubai Mall

Do you provide customization for the bikes if so, to what extent?

Customization is one of Harley-Davidson's greatest competitive edge and uniqueness as every bike and customer is a custom. We have a genuine customization catalog of over 360 pages, that includes a whole range of seats, handle bars, foot pegs, bags, any bit of accessories you can imagine in different models and options for every bike, every year. You can do calculations to see the endless possibilities of customizing your bike to your own needs and taste.



PAUL DE JONGH

Country Manager, Harley-Davidson

What new products are you offering this year?

We introduced this year 2 new bikes: the XL1200C and the Softail Blackline.

Do you have a HD club in the UAE? And if so does HD UAE run it?

We call it HOG - Harley Owners Group. When you purchase a Harley-Davidson Motorcycle you automatically become part of the worldwide HOG group of friends. So no matter where you go there will be friends to ride with. Being part of HOG also allows you to be able to join your local dealer chapter, and yes there is one in the UAE and all their associated events (product launches, breakfast runs, events, etc.). Every chapter is exposed to our safe rider skills program and has road captains, road marshals, safety officers and a primary officer to drive safety standards. All HOG chapters (over 1500 worldwide) are non profit organizations with a strong focus on charity - A recent example is the 60000US\$ that the Qatar chapter raised towards breast cancer awareness.

What is in the pipeline for HD?

A increased presence in the region, bringing more of Harley-Davidson lifestyle in all markets across the MENA region by increasing our dealer network.



JONGH

-Davidson Middle East & North Africa



Extra valuable

The limited 911 Black Edition special edition

In spring 2011, the world of the 911 will become even more attractive. Porsche is offering an extremely attractive special edition based on the 345 hp Carrera with a 3.6 litre engine – the 911 Black Edition. Available as a Coupé or Cabriolet, it features a particularly comprehensive equipment package. Exclusivity and price make this 911 Carrera all the more attractive. The 911 Black Edition is limited to 1,911 units. In the GCC region, the basic retail price for the 911 Black Edition is 84,920 USD for the Coupé and 95,163 USD for the Cabriolet. Whilst being available for order as of now, the first models are set to arrive in the Middle East and Africa region in April 2011.

The 911 Black Edition is painted in plain black as standard, with Basalt Black Metallic available as an option. The Cabriolet hood is made of black cloth. With the Black Edition, the colour highlights are provided by the 19 inch 911 Turbo II bi-colour wheels, their diachronic effect ideally complementing the discreet elegance of the exterior colour. In addition, the rims provide an unobstructed view of the brakes, naturally with black, four-piston aluminium monobloc fixed callipers.

The “Black Edition’s” black lettering on the stainless steel door entry guards provides a first hint of the high-quality interior design concentrating on purist sports car values.

The interior continues the exterior colour scheme. Already equipped as standard with high-quality partial leather seats, the 911 Black Edition can of course be upgraded with the option of an additional leather interior. Also included in the series version is a sports design steering wheel. The instrument cluster naturally remains in black. On the glove compartment lid, a badge testifies the 911 Black Edition’s limited production run. With their aluminium look paint, the decorative moulding on the dashboard, gear lever or selector and air vents provide a contrast. The rear centre console is painted in the exterior colour.



An acoustic highlight of the 911 Black Edition's enhanced equipment is the BOSE® Surround Sound-System, fitted as standard. It was specially coordinated with the interior of the 911 Carrera models and comprises 13 loudspeakers (12 in the Cabriolet) including active subwoofer and centre speaker as well as a seven channel digital amplifier with a total output of 385 W for a brilliant sound experience. Coupé and Cabriolet are equipped with the Porsche Communication Management (PCM). The GPS navigation module comes as standard in the 911 Black Edition. Like the rest of the 911 range, the 911 Black Edition's equipment package also includes parking assistant, cruise control, universal audio interface, automatic anti-dazzle interior and exterior mirrors and a rain sensor.

The 911 Black Edition's technology conforms to the high Carrera standard: Under the rear lid is to be found the typical Carrera flat-six cylinder engine, producing 345 hp at 6,500 rpm from 3,614 cubic centimetres. Coupled with the six-speed gearbox, this output enables the Carrera to achieve a top speed of 289 km/h in both body versions. At its maximum acceleration the Coupé reaches 100 km/h in 4.9 seconds, the Cabriolet in 5.1 seconds. Despite the impressive performance figures, fuel consumption remains moderate: The Coupé consumes a total of 10.3 litres of fuel (NEDC) per 100 kilometres; the open top Carrera needs only a tenth of a litre more.

The 911 Black Edition enjoys all the same technical special equipment options that are offered for the Carrera models. First and foremost the Porsche-Doppelkupplungsgetriebe (PDK), that found its way into the worldwide sports car segment in the 911. The 911 Carreras with PDK turn in record performances thanks to their seven gears and quick gear changes with no interruption to the power flow. On the one hand fuel consumption: At 9.8 l/100 km and 9.9 l/100 km for the closed and open-top 911 respectively, the Carreras dip under the magical 10 litre limit. On the other hand dynamics: With PDK, the Coupé accomplishes the sprint in only 4.7 seconds, the Cabriolet in 4.9 seconds.

Responsiveness can also be further enhanced by the Sport Chrono Plus package, available as an option. It features the additional "Launch Control" function for the fastest possible acceleration from a standing start allied with a gearshift strategy for extremely sporty driving that enables very fast gearshifts. Launch Control shaves a further 0.2 seconds off the acceleration times of vehicles equipped with PDK.

The 911 Black Edition's sportiness and comfort can be enhanced yet further if so desired. For example by means of the Porsche Active Suspension Management (PASM) and as an additional variant for the Coupé the PASM sports suspension with bodywork lowered by 20 millimetres and mechanical rear differential lock. To further optimise braking performance, the Porsche Ceramic Composite Brake (PCCB) with ceramic disc brakes is offered as an option.





AUTOMOTIVE



Cadillac launches CTS-V Black **Diamond Edition**



Cadillac will offer this spring a Black Diamond Edition of the high-performance CTS-V that comes with a host of popular performance options and an exclusive tri-coat paint, also called "Black Diamond."

The Black Diamond Edition, available in the CTS-V Sedan, Coupe and Wagon models, will be the first use by an automaker of JDSU's proprietary SpectraFlair pigment in North America. JDSU, a Milpitas, Calif.,-based optical technology firm, specializes in cutting-edge color solutions for a wide range of markets. Its pigments are used in certain DuPont paints supplied to Cadillac.

In the CTS-V Black Diamond, a dark tri-coat paint is embedded with SpectraFlair Bright Silver pigment. While other luxury makers offer metallic paints, Black Diamond is created through a meticulous process that gives the paint added dimension.

Instead of simply containing small bits of metal, the SpectraFlair pigment in Black Diamond uses aluminum flakes encapsulated in a glass-like substance called magnesium fluoride. The result is a paint that has a diamond-like sparkle as light hits the surface from different angles.

"The CTS-V Black Diamond Edition is like a finely crafted, tailored tuxedo," said Michelle Killen, Cadillac exterior paint designer. "The base color may be a simple black, but the details and richness of the material set it apart."

Black Diamond helps Cadillac meet growing demand by luxury buyers for paints that are set apart not just by their color but also by their special effects.

"Auto makers and consumers are looking to differentiate the color black, an ubiquitous color in automotive," said John Book, Custom Color Solutions product manager at JDSU. "Black Diamond offers the discerning Cadillac customer a special option color that stands out and remains true to their sense of luxury and style."

In addition to the unique paint, CTS-V Black Diamond comes standard with content that complements its look and feel. The special edition has:

Satin Graphite 19-inch wheels with yellow Brembo brake calipers. These six-piston front, four-piston back brake calipers provide exceptional stopping capabilities.

Recaro seats that feature 14 adjustable elements, French-stitched leather and microfiber suede inserts in the center sections of the cushions and seatbacks.

Midnight Sapele wood trim known for its durability and distinctive grain.

"We've already established V-Series as a serious sub-brand for Cadillac," said Rich Pinto, Cadillac creative designer. "Black Diamond further establishes V-Series in the market as a performance-minded line of vehicles with a luxury twist."

The CTS-V Black Diamond comes with a suggested retail price, including destination charges, of \$69,190 for the manual or \$70,490 for the automatic, a \$4,850 premium over the CTS-V base price.

The CTS-V Black Diamond Edition joins Cadillac's award-winning V-Series line of performance luxury vehicles. The CTS-V Sedan, Coupe and Wagon all feature a supercharged 6.2L V8 engine with 556-horsepower, Magnetic Ride Control suspension that reads and reacts to the road 1,000 times a second and Michelin Pilot Sport PS2 tire.





The New Aston Martin V8 Vantage S

The Aston Martin Vantage range comes of age with the new V8 Vantage S characterised by a host of new driver-focussed features all designed to push the honed dynamics of the standard Vantage to a new benchmark level.

Aston Martin's own 4.7 litre V8 engine has been engineered to deliver peak power of 430 bhp (436 PS / 321 kW) at 7300 rpm and torque of 490 Nm (361 lb.ft) at 5000 rpm and is coupled with a new ground-up developed Sportshift™ II transmission specifically designed for the Vantage S with seven short ratio gears to deliver the most engaging and intense driver involvement.

"The Vantage S epitomises every attribute of the V8 Vantage and pushes the driver experience beyond what we have offered before," says Dr. Ulrich Bez, CEO of Aston Martin, "It combines dynamic exhilaration with all the charming finesse, beauty and practicality already associated with the Vantage range."

Dynamic revisions are central to the Vantage S, with a quickened steering rack ratio of 15:1 compared to 17:1 on the standard car and a larger diameter front brake disc with new six-piston front brake calipers. New springs and dampers, and wider rear wheels also contribute to chassis revisions. A new dynamic stability control (DSC) system specifically tuned

to the Vantage S along with a new brake module providing features such as Hydraulic Brake Assist (HBA) which provides assistance in emergency braking situations, and Hill Start Assist (HSA). Bespoke tyres have been developed with Bridgestone to optimise road holding enhancing dynamic feel.

At the core of the Vantage S is the new seven speed Sportshift™ II automated manual transmission, offered as standard and delivers exceedingly rapid gear changes, twenty per cent quicker than Sportshift™. The extra gear permits shorter well-spaced ratios taking advantage of the optimum torque, which combined with a shorter final drive ratio of 4.182:1 delivers quicker acceleration and an enhanced sporting feel. The inherent benefits of a single clutch system reduces complexity and significant weight over a dual clutch solution. Sportshift™ II allows the driver to take an increased level of control, modulating the throttle pedal to achieve the desired type of gear change. In addition, the Vantage S features a 'Sport' button which quickens the gear changes and gives the driver a more aggressive throttle response while also opening the exhaust bypass valves across most of the engine speed range perfectly characterising the 'S' variant.

As with every Aston Martin, the Vantage S benefits from its own unique sound with a new exhaust muffler and bypass valve map, creating a very distinctive and highly vocal exhaust note.

The Vantage S is instantly recognisable as a true Aston Martin, characterised by its purposeful stance conveying its agility and performance capability. From the front, a new lower front bumper finished in perfectly-aligned carbon fibre houses a larger air intake feeding the engine and front brakes. The splitter combined with the extended deck lid 'flip' work in harmony to provide increased down force at speed. New 19 inch 'V' spoke wheel styles are available as standard, while an optional 10-spoke lightweight forged wheel option, reduces unsprung mass further. A new rear bumper and side sills optically widen the car.

Bridging the gap between road car and race car, the Vantage S is heavily influenced by the 2011 Vantage GT4 race car. The GT4 takes advantage of the Vantage's immensely rigid bonded aluminium chassis, providing the ideal platform for a race car. Minor racing safety modifications including an FIA approved roll cage and racing 'bag' petrol tank along with weight saving measures are made to the standard road car to convert it into a class winning race car. In 2010, it won its class at the Dubai 24 Hours following this up with further endurance race wins at the Nürburgring 24 Hours, Silverstone 24 Hours and Spa 24 Hours. It also won its first major international championship victory in the European GT4 Cup.

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Abu Dhabi Motors Launches New BMW Enduro Motorcycle

BMW Group importer for Abu Dhabi brings all-new BMW Motorrad model G 650 GS to the capital



"We place a huge emphasis on providing our customers with the latest and most advanced in driving machines, and the BMW G 650 GS takes this to a whole new level. We look forward to welcoming our customers for test rides so they can see what this new model can do," Husselman added.

The new BMW enduro's fittings include comfortable hand protectors, an aluminium engine guard, steel crash bars and practical Vario cases. Special equipment features make the machine safer than ever, with a centre stand offering enhanced standing stability and ABS to prevent the tyres from blocking.

The BMW G 650 GS, one of the world's most popular and versatile single-cylinder motorbikes, has arrived at Abu Dhabi Motors, the exclusive importer of BMW Motorrad motorcycles in Abu Dhabi and Al Ain.

The eagerly-anticipated model, part of BMW's 2011 enduro range of motorcycles, was launched last November at the Milan Motorcycle Show (EICMA), where it drew praise for its lean and athletic off-road stature.

Robust and powerful, the G 650 GS boasts an engine that delivers an impressive 35 kW (48 bhp) at 6,500 rpm and maximum torque of 60 Nm at 5000 rpm, yet is still extremely light at 192 kg making it ideal for beginners due to its low fuel consumption and simple handling.

Aggressively engineered for unrelenting performance in harsh environments, the new G 650 GS uses the reliable, high torque, and low consumption single-cylinder engine with 652 cc displacement. The body of the new BMW bike, developed to easily face country roads, features an unmistakable front section that makes the G 650 GS light, sporty and dynamic.

"As the most popular dual purpose single-cylinder in its category, the BMW G 650 GS has become the standard upon which single-cylinder dual purpose motorcycles are judged. Whether on the road, around the town, or on the gravel track, this machine can handle any terrain and gets you your full money's worth when it comes to riding pleasure," said Arno Husselmann, General Manager of Abu Dhabi Motors.

The new G 650 GS also excels through features and qualities typical of BMW such as a long running life, superior quality of production and optimum environmental compatibility thanks to the use of its advanced exhaust management.

The model joins Abu Dhabi Motors' extensive range of BMW Motorrad Motorcycles, including the BMW S1000 RR, R 1200 GS, and the GS Adventure.



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All- new MINI Countryman Arrives in the Middle East

First MINI with four door, all-wheel drive capabilities opens new chapter in the brand's illustrious history

The MINI Countryman has made its Middle Eastern debut during a two day action packed adventure which included a variety of interesting drive terrains to test the all-wheel capabilities of car. The fourth model to join the MINI portfolio, the new MINI Countryman is the first ever MINI model with four doors, four individual seats, an all-wheel drive option measuring four metres in length. While still retaining the unique spirit of what a MINI is renowned for, this new addition to the MINI family bridges the gap between the classic MINI and a modern Sports Activity Vehicle.

As a brand that knows no boundaries, MINI also unveiled 'MINI Connected,' a new connectivity feature that further enhances the driving experience by keeping the driver connected with the outside world through a USB interface. This technology includes web radio, a world first for any vehicle which allows radio programmes from across the world to be played in the vehicle. Available as an option, MINI Connected also allows for a high level of integration with smartphones enabling social media platforms such as Facebook be controlled in the on board display system.

Providing even greater freedom and space, the new MINI Countryman offers a versatile and comfortable ride every time. Its increased length and the option of all-wheel drive offers the perfect solution for getting around town during the week as well as providing enough room for weekend getaway trips. In fact, the MINI Countryman has claimed the top 5-star score in the latest Euro NCAP crash test results, making it one of the safest cars on the road. The car has been designed to ensure highly effective occupant protection for both adults and children in various types of collision.

The MINI Countryman will also spearhead MINI's return to the World Rally Championship in 2011, demonstrating just how versatile and energetic this trendsetter is.

Commenting on its Middle East arrival held at an event in Dubai at the Mina Seyahi Hall, Sarah Klippert, MINI Manager at BMW Group Middle East said: "The MINI Countryman is an exciting addition which takes the MINI brand to the next phase in its illustrious 52 year history. We expect that the new Countryman will appeal to a whole new audience who appreciate MINI but require more space in a vehicle."

As the fourth model within the range and the first premium car of its kind, the MINI Countryman is a pioneer in many respects. It opens up that characteristic MINI feeling for new target groups and at the same time transfers individual design and the unique fun of motoring into a segment with greater demands in terms of available space, diversity and motoring comfort.

"This vehicle has already sold out in Europe and we expect the MINI Countryman to be just as popular in the Middle East. The vehicle will be available, like all MINI models, with a wide range of exterior and interior customization options available for owners to give their car a personalised and different look," added Klippert.

Inside the MINI, it's all about comfort and practicality matched with an innovative style. Combinations in the Countryman's range also include a host of new interior colours, such as trim strips and upholstery which enables the customer to create a MINI with a truly unique character. The list of standard features are endless and includes a MINI Centre Rail, running from the dashboard through to the rear seats, where everything from cup holders, sunglasses cases and armrests can be attached to the bar and slid back and forth.

With the perfect amount of space for weekend getaways, the vehicle offers 190 litres more luggage capacity than the original at a total of 350 litres. It's the first MINI model to measure four metres in length, clearly standing out from all other MINI models.

In addition to the endless interior trim options available, the MINI Countryman includes a high-end audio and navigation systems, an extra-large Panorama roof, Adaptive Headlights in combination with Xenon headlight units, a towbar, light-alloy wheels ranging in size from 16 to 19 inches, as well as the wide range of John

Bahrain F1 Cancelled



Bahrain Grand Prix organisers say the season-opening Formula One race has been called off due to the anti-government protests in the Gulf kingdom.

Bahrain Crown Prince Salman bin Hamad Al Khalifa says the country must "focus on immediate issues of national interest and leave the hosting of Bahrain's Formula One race to a later date."

The F1 season in 2011 was due to be kicked off with its opening race on Mar 11-13 at the Bahrain International Circuit

No decision has been made on a new date for the rescheduling of the race. The race was due to be staged on March 13.

Middle East flagship KTM store opens in Dubai



One of the world's leading manufacturers of off-road racing motorbikes, street motorcycles and quads, opened its multi-million dirham Middle East flagship store in Dubai.

The opening ceremony was hosted by Ahmed Al Shafar, President of the Al Shafar Group, which is the major shareholder in KTM Middle East. Al Shafar was joined by the global CSO of KTM Sportmotorcycle AG, Mr. Hubert Trunkenpolz, and managing partner of KTM-UAE, Tim Trenker.

Speaking about the company's vision for the Middle East region, Trenker said: "KTM is proud to be opening the doors to its new, flagship store for the region, right here in Dubai. By doing this, we are planting the seeds that will support the company's future growth, built around the exciting model line-up we have."

The company also revealed that it will be hosting a special 'Orange week' at the new showroom, which is located on Sheikh Zayed Road. Named in honour of KTM's signature colour, 'Orange Week' will be held between January 30 and February 4, and will feature great deals and discounts, free Red Bull and some great prizes.

'OrangeWeek' will also see the launch of a new initiative between KTM-UAE and Abu Dhabi Commercial Bank (ADCB) that will allow buyers of KTM bikes to access special finance packages from the bank.

The launch of the new store comes at a time of impressive growth for KTM, which also revealed its plans to continue to invest in expanding and developing its dealer network in the UAE and the rest of the Middle East. The Austrian brand, which is the market leader worldwide in the off-road segment, is especially popular in the region and produces the bike of choice, whether it is for street, off-road or ATV riding.

In the last three years, KTM has radically outperformed the market, increasing its UAE share in the off-road segment from 8% to 30%, against an overall market that dropped by 45%. Ahmed Al Shafar, President of the Al Shafar Group, announced that, by investing in the new showroom and after sales facility, the company plans to increase sales by a further 15% in 2011.

"We are totally committed to the brand, as evidenced by the investment in this new flagship store, which will help us as we strive to provide the highest levels of customer service," said Al Shafar. "Furthermore KTM Middle East is focused on developing an importer network throughout the Middle East to ensure that there are firm foundations in place for the KTM brand across the whole region."





AUTOMOTIVE



60 Years of the Toyota Land Cruiser



The Toyota Land Cruiser clocks up 60 years this year, stronger and better than ever. Far from aging gracefully, the legendary 4x4 remains one of the toughest machines on four wheels: it's conquered the Arctic (and Antarctic) wastes, traversed deserts, ploughed its way through tropical rain forests and generally taken the worst the world can throw at it in its stride.

As Land Cruiser reaches this landmark, Toyota is launching new top-of-the-range 60th Anniversary versions of both its standard five-door Land Cruiser and the flagship Land Cruiser V8. They have the same robust construction and sophisticated array of driving and control systems for exceptional on and off-road performance as their established sister models, together with some extra style and equipment details.

There's more power and torque on tap, as well, as the 3.0-litre D-4D engine fitted to Land Cruiser has been re-engineered. As a result maximum output is up from 171 to 188bhp and maximum torque from 410 to 420Nm – performance gains achieved without harming fuel economy or emissions levels. With the benefit of a new diesel particulate filter (DPF), the engine meets the latest, Euro 5 emissions standards.

History

Land Cruiser's ancestry can be traced back to the Toyota BJ of 1951, a truck-derived model that was initially developed for military use. Within six months of its launch the BJ was hailed as a champion, becoming the first vehicle to be driven to the sixth hill station of Japan's Mount Fuji, 2,500 metres up. As a result of this feat, the BJ was added to the Japanese police fleet and the model's long-term success began. In 1954 the new Type 25 BJ was given a generic model name – Land Cruiser – which has been used ever since.

As Toyota began its programme of worldwide exports and growth during the 1950s and 60s, it found many established markets were already well-served by American and European car makers. This prompted the company to focus instead on emerging markets in Middle and Far East and South America, where Land Cruiser's tough performance made it a strong proposition.

The Land Cruiser concept was refined in the mid-1960s, as Toyota responded to an American trend for more refined four-wheel drive vehicles. The introduction in 1966 of the first Land Cruiser Station Wagon series – forerunner of today's Land Cruiser V8 – catered for this growing market, joining the range alongside its more rugged stablemate.

Further development of the Land Cruiser concept came in 1985, when Toyota recognised the potential for a model that could offer the manoeuvrability and uncompromised off-road strengths of the Heavy Duty series with the comfort and refinement of the Station Wagon. The result was the first Land Cruiser "Light Duty" series.

From this point Land Cruiser progressed through two further generations, in 1996 (known in the UK as the Land Cruiser Colorado) and 2002, before the launch of the current model in 2009. The larger Land Cruiser Amazon, also introduced in 1996, (replacing the Land Cruiser 80 series) was replaced with Land Cruiser V8 in February 2008. To date more than five million Land Cruiser models have been sold in 188 different countries and regions worldwide.

60th Anniversary models

The new Land Cruiser 60th Anniversary takes its position at the top of the model range for 2011, adding selected extra features to the LC5 grade it replaces.

Key features include:-

- Triple-zone climate control air conditioning
- Rear privacy glass
- 18-inch alloys
- Toyota Easy Flat rear seat system with third row seats (powered)
- Leather upholstery
- Electric, heated front seats
- Rain-sensing wipers
- Dusk-sensing headlights
- Auto-dimming rear view mirror
- Rear parking monitor
- Front and rear parking sensors
- HDD navigation system
- JBL 17-speaker premium audio
- Rear seat entertainment system
- Crawl Control
- Adaptive Variable Suspension (AVS)/Active height control
- Multi-terrain Monitor
- Steering Angle Display
- Multi-terrain Select system
- 60th Anniversary badging and carpet mats*
- Chrome exhaust finisher*
- Chrome front fog light surrounds*
- Clear-finish rear light clusters*

(* additional to previous LC5 specification)

The Land Cruiser V8 60th Anniversary also delivers an impressive package of performance, comfort and premium quality features:-

- Pre-Crash Safety system (PCS)
- Multi-terrain ABS
- 4-Wheel Active Height Control and Adaptive Variable Suspension (4W AHC & AVS)
- Crawl Control system
- 40Gb HDD full-map satellite navigation with Bluetooth
- Rear view monitor with park assist system
- Front and rear parking sensors
- Four-zone climate control air conditioning
- 14-speaker JBL audio system with iPod integration, USB and Auxiliary connection
- Premium ICE with twin DVD player/monitor tablets*
- Six-disc DVD autochanger
- Digital tuner
- 20in Alloy wheels
- Full black leather upholstery*
- Chrome exhaust finisher*
- Chrome side trims*
- 60th Anniversary badging*

(* additional to regular Land Cruiser V8 specification)

Both models are available now, the Land Cruiser 60th Anniversary priced £49,950 and the Land Cruiser V8 60th Anniversary £61,950.

Three-door Land Cruiser
Toyota has reintroduced a three-door version of Land Cruiser. Available exclusively in LC3 trim with manual transmission only, five seats, it comes equipped with 17-inch alloy wheels, vehicle stability control (VSC) with active traction control (A-TRC), climate control, smart entry and start system, Bluetooth, six-speaker audio system and front fog lamps.



Moby Dick with 750 PS

The most powerful Panamera Turbo with a host of goodies



A Panamera Turbo doesn't distinguish itself as the most understated looking vehicle on the road, but edo competition takes it a step further still.

So far the specialist company from Ahlen in Westphalia has mainly had sports cars from manufacturers such as Aston Martin, Bentley, Ferrari, Lamborghini and Porsche in its order books, but now edo competition has taken on a four-door sedan from Porsche, and completed a customization project incorporating numerous upgrades.

An important visual ingredient is the aerodynamics package from Mansory, which was installed on customer request. The new rear valance provides a lot of room for the high performance exhaust system developed by edo competition, featuring four large stainless steel exhaust tips and butterfly valves.



The edo electronic lowering module offers precise handling and improved vehicle dynamics. The new 22 inch wheels do their part to enhance the Panamera's athletic appearance. If desired, the wheels can be custom painted to match the exterior of the vehicle or to provide a contrast.

The main focus, however, was on performance.

It's not that a stock Panamera Turbo is short on power, but if a customer asks for an extra helping, edo competition is more than happy to accommodate these wishes and come up with a professional solution.

After a development time of almost two years, the technicians have finalized an engine that is – in contrast to the efforts of others – not the result of a project with ever-increasing power targets and a multitude of tweaks, but one that was designed for big power from the outset. The output of the Panamera's twin-turbo V8 was increased from 368 kW / 500 hp to 551 kW / 750 hp, enabling the four-door sedan to accelerate from zero to 100 km/h (62 mph) in under 4 seconds, and to achieve an electronically governed top speed of 340 km/h (211 mph), depending on the tires used.

As part of the engine modifications, the exhaust system was also completely redesigned. The revised tips complement the design of the new carbon fiber rear valance and a fantastic exhaust note adds to the driver's enjoyment.

An upgraded interior provides the finishing touch. In order to perfect the visual and sensory aspect of the product, edo competition also devotes attention to interior upgrades. According to the customer's wishes, leather and fabric are combined with the finest wood, lacquer, metal or carbon fiber surfaces. All of it custom made and therefore unique. Perfect stitching on dashboards and seats as well as personalized interior accents showcase world-class craftsmanship. Steering wheels, consoles, pedals, seats or a complete interior; virtually everything can be tailored to the customer's tastes.

All modifications are carried out exclusively at edo competition Motorsport GmbH in Ahlen.



THE NEW RANGE ROVER AUTOBIOGRAPHY ULTIMATE EDITION



auto fact

1932 was the year the BMW AM 4 (Ausführung München 4 Gänge - Munich Version 4 Speeds) - a.k.a. BMW's first „real“ car - went into production.

The new Range Rover Autobiography Ultimate Edition, a hand-finished exclusive addition, will make its debut at the 2011 Geneva Motor Show.

The flagship model adds a handcrafted luxury interior, using specially selected soft feel natural leathers, to an interior renowned for being one of the finest in the automotive world.

The driver benefits from the recognisable command driving position offering excellent visibility and comfort, and the rear passengers now experience first-class-style accommodation never before seen in a Range Rover.

Two stand alone electric rear seats enhance space and comfort for the rear passengers, making the Ultimate Edition the definitive chauffeur vehicle. The addition of a rear console extension, including a machined aluminium laptop table and drinks chiller, and two Apple iPads* as standard (the first car to do so), takes the Range Rover rear seat experience to new levels of luxury.

The luxury theme extends to the rear load space, with a super yacht inspired teak floor with metal and leather detailing.

The interior story is completed with high-end semi-aniline leather seating and Oxford leather on the door casings, dashboard top and steering wheel. For the first time, Kalahari wood veneers are used on the fascia and door top rolls and unique interior colourways of either dark cherry or Arabica are available.

Two new unique exterior colours, either Roussillon Red or Otago Stone, are available along with body coloured door handles, dark atlas radiator grille and side vents to create a sophisticated finish. This Ultimate Edition is fitted with new and unique 20" multi-spoke diamond-turned alloy wheels, and unique tailgate badging. Customers also have the option of an Exterior Design Pack and deployable side steps.

The all-V8 engine line-up includes the superb new 4.4 litre LR-TDV8 Diesel engine with a new eight-speed transmission incorporating Drive Select with Paddle Shift as standard. This LR-TDV8 combines superior power with 313PS, 700Nm torque whilst delivering even lower fuel consumption and 14% less CO2 emissions than its predecessor in line with the stringent EU5 emissions standards. The combined cycle fuel consumption of the new LR-TDV8 4.4-litre is just 30.1mpg, making this the first Range Rover ever to better 30mpg.

The 8-speed ZF automatic gearbox tuned by Land Rover engineers to combine silky smooth shifting with exceptionally rapid response and improved fuel economy, catapults the Range Rover from rest to 60mph in a mere 7.5 seconds and complete the 50mph-75mph dash in just 5.1 seconds.

The LR-V8 5.0 Supercharged engine is also available delivering awesome power and torque, 510PS and 625Nm, propelling the Range Rover from 0-60mph in a breath-taking 5.9 seconds.

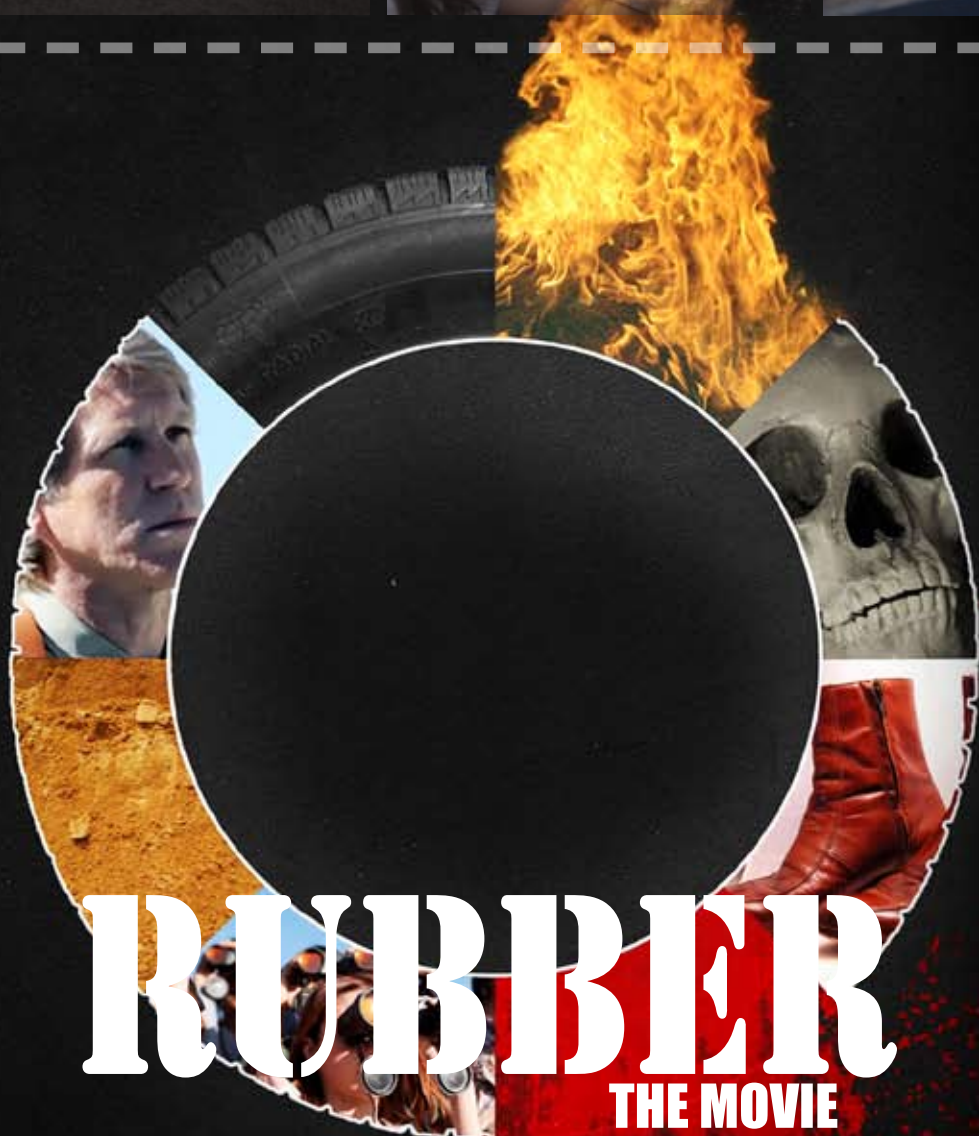
Both variants come with Land Rover's award-winning Terrain Response™ system, which optimises the vehicle set-up for virtually all on-road or off-road driving situations, with five different settings to suit different terrains including new Hill Start Assist and Gradient Acceleration Control.

This Ultimate Edition was designed, engineered and manufactured in the UK and exclusivity is assured as each vehicle will be built to customer order only. 500 units will be produced and sold in over 20 markets globally.





TIRES



RUBBER

THE MOVIE

RUBBER is the story of Robert, an inanimate tire that has been abandoned in the desert, and suddenly and inexplicably comes to life.

French electro-house wizard Quentin Dupieux (also known as Mr. Oizo) was one of the first post-Daft Punk stars of the scene, springing to fame when his track "Flat Beat" was used as the backdrop to an iconic Levi's ad. Since then he has worked on building his career as both producer for the likes of Uffie, and as a solo artist, but his ambitions don't stop there: the musician, known as Quentin Dupieux, directed his first full-length film, "Steak" in 2007, and unveiled his follow-up, "Rubber" at Cannes.

Think of the most absurd idea you've ever seen for a movie... Was it a demon possessed car killing people?, a group of killers being hunted on an alien planet or perhaps it was a rich man in battle armor swooping around the city beating up bad guys? Regardless of all the absurd movie premise ideas you've encountered, none can compare to the idea behind Quentin Dupieux's upcoming indie horror film, Rubber. The movie has been playing at film festivals overseas since last year and has garnered a lot of praise and attention for its originality and its creative vision of a killer.





RUBBER is the story of Robert, an inanimate tire that has been abandoned in the desert, and suddenly and inexplicably comes to life.

As Robert roams the bleak landscape, he discovers that he possesses terrifying telepathic powers that give him the ability to destroy anything he wishes without having to move. At first content to prey on small desert creatures and various discarded objects, his attention soon turns to humans, especially a beautiful and mysterious woman who crosses his path. Leaving a swath of destruction across the desert landscape, Robert becomes a chaotic force to be reckoned with, and truly a movie villain for the ages. Directed by legendary electro musician Quentin Dupieux (Steak, Nonfilm), aka Mr. Oizo, RUBBER is a smart, funny and wholly original tribute to the cinematic concept of "no reason."

Rubber premieres in theaters on April 1st of this year in the US and should hopefully be in our region soon after.





Natural rubber prices hit all-time high

That's been a common headline throughout the past month, as NR prices have climbed well past the \$5-per-kilogram mark—to \$6.05 in Tokyo on Feb. 7. With NR supply short and demand high, they show every sign of going higher. The cause: a perfect storm in the NR world, a combination of soaring demand, weather woes, currency fluctuations and the slow pace of replanting and maturation of the *Hevea brasiliensis* tree.

The Association of Natural Rubber Producing Countries, a Southeast Asian group whose members account for more than 90 percent of world Natural Rubber production, projected in November last year that world NR supply would fall 3.8 percent in the fourth quarter of 2010. But supply increases from Indonesia did not make up for a massive production shortfall in Thailand caused by heavy rains and flooding in the fall of 2010, the ANRPC said in the latest edition of its newsletter, *Natural Rubber Trends & Statistics*. The Rubber Research Institute of Thailand estimated that about 45,000 acres of *Hevea* trees had been flooded and another 39,000 acres damaged by heavy winds, the ANRPC said. This caused not only short-term supply issues because of harvest disruptions, but also long-term problems because of tree damage that could reduce Thailand's NR production by 30,000 metric tons annually, the association said. Meanwhile, NR imports into China were expected to increase 21 percent during that quarter.

Manufacturers dilemma

Many tire manufacturers in the past year have been increasing prices on a monthly basis and in the recent months some have increased prices at times up to 30%. The situation is quite difficult for all parties involved, manufacturers need to increase prices sharply to meet rising costs and tire dealers in the markets find it hard to purchase at new offered prices. This has driven many manufacturers to reduce capacity by 20%-30% in order to reduce their losses and reduce risk in case the market collapses.

"How can we find cheaper raw materials and make the same products?" said a spokesman for one manufacturer. "One of the challenges in a situation like this is going up to the customer and saying, 'We can't stay in business if we keep selling at the same price.'"

In announcing their earnings, some tire manufacturers have been quite direct about the effect of high raw materials costs. Continental A.G., for example, announced that record-high raw materials costs in 2010 cost the company an additional \$625 million.

"We hope that prices for natural rubber will return to more reasonable levels once weather conditions have calmed down and the winter season in the major production countries has come to an end," said a Continental spokeswoman in Hanover, Germany.

Conti's reaction to higher raw materials costs has been to raise prices, though these increases have only partially offset the higher costs, the spokeswoman said.

Properly inflated tyres reduce pothole damage

TyreSafe has released a statement suggesting that damage caused by the UK's pothole epidemic can be minimised if the tyres are properly inflated. Stuart Jackson, chairman, TyreSafe, comments:

"Potholes can cause significant damage to wheels and tyres. It's therefore important for drivers to ensure their tyres are properly inflated to reduce any potential damage. If they do suffer the misfortune of hitting a pothole, drivers should make sure both their wheels and tyres are thoroughly inspected by a professional for signs of damage."

"This may occur in the form of cuts or bulges in the tyre," continues Jackson, "or, as we have seen increasing cases of, hairline fractures appearing in alloy wheels. In fact, whatever time of year it is motorists should always check their tyre pressure at least once a month and especially if they are planning any long journeys."

It has been estimated that in 2010 there were 8,000 pothole related claims to insurers and TyreSafe says the early signs are that 2011 will exceed this due to the damage caused to roads during the freezing weather. Roads are being more critically prioritised for repair following the cuts of up to 20 per cent enforced on local authorities' road maintenance budgets. According to the Local Government Association, Councils in England and Wales face a £165m funding gap to repair roads damaged by the winter weather.

Other effects of hitting a pothole include wheel misalignment. If there is significant misalignment the car may pull to one side or cause vibrations in the steering wheel which can be distracting and make the vehicle difficult to control. In less severe cases this can go unnoticed by the driver yet still result in increased or irregular tyre wear and higher fuel costs.

"Many garages and tyre dealers offer free tyre safety inspections for drivers. Properly equipped workshops can also perform some quick and simple checks to make sure the wheels are properly aligned," adds Stuart Jackson.

TyreSafe offers correct tyre pressure figures in two electronic media: a vehicle registration search tool brings up the correct tyre pressures on its website, while a TyreSafe iPhone App will also do the job. Alternatively, details can be found in the vehicle manufacturer's handbook, inside the fuel filler cap or on a sticker inside the driver's door sill.



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GOODYEAR GETS A GRIP AT THE ANNUAL TIRE TECHNOLOGY INTERNATIONAL AWARDS FOR INNOVATION AND EXCELLENCE

The Tire Technology International Awards for Innovation and Excellence have once again rewarded the tire industry's leading manufacturers and technology providers for a variety of outstanding innovations introduced over the past year.

Presented in Cologne at the 11th annual Tire Technology Expo, leading industry brands and household names such as Goodyear, Yokohama and Hankook were honoured alongside more specialist industry suppliers such as Allma and Reosense, across a variety of key technology categories.

Goodyear scooped the Tire Technology of the Year Award for its innovative UltraGrip Ice+ winter tires. With winters seemingly getting harsher for drivers each year, winter tires have never enjoyed greater levels of public interest, so it is fitting that the Goodyear UltraGrip Ice+ stud-less ice tire was victorious in the category this year. This impressive tire has been engineered to master some of the world's most challenging roads, including freezing Nordic winter roads; it features, among other technologies, ActiveGrip Technology, which combines a dual cap compound with hybrid sipes.

The prestigious Manufacturer of the Year Award has this year gone to Hankook in recognition of the company's strong financial growth, and for its significant investment in production sites and technologies to ensure world-class products, and to raise the company's world ranking from seventh to fifth.

The all-important Environmental Achievement of the Year award this year went to Yokohama. Adam Gavine, editor of Tire Technology International magazine said, "It has been a remarkable year for Yokohama in terms of environmental initiatives, and it's great that these have not gone unrewarded. Among its environmental work over the past 12 months that impressed the jury, were its newly formulated guidelines for the preservation of biodiversity." These guidelines involve investigations to determine whether Yokohama's activities adversely affect the natural environments around its

business locations, and any remedial actions that may be needed. The company is also seeking to reduce the environmental effects of its use of natural rubber and mineral resources. A major project for Yokohama continues to be its Forever Forest Project, which aims to plant 500,000 seedlings at seven domestic and 11 overseas production sites.

The Manufacturing and Design Innovation Award went to Reosense for its CureSense cure time control system, which can reduce cure times by up to 30%. The Industry Supplier of the Year Award went to Allma, which thrived during a recession by creating highly efficient cabling technology.

Tire Technology Expo 2011 has been a bigger event than ever before, and has delivered yet another outstanding tire manufacturing and technology exhibition alongside an outstanding conference programme.

Federal increases price this month

Effective March 1st 2011, Federal Tires is raising prices on passenger car, light truck tires by up to twelve-percent with in-line adjustments for all onward orders and remaining back orders.

All customers worldwide will be included in the increase; percentage increase will vary by product lines and continents contingent upon the overall market conditions.

"In addition to previously announced price adjustments, a further price increase has become necessary to try and recover some of those costs. As a result, the increase at this time is a response to the continuing rise in raw material costs. However, Federal

Tires has made every effort to minimize these increases as we committed to delivering a premium package of value to our distributors." Henry Lin, Director of Global Sales, Federal Corporation explained.

He followed, "Our factories continue to operate at maximum capacity with improvements in productivity, flexibility, and efficiency to cope with the challenges including the high

costs of raw materials and increased demand for our quality products. We shall continue to work closely with our customers to converge various perspectives to promote desirable price/product mix while allowing us to stay in alignment with the market dynamics."

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Renault continues to drive down motoring costs with launch of new own-branded tyre



Following on from its recently-lowered new car prices by up to £2,000, Renault is continuing to help drive down the cost of motoring by introducing its own high-quality, low-price tyre brand, becoming the first vehicle manufacturer to offer its customers an own-branded tyre.

The new Motrio range is designed to deliver high performance – in wet or dry weather - and has been tested to Renault's strict specifications to ensure owners can be certain that the performance of the tyre is in harmony with their vehicle.

Two tread patterns feature in the range: Motrio Impulsion maximises driving comfort for the smaller models such as Twingo and Clio while Motrio Impulsion+ offers a more dynamic focus to suit the rest of the range and the firm's sportier models. Both tread patterns though provide almost silent running, even at high speeds, as well as greater steering accuracy, braking efficiency and, thanks to their longevity, reduced maintenance costs.

Commenting on the new Motrio tyre range, Mark Crockett, Director of Service and Quality at Renault UK, said: "After servicing, tyre replacement is the second most frequent reason for a motorist to visit a dealership or workshop and it is also one of the highest value items when maintaining a vehicle. Our new own-brand tyre range, which of course carries Renault's seal of approval, is very competitively priced and in many cases is significantly less expensive than the premium brands helping motorists to reduce their costs without sacrificing on quality."

He added: "The new tyre range is just one reason for motorists to visit their local Renault dealer as the Motrio range also includes batteries, brakes, servicing parts, engine oil, anti-freeze and wiper blades, together with the expertise of our expertly trained Renault technicians."

Pirelli announces hard and soft Pzero compounds for the first four grands prix



Following an extensive campaign of private testing - which took in more than 18,000 kilometres in Europe and the Middle East - plus three group tests to date, Pirelli has nominated the hard and soft dry tyre compounds for the first four rounds of the 2011 Formula One World Championship: Bahrain, Australia, Malaysia and China.

The hard tyre will be the prime tyre, whereas the soft will be the option. This decision has been made in accordance with the track characteristics in the Middle and Far East, which offer high grip and a wide variety of speeds and corners, as well as ambient and track temperatures that are likely to be high.

The hard tyre offers an excellent balance between performance and durability in the tough conditions of the first four flyaway races. However, the soft tyre will give extra speed at the expense of resistance, which will make for some fascinating strategies as the teams compete with their new cars for the first time. Pirelli's aim is to have two pit stops at every race, helping to increase the spectacle.

Pirelli's Motorsport Director Paul Hembery commented: "The valuable data that we've collected from both official and private testing has shown us that our nomination of hard and soft tyres is the best way forward for both the drivers and the spectators, so we look forward now to a successful Grand Prix debut and a great show in the Middle and Far East over the next four races. We've enjoyed great collaboration with the teams so far, and with the nominated compounds for the next four races now known, I am sure that this will help to focus their development for the start of the season."

Hankook to launch 'enfren' eco-optimized tire line

Hankook Tire America Corp. will roll out three key consumer products this year, including a rolling-resistance-optimized tire for hybrid and other fuel-efficient vehicles, called the enfren eco.

Hankook debuted the products during the company's 2011 dealer conference in Puerto Vallarta, at the Grand Velas Resort.

The enfren eco will debut during the second half of 2011, in five sizes initially, the company said.

The tire to be sold in North America is a second-generation of the product that debuted in 2008 in South Korea and was made available subsequently in 2009 in Japan and Australia and last year in China.

The tire uses a high-silica-content synthetic rubber tread compound for reduced rolling resistance, Hankook said. Specific rolling-resistance data were not presented. It will roll out in one 16- and four 15-inch sizes.

The other new consumer products are: Dynapro HT all-season performance tire for light trucks, vans and SUVs and Optimo H426 all-season grand touring performance tire.



The Dynapro HT is considered an upgrade over the Dyanpro AS, the company said, especially in the area of snow traction. It also offers longer treadwear—with a UTQG treadwear rating of 700 vs. 440 for the AS—and lower rolling resistance.

Hankook will roll out the HT in the year's second half in 21 P-metric and 10 LT sizes, ranging from LT 235/80R16 to P275/65R18.



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Pirelli Trades Road for Code in Upcoming Driving Game DiRT 3™ From Codemasters®

The introduction of Gymkhana Mode to the upcoming DiRT 3 video game brings the sport popularized by Ken Block to gamers

Pirelli and American driving phenom Ken Block have teamed up with video game company Codemasters® to bring the pavement pounding thrills of Gymkhana to the small screen in the new driving game DiRT 3™. The introduction of Gymkhana Mode to the upcoming DiRT 3 video game brings the sport popularized by Ken Block to gamers who can now mimic KB's Gymkhana driving style in addition to the traditional rally racing format that the previous installments included. Block's hugely popular Gymkhana viral video series has garnered over 90-million views online and taken the world by storm. The release of Gymkhana THREE Part 2 in 2010 featured the all-new Ford Fiesta gymkhana car fitted with Pirelli P Zero Trofeo tires. For the new game, Block was able to lend his expertise to the Codemasters Racing Studio as a technical consultant during the development of the game, helping create an experience that embraces the free spirit of Block's Gymkhana driving style.

"I can remember being in Japan in the 1990's when the first rally arcade game was introduced, playing it and thinking how cool it was that there was finally a game out for my favorite type of racing," said Block. "Now, I'm actually in the epitome of rally racing video games. It's awesome. The thing that makes DiRT 3's Gymkhana Mode so revolutionary is that it's the first time where a game isn't demanding I drive a specific way, it lets me hoon around the way I want. It's something I've always wanted to be able to do in a video game."

"DiRT 3 is an extraordinary game that lets gamers give it all they have in developing their own winning driving style," said Rafael Navarro, III, Director of Communications and Motorsports for Pirelli Tire North America. "Pirelli has a storied history in rallying. We are active in over 20 rally championships worldwide and have led the way in series from the World Rally Championship to Rally America, Citroen Racing Championship to the X Games and Gymkhana. Being involved in the development of DiRT 3 along with Ken Block is an important step in introducing our brand to more and more potential drivers in the marketplace."



DiRT 3 is the first driving simulator that doesn't put an emphasis on everyone driving the same, repetitive lines over and over again. Instead, the focus is on how well one can imitate Mr. Gymkhana himself as each player navigates his/her way through Gymkhana Mode's DC Compound, sliding, jumping and rotating to satisfaction in Block's own Gymkhana THREE Ford Fiesta fitted with Pirelli P Zero Trofeo tires. Users will have access to a selection of other vehicles with which to gymkhana, along with the ability to play in split-screen mode or online against friends in either a trick-format freestyle mode, or an open joyride mode. There will also be levels that feature competition events similar to Block's own Gymkhana Grid competitions and an ability for players to create their own in-game footage highlight reels, similar to the DiRT3 Gymkhana Mode trailer released by Codemasters.





tire fact

Do not overload your vehicle. Overloading your vehicle may jeopardize its ability to operate safely. Check your owner manual for vehicle's maximum load.

Dunlop "very pleased" to receive Winter Tyre of the Year award

Having received 2010's Winter Tyre of the Year from consumer views website TyreReviews.co.uk for its SP WinterSport 3D, Dunlop stated that the recognition could help to further the prominence of seasonal rubber in the UK. Goodyear Dunlop PR support manager Kate Rock said: "We're very pleased to win the TyreReviews award.

This accolade will help us build on the successes of winter tyres this season, and continue to make winter tyres more relevant to the UK market. Awards like this help to give us leverage when we communicate the benefits winter tyres offer UK drivers when the cold weather arrives."

The TyreReviews.co.uk website decided to present the award to the SP WinterSport 3D by combining the aggregate of European magazine test results and feedback given to the site by UK drivers, who used the tyre over a combined 33,000 miles (or 54,000 kilometres) of long term testing.

The Dunlop SP WinterSport 3D continues to build a strong reputation as a regular test winner, and market leader, in the high performance winter tyre market. In 2010, the tyre was successful in winter tests published by top German and Austrian auto publications. It was recommended in the ADAC Motorwelt/ÖAMTC and Stiftung Warentest tests. The ADAC, which is Germany's leading motoring association, described the tyre as a "very well-balanced tyre, very good in all safety disciplines, top

marks in wet conditions". ÖAMTC, the ADAC's Austrian counterpart, called the tyre "very recommendable" describing it as "Very well-balanced, good on snow, very good on dry roads."

Auto Bild, Europe's largest motoring magazine, ran its winter tyre tests using 195/65R15 tyres on a Volkswagen Golf VI. Again the Dunlop took the overall honours, describing the Dunlop as an "outstanding winter tyre with peak performance under all weather conditions". Auto Bild Sportscars ran its winter tyre test on an Audi TT fitted with 245/40R18 V tyres. The WinterSport 3D was made the winner and described as "exemplary".

The benefits of using the best winter tyres have not gone unnoticed by the users of the TyreReviews.co.uk website, who are also campaigning for UK Government action on Winter Tyre regulations. The UK, unlike many European countries, does not have specific legislation on winter tyres though 94 per cent of TyreReviews users who voted in an online poll believe the UK Government should take action on winter tyres, with 37 per cent believing they should launch an education programme and 57 per cent favouring legislation.

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TIRES

Hankook Supplies Tires for the All-New 2011 Ford Explorer

Hankook Tire's 20-inch Optimo H426 luxury performance touring tire to come equipped on the 2011 Ford Explorer, continuing Hankook and Ford partnership

Hankook Tire, the seventh-largest and one of the fastest growing tire companies in the world, today announced new details of its partnership with Ford, revealing that it is now supplying original equipment (OE) tires for the 2011 Ford Explorer with its 20-inch Optimo H426 luxury performance touring all-season tire.

Hankook Tire is supplying its Optimo H426 tires in size P255/50R20H for the Explorer, the 2011 North American Truck of the Year, which made its debut in July 2010. The Optimo H426 is a perfect match for SUVs like the Ford Explorer and features 20 percent lower rolling resistance than its predecessor. Elegant in its look, the Optimo H426 adopts a rib-block design to minimize vibration while driving and employs an optimized lateral groove width to generate the least possible noise. This groove design, along with the V-shaped unidirectional pattern, also improves the tire's wet weather performance.

"This latest OE fitment for the 2011 Ford Explorer shows Hankook's commitment to vehicle manufacturers and consumers alike," said Soo Ill Lee, President & CEO of Hankook Tire America Corp. "Our relationship with Ford and our other OE partners is a key component of our brand strategy in North America."

Hankook Tire has been supplying OE tires to Ford models (including the F-150, Edge, Flex, Mondeo and Fusion) since 2003 and has continued to maintain an excellent partnership with Ford through fitment agreement expansion. This deal is followed by Hankook's previous accomplishments in the global OE market based on the company's strong global logistics network, on-time delivery and excellent services, representing significant OE business growth in the global market, as Hankook is being widely recognized by North American car manufacturers for its superiority and cutting-edge tire technology.

"We believe that our unwavering commitment and continuous efforts toward R&D investment to produce high quality products will in turn allow Hankook to become one of the top tier tire companies that captures the attention of premium car manufacturers," said Woo Byung-Il, Vice President of Hankook Tire's Global OE Division. "Hankook Tire will move forward to further build partnership with the world's best car manufacturers, like Ford, upon the steady growth of our OE fitment business which is a vital element to Hankook Tire's long term growth strategy."



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Al Dobowi Group Celebrates 35 years in the UAE

The Al Dobowi Group recently celebrated 35 years of operations in the UAE. This fourth generation tyre business was started in the Middle East to address the needs of a growing tyre management and service industry in the Middle East. Today it has grown to become a leading global player in the industry providing clients with superior services and unique solutions to their problems across three continents. The Group has grown beyond tyre management into providing clients with all the solutions they need with regards to motion. This includes batteries for motive power, lubricants, conveyor belt systems and technical rubber products.

The Group used the opportunity to thank many of its partners, bankers and customers who flew in from many parts of the world to help celebrate with the Chairman and the Board of Directors. They were also honoured by the presence of His Excellency Mr Sultan Ahmed Bin Sulayem the former chairman of Dubai World and current chairman of DP World. Mr Sulayem was keen to emphasize that the Group has been successful in Dubai because it has always focused on providing superior quality products to the market. Al Dobowi also honoured at the event Mr J.H Desai for being its oldest employee having been with the Group for 35 years in the UAE. Mr Desai started his career with Al Dobowi and is still with the Group in the UAE.



The Gala Event was held in the lawns of the Royal Majlis - the private entertainment venue of the former ruler of Dubai - at the Emirates Golf Club. As an example of the group's cultural diversity, world renowned half Indian -Japanese comedian Dan Nainan was flown in from New York just for the evening to entertain guests. Dan Nainan has previously performed for Hilary Clinton, Cherie Blair and most recently President Barack Obama's Inauguration event.

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JK Tyre & Industries Launches the JK Racing Asia Series

JK Tyre, the name synonymous to motorsports, has added another feather to their cap by making the biggest announcement in Indian motorsport in recent times. JK Tyre proudly brings to all the motorsport aficionados the JK Racing Asia Series.

Present at the launch announcement were Dr. Raghupati Singhania, Vice-Chairman & Managing Director, JK Tyre & Industries Ltd, Mr. David Sonenscher, CEO, Motorsport Asia Ltd. and Mr. Vicky Chandhok, President, Federation of Motorsport Club of India.

The championship JK Racing Asia Series will run under the patronage of the JK Tyre brand and will remain under the management of Motorsport Asia, the biggest motorsport promoter and organiser in Asia.

Speaking on the occasion, Dr. Raghupati Singhania, Vice Chairman & Managing Director, JK Tyre & Industries Ltd. said, "It is a very proud moment for our company today as we announce the launch of the prestigious JK Racing Asia Series. It has been our company's vision and mission to ensure a global presence for India in the world of motorsport and we have worked endlessly to achieve that. Our commitment to and trust with motorsport in India began with the Himalayan Car Rally, almost three decades back. In these three decades, we have catapulted that commitment to the global arena from participation of our prodigies in the revered international series to today becoming the promoters of Asia's biggest single seater series."

"The JK Racing Asia Series will showcase a line-up of drivers from all corners of the world including Asia-Pacific, Europe and Africa. The race car will be christened Formula JK Tyre Pacific and will run on JK tyres" he further added.

Mr. David Sonenscher, CEO, Motorsport Asia said, "Firstly congratulations to JK Tyre for another great achievement for their group. We at Motorsport Asia are proud to be associated to a brand that takes pride in all its motorsport endeavours and who are always striving to help better the industry."

"The JK Racing Asia Series is truly an excellent Series that has helped to groom many of the talented race drivers we see out there today. We are also excited to be coming here later this year to end our first race season with JK Tyre at the newly built Jaypee International Race Circuit" concluded Sonenscher.

Congratulating JK Tyre Mr. Vicky Chandhok, President, Federation of Motorsports Club of India said, "JK Tyre has lived up to their mission of making India the motorsports hub of Asia. JK Tyre's efforts towards identifying, nurturing and promoting young talent is commendable with its prodigies like Narain Karthikeyan, Karun Chandhok and Armaan Ebrahim, who have made their mark internationally."

"India is spearheading motorsport development in the region and with the growth of our economy and the interest level of corporates in motorsport, this will further strengthen the efforts of people associated with the sport. F1 coming to India, the launch of the JK Racing Asia Series, the two Indian drivers on the F1 radar bears testimony to this fact. 2011 truly is a year of Motorsports in India," he further added.

The races will commence in April this year, the venues being Malaysia, Korea, Indonesia, China, Singapore and India. JK Racing Asia Series will consist of 18 races on six weekends in the 2011 season. On three occasions the JK Racing Asia Series will support Formula One Grand Prix, in Malaysia, Singapore and the newly built circuit in India. The remaining three weekends will be part of the Asian Festival Of Speed in Korea, Malaysia and Indonesia.

JK Racing Asia Series will feature an ultra-modern standard specification specification racecar. The Formula JK tyre Pacific is made of carbon-fibre Kevlar, which has been proven to be of the highest safety standards. The 140bhp, 1.2litre BMW engine provides a maximum engine speed of 9,250rpm with a top speed of 230km/h. The race car will run on JK tyres.

The series is in sync with JK Tyre's philosophy of identifying and developing young racing talents to become future world champions. The JK Racing Asia Series is for the most talented drivers rather than just the most financially healthy to succeed. It is for this reason that both the car and the training programme have been devised so that little if any advantage can be obtained by extra investment.

Viewers in over 100 countries will receive great TV coverage of the JK Racing Asia Series where 185 programmes with 10,850 minutes of coverage are broadcast to a total potential viewership of over 612 million.



Bridgestone launches first product in Ecopia retread range

Applying new eco-friendly compound technologies to truck tyres for the first time in Europe, Bridgestone has introduced a range of Ecopia truck tyres. Ecopia truck tyres run with lower rolling resistance than Bridgestone's standard patterns, thereby reducing fuel consumption and carbon emissions. The added value for operators is that this has been achieved without sacrificing Bridgestone's high performance levels of durability, irregular wear and wet safety.

M749 Ecopia and R109 Ecopia patterns are also available as pre-cured retreads designed to provide similar mileage and rolling resistance performance as new Ecopia tyres when a Bridgestone Ecopia casing is used.

The core technology applied is Bridgestone's new cap and sidewall compound which lowers the rolling resistance coefficient. The R249 Ecopia steer tyre also features Bridgestone's proprietary Nano-Pro Tech™ compound, which lowers the rolling resistance coefficient by reducing energy loss in the top compound during rotation.



These Ecopia truck tyres will be most beneficial to advanced, fuel-conscious fleets with a high percentage of highway operations. Backed up by cost-saving tyre maintenance services provided by the Truck Point and Bandag dealer networks across Europe, Bridgestone's fuel-efficient and long-lasting Ecopia truck tyres and retreads can significantly reduce a fleet's operating costs and impact on the environment.

Bridgestone tests have shown that Ecopia tyres on a standard tractor trailer combination deliver an average of 12% improved rolling resistance compared to the previous pattern line-up at full tread depth.



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15, 16 & 17 May 2011

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EVENT	DATE	INFORMATION	LOCATION
Motorcycle Expo	01- 03 April-2011	Motorcycle Expo is an event introducing the opening of a biking season. It offers specialist's advice and an opportunity to pick out a bike matching one's needs and dreams from those displayed of different kinds and brands.	Kipsala International Exhibition Centre, Riga, Latvia
My Special Car Show	01- 03 April-2011	My Special Car Show will again place special focus on trade experts and car enthusiasts in the My Special Academy, a business area where numerous meetings and in-depth discussions are already planned on the most pertinent and topical matters.	Rimini Expo Centre, Rimini, Emilia-Romagna, Italy
Seoul Motor Show	01- 10 April-2011	Seoul Motor Show is expected that a variety of novelties and the newest technology will give great satisfactions to consumers in various needs. Display of eco-friendly vehicles and various kinds of sports cars, which we hardly have a chance to meet, will add more spectacles to the 2011 Show.	Dortmunder Westfalenhallen, Dortmund, Nordrhein-Westfalen, Germany
Motion Drive & Automation Hannover	04- 08 April-2011	It will showcase Linear drives, gears, motors and mechanical transmission systems, Bearings, Hydraulics and pneumatics, Condition monitoring and vibration reduction, Sealing technology and lubrication and many more.	Hannover Fairgrounds, Hannover, Germany
Automec	05- 08 April-2011	Being hosted by Alcantara Machado Trade Fairs, Automec is a leading automobile sector which will be held at Parque Anhembi, Brazil for 5 days. It is a finest show which will showcase complete range of automobile parts & accessories.	Anhembi Show Pavilion, Sao Paulo, Brazil
ExpoCam	07- 09 April-2011	AutomatISA 2011 is one of the largest exhibition for Automotive industry in Colombia. The event will showcase all the automotive products, Automobiles, Spare Parts and Accessories under one roof.	Place Bonaventure, Montreal, Canada

EVENT	DATE	INFORMATION	LOCATION
Automechanika Istanbul	07- 10 April-2011	Messe Frankfurt Istanbul, the Automechanika Istanbul 2011 is emerged out as highly prioritized OEM and after market event. It is Worldwide recognized as an ideal podium for interacting with large number of manufacturers, suppliers, dealers, wholesalers etc of automotive Manufacturing, Distribution and Repair etc.	Tuyap Fair Convention & Congress Center Istanbul, Turkey
Moto Festival	07- 10 April-2011	Moto Festival exhibition will showcase latest innovative products for motorcycles and sector in Brazil. The event will attract many visitors from Brazil and overseas. Being organized by AM3 Feiras E Promocoes, for 4 days the expo will be held between 07-10 Apr 2011 at the Centro de Exposicoes Imigrantes Brazil.	Centro de Exposicoes Imigrantes, Sao Paulo, Brazil
Autotronics Taipei	12- 15 April-2011	Autotronics Taipei is one of the high-level pioneer discussion forums for automotive electronics sector. The central government officials and local officials will be present, illustrating relevant policies and guideline. It is the gatherings of automotive electronics enterprises, bringing Policy, Market and Technology all segments together.	Taipei World Trade Center, Taipei, Taiwan
International Auto Show-New Mexico	15- 17 April-2011	International Auto Show, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Luxexpo, Luxemburg, Luxembourg, Luxembourg
Auto Shanghai	20- 28 April-2011	Auto Shanghai is one of the important global automotive industry events that are worthiest of being participated in and devoted into in 2011. Both domestic and overseas organizers who are highly specialized and authoritative would plan the exhibition	Shanghai New International Expo Centre(SNIEC), Shanghai, China



Rewards given to Hotel visitors with Eco Friendly transportation

We've seen a variety of perks bestowed upon drivers of electric and hybrid vehicles, but the Charles hotel in Cambridge, Massachusetts, may just go further than we've ever observed. Not content to offer just free charging for such vehicles. The hotel has developed an array of integrated benefits for consumers who make smart transportation choices of many kinds.

To be sure, there is a free charging station in the hotel's Charles Square Garage for drivers of electric and hybrid vehicles, as well as free bicycle parking for those who travel on two wheels. But the benefits are far more numerous than that. Working with Propark America, the garage now uses NanoMAX, for example, a new, patented detection system that measures the size of vehicles entering a parking facility and adjusts the parking rate accordingly. Smaller, environmentally friendly vehicles are assessed a smaller rate as a reward to the driver for operating a vehicle that has a lesser impact on the environment. The garage also has a special area reserved for guests who drive smaller vehicles such as Mini Coopers and Smart Cars; in addition to specially marked parking spots, the section is adorned with high-resolution wall graphics, colourful floor coatings and energy efficient lighting. A tire inflation station lets visitors fill their tires for maximum fuel efficiency, while a free bicycle lending program for guests of the hotel provides Electra Amsterdam Classic bicycles with handlebar-mounted basket, helmet, lock and a map to local bike trails.

All of which is a lovely illustration of an old expression: If something is worth doing, it's worth doing right. Scattered efforts targeting one type of vehicle or another are certainly better than nothing, but there are multiple ways to help the environment. It's this kind of integrated and full-service approach that's likely to make an impression and a difference.





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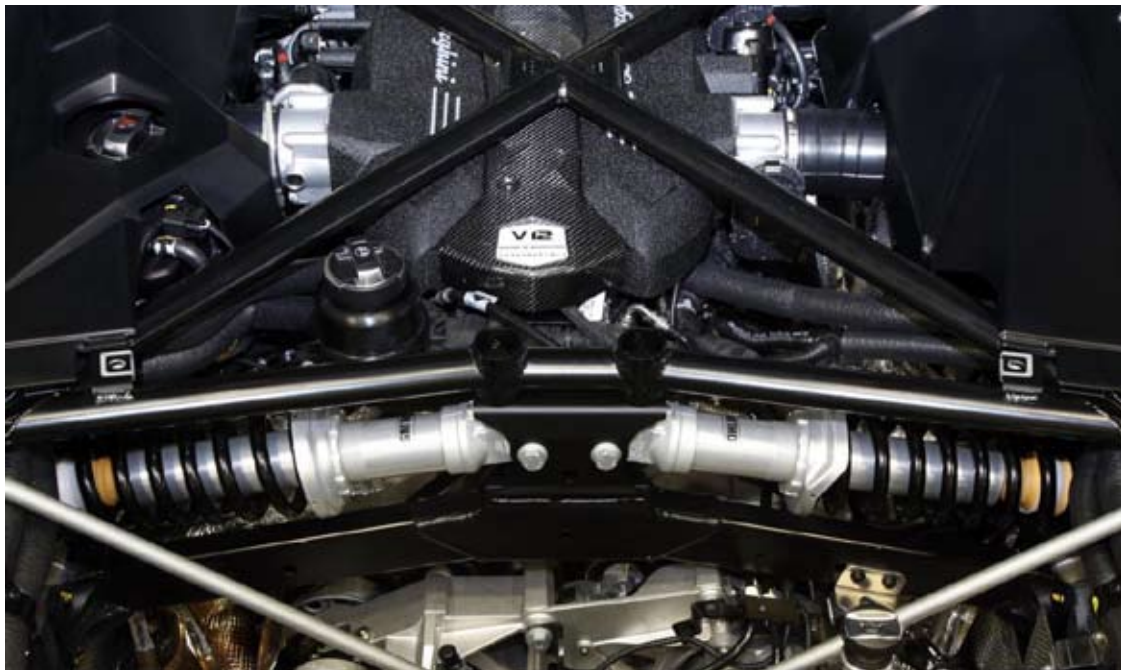
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Murciélago successor introduces pushrod suspensions in series production for the first time



Systematic lightweight engineering in aluminum and carbon fiber

Aluminum and carbon fiber are also the most important lightweight engineering materials on the chassis. The entire suspension system, including upper and lower control arms, wheel mounts and relay levers are made from forged aluminum alloy. The large-diameter discs on the high-performance brake system, on the other hand, are made from lightweight and extremely hard-wearing carbon ceramic composite material. On the front axle, the ventilated discs measure no less than 400 millimeters in diameter, with braking force delivered via six cylinder calipers. On the rear axle, 380 millimeter diameter discs are used in combination with four cylinder calipers. The parking brake on the new Lamborghini top model is electrically powered.

The new Lamborghini V12 super sports car which will debut at the upcoming Geneva motorshow will feature an innovative and highly sophisticated suspension concept. The pushrod spring and damper concept was inspired by Formula 1 and tuned perfectly to meet the needs of a high-performance road-going vehicle. Together with aluminum double wishbone suspension and a carbon ceramic brake system, this lightweight chassis is another element of the unique technology concept in Lamborghini's new flagship model.

An extremely precise, indeed razor-sharp, driving feel accurately describes the soul of the newest and most powerful super sports car ever to bear the sign of the bull. This includes a steering system that can think its way through a bend adhering to the perfect line, a suspension that masters the ideal balance between race-car feel for the road and plenty of comfort for ramping up the miles, and lateral stability that ensures absolute safety even at the very highest speeds.

Pushrod suspension derived from motorsport

With its phenomenal engine output of 515 kW / 700 hp and its comparatively low vehicle weight, the new V12 super sports car from Lamborghini blasts its way to the very highest speeds. The most important characteristic of the new suspension is its design in line with the pushrod principle – inspired by Formula 1. The spring/damper elements are not located on the wheel mounts, but connected inboard to the bodyshell structure. They are transversely positioned: under the windscreen in the front and close to the engine in the rear. Pushrods and relay levers / rockers transmit the forces from the wheel mounts to the spring/damper elements.

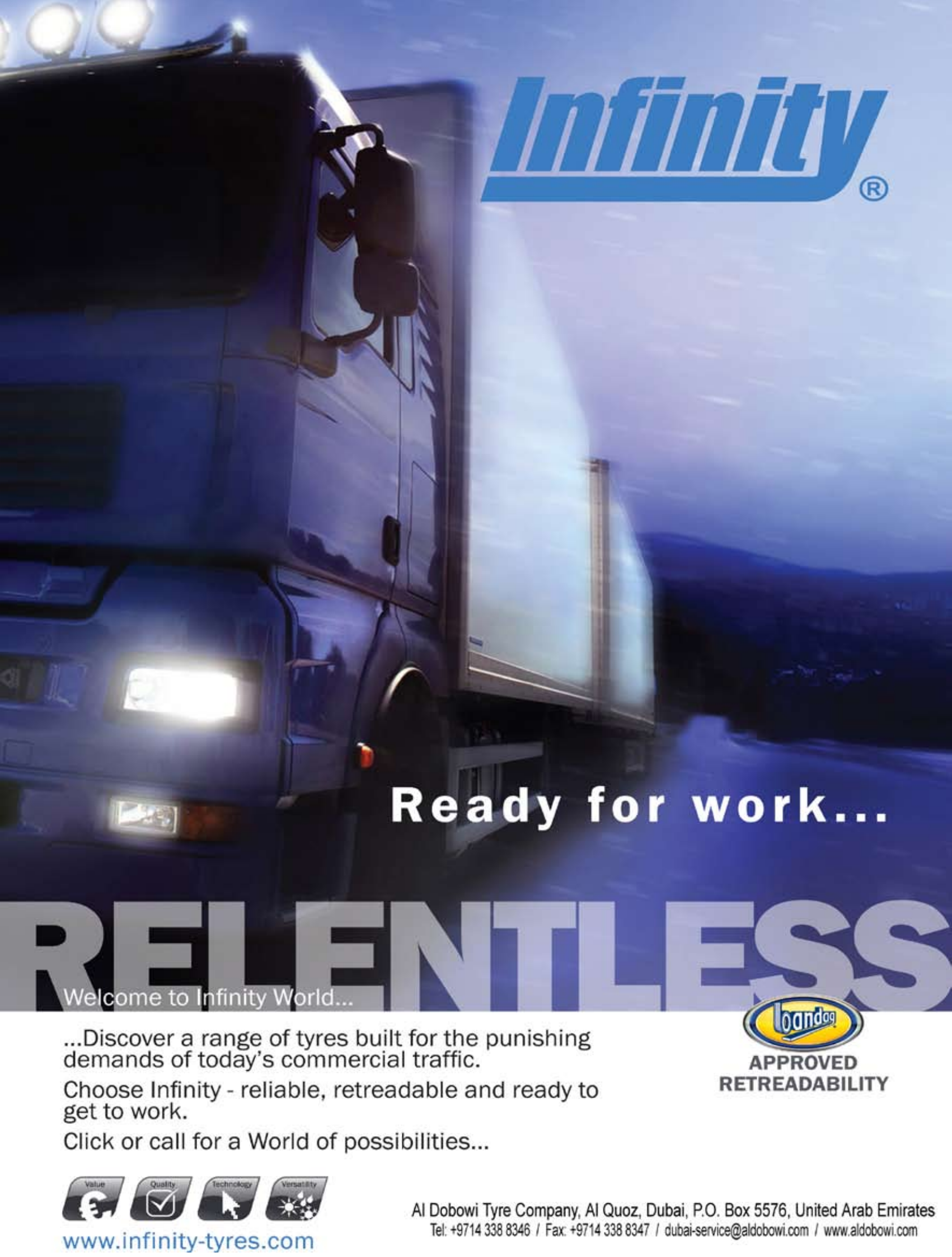
Responsive handling characteristics at all speeds

This solution offers a whole series of impressive benefits: due to the combination of the double wishbone and pushrod arrangement, wheel control and damper remain separate from each other. As a result, handling is more responsive and easier to manage at all speeds, while rigid connection to the chassis also improves the precise and spontaneous reaction of the springs and dampers. As a result, spring stiffness can be notched back a little – comfort increases, while precision remains. On the front axle, the shock absorbers are equipped with a hydraulic lifting system, which enables the front end of the super sports car to be lifted by 40 millimeters at the touch of a button, simplifying its ability to negotiate minor obstacles.

Steering forms the sensitive connection between driver and automobile

The hydraulic steering on the Lamborghini V12 forms the highly sensitive connection between the driver and the super sports car, which runs on 19-inch wheels clad on 255/35 tires at the front and 20-inch rims on 335/30 tires at the rear. Steering Gear foresees 3 different servotronic characteristics managed by drive select mode. After all, not every day is the same and the "corsa" (race track) setting can perhaps sometimes be a little too demanding.





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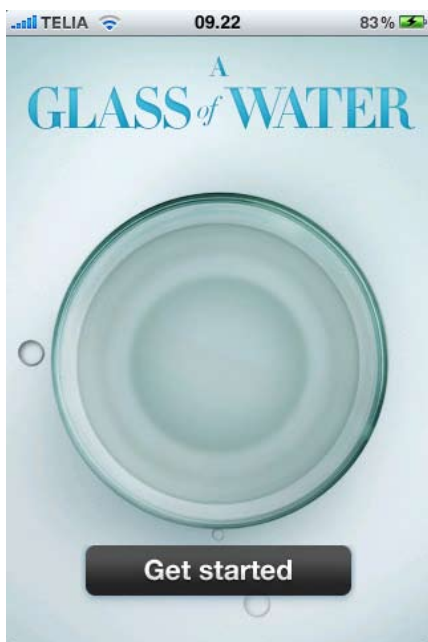
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PARTS



A glass of Water Application from Toyota aims to help drivers reduce emissions.



Put your iPhone on the dashboard, in the cup holder or on the passenger seat. Once you start the app it will give you instant feedback on your driving. It will show your route on the map, distance, driving time, average speed, idle time and water spill in centilitres. So next time you drive the same route, you know where to slow down and where you should be extra cautious for maximum fuel efficiency.

The website, www.aglassofwater.org, allows you to analyse your driving in more detail. It also contains more exciting functionality and tips to help you become an expert ecodriver.

Due to the importance of safety, it is recommended that once you start the app you should keep your eyes on the road, not on the display. Once you've reached your destination and come to a full stop, you can safely analyse your results.

To avoid battery depletion we recommend that you use the app no more than an hour at a time between charges.

Can a simple glass of water lower your fuel consumption by 10%? Yes. Aggressive acceleration and braking wastes fuel. By planning your driving and driving calmer, you use less fuel and emit less CO₂. That's the simple key to ecodriving.

The "A glass of water" app is a virtual glass of water that reacts to your driving as if you have an actual glass of water on your dashboard. Accelerate too fast, brake too suddenly or drive too aggressively and you spill water.



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PARTS



Lightweight design for winter sports

Know-how drawn from skiing and motorsport has been used to develop the perfect ski. The Audi Carbon Ski concept is an eye-catching piece of sports equipment with a minimalist design that focuses fully on one premium material: carbon. The concept study was designed and developed at Audi Concept Design Munich – but like a racing car, it can only be mastered by a top professional. For this reason, the team surrounding chief designer Wolfgang Egger began working on the development of a serial-production ski with the ski specialists from Head. The Audi Carbon Ski may become available already in winter 2011/2012.

The technology transfer from the concept study to the serial-production Audi Carbon Ski was crucial throughout all of the developmental phases. A cab of high-strength carbon fiber encloses layers of aluminum and titanium, as well as a wood core. At 1,550 grams (with a ski length of 170 cm), the ski will be about 200 grams lighter than comparable models. This allows it to be incredibly maneuverable and agile.

The carbon allows the engineers to achieve optimal stiffness while also minimizing torsion, which is the twisting of the ski along its longitudinal axis. Outstanding strength, good dampening and low weight make the Audi Carbon Ski a carving ski that fully lives up to the Audi philosophy of "Vorsprung durch Technik."

"As a long-time partner and sponsor of the German Ski Association, a ski produced by Audi is a logical consequence of this partnership. This is how the Audi Carbon Ski concept came about. And the ski's brilliant handling characteristics have been confirmed by professionals from the sport," said Wolfgang Egger, Head of Design for the Audi Group. "The serial-production ski was able to borrow from the concept study, and it features outstanding technical properties. At the same time, its minimalist design underscores the technical nature of the carbon."

In January 2011, as part of the most famous downhill race in the world – the Hahnenkamm race in Kitzbühel – and in February 2011 at the World Ski Championships in Garmisch-Partenkirchen, customers were able to test the first prototypes of the Audi Carbon Ski. In addition to extensive tests by specialists from Head and the German Ski Association, these results will contribute to the ability to offer a perfected ski.

Audi Carbon Ski concept

During development of the Audi Carbon Ski concept (2008/2009), Audi profited from over 20 years of partnership with the German Ski Association and its own considerable experience in motorsport. Parameters that have proven reliable over many decades of ski sports were analyzed with the use of complex calculation methods drawn from motorsport. The result: construction specifications for a full-carbon ski that guarantees perfect handling properties. After extensive tests, scientific experts from the German Ski Association confirmed the high quality of the Audi Carbon Ski concept.

A ski is a technically sophisticated piece of sports equipment, but it is also a highly aesthetic object that is optimized for top performance. The project at Audi Concept Design Munich – in the heart of the urban district Schwabing – was based on these considerations. The team of young, international designers was able to transfer the Audi design gene from the brand's cars to the ski. "Carbon and aluminum are central elements in Audi design – these exclusive materials underscore the outstanding quality of our cars," Egger said. "The design of the ski also intentionally dispenses with unnecessary lines and concentrates fully on the material."

"Thanks to its ideal combination of strength and light weight, carbon is used in motorsport for especially sensitive components that need to withstand the highest stress loads yet must at the same time be light in weight," says Dr. Wolfgang Ullrich, Head of Audi Motorsport. In the racing cars for the German Touring Car Masters (DTM) and the Le Mans sports cars, for example the new R18, the driver's cockpit – the so-called monocoque – is made from high-strength carbon fiber. "When creating this possibly lifesaving carbon component, we use the same calculation methods as those that were used for the concept development of the Audi Carbon Ski concept," Ullrich said.

The calculations for the ski define precisely how many layers of carbon must be used – in doing so, the carbon fibers are placed at a specific angle to each other. This allows the engineers to achieve optimal stiffness with minimal torsion. The layers are hardened under pressure in an artificial vacuum.

The influence on the handling properties of the ski is revolutionary: the ski flexes on the mogul slopes to achieve optimal grip on uneven surfaces. On icy patches, on the other hand, the ski must not twist, so that the steel edges can maintain their grip on the snow along their entire length. Thus, the ski never loses contact with the ground. The light weight of the carbon also plays a critical role for skiing curves. The weight per ski is a mere 960 grams.



Chevrolet MyLink Creates Smart Phones on Wheels

Smart interface design allows drivers to take advantage of mobile communications technology while the phone remains safely stowed



Consumers who seek a higher level of in-vehicle wireless connectivity and customized infotainment options, plus the unmatched safety and security of OnStar need look no further than the 2012 Chevy Volt and Equinox.

When these vehicles go on sale later this year, they will be the first to offer Chevy MyLink – an in-car infotainment package that builds on the safety and security of OnStar and seamlessly integrates online services like Pandora® internet radio and Stitcher SmartRadio® using hands-free voice and touch-screen controls via Bluetooth device connectivity.

“There is a new generation of car buyers who don’t want to settle for mass market radio,” said Rick Scheidt, vice president of Chevrolet Marketing. “They want to create their own individual stations and have access to them wherever they are. Chevrolet vehicles have offered customers the ability to use portable media devices since 2006 and the introduction of MyLink takes media personalization to a new level.”

MyLink adds stereo audio streaming and wireless control of smart phones, building on the voice-activated Bluetooth hands-free calling capability already offered in most Chevy vehicles. MyLink also includes a seven-inch, high-resolution, full-color touch screen display that makes media selection easy to navigate.

“Chevrolet MyLink is the next logical step for in-vehicle connectivity,” said Karl Stracke, vice president for Global Product Engineering. “MyLink leverages the mobile broadband capability and the sophisticated, online services made possible by today’s smart phones.”

MyLink retains all the capabilities of today’s entertainment units, including AM/FM/XM tuners, CD player with MP3 playback, auxiliary and USB inputs. But, Stracke says, “These are the essentials and we’re building from there.”



Among the new benefits provided by MyLink:

- Enhanced hands-free voice control system powered by Nuance®, which allows simple voice commands to initiate phone calls and select radio stations or media from portable MP3 players and smartphones. A tap of a button on the steering wheel enables intuitive verbal control of smartphone applications like “play (artist name)” or “call (name of contact)” to keep the driver’s hands on the wheel and eyes on the road.

- Pandora® internet radio allows users to create personalized radio stations based on favorite artists or genres and Stitcher SmartRadio® enables access to thousands of audio programming choices allowing customers to build a personalized listening experience. MyLink integrates control of both of these apps for a driver directed listening experience.

- Gracenote®: identifies the music collection on the driver’s smartphone or MP3 player and presents information such as artist name, genres and album cover art on the MyLink screen and enables users to select similar music to the tunes they love. Gracenote also improves the accuracy of MyLink’s voice activation system by allowing users to access music using artist nicknames, such as “The Boss,” “G.N.R.,” or “The Fab Four” simply by using MyLink’s touch-screen or steering wheel buttons and voice control interfaces.

- Upgraded USB connectivity: While Chevrolet has offered auxiliary device connectivity since 2006, MyLink adds flash memory capability to its USB device connections. This provides users with the ability to access approved applications that will make their MyLink system even more functional, while assuring that driver’s maintain eyes on the road and hands on the wheel.

The debut of Chevy MyLink extends the OnStar experience from safety and security to information and entertainment by seamlessly integrating the capability of a smartphone into the vehicle so that hand-held phones may be safely stowed while driving. .

When OnStar debuted in 1996, it pioneered in-vehicle connectivity with the auto industry’s first embedded telematics system. It has grown from primarily offering automatic crash notification and security features to include remote vehicle diagnostics, turn-by-turn navigation and the ability to slow down stolen vehicles.

In November 2010, OnStar released a smartphone application for all 2011 Chevy vehicles that incorporated remote start, lock/unlock, and vehicle status checks as well as battery management functions for Volt owners. Volt owners also have the MyVolt.com website to provide those remote management features and other Chevy owners soon will have access to similar web-based OnStar services.

The combination of MyLink and OnStar will soon be joined by the integration of the Powermat® charging system – eliminating the need for charging cords. Chevrolet MyLink will be available beginning with the 2012 Chevrolet Volt and Equinox this fall before expanding to other vehicles in the Chevy lineup over the next 18 months.



PARTS



Pioneer connects you to social networks

Pioneer Electronics introduces its first in-dash navigation systems that allow drivers to stay connected to social networks, local searches and traffic services while keeping their focus on the road. At a time when consumers can take their personal devices with them virtually anywhere, including the automobile, Pioneer is helping to make it easier and safer to integrate these devices into the car environment. The AVIC-Z130BT and AVIC-X930BT 2011 in-dash navigation models keep drivers entertained, informed and up-to-date with smartphone connectivity to Aha Radio for Facebook, Twitter, Yelp, Traffic and podcasts, Pandora® internet radio and App Mode.

"Smartphones are ideal personal devices, although they can sometimes be cumbersome to use in the car. As the leader in aftermarket automotive technologies, Pioneer has made an unwavering commitment to safety by seamlessly incorporating these devices into the dash," said Ted Cardenas, director of marketing for the car electronics division of Pioneer Electronics (USA) Inc. "Consumers today always want to be 'connected' and are using their smartphone devices to do this while on the go. By providing a larger touchscreen unit installed in the dash that features a user interface specifically designed for the automotive environment and complemented by voice control features, we reduce the risk of distraction while driving."

Revolutionary Advancements

Aha Radio

Pioneer's 2011 line of in-dash navigation models are the first to conveniently connect drivers to the world around them with on-demand, interactive, personalized radio. Via an iPhone™ with the free Aha Radio® Mobile App connected to the new AVIC systems, users can listen to the latest traffic conditions on their current road or commute road, listen to Facebook and Twitter updates, access hundreds of podcasts and other services such as the "Hungry" and "Coffee" stations which deliver real-time vicinity search results and directions to preferred restaurant categories listed on Yelp. Aha Radio offers over 100 content and podcast stations that can be conveniently accessed and controlled directly on the display of the Pioneer system.

App Mode

Pioneer's App Mode feature, which can be accessed only when the vehicle is in park and the hand brake is fully engaged, lets users view a connected iPhone's video content from Safari, YouTube and other select apps* directly on the larger 6.1-inch or 7-inch high resolution screen.

Pandora

Pioneer was the first aftermarket manufacturer to offer fully integrated in-dash touchscreen control of Pandora internet radio streamed through a connected iPhone. Pandora access is available in both new-for-2011 navigation systems and has also been extended into the 2011 Audio/Video Receiver and CD Player categories. All Pandora enabled units display the currently playing album, artist and song information, while Navigation and Audio/Video Receivers also add album art display. The Pandora interface features full control of station selection, track info, and thumbs-up and thumbs-down feedback options.

Audio

In addition to Advanced Sound Retriever (ASR) that enhances audio playback of compressed audio files and an 8-band graphic equalizer, new features like Auto EQ Measurement and the Sonic Center Control which enable users to precisely calibrate the sound field in the car, have been added to both new navigation units.

AVIC-Z130BT

In addition to a comprehensive map database from Tele Atlas®, the new double-DIN AVIC-Z130BT features 4GB of flash memory, a 7-inch WVGA touch screen display, a 3D graphics accelerator, DVD playback, Dual Zone capability for rear seat playback, built-in Bluetooth1 for hands-free calling and music streaming, USB connectivity2 for iPod/iPhone connectivity, SD card slot, back-up camera input, built-in HD Radio and is SIRIUS XM3 satellite ready. Additionally, the unit features enhanced voice recognition, including the ability to input destination addresses by voice.

The AVIC-Z130BT offers Clear Channel's Total Traffic Network5 service for free via a Radio Data Service-Traffic Message Channel (RDS-TMC) tuner. With the included RDS-TMC tuner, ND-TMC10, the traffic service provides an overlay of real-time traffic events and conditions on the navigation map.

AVIC-X930BT

The new double-DIN AVIC-X930BT features 4GB of flash memory, a 6.1-inch WVGA touch screen display, a 3D graphics accelerator, DVD playback, built-in Bluetooth1 for hands-free calling and music streaming, USB connectivity2 for iPod/iPhone connectivity, micro SD card slot, back-up camera input and is SIRIUS XM3 satellite and HD Radio4 ready.

New to the X-series navigation systems is the optional RDS-TMC traffic tuner, Dual Zone capabilities for rear seat playback and a detachable hard-button faceplate for security.

The AVIC-X930BT will be available in March, and the AVIC-Z130BT will be available in April for suggested prices of \$800 and \$1,200, respectively.

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PARTS

In time for the 2011 season

Bosch begins series production of eBike drives

Deliveries of the Bosch eBike drive are about to begin. Series production has already commenced at Bosch's Mondeville plant in France and deliveries to bicycle manufacturers will begin in February. So far 13 bike manufacturers representing 16 brands have opted for Bosch's drive concept, and dealers will be selling eBikes with Bosch drive from the start of the season in spring.

"Following its successful world premiere at Eurobike 2010 in Friedrichshafen, we are looking forward to seeing the first eBikes featuring our drive system reach stores and customers soon," said Rainer Jeske, head of the eBike Systems business unit. He was speaking at a press briefing at the Mondeville plant, where production of the drive system is currently being ramped up. After generating much positive feedback from manufacturers at its Friedrichshafen premiere, the system – comprising a drive unit, a human-machine interface (HMI), and a battery pack – was put through its paces by test riders. This enabled Bosch developers to give the technology a final polish.

A drive system for all types of bicycle software allows optimum customization

The Bosch eBike system offers bike manufacturers a high level of design freedom, allowing them to create a wide variety of models. Whether mountain bike, trekking bike, or roadster, every rider is sure to find something to suit them. The drive unit can be programmed to operate in one of four different modes – dubbed eco, tour, sport, and speed – each suited to a particular type of bike. In a sporty mountain bike, the drive makes power available more dynamically than it does in a trekking bike, where range is a more important consideration. "This gives bicycle manufacturers, our customers,

the ability to tailor their products in the best possible way to the wishes of their own customers, the end users," Rainer Jeske says. "Alternatively, they can offer bikes that allow the rider to select any mode they choose via the HMI."

Expertise from a global supplier of technology

The individual components of the Bosch eBike system have been carefully matched to one another. The drive unit and its power electronics, the battery pack and its charging unit, and the HMI that is mounted on the handlebars together constitute a high-performance, lightweight drive system that is both powerful and robust, with a high degree of ride stability thanks to its central, low-slung center of gravity.

Several different areas of Bosch's wide-ranging expertise come together in the eBike system's design. Each year the technology company produces 80 million high-precision, compact, and highly efficient electric motors similar to those are used in the eBike drive.

The eBike's energy storage system –

its battery pack – draws on Bosch's long experience of producing tried and trusted lithium-ion batteries and chargers for its power tools. Finally, Bosch's extensive knowledge of automotive electronics – the company produces more than 100 million electronic control units and more than 220 million sensors each year – comes into play in the drive system's HMI, power electronics, and sensors. Thus the eBike system benefits from Bosch's global experience in the large-scale production of a wide variety of technologies.

Magura: a trusted link to specialist bicycle dealers

The link between Bosch and specialist bicycle dealers is provided by Magura, a company that is well known in the bicycle business. This service partner's main tasks include running the dealer service hotline, distributing spare parts to dealers, processing warranty claims, and offering regular dealer training.

Thanks to its high-performance technology and competent logistics, Bosch considers itself to be well placed to take up a prominent position in this market. Rainer Jeske sets Bosch a challenging goal: "In the medium term we are aiming to win a 20-percent share of the market. We will do all we can to be a good partner for our customers and to be recognized as a technology and innovation leader."



Valeo files record number of patents in 2010



Valeo announces that it filed a record number of patents in 2010. The Group filed 612 initial patents throughout the year, an increase of more than 20% versus the average of the past five years. This places Valeo among the top patent filers in France.

CEO Jacques Aschenbroich declared: "This performance reflects Valeo's dynamic research and development policy. It is an illustration of the Group's growth strategy based on the development of innovative technologies within a context of major technological change in the automotive industry, particularly in the area of electric drivetrains."

In this highly competitive environment, and despite the crisis that highly impacted the entire global automotive industry, Valeo has continued to take all necessary actions to protect its innovations and strengthen its technological and commercial positions.

Valeo has oriented its R&D towards two key areas of strategic growth: reduced vehicle CO2 emissions and the specificities of Asian and emerging markets. The Group has nearly 6,300 R&D engineers and technicians working in 20 research centers mainly in France and 38 development centers close to our customers. Their aim is to satisfy consumers' needs in terms of low-consumption vehicles and solutions adapted to emerging markets.

Valeo is an independent industrial Group fully focused on the design, production and sale of components, integrated systems and modules for the automotive industry, mainly for CO2 emissions reduction. Valeo ranks among the world's top automotive suppliers. The Group has 110 plants, 20 Research centers, 38 Development centers, 10 distribution platforms and employs 57,300 people in 27 countries worldwide.



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Continental enhances Electric Vehicle Safety



Safety is important for ensuring a future for electromobility

Most high-voltage batteries in electric or plug-in hybrid vehicles generate a voltage of 400 volts, twice as great as the standard domestic plug socket and potentially fatal. Already, in the USA, there is a legal requirement for the vehicle power supply voltage to fall to below 60 volts within five seconds of an accident occurring. No such laws exist yet in Germany. "As electromobility continues to develop, the safety of electric vehicles will assume an increasingly important role. The need for technologies to meet future challenges is already demonstrated by the additional demand for evSAT from numerous other vehicle manufacturers", said Telmo Glaser, Continental's evSAT project manager.

evSAT sensors – possible applications and advantages

Essentially, evSAT can be installed in a number of different places in the vehicle; it should, however, be placed sufficiently well inside the vehicle (beneath the front passenger seat, for example) to avoid being damaged in an accident. The advantages of using evSAT are that there is no need for the conventionally powered vehicle variants within a model series to be modified. evSAT can be integrated into the existing systems of electrically powered vehicle variants without redesign work. This benefit also increases flexibility as regards installation space, customer-specific requirements and development time. Savings can be made due to lower system development costs and by avoiding placing greater demands on the airbag system. The sensors will be produced, starting this year, in Continental's Regensburg plant.

With annual sales of more than €25.5 billion for 2010, Continental is among the leading automotive suppliers worldwide. As a supplier of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also a competent partner in networked automobile communication. Continental currently employs approximately 149,000 in 46 countries.

The Chassis & Safety Division develops and produces electronic and hydraulic brake and chassis control systems, sensors, driver assistance systems, airbag electronics and-sensorics, washer systems and electronic air suspension systems. Its core competence is the integration of active and passive driving safety into ContiGuard®. The Powertrain Division integrates innovative and efficient system solutions for vehicle powertrains. The comprehensive range of products includes gasoline and diesel injection systems, engine management, transmission control, including sensors and actuators, as well as fuel-supply systems and components and systems for hybrid and electric drives. Information management is at the very heart of the Interior Division, which provides a range of products that includes instrument clusters and multifunctional displays, control units, electronic car-entry systems, tire-monitoring systems, radios, multimedia and navigation systems, climate control systems, telematics solutions and cockpit modules and systems.

Continental, the international automotive supplier, has developed a sensor (satellite) for electric and plug-in hybrid vehicles which will immediately shut off the high-voltage battery in the event of a collision while the vehicle is in charge mode. This means that emergency service personnel can recover vehicles without running the risk of suffering an electric shock.

"The evSAT acceleration sensor is active in charge mode; it detects an accident and passes this information on to the battery management system which then shuts off the high-voltage battery", said Dr. Axel Gesell, Senior Manager Platform Development Sensors & Satellites, in the Passive Safety and ADAS business unit of Continental's Chassis & Safety Division. "The major benefit of our product is that it prevents fire and rescue service personnel sustaining high-voltage injuries when coming into contact with vehicle metal parts or if they have to cut through the vehicle to recover accident victims", Gesell added. Electric vehicles and plug-in hybrids are powered by high-voltage batteries of up to 400 volts. evSAT will go into series production with a major German vehicle manufacturer in 2012.

'evSAT' stands for 'Satellite for Electric Vehicles' and essentially consists of an independent, triaxial sensor with a CAN interface. During the charge phase, the other vehicle electronics, including the airbag system are not operational. So as to avoid the considerable expense of adapting the airbag system to meet new requirements, Continental has developed evSAT for the vehicle's charge mode. The accelerator sensor employs an algorithm to detect a frontal, rear or side collision with another vehicle and immediately transmits a signal via the CAN interface to the battery management system which then switches off the battery within half a second. evSAT reacts in the same way if it detects a rollover in driving mode. In this case, the battery is deactivated within four seconds at most. In the event of other types of driving accident, evSAT remains inactive. In such cases, the airbag system assumes the task of cutting off the battery. If the electric or plug-in hybrid vehicle has been switched off and is not being charged, the evSAT moves to a standby mode to prevent the battery discharging. As such, evSAT represents an additional passive safety system function for electric and plug-in hybrid vehicles.

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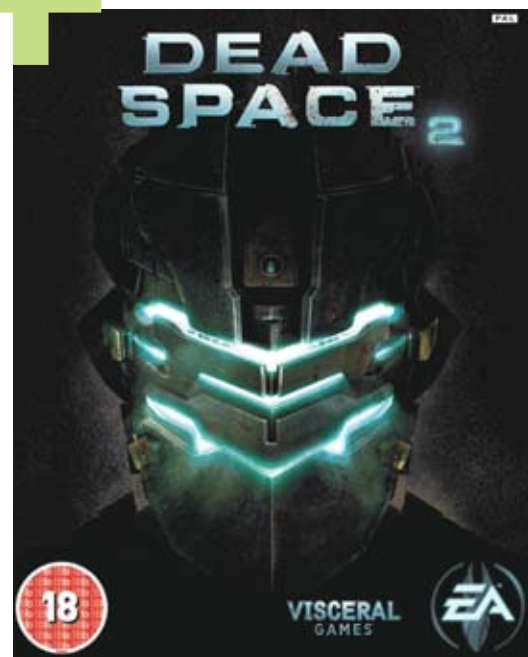
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Dead Space 2

Engineer Isaac Clarke returns for another blood-curdling adventure in Dead Space 2, the sequel to the critically acclaimed horror adventure. After waking from a coma on a massive space city known as "The Sprawl," the lone survivor of a horrific alien infestation finds himself confronting a catastrophic new nightmare. Battling dementia, hunted by the government and haunted by visions of his dead girlfriend, Isaac will do whatever it takes to save himself and rid the city of the gruesome, relentless Necromorphs. Equipped with a new arsenal of tools to dismember the Necromorphs, Isaac will face the challenge head-on.



In Dead Space 2, Isaac brings the terror to space. Players will take on bigger, scarier and more epic battles that will keep them on the edge of their seats. Delivering a sensory overload of sound, visuals and action sequences, Dead Space 2 will bring the psychological thrills of deep space to a terrifying new level.

Sony's next generation portable entertainment system



Deep and immersive gaming is at the core of PlayStation's DNA, and NGP is the latest embodiment of this vision. By having both Wi-Fi and 3G network connectivity, together with various applications, NGP will enable infinite possibilities for users to "encounter," "connect," "discover," "share" and "play" with friends wherever they are. Within the device are a range of features that provide a genuinely cutting-edge, next generation ultimate portable entertainment experience.

Stunning OLED and Revolutionary User Interface

NGP incorporates a beautiful multi-touch 5-inch organic light emitting display (OLED) as the front display. A high-performance CPU / GPU combined with OLED enables rich, visually striking graphics never seen before on a portable entertainment system, for both games and other digital entertainment content. The new system also incorporates a unique multi-touch pad on the rear, and together with the front touch display, NGP offers new game play allowing users to interact directly with games in three dimension-like motion, through "touch, grab, trace, push and pull" moves of the fingers.

Super Oval Design and Dual Analog Sticks

While succeeding the basic design philosophy of PSP, NGP adopts the Super Oval Design form factor, created to fit comfortably in users' hands. For the first time, a portable entertainment system will feature two analog sticks, which enable a wider range of game genres to be brought into the portable experience.

New Game Medium

NGP adopts a new game medium, a small flash memory based card, dedicated for NGP software titles. Taking advantage of the flash memory feature, this innovative card can store the full software titles plus add-on game content or the game save data directly on to the card. By adopting flash memory based card, Sony Gulf FZE will be able to provide game cards with higher capacity in the future, allowing developers to store more game data to deliver rich and immersive games.



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For other watchmakers, transforming titanium with techniques used by NASA might seem extravagant. At Citizen, it's expected.

Citizen, the makers of the world's first titanium watch brings you Super Titanium Watches. The Super titanium collection is a synergy of lightweight titanium material, and Citizen's original technology in ion plating – a key technology used in space program. Using this technology, the watch surface rate is 1200 on the Vickers hardness scale, resulting in a watch which is five times harder and 40% lighter than other stainless steel watches.



The Super Titanium watches also features Citizen's unique Eco-Drive technology, which uses any source of light as the power source for a watch.

The Super Titanium collection is available in several sporty, classic and authentic models.

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Ray-Ban Aviator



The celebration of an icon with this extraordinary Limited Edition, we celebrate the Ray-Ban Aviator®, a cult accessory for more than 70 years, with this extraordinary Limited Edition: a unique opportunity for Christmas 2010. The legendary model originally created in the 1930's for US Army fighter pilots is offered today in a new configuration. Every pair of glasses has the inscription "Limited Edition" on the inside of the arm, and is sold inside the special gift box consisting of:

- an elegant red box
- a special, red leather commemorative pouch.

Nokia's second smartphone in the new Symbian range hits the market



The smartphone for the design-conscious social networker, the Nokia C7, has arrived to customers in the UAE. The second Nokia smartphone based on the new Symbian platform, the Nokia C7 follows hot on the heels of the company's entertainment powerhouse, the Nokia N8. The Nokia C7 combines stainless steel and glass in a sleek, full-touch design. The 3.5 inch AMOLED display is ideal for networking, with updates from Facebook and Twitter fed directly

to the home screen, as well as one touch access to many popular email accounts including Ovi Mail, Yahoo!® Mail and Windows Live™ Hotmail. The Nokia C7 also opens up a world of apps, games, videos, and web and location-based services through the Ovi Store. "The Nokia C7 is our second smartphone based on the new version of Symbian to hit the market," says Jo Harlow, head of smartphones at Nokia. "Designed specifically with the style-conscious consumer in mind, the Nokia C7 also brings excellent social networking abilities, making it perfect for people who want to check-in and stay up to date."



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