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Q&A



CHRIS BUXTON

Bentley Motors Regional Manager for Middle East, Africa and India

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



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CHRIS BUXTON

Bentley Motors Regional Manager for Middle East, Africa and India

Who is buying your luxury models and in which regional markets? Do you expect to exceed your target of sales by the end of this year?

The popularity of the brand in China continues to increase, with sales up 84% and passing the 1000 mark for the first time ever. However, every major market saw growth with the Americas up 33% and Europe up 34%, led by resurgent sales in Germany which have increased by over half

Here in the Middle East, the "Arab Spring" has had some impact on confidence in the early part of the year but for the past five months we have enjoyed record sales so there has been an undoubted recovery. We expect to exceed sales volumes from 2010 levels, giving this market an 8% share of the worldwide sales volume.

What are the reasons of this growth of sales in the luxury segment in the market in general?

For Bentley the growth in sales can be attributed to many things, new product launches, growing customer confidence, continued investment in new showrooms/workshops and ever improving customer service levels.

Which range of luxury cars is selling the most in the market in general and why?

The surge in sales has been driven by demand for Bentley's newly launched Continental GT – which is now available in all markets and accounts for just under half of all sales. With the arrival of the new Continental GTC, Bentley expects to increase its overall sales by around 40% in 2012

The Bentley Mulsanne continues to do exceptionally well in the Middle East and accounts for 15% of the worldwide sales.

How can you define the main changes of the luxury car market in the region currently?

We believe customers are looking for a more individual product offering and higher and higher levels of customer care.

What luxury models will you be launching in 2012? How much will these new luxury models drive the growth of your sales next year 2012?

2012 will see the launch of the V8 GT and GTC. We are currently seeing very strong sales of the V12 GT and Mulsanne coupled with our best seller the Flying Spur, we expect a record year in 2012.

How do you evaluate the prices of luxury cars in the region? Do you expect any higher growth of these prices due to currency fluctuations and economic crisis worldwide?

We always aim to maintain competitive pricing and to achieve a more stable pricing position we recently moved to dollar pricing as many of the regions currencies are pegged to the dollar.

What can you tell about your expansion plans to promote your luxury models in the region in 2012 (i.e new dealerships with agents, regional expansion plans other than the Gulf, new sales and maintenance rooms, staff and agents training, managers visits to the region, etc...)?

Our dealer partners have always maintained a high level of investment in the brand aimed at constantly improving the customer experience and next year will continue this pattern.

2011 saw the opening of a new showroom and workshop in Cape Town, Mumbai plus a new showroom in Kuwait

2012 will see new or refurbished showrooms in Abu Dhabi, Doha, Dubai, Jeddah at an approximate investment of approx \$4m. We will also open the world's biggest Bentley workshop in Dubai as well as new workshops in Doha, and Jeddah.

Competitiveness is increasing between manufacturers of luxury cars present in the region in the light of high demand. What measures are you taking to face this challenge? What other challenges are you facing?

As a company we stick firmly to our core values of providing what we believe is the pinnacle of British luxury motoring and at the same time offering a fully bespoke service.

Maintenance and after sales services of luxury cars is relatively high in the region. How do you explain this matter? What can you tell about Bentley maintenance in particular?

We have seen this sector of the market grow and mature over the past three years and many of our dealers have increased their service offering by providing a flexible three year service package.



JEEP GRAND CHEROKEE

Jeep® Introduces New Production-intent Concept Grand Cherokee at Houston Auto Show

The Jeep® brand has introduced a new, production-intent concept version of its award-winning Grand Cherokee, a unique model with distinctive yet stealthy exterior cues designed to attract new Jeep Grand Cherokee enthusiasts and customers.

Showing the vehicle publicly for the first time at the Houston Auto Show, Jeep also announced that it has created an online contest for consumers to name the new production-intent Grand Cherokee concept.

Highlighted by a unique platinum-chrome front-end appearance and distinctive black-gloss 20-inch wheels and exterior treatments, "the new Grand Cherokee concept provides a completely new look – one that is edgy and aggressive, and certainly different than any Grand Cherokee on the road today," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Jeep enthusiasts have always appreciated limited-edition models and the ability to customize their vehicles. This new Grand Cherokee comes with a unique, 'factory-customized' stealth appearance directly from Jeep, and is certain to attract interest from an array of potential customers.



In the U.S., Grand Cherokee sales increased 51 percent in 2011 vs. 2010. The Jeep Grand Cherokee was named "SUV of Texas" the past two years by the Texas Auto Writers Association.

Jeep Grand Cherokee Production-intent Concept

With the Laredo X package as its starting point, the new production-intent concept Jeep Grand Cherokee combines a variety of exterior design changes to create a unique model with an aggressive, chrome and "blacked-out" look.

The vehicle's grille surround appears in Black, and mesh grille texture in Platinum Chrome. A Platinum Chrome lower fascia applique completes the unique front-end appearance. Black headlamp bezels and a Black liftgate light-bar continues the "blacked-out" theme throughout the vehicle's exterior.

The production-intent concept rides on 20-inch tires that surround one-of-a-kind Black-gloss aluminum wheels for Jeep.

Based on the Jeep Grand Cherokee Laredo X package, the production-intent concept model includes standard leather-trimmed seats, heated front seats, leather-wrapped steering wheel and shifter, a 9-speaker 506 watt amp sound system with subwoofer, iPod/MP3 connectivity, Parkview™ rear back-up camera, ParkSense® rear-park assist system, Keyless Enter-N-Go, Chrysler Group's Uconnect hands-free communications system, and more than 50 advanced safety and security features.

Shown in Houston as a Brilliant Black 4x4 model, a Deep Cherry Red 4x4 version will be on display tomorrow at the Washington (D.C.) Auto Show.

2011 Jeep sales highlights

In 2011, Jeep brand sales increased 44 percent in the U.S. – with each Jeep model up more than 30 percent – while industry sales rose 11 percent. Globally, Jeep sales increased 41 percent in 2011. December marked the best Jeep sales month since 2007. Jeep Grand Cherokee sales were up 51 percent in 2011 in the U.S., with more than 127,000 units sold.

2012 Jeep Grand Cherokee

Jeep Grand Cherokee delivers premium on-road performance while maintaining the Jeep brand's legendary four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. It offers improved fuel economy (up to 23 miles per gallon), a driving range of more than 550 miles, superb on-road ride and handling, a world-class interior cabin, more than 50 safety and security features, and a variety of advanced technology features.

Contributing to Grand Cherokee's class-leading capability is the combination of Jeep's Quadra-Lift™ air suspension system and the Jeep Selec-Terrain™ traction control system that lets customers choose the 4x4 setting for the optimum driving experience on all terrains.

The 2012 Jeep Grand Cherokee is available with three 4x4 systems, and with either V-6 or V-8 powertrains.



MORE ROLLS-ROYCE GHOST CLIENTS TURN TO BESPOKE PERSONALISATION

More than half of clients who specified a Rolls-Royce Ghost in 2011 turned to bespoke personalisation. The service, which includes anything from the application of unique paint colours, coach lines and tread plates to whole vehicle designs featuring champagne sets, humidors and picnic cabinets, helped drive Rolls-Royce to record sales last year.

In total, 56% of Ghost and Ghost Extended Wheelbase models sold around the world featured bespoke design in 2011.



The move to highly personalised Rolls-Royce Ghost models follows an increase in sales of bespoke Phantom family cars last year. More than eight in every ten Rolls-Royce Phantom models passed through the hands of the team's designers and skilled craftspeople, before being delivered to a client. In some markets in the Middle East every Phantom featured bespoke content.

"It is always our goal to exceed our clients' highest expectations and fulfill their innermost desires," said Torsten Müller-Ötvös, Rolls-Royce CEO. "With highly bespoke Phantom and Ghost models, we are able to achieve this. The passion with which our bespoke craftspeople create these beautiful cars is reflected in some truly outstanding examples delivered across the globe last year."

The proportion of Phantom family cars with bespoke content delivered to Middle Eastern clients rose from 75% in 2005 to 99% last year, while in Europe the figure increased from 50% to 89%. In North America it rose from 30% to 84% over the same period and in Asia Pacific from 50% to 79%. In the United Kingdom, the third largest single market for Rolls-Royce Motor Cars, the proportion of Phantom family cars featuring bespoke content increased from 60% to 88%.

In August 2011 Rolls-Royce announced an expansion of its bespoke operation to meet growing demand, doubling the number of bespoke experts working at the Home of Rolls-Royce in Goodwood by the end of the year. The company is also about to expand its manufacturing facility, partly due to the increase in demand for bespoke cars.



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Al-Futtaim Motors launches THE NEW LEXUS LX

MY12 model offers world's first Overturn Assist feature and strikingly sculpted spindle grille

Al-Futtaim Motors, exclusive distributor of Lexus in the UAE, announced the launch of the new 2012 LX which will premier the world's first Overturn Assist feature.

The LX is also the first Lexus model to unfurl eloquence in the form of a strikingly sculpted spindle grille, the signature front fascia that heralds the new face of Lexus. Also making its debut in the LX is the HDD navigation system which features a touch-sensitive screen for inputting information, as well as an advanced voice-command system that allows the driver to search for destinations.

Overturn Assist is the technologically advanced system designed to enhance small radius turning performance in tight corners. The 2012 model includes Crawl Control that pre-sets speed to further assist the driver on difficult terrains and a multi-terrain support feature which optimally distributes power to the four wheels based on road conditions. It's powered by a 5.7-litre V8, producing 362 horsepower. It's what this LX is all about – allowing drivers to explore their environmental preference in comfort and style.

"Lexus has always wowed the automotive world with advanced technology to enhance the driving feel of our vehicles. The 2012 LX has done it again: the first ever Overturn Assist function is a testament to that fact," said Saud Abbasi, General Manager, Al Futtaim Motors – Lexus.

"The 2012 LX will also offer endless possibilities of experiencing well defined luxury that is bound only by your imagination. It adds just about every luxury convenience and features you desire: a combination of luxury, off-road prowess, impeccable quality and sheer style. There are few better luxury SUVs than the 2012 Lexus LX," he added.

To further enhance the design of the new spindle grille, high intensity headlights and daytime running lights are installed. The sharply chiselled front bumper which narrows down at both ends clearly identifies the vehicle as Lexus. The rear of the car projects a wider image through its re-designed bumper and LED lamps while the car rests upon 18 or 20 inch aluminium wheels that create a powerful, premium appearance.

Mr Abbasi reiterated: "The LX is an evolution of a truly legendary vehicle. The signature spindle grille we are introducing to a Lexus vehicle for the first time provides the 2012 model with a dramatic front fascia which makes it stand out from the rest of the luxury SUVs. The character of the vehicle has extended to the interior with a refined cockpit designed to dazzle the automotive enthusiasts."

The exterior transformations extend to the interior of the car; three wood trimmings cover the centre console, control panels and steering wheel arches. In addition to a newly introduced metre cluster and display centre, a refreshed instrument panel also enhances the on-board experience of the vehicle.

"LX rewards all of the senses and gives the owner experiences that transcend beyond the ordinary. It is a highly luxurious vehicle which provides an individual room for every aspect of life. There will be a host of customers who will want to be part of this reinvigorated ride," Mr Abbasi concluded.

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MP4 27 technical launch showcases strength in depth at Vodafone McLaren Mercedes

The continuation of the double world-champion driver line-up, further consolidation of their championship-winning engineering team and a subtle, yet deep-reaching technical update of the car all underpin the world-class strength, experience and ambition that exists at Vodafone McLaren Mercedes ahead of the 2012 FIA Formula 1 World Championship.

This month's technical presentation of the MP4-27 at the McLaren Technology Centre showcased a natural evolution of last year's six-race-winning car and underlined the message that the new season is very much one of growth through strength and continuity. After finishing second in both the drivers' and constructors' championships in 2011, their aim for the new season is to fight for both world titles from the very start of this year's campaign, said a company spokesperson.

Evolutionary design of MP4-27 masks overhaul of all major systems

While the all-new Vodafone McLaren Mercedes MP4-27 closely resembles last year's multiple race-winning car, the 2012 chassis has been substantially revised from the ground-up, with all major systems updated or re-designed for the new season. The most evident visual differences include more tightly waisted rear bodywork, developed to improve flow to the rear of the car, and a revised cooling system, which re-directs the gearbox oil-cooler. Last year's U-shaped sidepods have also been re-designed – a legacy of the FIA's new exhaust regulations that redefine the shape of the rear bodywork.

Best driver line-up in Formula 1 retained for third successive season

Maintaining the belief in the validity of strengthened continuity, Vodafone McLaren Mercedes is the only team in Formula 1 whose driver line-up consists of two world champions: Jenson Button and Lewis Hamilton. Between them, they have scored 22 grand prix victories for Vodafone McLaren Mercedes and are the strongest and most consistent driver line-up in the sport. Maintaining the partnership into a third successive season was merely a formality.

Strength drawn from consolidation of engineering and race teams

On the technical front, the exemplary engineering trio Tim Goss (director of engineering), Paddy Lowe (technical director) and Neil Oatley (director of design and development programmes) once more remain at the forefront of the drawing office. For 2012, they will be joined by sporting director Sam Michael, whose arrival coincides with the re-organisation of our trackside personnel roster to ensure both growth and development within the group.





Off-track: the most complete team in Formula 1

Away from the track, the team continues to develop, too: Vodafone McLaren Mercedes last year became the world's first carbon-neutral Formula 1 team, efficiently managing its carbon footprint and purchasing carbon credits to completely offset its emissions.

As well as continuing relationships of record-breaking length with partners such as Hugo Boss (31 years), TAG Heuer (27 years), Kenwood (22 years), ExxonMobil (18 years), Mercedes-Benz (18 years), Hilton (eight years) and Vodafone (six years), their new strategic partnership with GlaxoSmithKline continues to gather pace. Development and planning continue on the McLaren GSK Centre for Applied Performance, while GSK's Lucozade scientists are busy developing a groundbreaking cockpit drinks formula to hydrate the drivers during grands prix in 2012.

THE BEST DRIVER LINE-UP IN FORMULA 1



JENSON BUTTON (GBR)
Age : 32
Date of birth : January 19 1980

F1 highlights

Titles: 2009 world champion
GPs : 208
Wins : 12 (five for Vodafone McLaren Mercedes)
Poles : 7
FLs : 6
Points : 811
Websites: www.jensonbutton.com
Twitter @jensonbutton

Jenson Button joined Vodafone McLaren Mercedes as the newly crowned world champion at the end of the 2009 season and re-signed a new multi-year deal with the team last autumn.

His runner-up position in the 2011 world drivers' championship, including victories in Hungary and Japan and a career-best last-to-first final-lap win in Canada, along with nine further podium finishes, underlined his credentials as one of the most respected and complete drivers in Formula 1 history.



LEWIS HAMILTON (GBR)
Age :27
Date of birth:January 7 1985

F1 highlights

Titles: 2008 world champion
GPs:90
Wins:17 (all for Vodafone McLaren Mercedes)
Poles:19
FLs:11
Points:723
Websites: www.lewishamilton.com
Twitter @lewishamilton

Lewis Hamilton, 27, made his Formula 1 debut with Vodafone McLaren Mercedes in 2007, immediately making headlines for his supremely assured blend of speed, wisdom and sheer audacity on the racetrack.

A world champion at the age of 23 and, uniquely, a race winner in all of his five Formula 1 seasons, Lewis remains one of the fastest, most gifted and compelling drivers in F1 history.

At the end of 2011, he threw himself into a series of intense preparations ahead of the new season, training at high altitude in Colorado and at home in Switzerland



2012 Fiat 500 STINGER



Building on the Fiat 500's "Hottest Sports Compact Car" award by the Specialty Equipment Market Association (SEMA) this past November, the new Fiat 500 "Stinger" integrates two Mopar stage kits that deliver bold styling appointments and select high-performance parts from the Mopar catalog.

Adding even more style to the new 2012 Fiat 500 Sport, the Fiat 500 Stinger features Giallo (yellow) exterior paint combined with unique blackened exterior and interior appointments – all designed to amplify the hatchback's athletic Italian styling.

Stage 1: athletic and purposeful styling enhancements

For a more aggressive appearance, the Fiat 500 Stinger's signature "whiskers and logo" face and circular projector headlamps are finished in Black Chrome. Accenting the Giallo bodyside are exterior door handles and mirror caps finished in Black Chrome, while larger 17-inch by 7-inch Abarth Hyper Black aluminum wheels with wider 205/40 R 17 performance tires provide the hatchback with a menacing stance below. Tinted head and taillamps and license-plate brow, and Mopar's vinyl bodyside and roof graphics in black checker add to the Fiat 500 Stinger's serious look.

The interior of the Fiat 500 Stinger continues the duality of Giallo and black with Mopar's Katzkin leather seats. Based on the Fiat 500 Sport's athletic-styled seats, the 500 Stinger's seats feature Alcantara seat centers sandwiched by smooth and Giallo black leather bolsters and Giallo accent stitching. Below, a Mopar carbon-fiber instrument panel decal provides this Cinquecento's interior with a technical appearance. A Mopar shifter ball is finished in Gloss Black completes the appearance.

Stage 2: track-tested performance upgrades

Delivering factory-designed performance, Mopar's new Stage 2 kit ensures that the Fiat 500 Stinger delivers improved power and braking capabilities to match its aggressive styling upgrades.

Mopar's cold-air intake and free-flowing cat-back exhaust enable the Fiat 500 Stinger's fuel-efficient 1.4-liter 16-valve MultiAir™ engine to deliver even more power and torque.

And to make sure this Cinquecento delivers track-ready brake performance, the Fiat 500 Stinger features performance brakes with cross-drilled rotors for additional surface-heat dissipation.



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BMW group opens **largest** showroom worldwide in Abu Dhabi

The BMW Group has opened the world's largest showroom for BMW, MINI and Rolls-Royce Motor Cars and BMW motorcycles in the Emirate of Abu Dhabi. Abu Dhabi Motors, the BMW Group's long-standing importer for the region, has invested approx AED 300 million (approx. 62 million euros) in the new 35,000-square-metre showroom over its three-year construction.

The new showroom was formally inaugurated by Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing, His Highness Sheikh Hazza bin Zayed Al Nahyan, National Security Advisor and Vice-Chairman of the Abu Dhabi Executive Council, and Arno Husselmann, General Manager of Abu Dhabi Motors, at an exclusive event on Tuesday evening attended by over 1,000 guests. The invited guests also included Graeme Grieve, Vice-President for Importer Markets of BMW AG, Adrian Van Hooydonk, Director of BMW Group Design, and a large number of VIPs and celebrities from the region, including fashion designer Walid Attallah.

At the opening of the BMW Group's largest showroom worldwide, Ian Robertson thanked the investors and owners Sheikh Mohammed Bin Butti Al Hamid and Sheikh Saif Bin Mohammed Bin Butti Al-Hamid for their strong commitment to completing the new building. Robertson continued:

"The Middle East is an important region for the BMW Group. We sold more vehicles here in 2011 than ever before. There is tremendous future growth potential in many countries in this region and in the United Arab Emirates in particular." Robertson added: "The investment in this impressive and unique facility that makes the world's biggest BMW Group showroom, is testament to the continued opportunities that lie ahead in Abu Dhabi and in the region"

The expansive facility in Umm Al Nar houses separate showrooms and sales areas for the three premium automobile brands, BMW, MINI and Rolls-Royce Motor

Cars, and for BMW motorcycles. More than 450 staff members will work at the facility. The new showroom will allow customers to view the brands' entire model line-up in different colours and different option packages, with more than 70 automobiles and 10 motorcycles on permanent display. This will be complemented by an extensive range of newer pre-owned vehicles and a state-of-the-art service area equipped with the latest technology. The workshop will be able to perform maintenance on up to 120 vehicles simultaneously.

A further focus will be the facility's extensive shopping and boutique area, which will sell a wide selection of BMW and MINI fashion items and other merchandise, as well as original parts and accessories, in a bright and friendly setting. Film fans will not be disappointed either – there is a private cinema that can also host exclusive new-vehicle presentations for special occasions. A café, a Formula One racing simulator and a children's play area make the perfect customer service offering complete



BMW Group's successful business performance in the Middle East

The BMW Group achieved a new sales record in the Middle East in 2011. A total of 18,657 BMW and MINI brand vehicles were sold last year in the region's 14 import markets – an increase of more than nine per cent year-on-year. The United Arab Emirates (UAE) accounted for more than 47 per cent of deliveries, with Abu Dhabi and Dubai the largest markets. The best-selling vehicles in the region in 2011 were large model series such as the BMW 7 Series, the 5 Series, the X5 and the X6. The BMW 7 was the top-selling car in the BMW model range, for example, with 4,511 vehicles delivered to customers. In 2011 the Middle East was the third biggest market worldwide for the BMW 7 Series following China and the United States of America. In the region's 14 markets, particularly strong growth was seen in Qatar with an increase of 26% (1,265 units), Abu Dhabi 23% (4,436 units), Dubai 23% (4,395 units), Kuwait 6% (2,380 units) and Saudi Arabia 2% (3,072 units).

Abu Dhabi Motors largest importer in the region's 14 markets in 2011

The import company Abu Dhabi Motors began its operations in May 1986 with a small showroom and workshop in Umm Al Nar employing 24 people. Over the years, it has grown to become the leading BMW Group importer in the Middle East by sales. It currently employs over 450 staff members at 10 different facilities across Abu Dhabi and Al Ain. In 2011, Abu Dhabi Motors set a new sales record: a total of 4,436 cars belonging to the three BMW, MINI and Rolls-Royce brands were delivered to customers – a 23% increase over 2010. With sales growth of 16% and Rolls-Royce's highest percentage of bespoke cars, Abu Dhabi Motors was also one of the British luxury brand's top ten dealers in the world in 2011.



Top five models sold in the Middle East in 2011:

Model / No. of vehicles sold

BMW 7 Series / 4,511

BMW 5 Series / 4,286

BMW X6 / 2,620

BMW X5 / 2,510

BMW 3 Series / 2,033



Top five markets in the Middle East region in terms of sales in 2011:

Market / No. of BMW and MINI vehicles sold

Abu Dhabi / 4,436

Dubai / 4,395

Saudi Arabia / 3,072

Kuwait / 2,380

Qatar / 1,265



NISSAN JUKE-R VS SUPERCARS

Juke-R took on and beat three supercars at the glamorous Dubai International Marine Club.

Nissan has released official footage of a demonstration race in which the Juke-R - the world's fastest crossover - took on and beat three supercars around a specially-constructed circuit at the glamorous Dubai International Marine Club.

The muscular, 485bhp Juke-R made its global debut as the official pace car for the Dubai 24 Hours on January 13 and then stayed in Dubai to take on the supercar establishment in their own urban back yard.

At the wheel of the triumphant Juke-R for the demo race was Lucas Ordóñez - winner of the inaugural Nissan GT Academy in 2008 and podium finisher in last year's Le Mans 24 Hours.

Taking on the Juke-R around the 0.58km course, which featured the dramatic Dubai skyline on one side and a Monaco-style selection of yachts on the other, were a Lamborghini Gallardo, a Mercedes SLS AMG and a Ferrari 458 Italia.



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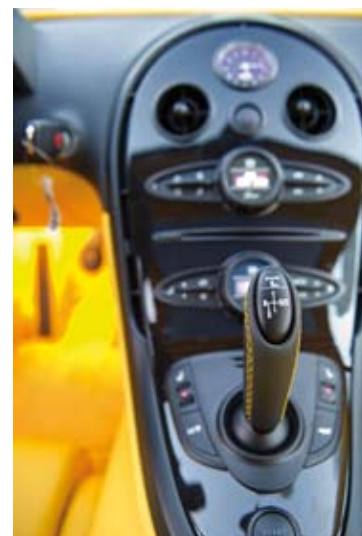
16.4 Grand Sport

The legendary European manufacturer Bugatti will take part in the Qatar Motor Show for the second time, presenting an exclusive and uniquely coloured model of the Bugatti Veyron 16.4 Grand Sport, which is the fastest, most powerful and most luxurious open top car in the world.

Throughout his life Ettore Bugatti experimented with different colour schemes and materials to create unique cars. The Grand Sport on display at Qatar Motor Show continues this tradition and has a horizontal colour split with a bright yellow body framed in visible black carbon, including black-tinted wheels. The striking contrast of black and yellow, Ettore Bugatti's favorite colours, is continued inside with seats finished in yellow-colored leather with black stitching. The middle console is in black carbon, while the dashboard, steering wheel and gearshift are made of black leather with yellow stitching. This Grand Sport model comes at a price of 1.58 million euros.

After the final order for the Bugatti Veyron coupé has been placed in June 2011, marking an end to the successful era and exclusive production run of 300 units of the supercar and its even faster cousin the Super Sport, the story of Bugatti's exceptional sports car is set to continue. Automotive connoisseurs have the opportunity to still acquire the Grand Sport and its supreme technology. When the roof is on, the Bugatti Veyron 16.4 Grand Sport can reach a top speed of 407 km/h, while speeds of up to 350 km/h are possible with the roof off. This makes the Grand Sport the fastest roadster in the world.

The Bugatti Veyron Grand Sport 16.4 will be assembled by hand at the company's headquarters in Molsheim, France. In cooperation with the Bugatti design and engineering team, Bugatti customers can tailor their vehicles to their personal preferences by choosing from a broad array of exquisite materials and colours. The Grand Sport model on display in Qatar demonstrates an ever growing number of options available to existing and new Grand Sport owners. Bugatti Automobiles S.A.S. has limited the Grand Sport to 150 units of which 105 slots are still open. The standard version costs 1.4 million euros.



The SONAR logo is located in the top left corner. It features the word "SONAR" in a stylized, italicized blue font with a green swoosh underneath. The background of the entire advertisement is a photograph of a family (a man in a white thobe and ghutra, a woman in a black abaya, and two children) walking hand-in-hand across a green field under a blue sky with clouds. On the right side, a large, detailed image of a SONAR SX-9 tire is shown, with the brand name and model visible on the sidewall.

SONAR

SUV Series

SX-9

EXCELLENCE MORE THAN EXPECTANCY

Groove in groove concept on circumferential grooves disperses stress on tire surface, and prevents irregular wear and noise produced by the friction between air flow and groove wall. 3-Dimension arc groove design between blocks helps increasing stiffness between blocks, and also disturbs air flow in grooves.



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The Audi TT RS plus

Even more dynamic

Early 2012 will see the launch of the Audi TT RS plus. This compact sports car, in both Coupé and Roadster versions, stands out for its awe-inspiring performance. Its power-booster five-cylinder turbo delivers 265 kW (360 hp), sufficient for a top speed of 280 km/h (173.98 mph).

The 2.5-liter TFSI in the Audi TT RS plus is a high-performance engine. Compared with the engine on which it is based, this turbocharged direct-injection unit delivers 15 kW (20 hp) more power. It produces 465 Nm (342.97 lb-ft) of torque, 15 Nm (11.06 lb-ft) more than before. Customers can choose between a manual six-speed transmission and the seven-speed S tronic with its lightning-fast gearshifts. The dual-clutch transmission comes with a launch control function which optimizes acceleration from a standing start. The quattro permanent all-wheel drive system, which operates with a multi-plate clutch, transfers engine power to the road in supreme style.

The TT RS plus unites dynamics and efficiency in a most impressive way. Against the backdrop of the five-cylinder engine's characteristic roaring and growling, the Coupé with S tronic catapults from a standstill to 100 km/h (62.14 mph) in 4.1 seconds (with manual transmission: 4.3 seconds). The Roadster completes the same exercise in 4.2 seconds (with manual transmission: 4.4 seconds). Top speed is limited to 280 km/h (173.98 mph) for all versions of the car. The Coupé with S tronic uses an average of just 8.5 liters of fuel per 100 km (27.67 US mpg); the Roadster uses 8.6 liters per 100 km (27.35 US mpg).





Alongside numerous efficiency-improving measures, these top figures are due primarily to the extremely lightweight Audi Space Frame (ASF) bodies made of aluminum at the front and sheet steel at the rear. The Coupé with manual transmission, including quattro drive, weighs just 1,450 kilograms (3,196.70 lb); its power-to-weight ratio is 4.0 kilograms (8.82 lb) per horsepower. The power-to-weight ratio of the Roadster is 4.2 kilograms (9.26 lb) per horsepower.

The high-performance brake system is able to cope with the engine's power at all times. Four-piston fixed calipers in conjunction with perforated brake disks are installed on the front axle. The Audi TT RS plus is fitted with 19-inch cast wheels of five-arm "Rotor" design; they are painted black with contrasting red rim flanges. The wheels are fitted with 255/35 tires. The adaptive damping system known as Audi magnetic ride is available as an option. A large, fixed rear wing increases downforce at the back of the car.

The Singleframe radiator grille also sets the Audi TT RS plus apart visually: Its diamond-pattern mesh is in highly polished anthracite, its trim frame has a matt aluminum-look finish. The housings of the exterior mirrors are made of carbon fiber-reinforced polymer (CFRP). The dual-branch sport exhaust system has black oval tailpipe trims. A sound flap further intensifies the sound of the engine. The Carbon design package gives the engine compartment a more exclusive look. The knob on the gear or selector lever features an aluminum-look trim ring and a TT RS plus badge.



RENAULT TRUCKS LAUNCHES CIVILIAN VERSION OF 4x4 MILITARY VEHICLE

Renault Trucks is launching the civilian version of the Sherpa Scout military vehicle in the Middle East, as it looks to address the needs of customers beyond the defense sector, including leisure and commercial buyers.

The versatile full time 4x4 vehicle can be adapted to multiple applications, and will be available in three models in 2012 – the Sherpa Scout for leisure buyers, the Sherpa Carrier pick-up truck for commercial use, and the fully armored Sherpa Station Wagon used for transport purposes in high risk countries.

Renault began testing the first prototype Military Sherpa Truck in 2006 for more than two years in the toughest desert conditions of the Empty Quarter, and it will be showcased for the first time at Commercial Vehicles Middle East, taking place from 6-8 March 2012 at the Dubai International Convention and Exhibition Centre.

Marco Bonaveglio, Head of Marketing at Renault Trucks Middle East, said that the Sherpa Scout's off-road capabilities make it unmatched as an all-wheel drive multi-terrain vehicle.

"Initially offered as a military vehicle, the Sherpa Scout is now available for civilian and industrial applications," said Bonaveglio. "With a ground clearance of 600mm, an approach angle of 40 degrees, and a centralised tire inflation system, the Sherpa Scout is capable of tackling the harshest and most difficult to access off-road terrain in the Middle East.

Measuring 5.43 meters long, 2.35 meters wide, and 2.1 meters high, the Sherpa Scout has ABS assisted four-wheel disc brakes, an automatic Allison gearbox, and can be fitted with racing seats and a dashboard to add contemporary styling to the functional and roomy cabin.

Bonaveglio added that the vehicle is ideal for hard to access locations such as oil and mining exploration sites, or a fully armored escort vehicle in volatile countries. "The Sherpa Scout's application adaptability means it can be targeted towards certain niche markets that are not easily catered to," he added.



"The Sherpa Carrier truck can transport up to twelve people, and the add-on armour capabilities of the Sherpa Station Wagon, including ballistic, hand grenades and anti-personnel devices provide a safe form of transport for diplomats and executives in high risk locations such as Iraq, while still capable of travelling at speeds of 110km/h".

Renault Trucks will also showcase the 30 tonne GVW Kerax 6x6 heavy transport vehicle at Commercial Vehicles Middle East. Also built for off-road applications, the Kerax 6x6 is the official support vehicle for the Dakar rally in Argentina, and participated in the famous Renault Trucks expedition in 2009 between Cape North in Norway and Cape South in South Africa.

Continued Bonaveglio: "We will be using Commercial Vehicles Middle East as a key platform to showcase our capabilities as a manufacturer able of developing sophisticated trucks for every application and any kind of terrain".

Organised by Streamline Marketing Group, Commercial Vehicles Middle East covers all types of heavy and light commercial vehicles, special vehicles, vehicle attachments, accessories, maintenance and repair services.

Other headline exhibitors taking part in the exhibition include title sponsor Mercedes Benz, telematics sponsor Trinetra Wireless, along with IVECO, Hyundai, Daimler Middle East, and Emirates Transport.

Running alongside the exhibition for the first two days is the Commercial Vehicles Conference, presenting case studies on fleet management systems to transform performance, increase operational efficiency and reduce costs of heavy and light commercial vehicle fleets.

With the keynote address to be delivered by CEO of the RTA Licensing Agency, Ahmed Bahrozian, the conference will host an expert line up of regional and international vehicle management professionals from AECOM, Daimler Middle East, Hertz UAE, ETA Ascon, and Leaseplan.

Abu Dhabi Motors Launches New Rolls-Royce Service Area in Al Ain

Exclusive Rolls-Royce Motor Cars dealer in Abu Dhabi demonstrates focus on customer care purchase

Abu Dhabi Motors, the sole dealer of Rolls-Royce Motor Cars in Abu Dhabi and Al Ain, has reiterated its commitment to customer care and satisfaction with the launch of its new dedicated Rolls-Royce service area in Al Ain. The facility, located in the industrial area of Al Ain, offers convenient vehicle servicing for the brand's customers by Rolls-Royce-trained service staff.

This new service area will serve the increasing number of Abu Dhabi Motors customers in the Oasis City, and reaffirms the growing importance of Al Ain to Abu Dhabi Motors' expansion plans in the Capital. This area comes as part of a multimillion dollar redevelopment of Abu Dhabi Motors' Rolls-Royce facilities, which includes the launch of the world's largest Rolls-Royce showroom last year in Umm Al Nar.

Arno Husselmann, General Manager of Abu Dhabi Motors said: "Convenience is a key focus for Abu Dhabi Motors and is one of the cornerstones of our success over the past 25 years, which has seen us rise to become the leading Rolls-Royce dealer in the entire Middle East. Part of this convenience is ease of access to our facilities, so we are delighted that customers in Al Ain now have their own dedicated service areas to fulfil their vehicle needs."

"Our customers demand excellence and convenience not only in their luxury vehicle purchases, and the environment that the purchase takes place, but also in the aftersales service centres, so proximity and competence are imperative factors for the success of our business," He added.

2011 saw Abu Dhabi Motors maintain its status as the number one selling dealer of Rolls-Royce Motor Cars in the Middle East and one of the top ten dealers in the world, also boasting the richest Bespoke specifications, with a reported 16 per cent growth in sales. Additionally, Abu Dhabi Motors maintained its position as the top-selling Bespoke dealer in the Middle East in 2011.

Sales of the Rolls-Royce Phantom in the UAE's capital hit their highest-ever peak, at Abu Dhabi Motors. The flagship Rolls-Royce model has seen its sales increase by 180% compared to 2010, making it the most successful year ever for Rolls-Royce Phantom sales in Abu Dhabi and Al Ain, and putting Rolls-Royce in the forefront of its market segment.

As part of its continuous investments in Al Ain, Abu Dhabi Motors is planning to open a dedicated Rolls-Royce showroom in Al Ain in the near future.

Abu Dhabi Motors Rolls-Royce service centre in Al Ain Al Sinaiya is open from 8am-6pm Sunday-Thursday, and from 9AM-1PM on Saturday.



Drifting culture taking root in the region

Middle East Motor Tuning Show to promote the sporting activity among youth



Drifting has become a serious competitive sport across the world and it is now rapidly building a fan base in Middle East too with dedicated events taking place more frequently these days.

From a driving technique documented as early as the 1930s, drifting has over the years become a subculture among auto enthusiasts in North America, Australia, the UK and Malaysia and has matured into a booming industry. Now, the commercial and sporting popularity of this event is gradually growing in the region, feel racing enthusiasts and industry observers.

"The passion for cars and all things automotive runs high in the region. There is no wonder then drifting is very popular over here and is seen as a highly-skilled and high-powered activity that calls for complete control of the car. To put in the language of racing aficionados, it's adrenaline to the max!" said Mr Saif Mohammed Al Midfa, Director-General of Expo Centre Sharjah.

Experts have observed that the Middle East has its own style of drifting based on the use of 4x4 vehicles, mainly Toyota Land Cruisers and Nissan Patrols who were the early market entrants.

Several 4x4 skid pan drifting events are popular in the UAE and Saudi Arabia.

Aiming to tap into this growing fad for drifting among youth, the upcoming Middle East Motor Tuning Show will host two drifting arenas to present this exciting activity to a bigger number of people in a safe environment.

Offering exciting drifting events at one place, the 4x4 drifting will be held at one arena, which is supported by Top Speed Performance, and the another area will host saloon car drifting and is organized by the SSK Drift team.

The third edition of the Middle East Motor Tuning Show will be held from March 15 to 17, 2012, at Expo Centre Sharjah.

"Drifting may be a popular pastime but we believe that tricks and skids belong on the racetrack and not city streets. We aim to present drifting in a safe environment. Through all the activities at the show, we are trying to send the message that all motorsport activities should be done at designated places," said Mr Midfa.

Apart from a proper track, experts also highlight the need for a top-spec car, fireproof harness and a helmet for safe drifting. Enthusiasts also need to know about dynamics of their cars and how to deal with them if they lose control, they said.

"Four-wheel drives are a part of life for UAE citizens... there was a time when there were very few roads and only 4X4s to travel. Today, 4x4s have attained an altogether different meaning and is associated with racing and related activities. We believe that these activities have to be promoted as a sport and not as an unlawful activity where people end up killing themselves on streets," said Mr Saeed Al Marzouki, owner of Top Speed Performance.

Recognizing the importance of the platform as well as the popularity of drifting, SSK Drift has joined hands with MEMTS to organize saloon car drifting.

"The popularity of drifting is growing phenomenally in the country and the region. Through our participation we aim to take drifting to more people, while spreading the need for safety and awareness about the activity," said Samer Khadra of SSK Drift.

Apart from the drifting arenas, other activities at the show include the Airbrush Contest, RaceRoom competition, Car Audio contest, and LIVE pick up modification.

The second edition of the Middle East Motor Tuning Show was held in May 2011 and during its three-day run it attracted more than 30,000 visitors.

Goodyear Wins "Tire Manufacturing Innovation of the Year" Award

A Goodyear innovation designed to extend the life of truck tire retread cushion without sacrificing quality and performance has been named "Tire Manufacturing Innovation of the Year" by Tire Technology International. The Retread Multi-Piece Cushion technology was awarded by an independent, international jury of tire professionals, engineers, and academic scholars.

"Goodyear is focused on delivering market-driven innovation to our customers and consumers around the world," said Jean-Claude Kihn, chief technical officer for The Goodyear Tire & Rubber Company. "We are honored to once again be recognised by Tire Technology International for the innovative Multi-Piece Cushion technology, which will be highly valued by our customers."

The only product of its kind in the tire industry, Goodyear's Multi-Piece Cushion contains three distinct layers, according to Jay Hofner, General Manager, retread, for Goodyear's North American Tire business.

"One of these layers is a barrier extending the product's shelf life," said Hofner. "This is a big advantage for Goodyear Authorised Retreaders."

The Multi-Piece Cushion's other layers, he noted, consist of carefully selected ingredients that, when mixed together, complete the curing package. Multi-Piece Cushion is heat-resistant, eliminating the need for refrigeration, another advantage for Goodyear Authorised Retreaders.

"And its round shape is unique, making it more user-friendly," noted Hofner. "Traditional truck tire cushion gum is flat, with edges and corners that can stick to other layers of cushion gum."



tire fact

Check your tire pressure regularly, it only takes you 3 minutes to perform this task to avoid tire failure which could lead to a fatal car accident.



Kumho wins contract for sole supply of tires to Auto GP

Kumho has won the contract to be the sole supplier of tires to the international Auto GP series for 550bhp single-seat racing cars. The appointment comes at an interesting time as, new for this season, all Auto GP teams will be required to use two specifications of tire per weekend; as occurs in F1.

Auto GP is already one of the premier schooling grounds for Grand Prix drivers, and giving this year's competitors the opportunity to learn the management of both 'prime' and 'option' tire compounds at each of the seven circuits visited will further strengthen that role. So too will:

- The introduction of a KERS-style over-boost system (by which an extra 50bhp can be summoned 10 times per race)
- A mandatory pit stop for each race (pit stops previously only applied to the first race of each weekend)
- The extension of the second race to match that of the first

Steve Thompson, European Motorsport Manager for Kumho Tires said: "The new tires provided our designers with a number of challenges. Firstly, they had to be able to deal with the considerable power, speed and downforce created by these cars. Secondly, we were required to produce one compound that gave consistent performance throughout and one that initially performed better but also degraded faster – thereby providing the teams with a suitably demanding test of strategy and tire management. The first challenge was meat and drink to our designers, owing to the inherent characteristics of our tires. The second request was a harder nut to crack!"

Auto GP's roots lie in the Italian Formula 3000 series of 1999, but was first run in its current format and name in 2010, when it was won by the talented Swiss driver Romain Grosjean. This truly launched his career and he was last year crowned champion of both GP2 and GP2 Asia, and will now partner Kimi Räikkönen in the 2012 Lotus F1 team. The outright winner of Auto GP in 2011 was the precocious 18-year old Italian Kevin Ceccon, who plans to graduate to GP2 this year.

The format of the three-day Auto GP meetings comprises practice on the Friday, qualifying and Race One on Saturday and Race Two on Sunday. The series will visit the following circuits during 2012: Monza (Italy), Valencia (Spain), Marrakech (Morocco), Hungaroring (Hungary), Estoril (Portugal), Curitiba (Brazil) and Sonoma (USA). The Auto GP season kicks off at Monza on March 9/10/11.

Commented Auto GP Series Organiser Enzo Coloni: "Right from the start of our talks with Kumho, it was clear that the company's approach was a very positive one, aimed at giving us the best possible experience in terms of technical support. Not only did Kumho accept with enthusiasm our proposal for the two different tire specifications, but it expressed a will to work with us and the teams to achieve the optimum result; something unique in the one-make series scenario. The first step of this process will be the creation of a special super-soft tire for the Marrakech round; a street track where we expect a very low grip level. Being involved in such a development plan will give our drivers knowledge they couldn't get anywhere else; a vital experience for their future."

Added Kumho's Steve Thompson: "We are delighted to be involved with Auto GP, and excited at furthering our involvement with up and coming F1 drivers that began with long term support for the F3 Euro Series and the annual Masters of F3 meeting. It was through these platforms we assisted the careers of current GP stars Sebastian Vettel, Lewis Hamilton, Nico Rosberg and Paul di Resta, among others. Auto GP is the perfect showcase for us to display our ever-increasing capabilities and we will certainly make the most of the opportunity."

SUPERSTARS SERIES exclusively on Hankook racing tires



SUPERSTARS and GTSPRINT INTERNATIONAL SERIES 2012

In 2012 the touring car racing series organized by the Italian FG Group are going into their eighth (Superstars) or second (GT Sprint) season respectively. The fans can expect an exciting season on classic circuits such as Monza, Imola or Spa. One special highlight of the season will be the final race, which will be held in Sentul/Indonesia for the first time in the history of the racing series.

With their high-class teams and fascinating super sports cars, both racing series capture the imagination. In the Superstars International Series vehicles made by Audi, BMW, Cadillac, Chevrolet, Chrysler, Jaguar, Lexus, Maserati, Mercedes and Porsche will be lining up at the start. The GT Sprint International series also promises top-quality motor racing with fast cars made by Ferrari, Maserati, Lamborghini, Porsche and Corvette in the running. Hankook racing tires of the type Ventus F200 and Z207, each available in seven sizes, will be guaranteeing all the cars get a good grip on the road.

From the 2012 season, Hankook Tire will be the exclusive tire supplier to the circuit racing series SUPERSTARS INTERNATIONAL SERIES and GTSPRINT INTERNATIONAL SERIES organized by the FG GROUP. With Hankook as the exclusive supplier, Ventus tires will be used on ultimate sports cars in Italy and abroad within the framework of a long-term partnership. The racing tracks visited by the Italian partner racing series include such classic circuits as Monza and Spa. The international highlight will be the final race of the season in Sentul, Indonesia.

The exclusive partnership with the Italian born and bred international racing series is a further endorsement of Hankook's passionate commitment to motor racing. Hankook proved it has the technical skill necessary to equip all the competitors of a racing series with high-quality standard tires of the same high performance class in 2011, during its extremely successful first DTM season as the exclusive tire partner to the premium manufacturers Audi and Mercedes.

"The extension of our motor racing commitment to Italy is a logical step for us, following our successful start to the DTM last year. Italy is a country that lives and breathes motor racing, which perfectly matches our motto 'Driving Emotion,'" Hee-Se Ahn, Vice President Marketing Hankook Tire Europe, explains. "We are very pleased to be a partner to the FG Group and exclusive tire supplier to the two internationally successful racing series SUPERSTARS INTERNATIONAL and GTSPRINT INTERNATIONAL from 2012 onwards. I am absolutely certain that we will see lots of exciting races in 2012 during which we can demonstrate the high quality of our products, and we wish all teams and drivers a successful season."

In the two series, Hankook's successful racing tires Ventus F200 will be used as slicks and Z207 as rain tires; two extremely high-capacity tires that combine perfect handling and a long service life into optimum performance on any racing track.

"Being able to trust the tires is a key factor in motor racing, particularly on challenging tracks like the ones used in the SUPERSTARS and GTSPRINT SERIES. In addition, extremely powerful and heavy super sports cars are on the grid here. The weight of these fast cars combined with very powerful V8 engines is particularly challenging for the tires," Manfred Sandbichler, Motor Racing Director at Hankook Tire Europe, explains. "Our long years of involvement in different European racing series have proved that our racing tires are more than able to cope with these loads, and we are greatly looking forward to our first joint racing season with the FG Group. In a motor racing-mad country like Italy we are sure to experience lots of impressive racing moments."

Yokohama tire corporation to adjust prices up to 8 percent on all consumer tires

Yokohama Tire Corporation announced it will increase prices by up to 8% on all of its consumer tires sold in the U.S., which include passenger, performance and light truck tires. The increase will go into effect March 1, with some in-line adjustments announced at a later date.

Shawn Denlein, Yokohama director of sales, Consumer Products, cited several factors for the price increase, including global supply issues, economic pressures and costs associated with manufacturing and logistics. "Soaring energy and transportation expenses, along with today's challenging business climate, have made the price adjustment necessary," he said. "As always, though, we will continue to bring the best product to market at competitive prices."

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Experiencing F1 in the Yas Marina circuit, Abu Dhabi at 300km/h.



Article by
Hamid Moaref

On the 25th and 26th January 2012, media from all over the world were invited by Pirelli to the superb Abu Dhabi Yas Marina circuit for an exclusive opportunity to experience the new and exciting tire compounds being offered by the Italian manufacturer for the 2012 F1 season. During the two day event we were fortunate enough to undertake a number of exciting activities, including 'SST Hot Laps' in an AMG F1 Safety Car, an Aston Martin GT4 Driving Experience, a Camaro Drag racer and the Clio Driving Experience. But one experience stood apart from the others, one that proved to be unforgettable and was my personal highlight of the entire event - the F1 2-Seater Driving Experience.

Formula 1 has never been as popular as it is today, and the UAE is lucky to boast a track as sophisticated and technologically advanced as the Yas Marina circuit. Nevertheless, the chance to hit speeds of up to 300km/h and experience forces of up to 5 Gs is a real once-in-a-lifetime opportunity, something that most people can only dream of. The F1 2-Seater has been built to F1 manufacturing and safety standards and is equipped with current F1™ suspension, brakes and Pirelli tires. It is also powered by a V10 engine that produces more than 700 bhp! There really is no better way to sum up the feeling of sitting in a Formula 1 car than to describe it as the opportunity of a lifetime, something that real race junkies and car enthusiasts can only ever dream of.



On the second day of the event, and having finished all the other activities, I waited anxiously for the F1 ride. As we approached the track I couldn't help but grin as I heard the sweet roar of the F1 V10 engine echoing across circuit. I started to panic as it came closer to my turn and I began questioning myself, wondering if I would be able to handle it? I am definitely not the type to go bungee jumping or skydiving and this certainly fell into the same category for me!

I was asked to suit up and get ready as my turn had come. Once I had put the helmet on, I pretty much lost the ability to do anything else, so the team slid on my gloves and made sure that my clothes were properly adjusted. I stepped into the deep cockpit and slid into the seat. I was strapped in tightly, but in case I thought it couldn't get it any tighter, the support crew made sure it did! As I was being strapped in, I couldn't help but scream "whaaahoooo", as the combination of emotions made my stomach turn over. I tried to calm myself down, telling myself to just hold on and enjoy the ride.... oh, and not to forget to breathe!

The team backed away from the car and the engine fired – boy did it have a fierce roar to it! The car screamed out of the garage and made its way out of the pit lanes. We were only on the first bend and I could already feel that I was being pinned back in my seat. Wasting no time, the driver stamped on the throttle as we came out of the bend and onto the straight, reaching 5 Gs at speeds of more than 300km/h. I started freaking out, with thoughts of terrible F1 accidents racing through my mind, when we suddenly braked into the turn as we approached the front straight. "Oh my god!" was all I could think. I hadn't realized it was possible to stop with such force and control! Sure, you see it on track during every race, but trust me, you cannot appreciate the power of these machines until you experience it for yourself. Then, split seconds after my head bounced off the front restraint from the braking, we started heading into the turns. The force experienced is simply unbelievable, as your body bounces from one side of the cockpit to the other, all in a space that at first hadn't appeared large enough to allow any movement at all. Throughout the whole amazing experience I kept wondering how the drivers do this for hours at a time. By the time I could think of anything else we were back in the pit lane and, yes, it was all over!

"Wasting no time, the driver stamped on the throttle as we came out of the bend and onto the straight, reaching 5 Gs at speeds of more than 300km/h."



What was unique about the F1 car experience were the G-forces experienced during braking and cornering. It felt like the G-forces were going to rip your head off, and the helmet didn't help as it moved around - the strap has to be really tight. It was a remarkable experience that I will never forget! When I got home, I probably watched the video of my ride about 20 times. It could still feel the exhilaration, even watching on my laptop. It was definitely an unforgettable experience, and many thanks to the Pirelli team. The video is available on our facebook page at: www.facebook.com/TheAutomotiveTires&PartsMagazine





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Yokohama Rubber's Fuel-Efficient Flagship Tire BluEarth-1 Receives Environmental Award at French Tire Fair

The Yokohama Rubber Co., Ltd., announced that its flagship BluEarth-1 under its fuel-efficient BluEarth tire brand had received the Pneu Expo Innovations Trophy for environmental actions at PNEU EXPO 2012, a tire-industry exhibition held February 7 - 9, 2012, in France.

PNEU EXPO is one of the largest tire-specialized exhibitions and virtually all major tire-related companies, organizations, experts, etc., including producers, importers, suppliers, service providers, systems operators and media, take part in it. Pneu Expo Innovations Trophy recognize excellence in three categories: environmental actions, shop equipment innovations, and service innovations - one winner per category. Yokohama received the trophy for environmental actions, which recognizes its efforts, products and services contributing to environmental preservation. The performance of the BluEarth-1, which delivers not only good fuel economy, but reduces the burden on people and society, as well as the company's continuous efforts to develop fuel efficient tires over many years, have been highly evaluated.

The BluEarth-1 was developed based on Yokohama's global BluEarth concept of "being human and socially friendly combined with improvements to environmental performance." It incorporates Yokohama's latest environmental technologies such as nano blend rubber, orange oil, aerodynamic design, AIRTEX Advanced liner and weight reduction.



The new BluEarth approach of not only achieving good environment performance but also enhancing friendliness to people and society has been praised both domestically and overseas. The BluEarth-1 has been exhibited at the Museum of Science, Boston, U.S.A., since the fall of 2011 as a tire incorporating advanced, innovative environmental technology. In Japan, the BluEarth concept received the Good Design Award in 2011.

Apollo's Chennai manufacturing unit produces millionth truck-bus radial tire



This month Apollo Tires' iconic tire manufacturing facility in Chennai produced its millionth truck bus radial (TBR) tire. The TBR unit went on stream with an initial production of 250 tires a day in April 2010, and has been gradually ramped up to now reach 4,000 a day. Truck-bus radials account for 19% of the total commercial vehicle tires produced by Apollo, which mirrors the overall radialisation of 20% in the category in India.

On the occasion, Satish Sharma, Chief, India Operations, Apollo Tires said, "The fact that we have been able to put in capacities quickly to adequately address the needs of the growing Indian vehicle manufacturers, is a point of pride. From here, we are aiming to speed up the process and hit our next million in the next 10 months. What has been heartening has been the high acceptance of Apollo's truck-bus radials with the mature OEM and replacement customers, combined with the extensive service back-up that we have put in place."

From the Chennai plant, Apollo Tires is an OEM supplier to some of the most established commercial vehicle manufacturers like Tata Motors, Ashok Leyland and Eicher.

The Chennai unit, which has been operational for around 2 years, has already produced 3 million passenger car tires. It currently produces 7,500 passenger vehicle tires per day, which include supplies to OEMs like Hyundai and Mahindra & Mahindra for their range of sedans, hatchbacks and SUVs.

Besides the customer acknowledgement of Apollo's superior technology, the Chennai unit's fast capacity ramp-up has enabled Apollo to quickly become the largest producer and rapidly increase its market share in India.

Apollo's 9th manufacturing unit globally and the 4th in India, was commissioned in March 2010. A high level of automation, flat organisation structure and innovative plant layout, combined with a well-trained young, focussed and motivated team, has enabled the swift ramp-up of capacity in Chennai.



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Inaugural Gulf 12 Hours runs successfully on Avon Tires



Organisers of the inaugural Gulf 12 Hours event in Abu Dhabi have heaped praise on Avon Tires Motorsport, which supplied control race tires for the entire field at the race on 20 January.

The event, held at the Yas Marina Grand Prix circuit, featured GT3 cars and CN2-class sports prototypes competing in a pair of six-hour races, the first of which took place in the heat of the day, with the second under floodlights in the evening.

Gulf 12 Hours promoter, Andrea Ficarelli, said, "Although we approached Avon quite late and our entry list included changes right up until the last air cargo shipment from the UK, Avon was remarkably flexible and brought the right tires for everybody."

Ficarelli added that he will look to engage Avon for the second running of the Gulf 12 Hours, scheduled to take place at Yas Marina on December 15, 2012.

Ivan Bellarosa put his Avelon Wolf CN2-class car on pole, while Ireland's Matt Griffin – a regular in the Avon Tires British GT Championship – set the fastest GT3 time in AF Corse's Ferrari, 1.5 seconds slower than Bellarosa.

When the race began, the pole position car fell out of the running with gearbox trouble while the AF Corse Ferrari of Griffin, Marco Cioci and Piergiuseppe Perazzini became involved in a three-way battle for victory with the United Autosports Audi R8 of Ryan Dalziel, Alex Popow and Enzo Potolicchio and the Kessel Racing Ferrari of Philipp Peter, Michal Broniszewski, Antonio Coimbra and Miguel Ramos.

Despite dropping a lap down in the first race after stopping to change its brake pads, the Audi pulled itself up the order and into the lead when the safety car came out 40 minutes from the end. As racing resumed, Cioci blasted ahead of the Audi and took victory for AF Corse, as the Kessel Ferrari also moved ahead into the second slot.

The winning margin after 12 hours was 2.6 seconds, with 10 seconds covering the top three.

Ficarelli was extremely pleased with Avon's involvement in the race.

"We chose Avon Tires Motorsport because we wanted a tire supplier who could supply the full variety of sizes we needed for both classes of racing," he commented.

"The feedback from the teams in terms of tire performance and consistency has been extremely positive, so we look forward to renewing our agreement with Avon Tires Motorsport for the second edition of the Gulf 12 Hours."

Michelin

Tire Manufacturer Of The Year

Michelin has been voted Tire Manufacturer of the Year by a panel of 21 internationally-renowned industry experts in the Tire Technology International Awards for Innovation and Excellence 2012. This is the second time Michelin has won this award as the Company also took the honours in the 2010 awards. The award ceremony took place at the Tire Technology Expo in Cologne on 15 February.

The judges summarised Michelin's achievements as follows:

It has been an eventful 12 months for Michelin, with several investments, collaborations and R&D developments.

At the company's North American plants, US\$200 million has been invested in its Lexington facility in South Carolina to further expand its tire building capacity, and an additional US\$50 million has been spent to upgrade equipment and expand production capacity at its Fort Wayne BFGoodrich Tire manufacturing facility in Woodburn, Indiana.

Michelin also joined two new partnerships during 2011. The first, with the Fédération Internationale de l'Automobile (FIA), is designed to develop new actions to foster safer and more sustainable mobility through motorsport technology. This working relationship is built on three policies: The improvement of road safety; the development of innovations in tires within a motorsport competition setting, in order to contribute to improved road use; and new solutions to reduce the environmental footprint of mobility in everyday life. The goal of the FIA and Michelin is to pull

out all the stops to ensure that competition makes a serious contribution to improving mobility and, from 2011, to implement concrete actions derived from each of the three pillars of this partnership.

The second agreement is with Amyris, Inc., a leading renewable chemicals and fuels company, to collaborate in the development and commercialization of renewable isoprene. Under the agreement, Amyris and Michelin will partner to contribute funding and technical resources to develop Amyris's technology to produce isoprene from renewable feedstocks. Amyris expects to begin to commercialize this isoprene in 2015 for use in tire and other specialty chemical applications.

Looking to future R&D, Michelin is also undertaking a top-to-bottom €100 million upgrade of its global R&D center in Ladoux, France. In the center, where 3,300 people work, an entirely new, ultra-modern property complex will be built, which will consolidate all Michelin R&D teams and laboratories on the same site, enabling the introduction of new, faster and more efficient work processes.

2011 also saw the return of the Michelin Challenge Bibendum, the company's global summit for sustainable mobility. It's the world's only event that brings together car and truck makers, academics, equipment manufacturers, energy suppliers, research institutes, public authorities and non-governmental organizations to create a shared vision of safer, cleaner transportation. At the event, Michelin itself unveiled five types of tire innovations and three types of breakthrough technologies that involve more than just tires, including a self-repairing car tire, a concept truck tire that can carry loads of up to five tonnes, a motorized wheel and a fuel cell.

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Pirelli squarer and even more competitive tires for the 2012 Formula One season

Pirelli gets the 2012 Formula One season underway, its second as sole supplier, by presenting the new range of tires for the 63rd FIA World Championship at the Yas Marina circuit in Abu Dhabi. The key characteristics of the new tires – developed by Pirelli together with the teams in response to the latest aerodynamic regulations regarding blown exhausts – are: squarer profiles, increased grip, and softer, more competitive compounds with consistent degradation.

The objective for the 2012 tires is to ensure entertaining races that remain unpredictable all the way up to the chequered flag, with two to three pit stops per race and a strong emphasis on team strategies. The colored markings on the sidewalls now change to become bigger and more easily recognizable, while the Cinturato name that has become emblematic in Formula One history returns: the tire with which Pirelli raced and won in the 1950s. From 2012, Cinturato will denote the full wet and intermediate tires.

Pirelli's Racing Tire System also returns, with some new functionality. This is a platform created by Pirelli's engineers in order to record the behaviour and performance of each tire: information that is shared with the teams and Formula One Management (FOM).

The presentation took place today at an international press conference hosted by Marco Tronchetti Provera, the President and CEO of Pirelli, Motorsport Director Paul Hembery, and Research and Development Director Maurizio Boiocchi.

Marco Tronchetti Provera said: "After the positive experience of last year, the teams asked us to continue providing tires with the characteristics that contributed to spectacular races in 2011. And this is what we have done, optimising the compounds and profiles in order to guarantee even better and more stable performance, combined with the deliberate degradation that characterised the P Zero range from 2011. We're expecting unpredictable races, with a wide range of strategies and a number of pit stops: all factors that both competitors and spectators greatly enjoyed last year. The development work on the new compounds took place throughout the 2011 season, thanks to the impressive learning curve and reaction times from our engineers, who are ready to continue those evolutions during the season ahead."

New for 2012: more competitive compounds and 'squarer' tires

Just as was the case last year, Pirelli will supply the teams with four slick tire compounds – supersoft, soft, medium and hard – along with two types of wet weather tire as prescribed by the FIA rules (see separate article). All the P Zero slick tires will feature a brand new profile compared to 2011 and three of them (the soft, medium and hard) will also have new compounds. The new compounds are softer, with increased grip, better performance, a longer performance peak, but an unaltered overall lifespan. Of the wet weather tires, only the full wet – the Cinturato Blue – has changed, while the intermediate tire, the Cinturato Green, is unaltered.

Also unchanged from last year are some fundamental characteristics that all six Pirelli tires have in common: safety, reliability, structural integrity, driving precision, and fast yet distinctly different degradation curves among the assorted compounds. Pirelli's research and development methodology is the same as well. The design and testing of the 2012 tires has benefitted from an on-going dialogue with teams and drivers, who contributed to the development of the new P Zero and Cinturato tires over the last season. The results of on-track tests have been integrated with the data from simulation, which is able to recreate and predict tire behaviour and performance in all the circuit and weather conditions of the 20 tracks that make up the Formula One calendar.

The evolution of the Pirelli tires for 2012 has also taken into account the regulation changes introduced by the FIA regarding blown exhausts. This new measure, which should result in a reduction of aerodynamic downforce acting on each tire, requires a wider and more even contact patch. This objective has been met by having a less rounded shoulder on each tire and using softer compounds, which produce better grip and more extreme performance. The performance gap has changed as well between the different compounds, which all now perform better. During the 2011 season, there was a difference of between 1.2 and 1.8 seconds per lap among the different compounds. This year, the objective is to reduce that to less than a second: between six and eight tenths.

The compounds for the new season synthesise and build on the evolutions already carried out by Pirelli's engineers on the 2011 tires. These have been formulated by Pirelli's Research and Development division in Milan, using the information obtained when experimental tyres were tested during free practice at grands prix in Sepang, Montreal, Silverstone, Nurburgring, Abu Dhabi and Interlagos last year, as well as the young driver test at Abu Dhabi in November. These tests used a total of 6,000 tires, which covered around 11,000 kilometres. On top of that, Pirelli carried out five private tests in Istanbul, Barcelona (twice), Jerez and Monza, driving for 9,000 kilometres.

Racing Tire System: Pirelli creates a passport for each tire.

In order to develop the 2012 tires, Pirelli's engineers relied heavily on the Racing Tyre System (RTS): a computer-based platform able to gather and process the performance data of every tire during tests and races. The Racing Tyre System, developed by Pirelli's Information Technology department, allows users to monitor the performance, wear and behaviour of the tires throughout every phase of their use. On top of that, the RTS tracks the life of each tire from construction to circuit, updating, in real-time,



its use, performance and wear rate. After each tire has been made in the Izmit factory – where all of Pirelli's competition tires are produced – the RTS registers the construction data of each tire as a type of individual passport. The information on each tire is built up as it arrives at a circuit and gets fitted onto a car. From that point on, the tire's temperature, pressure and wear rate are all registered and made immediately available to Pirelli's engineers on the track, using special tablet computers, as well as to Pirelli's research division in Milan and to all the teams. This constitutes a virtual database that is continually updated, forming the starting point for analysis of each car's performance and future development of the tires

The Cinturato returns: a world champion in the 1950s

The 2012 season marks the return of the Cinturato name to the pinnacle of world motorsport: a brand that is not only linked to Formula One but also to the entire industrial history of tire manufacture. The Cinturato made its debut in 1951 on Juan Manuel Fangio's Alfa 159, taking him to championship victory, and was often seen on the podium along with another Pirelli tire: the Stella Bianca, which was fitted to the Maserati and the Ferrari 375. The Cinturato competed in Formula One right up to the mid 1950s, after which it became a road car tire for the most sporting and technically advanced cars of the day.

The Cinturato tire really made its name as a benchmark in the automotive industry throughout the 1960s, when it was at the forefront of mass motoring. The innovative technology, developed for the Cinturato in the 1950s, took its name from the radial belt (or 'cintura', in Italian) that went all the way around the tire carcass, initially made out of textile fibre and later out of metal. This innovation paved the way for wider tires that were able to cope with the higher cornering speeds reached by cars from the 1960s onwards. Today, as well as denoting Pirelli's wet weather Formula One tires, the Cinturato identifies one of the most successful products in the global tire industry: the Cinturato P7, which perfectly illustrates Pirelli's brand values of performance, safety, durability and energy-saving.

Pirelli's Formula One team

Pirelli will supply a total of 45,000 tires for the entirety of the 2012 Formula One World Championship. The tires for the top level of world motorsport will be produced at Pirelli's dedicated competition facility within the factory at Izmit, Turkey, which is one of the most advanced of its kind in the world. Pirelli's engineers have put in place state-of-the-art machinery and innovative technologies to make tires that are perfectly suited to the demands of grand prix racing (see separate article).

At races and during official tests, the Pirelli F1 team numbers 50 specialists, from engineers to technicians. Each Formula One team relies on one dedicated Pirelli engineer, as well as on the entire squad of technicians and fitters.

Pirelli's F1 team is made up of people who come from all four corners of the globe, but is based in Milan: Pirelli's Research and Development headquarters. This department has always been at the heart of the Pirelli Group's cutting-edge technology and employs 1,000 researchers, located in five centres around the world. Motorsport has consistently been Pirelli's most important research laboratory, from which the Group has developed some of the industry-defining innovations in the tire sector.

The tire supply agreement to Formula One marks the pinnacle of Pirelli's presence throughout the world of motorsport, in which the Italian firm has been involved since 1907 when it won the Peking-Paris road race. Pirelli is also the exclusive supplier to some of the world's most important motorsport championships, both on two and four wheels – such as

the GP2 and GP3 Series and the World Superbike Championship. On top of this, the Italian firm supplies more than 70 national and international race and rally series, having been the exclusive tire provider to the World Rally Championship from 2008-2010.

Formula One and sustainability

Following on from the Pirelli Premium strategy, dedicated to the design of products and solutions that combine the highest standards of performance and safety with respect for the environment, the Formula One tire supply agreement is also inspired by criteria of environmental sustainability. In common with all of Pirelli's other motorsport tires, heavily aromatic oils have been eliminated from the P Zero production process. The industrial processes used in Izmit are based on energy and water efficiency and the reduction of harmful emissions like carbon dioxide. Special attention is given to the re-use of production remnants and used tires. The waste handling protocol includes the recycling of used Formula One tires for either the generation of new primary material or energy production.

The total output of the tires made throughout the 2011 season – 28,600 for races and 6,00 for tests – were all recycled.

Pirelli's attention to sustainability is also shown by its recent confirmation in the Dow Jones Sustainability STOXX and Dow Jones Sustainability World Indices, where the Group has been the leading company in the 'Autoparts and Tires' sector for six consecutive years.



Chopard Porsche switch to Dunlop Tires in 2012



Chopard Porsche (run by Paul Miller Racing) and co-drivers Bryce Miller and Sascha Maassen have good reasons for optimism in the 2012 American Le Mans Series presented by Tequila Patrón season.

Heading into its second full season of competition in one of the World's most competitive endurance championships, the team announced it would use Dunlop tires on its brand-new Chopard/TOTAL/IPC Porsche 911 GT3 RSR.

"We are really excited to announce that we will be using Dunlop tires in 2012," said team owner Paul Miller. "After learning a lot during our first season in GT last year, we expect to take a few steps forward in 2012. Dunlop has been successful in ALMS competition and we're looking forward to adding to that record this season."

"Our preliminary test to evaluate the tires and the relationship going forward was a positive experience," said Bryce Miller. "The chemistry between their engineers and us seems to work quite well and we're excited about the potential to move forward and develop a Porsche tire with them."

Dunlop had an outstanding 2011 season. ALMS drivers and teams using Dunlop tires won championships in the LMP1 and GT classes. Dunlop also won the ALMS LMP1 tire manufacturers championship and the LMP2 championship in the Intercontinental Le Mans Cup (ILMC). The tire constructor enters its fourth year of ALMS competition in 2012.

Dunlop Motorsport Project Manager, Ben Michell, stated: "We have ambitious plans in 2012 to build on our championship-winning successes, and we see Paul Miller Racing as the perfect partner to help develop our tires for the latest specification Porsche. Dunlop are proud of our multiple championship wins in ALMS in 2011, and we are delighted that the team has chosen Dunlop as they drive for success in 2012."

"It has been a privilege to watch Paul Miller Racing grow over the past several years, and Porsche Motorsport North America is proud that the team has chosen to contest the American Le Mans Series GT class in a 2012 Porsche 911 GT3 RSR," said Jens Walther, president of Porsche Motorsport North America. "It was great watching the progress of the team in 2011 during its first year in ALMS GT and even better that they are now stepping up with a new car and the new tyre manufacturer. We believe in competition and welcome Dunlop as a new

tyre manufacturer on the RSR – there are now three Porsche customer teams with four cars on three different tires."

The new, Dunlop-shod No. 48 Chopard Porsche makes its public debut in this week's annual American Le Mans Series winter test at Sebring International Raceway. The test will represent the first seat time in the car for Miller and Maassen, and they're eager to get going.

"I haven't driven the new car, but I've heard a lot of good things," said Bryce Miller. "There has been some necessary changes made to the car that bring it up to date with some of the changes that the competitors have made to their cars in recent years. The refresh was really necessary and most everyone is generally excited about the changes that have been made."

"I am really excited about the new Porsche car and the new Dunlop tires," added Maassen. "It's going to change the game for us. We are optimistic that we will improve, and I am very happy that the Paul Miller team decided to let me be part of an interesting and promising program in 2012!"

The 2012 ALMS season begins with the 60th Anniversary Mobil 1 Twelve Hours of Sebring fueled by Fresh from Florida on March 17.

Cooper Zeon RS3-A designated a consumers digest best buy



Cooper Tire announced that the Cooper Zeon RS3-A has been selected as a Best Buy by Consumers Digest.

According to the publication, a Consumers Digest Best Buy is defined as a product that delivers exceptional value for a given amount of money and is awarded to fewer than three percent of the competing models in any given product category.

The current issue recognizes the Cooper Zeon RS3-A, Cooper's newest all-season ultra high performance product. The RS3-A features large tread elements with an asymmetrical design, which provides drivers confidence year round. The tire's advanced technology mold profile allows for more tread-to-road contact through a square tread footprint. The RS3-A is available in 47 sizes and offers a 40,000 mile treadwear warranty.

"It's exciting to hear the RS3-A achieved another win in third-party testing by being recognized by Consumers Digest," said Hal Gardner, Cooper's Vice President of Marketing Communications and Market Intelligence. "This is further evidence of the outstanding performance of our products and another example of how Cooper is continuing to strengthen its relationship and value proposition with consumers seeking a quality product at a reasonable price."

Magazine editors commented that the Cooper Zeon RS3-A "delivered the best braking and hydroplaning resistance of any performance tire that we evaluated that costs less than \$200. We also found that it makes for the quietest ride of any performance tire that we evaluated in this price range."

Best Buys in tires are selected based on performance, features, expected tread life and warranty. Best Buys, in general, can be assessed based on eight specific criteria carried out in numerous ways: hands-on use; review of independent evaluation/testing; review of reports from government agencies and others; interviews of retailers and service technicians; review of consumer surveys; and/or review of evaluations from other entities.

The New LONGMARCH LM166

JASPA, the exclusive suppliers of LONGMARCH brand tires announced this month the launch of the Truck tire LM166. The new tire all steel belted radial tire promises total control for any driver in any truck. The LM166 model has been optimised for highway applications and helps fleet owners achieve an improved performance from their vehicles.

The tread design includes a number of key technical advancements including:

Larger Footprint - The design delivers a larger contact area on the road.

Siped Shoulders - The flat tread with siped shoulders achieves excellent mileage and road grip.

Structural Mobility - The all steel belted radial runs with low noise and high traction stability.

The tire has been designed and built with the latest manufacturing and tire construction technology in order to deliver great performance at a great price.

The LM166 pattern design suits a vast array of light trucks and heavy trucks for the Middle East and African regions. The product is customised for light truck vehicles varying from 3 ton to 7 tons. The product introductory size includes 7.50R16-14PR LM166 All Steel belted radial tire. The tires have passed extensive testing and have already earned positive reviews from drivers and fleet owners.

LONGMARCH tires are supplied exclusively by JASPA and will also be available through their reseller distribution partners.



LONGMARCH



LM 216



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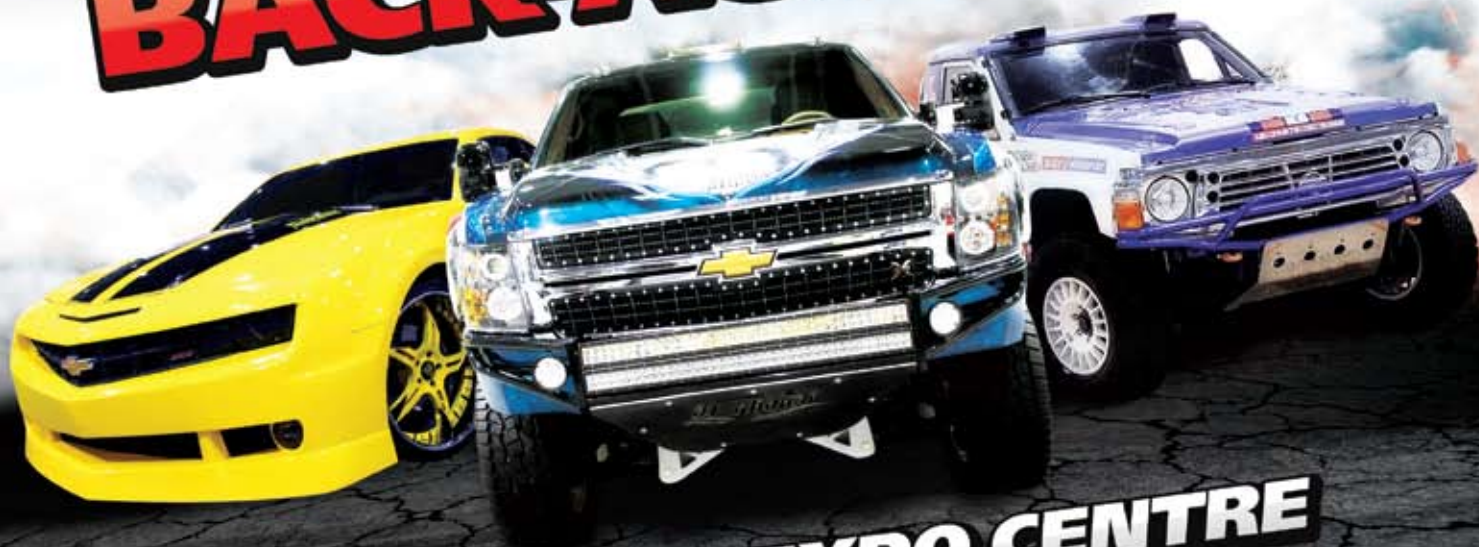
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EVENT	DATE	INFORMATION	LOCATION
Auto World Saint Petersburg	04-08-April 2012	It is an opportunity for domestic and overseas investors, manufacturers, businessmen in this field to join into this strong potential market. As the result of the reform policy and proactive integration into the world economy.	Saint Petersburg Sports and Concert Complex, St. Petersburg, Russia
Bilsport Performance & Custom Motor Show	06-09-April 2012	Bilsport Performance & Custom Motor Show 2012 is one of the leading trade fair for Automotive industry in Sweden. The exhibition will showcase the latest accessories for car and bike.	Elmia Exhibition Halls, Jonkoping, Jonkopings Lan, Sweden
New York International Auto Show	06-15-April 2012	New York International Auto Show is a leading & largest automotive exhibition related to light commercial motor vehicles and automobile styling in throughout the world.	Indiana Convention Center, Indianapolis, Indiana, United States Of America
Intermodal South America	10-12-April 2012	Intermodal South America offers over 450 exhibitors from all over the world, presenting new products, the latest equipments and technology innovation and a vast conference program, providing the unique opportunity and experience for more than 45 thousand professionals.	Transamerica Expo Center, Sao Paulo, Brazil
Taipei International Auto Parts & Accessories Show	11-14-April 2012	Taipei International Auto Parts & Accessories Show, a mega show of automobile first time of its own in Taipei. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity,	Taipei World Trade Center, Taipei, Taiwan
Autotronics Taipei	11-14-April 2012	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.	Taipei World Trade Center, Taipei, Taiwan



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EVENT	DATE	INFORMATION	LOCATION
TTM Fair	12-15 April 2012	TTM Fair - Automotive Technology Fair will be a forum where global auto brands compete with each other to offer the latest and best in every category, from an entire new generation of vehicles to state-of-the-art components.	Poznan International Fair Grounds, Poznan, Poland
AUTO & BIKE	12-15 April 2012	AUTO & BIKE is an excellent platform to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Klagenfurt Exhibition Centre, Klagenfurt, Carinthia, Austria
i-Mobility Exhibition	12-15 April 2012	This expo will showcase the mobility of individuals. First edition was based on an innovative idea for thinking on renewable and mobility solutions. With a freshness of thought and importance of point this got a huge success.	Landesmesse Stuttgart GmbH, Stuttgart, Baden-Wurttemberg, Germany
International Auto Show-New Mexico	13-15 April 2012	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.	Albuquerque Convention Center, Albuquerque, New Mexico, United States Of America
Majestics Car Show	14-15 April 2012	Auto Show Burlington is one of the leading exhibition for Automotive, Spare Parts and Accessories. The event will offer a comprehensive platform for the related industries professional under one roof. The exhibition will be held at Burlington Mall, Burlington, Canada which is being organized by Show Creations Ltd.	REGINA EXHIBITION PARK, Regina, Saskatchewan, Canada
Commercial Vehicle Show	24-26 April 2012	The Commercial Vehicle Show is Britain's largest and most successful transport, distribution and logistics event. Now in its tenth year, it has gone from strength to strength delivering more exhibitors and visitors every year.	National Exhibition Centre(NEC), Birmingham, England, United Kingdom



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LIQUI MOLY brings FIA-certified two-stroke oil for racing karts onto the market



Compared with motor oils for automobiles, motor oil for racing karts is only a tiny market for LIQUI MOLY. Not a market in which a lot of money can be earned. "But that's not the most important thing in this case", says Marketing Manager Peter Baumann. "Here we can prove our technological competence."

Conventional two-stroke oils quickly reach their performance limits with the high speeds of racing motors. Inadequate lubrication can ruin the motor and in any case costs valuable seconds due to increased friction. "We have specially developed our Pro Kart oil for racing use", according to Baumann. Very special additive packages allow for high performance, so that the kart also provides full motor performance throughout the entire course, even at maximum load. The international motorsport organization FIA has officially approved the oil.

LIQUI MOLY Pro Kart doesn't change the octane rating of the gasoline and keeps the combustion chamber and pistons free of sedimentation and contaminants. These would otherwise increase friction, have a negative influence on combustion and thus result in performance losses. "We want drivers to be able to perform at their best in the pursuit of success, and with our optimal motor oil provide an important basic prerequisite", Baumann explains.

The LIQUI MOLY brand is not unknown in the racing world. Involved in Formula 1 years ago, the company is today the main sponsor of the LIQUI MOLY Team Engstler in the World Touring Car Championship, which had its best season in 2011 with private team and driver ranking victories. In kart sport, LIQUI MOLY supports the Energy Corse Kart Team, which has already won several European championship titles.

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Booster ensures permanent voltage!

Increasing comfort in the car makes for a rising electric power requirement. Normally, the available voltage is then no longer sufficient (red line). The excellent electric grid module also covers voltage peaks (green line).



For the second time, Continental has been cited with the "Yellow Angel" ADAC mobility prize. The "E-booster" high-performance technology for start-stop system earned the international automotive supplier a third prize in the "Innovation and Environment" category. As ADAC President Peter Meyer noted: "No other prize reflects so broadly the great diversity of development currently underway for better mobility." Awarded for the eighth time this year, the "Yellow Angel" is regarded as one of the most important citations in the automotive branch. Continental obtained this prize already back in 2009. The citation back then honored advanced development work on the lithium-ion battery.

This year, the Continental E-booster scored as one of the most efficient technologies for reducing fuel consumption – and thus pollutant emissions as well. Also referred to as micro-hybrids, start-stop systems increase mileage by up to fifteen percent in city driving. Systems using a starter-generator work especially fast and comfortable. The starter-generator combines light machine and starter in one component. In this way,

diesel engines in particular can be jump-started (into idle) much faster – virtually without any vibration and noise.

The additional energy accumulator from Continental ensures that the vehicle electric grid can always be capable of making electric power available at lightning-fast speed. And that is important because more and more comfort applications have an increasingly high electric power requirement. That means that even if an especially large amount of energy is needed to start the vehicle, running the navigation system, the A/C unit and the radio, for example, will still present no problem. Dr. Carsten Götte, range manager for electric grid stabilization in Continental's Powertrain division remarks: "In this new in-vehicle technology for storing electric energy, supercapacitors come to the assistance of the conventional battery. In just a few seconds, the batteries are fully recharged. That makes it possible to take advantage of extremely short stop phases to shut off the combustion engine."

Continental is currently the sole manufacturer of this type of system.

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Ford Collaborates with Microsoft Healthrageous and BlueMetal Architects for In-Car Health and Wellness Research



Ford, Microsoft, Healthrageous and BlueMetal Architects announced an alliance today to research technology to help people monitor and maintain health and wellness while on the move.

The alliance was unveiled during the "Doctor in Your Car" keynote address at the Digital Health Summit at the International CES.

"People are spending more time in their cars, and with the tremendous growth in mobile healthcare solutions, Ford is dedicated to understanding the value of being able to connect to health and wellness-related services while driving," said Gary Strumolo, manager of Infotainment, Interiors, Health and Wellness at Ford Research and Innovation. "Our connectivity platform – Ford SYNC – provides easy, voice-controlled access to mobile devices such as smartphones and tablets, and therefore it makes sense to research areas that are important to our customers."

Customer research and societal trends suggest there's a strong business case for Ford to explore opportunities in health and wellness technology, Strumolo said.

Health info online and on the go

While chronic illnesses are on the rise, the number of healthcare providers has remained relatively flat, which effectively limits patient access. For this reason and others, people of all ages and from all income groups are taking a more hands-on approach to their own health and wellness.

More people now visit online health sites than go to the doctor's office, making health and wellness the most popular activity on the Web after email and general searches.

The reasons why are not hard to understand. According to a study conducted by Pew Research:

- 93 percent said they seek out online health information because it's convenient – they want to get information on their own timetable, not the doctor's
- 83 percent said it's because they can get more information from the Web than they can get from their own doctor
- 80 percent said getting this information privately is important to them

Moreover, beginning last year, medical and healthcare was the third-fastest-growing category of smartphone apps, with more than 17,000 available for download.

And by 2015, some 500 million people are expected to be using mobile healthcare apps.

"Taken together, these trends point to a natural role for the automobile in the emerging digital health and wellness field," Strumolo explains.

The car that cares

Strumolo said Ford seeks to develop "the car that cares." As people spend more time in their cars, the ability to manage health and wellness on the go becomes more important. There are several reasons why the automobile is an ideal platform for research and development in this area:

- It's convenient and private
- It facilitates personalized access to the information, products and services people need
- And it's a logical place for them to manage their health while they are more often stuck in traffic

The goal is to figure out how to extend health management into the personal vehicle in a nonintrusive fashion. The prototype system was designed by BlueMetal Architects.

Using information collected from blood pressure monitors, activity monitors and glucose meters along with behavioral data shared by the user, Healthrageous is able to help people lead healthier lifestyles by shedding unhealthy habits.

Microsoft's contribution is to translate robotic sensory information provided by the vehicle into an application that also provides a voice and touch-screen interface, while integrating biometrical data that come from a wearable device.

Ford SYNC allows this all to be done hands-free.

"This alliance signifies an important step in bringing health innovation into people's everyday lives," said Todd Bremner, chief technical officer for BlueMetal Architects. "Ford's SYNC platform allows us to imagine, design and build natural user experiences leveraging voice and touch, which seamlessly bring wellness into your everyday commute."

How it works

The system would capture biometric and vehicle data as the basis for real-time health and wellness advice and monitoring.

The driver can provide voice inputs, detailing important aspects of his or her health routine – such as the number of glasses of water consumed during the day, or what pills have been taken.

The data received from the driver are then uploaded into the HealthVault cloud, at which point they are transferred to Windows Azure. The information is processed with other health data, which are used to create graphical reports the driver can access after having left the vehicle.

"It's all about making health more accessible, and engaging and thereby helping more people lead healthier and more enriching lives," said Mary Beth Chalk, Healthrageous cofounder and chief marketing officer.

HH Sheikh Ahmed confirms patronage of Automechanika Middle East 2012

Tenth edition of region-leading trade fair to highlight latest automotive aftermarket trends

automechanika MIDDLE EAST

Renowned as the region's largest and most comprehensive trade and networking exhibition for the automotive aftermarket, Automechanika Middle East is once again to be held under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Airports, President of Dubai Department of Civil Aviation and Chairman and CEO of Emirates.

Celebrating ten years in operation as the premier trade fair in its field, Automechanika Middle East brings world leading suppliers, manufacturers and service providers in touch with one of the world's most promising markets for the automotive aftermarket and associated industries. As the industry continues to grow and develop throughout the wider region, this year's edition is expected to attract even greater attention during its May 22nd to 24th run at the Dubai International Convention and Exhibition Centre.

"Influential trade exhibitions such as Automechanika Middle East have a significant role to play in attracting international business to Dubai and enhancing its role as a trade and business hub of the region.

I am glad to note its continuing progress," said HH Sheikh Ahmed bin Saeed Al Maktoum.

"We are extremely proud of the continuing support of HH Sheikh Ahmed and the local authorities, who have gone a long way in helping us to develop and grow the trade fair over the years," said Ahmed Pauwels, Chief Executive Officer of organiser Epoc Messe Frankfurt.

"The tenth edition of Automechanika Middle East looks set to progress even further in unlocking the enormous potential that exists in the Middle East automotive aftermarket. Year on year the exhibition has grown and developed to the strength it is today. We expect that the 2012 edition will surpass all milestones reached to date and set new records," he added.

Automechanika Middle East is the leading industry exhibition for automotive components, accessories, garage and garage equipment as well as refuelling and car washing. The 2011 edition featured 1,102 exhibitors from over 50 countries and welcomed 17,421 trade visitors from 112 countries. The show is divided into 5 vertical sections for the benefit of exhibitors and trade visitors, namely: Parts & Systems, Repair & Maintenance, Tyres & Batteries, Service Station & Car Wash and Accessories & Tuning.

The trade fair allows easy access to all Middle Eastern markets through a single location and date and guarantees access to the most important buyers as well as a large number of medium and small business players which can traditionally be more difficult to reach. Its market reach includes Middle East, Africa, Indian Sub Continent and CIS countries.

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New milestone of technology

active seat-belt buckle



Integration in the vehicle's PRE-SAFE® system

Active seat-belt buckle is a moving belt buckle which can be extended by 70 millimetres and retracted by 40 millimetres via an electric motor. The belt buckle is attached via a cable to a spindle nut which runs on a spindle, translating the electric motor's rotary movement into a linear movement.

The following functions are carried out by means of this movement:

- Seat belt reminder/easier fastening of the seat belt: Active seat-belt buckle is provided with an illuminated insertion slot, attracting the occupants' attention to the buckle. Particularly in the dark, the belt buckle is easier to find and to connect with the seat belt tongue. In addition, the belt buckle is extended by 70 millimetres when occupants enter the rear of the vehicle, to facilitate fastening of the seat belt. In extended state the belt buckle is more readily accessible and it is easier to insert the belt tongue. Both functions are activated when the doors are opened by passengers entering the rear of the vehicle.
- Minimised belt slack: after the belt has been inserted, the belt buckle returns to its original position. This reduces any belt slack in the area of the pelvis and thorax, and the belt fits correctly in the pelvis area.
- PRE-SAFE® function for rear occupants: Active seat-belt buckle is fully integrated in the vehicle's PRE-SAFE® system. Whenever PRE-SAFE® becomes active in critical driving situations or when a critical distance from other objects is detected, reversible belt tensioning is also effected in the rear via the active seat-belt buckle function. The restraint system and the passengers are thus better prepared for a possible accident system. In contrast to its extended position to facilitate fastening of the seat belt, the belt buckle is retracted by approx. 40 millimetres. This reversible function increases the belt tensioning on the occupant by up to 80 millimetres. In addition, the belt buckle branches off at a lower point at the occupant's hip. This reduces the risk of the pelvis pushing through under the belt. Securing the occupants more effectively in this way reduces the stress to which they are exposed in the event of an accident. Active seat-belt buckle is set to replace the pyrotechnic belt tensioning which has featured as standard in Mercedes-Benz vehicles for many years now. This pyrotechnic system is triggered in the event of actual impact.

Active seat-belt buckle is a new innovation for the rear seats which is currently under development by safety pioneer Mercedes-Benz and will shortly go into series production in one of the Stuttgart manufacturer's luxury-segment models. An electric motor extends and retracts the seat belt buckle automatically. In this way, the belt slack in the area of the pelvis and thorax can be reduced and passengers are secured more firmly in sideways and lengthways directions. Active seat-belt buckle fits in with Mercedes-Benz's integrated safety concept. In keeping with an all-embracing approach to safety, this concept covers all phases of automotive safety: from safety during driving through safety in hazardous situations and protection in the event of an accident to minimisation of the consequences of accidents.

The innovation is typically Mercedes-Benz, improving safety and comfort in one. Fastening seat belts in the rear is also made much simpler: the seat belt buckle emerges from the upholstery when the rear doors are opened and is provided with an illuminated insertion slot. Simplifying use of the seat belt in this manner may increase the percentage of rear passengers who buckle up. The innovation also makes it easier to assist children or people who require help in fastening their seat belts.

Active seat-belt buckle is also integrated in the PRE-SAFE® preventive safety system. This means that whenever PRE-SAFE® becomes active in critical driving situations or when a critical distance from other objects is detected, reversible belt tensioning is also effected in the rear via the active seat-belt buckle function. The restraint system and the passengers are thus better prepared for a possible accident situation. Active seat-belt buckle complements the pyrotechnic belt tensioning which has featured as standard on all outer rear seats in Mercedes-Benz vehicles for many years now. This pyrotechnic system is triggered in the event of actual impact.

The Mercedes safety experts have developed active seat-belt buckle using detailed computer models of the human body, as dummies are only able to simulate the human pelvic system along very rough lines.

"Active seat-belt buckle is another element of our 'PRE-SAFE®' concept, which is intended to provide our customers with optimum protection in real accident scenarios," stresses Prof. Dr. Ing. Rodolfo Schöneburg, Head of Passive Safety and Vehicle Functions at Mercedes-Benz Cars. "After all, we aim to offer a high standard of safety not only in all model series, but also in all seats." Active seat-belt buckle has also been developed with an eye on new markets in which the level of occupied rear seats is up to 30 percent – markedly higher than in Europe. "In the rear of premium saloons in particular, passengers tend to sit in particularly relaxed positions in the generous space which is available," explains Schöneburg. "Active seat-belt buckle as part of PRE-SAFE® unlocks the full potential of the on-board restraint systems."



Virtual human model as an unconventional development tool

The Mercedes-Benz safety experts have developed active seat-belt buckle with the aid of virtual human models, which provide a clearer picture of what happens to a vehicle's occupants in an accident than crash-test dummies. These digital models simulate not only the human body's outer form, but also its internal structures, such as bones and soft tissue.

"All the crucial biological features of humans – joints, muscles, tendons, ligaments, bones – can only be simulated in very rough terms with dummies," explains Dr Hakan Ipek, expert for virtual human models at Mercedes-Benz. "Some seated positions, such as when a rear passenger is dozing and the belt does not pass over the pelvis in the correct manner, simply cannot be recreated with a dummy," he adds by way of example.

With virtual human models, the biomechanical characteristics of the human body are simulated in detail on a computer, enabling examination of the stress to which the model is exposed in a virtual crash test.



- POST-SAFE functionality: to facilitate the rescue of occupants and to assist rescue personnel or the occupants themselves in unbuckling the seat belts, the belt buckle is extended once again as soon as the doors are opened by rescue personnel or the occupants themselves after the system has detected a crash and verified that the vehicle is stationary, provided that the on-board electrical system is intact. The raised belt buckle position allows better access from inside the vehicle, while illumination of the buckle draws attention to the belt's opening mechanism.

In keeping with Mercedes-Benz's integral safety concept, active seat-belt buckle covers all four areas of automotive safety – "Safe driving," "In the event of danger," "In an accident" and "After an accident".



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Chrysler Group LLC and Fiat S.p.A open Mopar operations in Shanghai and Dubai

Move Effectively Positions Mopar to Support Growth Markets and Provide Improved Service to Existing Customers in Region



In a move to support growth in international markets, Chrysler Group LLC and Fiat S.p.A today announced the opening of Mopar® parts distribution centers in Shanghai and Dubai.

"With the opening of these two facilities, we are expanding our parts distribution network in order to fully support the growth taking place in these markets," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "As our vehicle brands continue to grow internationally, Mopar will continue to look for opportunities to effectively service our dealers and distributors, and ultimately our customers."

The parts distribution center in China will integrate China domestic and regional operations, resulting in a more efficient and cost-effective supply chain and improved service levels for the company's growing presence in China and Asia Pacific. The facility will be located in Yangshan Port Shanghai, a Free Trade Zone that offers Mopar the platform to support international trade from China. The 16,000 sq. meter facility will distribute more than 35,000 part numbers to more than 130 dealer locations in China and more than 20 third-party distributors and joint-venture partners throughout Asia Pacific. The warehouse will also be a referral point for other Mopar warehouses in South Korea, Japan, and Australia which service more than 200 additional dealer locations.

The 18,000 sq. meter parts distribution center in Dubai, United Arab Emirates (UAE) will be located in the Jebel Ali Free Trade Zone, providing Mopar the benefits to support the redistribution of parts throughout the Middle East and Africa. The warehouse will move more than 30,000 part numbers to support Middle East and African general distributors and local sales companies.

12 Mopar Express Lanes Opening in Middle East

In 2011, five Mopar Express Lanes were opened Saudi Arabia (Riyadh and Jeddah), Kuwait and Jordan. In 2012, seven Mopar Express Lanes will open in United Arab Emirates (Abu Dhabi), Qatar (Doha), Saudi Arabia (Dammam and Jeddah), Iraq (Baghdad) and Kuwait.

Following are facts about Mopar's current global footprint:

More than 45 commercial offices and more than 50 parts distribution centers supporting more than 120 markets

Parts distribution centers occupy nearly 20 million square feet

22 customer-care call centers

350,000 order lines daily

More than 3,500 suppliers

More than 11,000 ship-to locations

Mopar-First Features

Mopar has introduced numerous industry-first features including:

Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers

Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format

Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot

Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters

2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car

Camper trailers: first to introduce off-road camper trailers

WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

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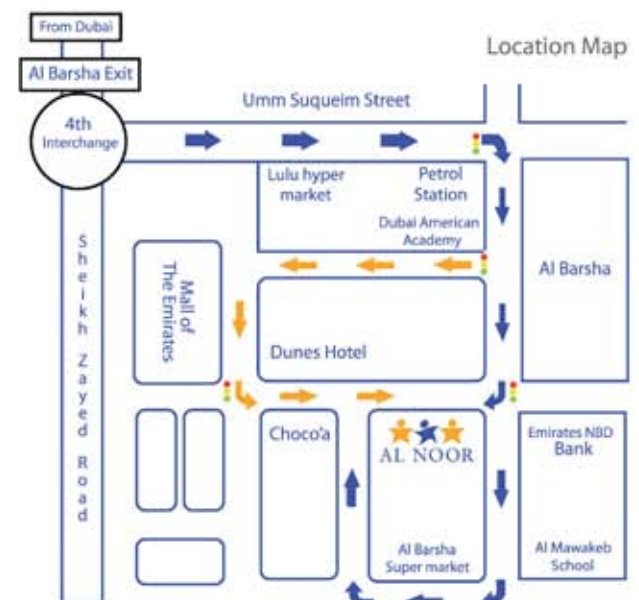
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KIA MOTORS AMERICA DEBUTS UVO E-SERVICES AT 2012 CONSUMER ELECTRONICS SHOW



Kia Motors America (KMA) has unveiled UVO eServices, the next iteration of the company's innovative voice-activated infotainment system, during the 2012 Consumer Electronics Show (CES). Showcased in Kia's stunning Optima Hybrid midsize sedan, UVO eServices represents an evolution from the original UVO system's capabilities, adding a new telematics suite ("eServices") that is powered by a free smartphone app that will provide drivers with an innovative in-vehicle connectivity experience including navigation, diagnostics capabilities and added convenience features. Powered by Microsoft®1, UVO is short for "Your Voice," and provides consumers easy-to-use voice and touch-activated experiences to manage music files and hands-free mobile phone operation. Also at CES, KMA debuted the In-Vehicle Infotainment (IVI) concept, which demonstrates Kia's forward-thinking technology and concepts in the realm of connected car.

"UVO was a breakthrough for Kia, and signaled the brand's ambitious plans to become an in-vehicle technology leader by enabling drivers and passengers to use all of their personal technologies more safely and easily, while creating additional entertainment experiences," said Henry Bzeih, who heads the connected car program for KMA. "With smartphone penetration nearing 50-percent in the U.S., UVO eServices extends our award-winning

system's abilities far beyond the original offerings by utilizing one of the industry's first app-based approaches for telematics. The development focus for UVO eServices was to deliver the connectivity, services and notifications valued by vehicle owners while also adding safety features, diagnostic information and innovations such as our parked vehicle locator to create user-friendly experiences that exceed people's expectations."

UVO continues to offer drivers hands-free mobile phone management capabilities and hands-free control of music from a variety of media sources, including CD, radio, USB, media player, and the Digital Jukebox. Users will now be able to control the on-board navigation system through voice commands when the vehicle is outfitted with the UVO eServices/navigation package. Also new with UVO eServices is an enhanced telematics suite, which includes a number of maintenance, and infotainment functions, including Crash Notification Assist, Roadside Assist, Automatic Diagnostics, Manual Diagnostics, Scheduled Diagnostics, vehicle maintenance, eServices Guide, Trip Info, safe- and eco-friendly driving awards, Send2Car, Curfew Limit, Speed Alert, Geo Fencing, Car Care Web and Park Assist. These functions, with the exception of eServices Guide and Crash Notification Assist, are run through the owner's smartphone equipped with the free UVO eServices app.

Key Features of UVO eServices:

eServices Guide: accessed via the touch-screen or voice command, eServices Guide places a phone call to a voice response system that explains UVO eServices to the driver in an interactive manner.

Car Care Web: Through the UVO eServices owner's portal, known as "Car Care Web," owners can check vehicle diagnostics, vehicle status, maintenance schedules, driving behavior, My Car Zone alerts, and schedule appointments with their preferred or nearby dealer via their home computer or mobile device. Owners also can earn awards for safe and eco-friendly driving viewable on Car Care Web should they rank high enough among their fellow UVO eServices owners.

Send2Car: Also available to UVO eServices owners is Send2Car, a feature that allows owners to send a destination from Google Maps to their smart phone. After the phone receives the destination, it will send the destination to the vehicle's navigation system the next time the phone is paired via Bluetooth®2 wireless technology. In addition, all destinations sent from Google Maps will be copied to the owner's Car Care Web. (Send2Car is only available with UVO eServices vehicles equipped with navigation).

Vehicle Diagnostics: If UVO's eServices identifies a problem by way of the Automatic Diagnostics function, it will communicate the vehicle's list of issues and its location to Kia's 24/7 call center or will schedule an appointment online with the nearest Kia dealership upon user request. With Manual Diagnostics, at the owner's preference, UVO eServices can connect the user with Kia's 24/7 call center or schedule an appointment online with the nearest Kia dealership, should an issue be found. Additionally, the user can take advantage of Scheduled Diagnostics from their smartphone, setting a monthly diagnostic check of the vehicle. Upon completion, any issues found are automatically forwarded to Car Care Web.

Crash Notification Assist: In case of an airbag deployment, the Crash Notification Assist function will alert emergency services. After a 10-second delay, during which time the driver has the option to cancel the call, UVO will dial 9-1-1, read the vehicle's location out loud to the emergency services operator and allow the operator to speak with the vehicle occupants.

My Car Zone: UVO eServices also helps drivers stay up to date on their vehicle's whereabouts while away from the car. Curfew Limits in terms of time stamps or even GPS coordinates through 'Geo Fencing' (a predetermined area plotted in the navigation system) can be set. If the car leaves that area or is used outside of predetermined hours, the owner receives a detailed alert on his or her smartphone the next time the driver pairs the phone with the vehicle via Bluetooth® wireless technology. The Speed Watch function also allows owners to set a predetermined maximum speed for the car, and receive an alert if exceeded, while the smartphone app adds a trip-information function that gives a summary of total and individual journey distances and times.

Park Assist: If the driver happens to forget where they parked the car, the Park Assist function helps find it by sending the location of the vehicle when it is parked to the driver's phone. If preferred, the owner also can take pictures of the surrounding area for reference, write a reminder note, email his or her location and set an alarm if the car is parked at a meter. To guide the owner back, the UVO eServices smartphone app will display the owner and the vehicle's locations on a map. Optionally, the owner can look through the phone's integrated camera where an icon on the phone's screen will point to the vehicle's location.

In-Vehicle Infotainment Concept

Kia's all-new IVI concept, intended to deliver navigation, media playback and networked computer functions all from a single unit, is designed to be the hub of a vehicle's information and entertainment systems and represents a glimpse into the future of IVI systems.

Featuring wireless connectivity with smartphones and tablets, an integrated app store, user-recognition system and augmented reality navigation, as well as a combination of touch- and speech-interface options controlled principally through an 11.6-inch multi-touchscreen, Kia's IVI concept allows users to transfer music, contacts and directions between smartphone or tablets and the vehicle. In addition, once the user's smartphone or tablet is synced with the vehicle, many of the device's features and apps become available through the IVI system. The IVI concept also features revolutionary wireless charging, enabling users to charge devices without the need for conventional wired chargers. The key features of Kia's IVI concept include navigation, media, smart device interlock, and an app store.

Seat comfort has a first name, It's O-S-C-A-R

2013 Chevrolet Malibu gives customers more room and comfort inside

The name "Oscar" may bring to mind an award statuette or a former championship boxer. But for Chevrolet, Oscar plays a key role in the engineering and interior design of the all-new 2013 Chevrolet Malibu.

Oscar is GM's three-dimensional, mannequin-like simulation tool comfort engineers used early in the product development process of Malibu to determine the overall dimensional layout of the car's interior. Before the interior was designed and engineered, Oscar first provided the key measurements Engineering and Design needed to create optimal interior space and comfort.

Technically known as a "Comfort Dimensioning System," Oscar is assembled in 18 removable parts weighing up to 77 Kgs, and is made of steel, plastic and aluminum.



In the mid-1940s, Northrop used a similar device named Oscar Eightball. The 84 Kgs aviation dummy was used for ejection seat and other testing. GM patented a similar tool for optimal interior space and comfort testing. Later on, the name was shortened to Oscar to differentiate the automotive from the aviation anthropomorphic test dummy.

Oscar is mechanically hinged at the hip or "H" point, which simulates the actual pivot center of the human torso and thigh. Based on the "H Point," engineers and interior designers determine the necessary headroom and the optimal back angle that should be offered. All this data directly influences positioning of the steering wheel, the pedals, rearview mirrors, instrument panel and other driving controls to ensure that the Malibu provides maximum room and comfort for a broad spectrum of customers.

"Oscar represents our consumers," said Malibu seat performance engineer Daniel Cohen. "We use Oscar much like a builder uses a level to make sure that the building foundation is even. Oscar gives us a solid baseline around which we design and build new vehicles, like the Malibu."

GM engineers designed and patented Oscar in 1961. The seat comfort tool was developed to "aid the designer of the automobile passenger compartment," according to a white paper presented by former GM engineers Vincent Kaptur, Jr. and Michael Myal at the 1961 SAE International Congress in Detroit. Oscar was the key to a new dimensioning concept adopted for industry use by the Automobile Manufacturer's Association starting with 1963 models, and is now a required part of the design for Federal Motor Vehicle Safety Standards.

Human X-rays were used to help develop Oscar's shape and size.

Abu Dhabi Poised to Become Regional Hub for Re-export of Auto Parts

New Automobile City Announced in Abu Dhabi to Cater to Growth in the Sector

Abu Dhabi is poised to become a major player in the region for the re-export of automotive goods, coming on the back of a recent announcement by the government-backed agency ZonesCorp of a new automobile city in the Mussafah area of Abu Dhabi.

Re-exports in the capital have recovered significantly since the economic downturn within the last five years, surpassing 2005 values by almost AED 3 billion in 2010 according to the Abu Dhabi Statistics Centre.

The lack of automotive manufacturing industry within the Gulf region has created a demand for a well-developed and strong re-export trading sector, with Abu Dhabi's newly announced 'Automobile City' set to serve the future growth needs of the industry.

"Abu Dhabi is strategically located to serve countries within the Gulf and is well on its way to becoming a logistical hub for this region. Domestic demand has increased all over the UAE, and in fact the region, and we are experiencing exponential growth as far as automotive goods are concerned," said Asad Badami, Managing Director of A-MAP, which specializes in the distribution of aftermarket automotive spare parts, automotive batteries, tires, and lubricants.

"Without a dedicated automotive manufacturing industry in the Middle East, Dubai has become the regional distribution centre for automotive parts and accessories not only to the Middle East but to African nations and some European countries such as Russia. Abu Dhabi is certainly within a position to compete with this position, it is an industrial city attracting international companies to set up operations there and geographically is very close to countries such as Saudi Arabia and Qatar," he added.

Badami continued that almost all vehicle manufacturers have experienced upwards of 15 percent growth within the region over 2011, indicating that further growth can be expected in future.

"A significant milestone for A-MAP throughout 2012 is to open a distribution facility within Abu Dhabi. A-MAP has grown immensely and we feel it's important to have a presence within the capital to cater to the surging demand across the Emirates," he added.

Bahrain's National Auto Company gets you in shape while you get your car serviced!

Many Auto dealerships may be offering special services to their clients while they wait for their car to be serviced such as the UK's Porsche dealership may take customers to the mall so that they can pass the time shopping while their car is being serviced, but Bahrain's National Motor Company takes this concept to another level. Not only does the company's brand-new Sehla-based service center offer free wifi and shuttles to local destinations, but it also houses a state-of-the-art gymnasium.

Founded in 1988, National Motor Company (NMC) is one of the leading automotive distributors in Bahrain, representing Honda, Chevrolet, GMC, Cadillac, and Hummer. Early this year the company opened a

new BHD 4 million, 9,000 square-meter facility in Sehla complete with clear-glass viewing areas so that customers can watch their cars being worked upon, according to a report in the Gulf Daily News. An array of games are available to help customers pass the time, in addition to the four-floor facility's gym, which can be enjoyed by fitness-minded customers until their car is ready to go.

Many customers are impatient when it comes to their vehicles being serviced, going the extra mile always helps in keeping them happy and spreading the word!



BMW Interactive Projection by iLogic

Advertising the new BMW 1 Series, iLogic allowed consumers to engage with the brand in a new, exciting way. Keeping in mind that unmatched innovation is always part of the BMW driving experience, iLogic developed Interactive Video Projections. Full activation on the ground took place over eight nights in major cities across South Africa. Locations were vibey, high-traffic main streets. Through a high powered, HD projector, iLogic projected an interactive racing game onto buildings and scaffoldings (screen measuring 108 square meters). Consumers engaged in real time, while having serious fun with new technology and the brand!



Promoters on the ground helped participants enter their Facebook details via a Galaxy Pad, which was used as a steering wheel to race. Facebook was integrated by posting the user's interaction to their personal Facebook Wall. The post congratulated them on engaging with the BMW interactive projection and listed the activation's location.

Instead of racing in front of a TV, consumers experienced something larger-than-life—racing on the side of a building. The campaign was a first for South Africa (large scale interactive projection on the ground with Facebook integration).

There were 810 campaign Facebook posts. Therefore, considering that a Facebook user has an average 130 friends, it is conservatively estimated that the Facebook exposure for this campaign was 105,300 impressions.

From our results and video, it can be clearly shown that participants thoroughly enjoyed the campaign interaction and brand engagement that allows for great post-campaign exposure.



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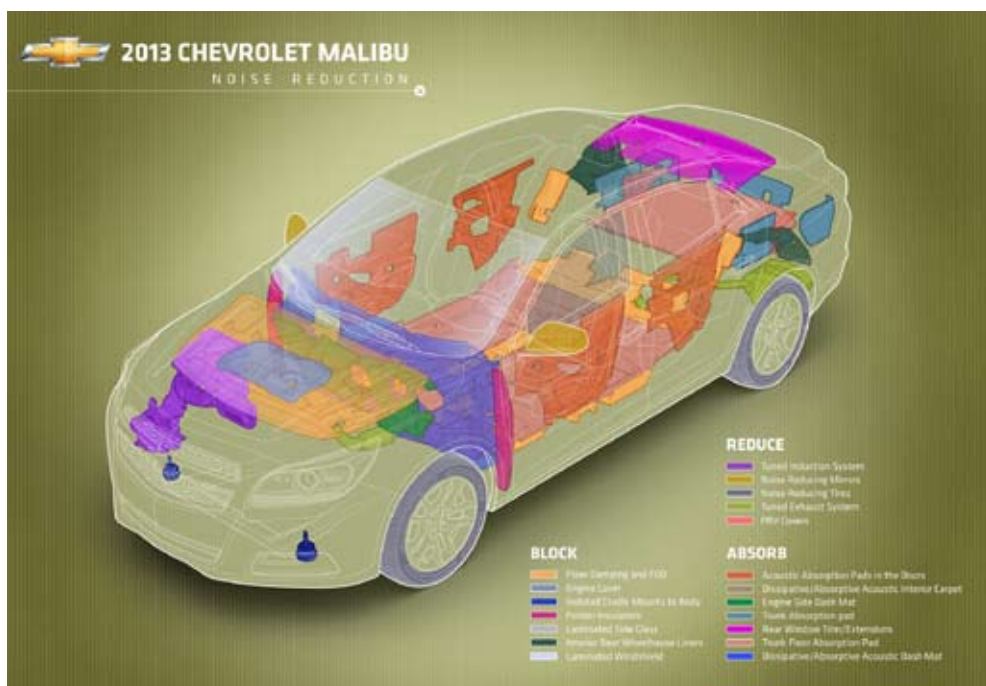


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Reduce Noise?

Chevrolet Malibu Engineers are All Ears

Sound experts use advanced technologies to make 2013 Malibu cabin quiet



A room full of audiophiles may not agree on a single style of music, but most concur that ordinary MP3 player ear buds don't have the technology to deliver concert-quality sound. Likewise, Chevrolet noise engineers threw out conventional tools to evaluate the interior sound quality of the all-new 2013 Malibu sedan.

In the intensely competitive midsize car segment, customers expect refined, quiet interiors. The challenge for engineers is that sound – like music – is very subjective, and people respond to it differently. “To tune the sound properties to appeal to the widest possible audience, we need to make sure everyone hears the same thing,” said Kara Gordon, Malibu’s lead acoustic engineer.

Gordon and her fellow engineers are using better sound reproduction in the lab to help make the 2013 Malibu sedan one of the most refined and quiet midsize sedans available when it launches in spring 2012 in the Middle East.

They are doing this by equipping pre-production Malibus with a mannequin-like recording device called an Aachen HEAD. Named for the headquarters of Head Acoustics GmbH in Aachen, Germany, the head is a digital recording tool that closely matches the way humans process sound with both their ears. The Aachen HEAD technology preserves the binaural attributes of the sound, regardless of whether it's inside or outside of a moving vehicle.

The device mimics the head of an average-sized person and incorporates specially calibrated, highly accurate digital microphones in each ear position. The microphones use a precise, 24-bit recording resolution to enable dynamic range equal with human hearing.

The Aachen HEAD is typically belted into the passenger seat or rear seat farthest from the driver. The recordings are made as the test Malibus are driven on a variety of road surfaces at a range of speeds.

At General Motors’ “Jury Room” in Milford, Mich., groups of engineers listen to the Malibu’s interior noise recordings and rate them on several criteria.

The Jury Room is equipped with a high-fidelity audio playback system that features Stax SR-303 electrostatic ear speakers. Unlike those little white buds, the large, rectangular Stax units fit over the ear and feature a large, translucent electrostatic film for precise sound reproduction.

The stock ear buds that come with a digital music player can reproduce sounds from a low end of 20 Hz to a maximum of 20,000 Hz, but all audio devices experience distortion as they approach the limits of their range.

In contrast, the Stax ear speakers’ range goes from just 7 Hz all the way up to 41,000 Hz, well beyond the range of the human ear. However, that extra head room means the speakers are always closer to their sweet spot for the sounds we can hear. That means everyone evaluating the sounds of a Malibu or any other Chevrolet hears the same sounds, regardless of which set of ear speakers is used, giving the engineers more consistent feedback on sound quality.

“The typical acoustic memory of the human ear to discern subtle yet important differences is about 10 seconds – or about the time it takes to go from one vehicle to another. The Aachen HEAD, our Jury Room and high-tech headphones make it possible for us to give our Malibu customers the quietest, most pleasing interior sound quality possible,” said Gordon.

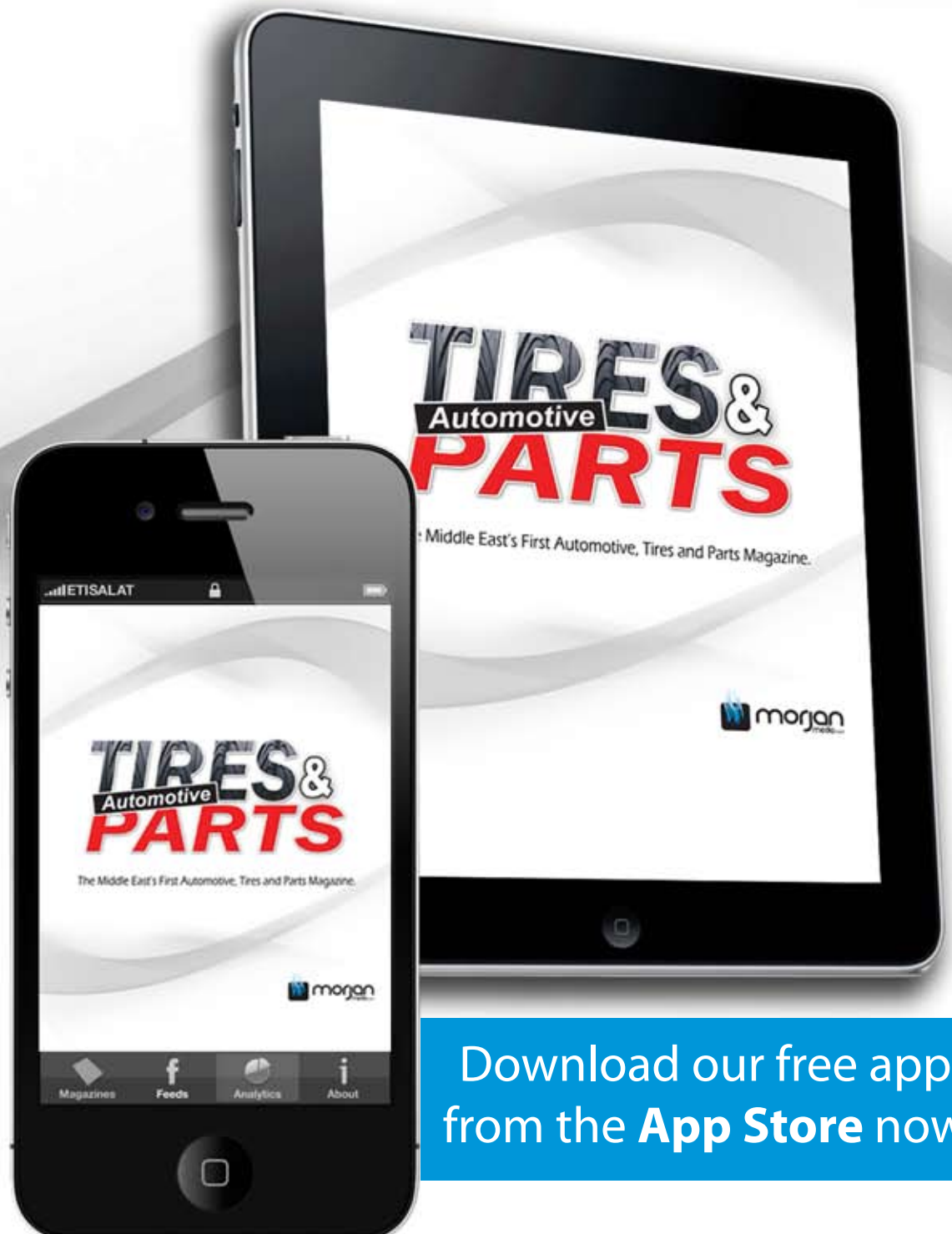
The new Malibu will feature components that prevent tire, wind and road noise from entering the cabin. Several components such as noise-reducing outside rear view mirrors, laminated side glass and noise-absorption pads are strategically placed to make the cabin quiet and improve the overall quality inside.

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A flying HD camera

While in flight, the Parrot AR.Drone 2.0's front camera transmits real-time what the quadricopter sees onto the pilot's device screen. For the first time the AR.Drone 2.0 camera, with a 1280x720 resolution, shows a view from the sky in high definition with smooth and unbelievable images.

The pilot enjoys an experience like never before, as if he was on board. For gaming purposes, this camera also can recognize specific shapes and colors to show augmented-reality elements on the smartphone's screen.

Record and share flying experiences

Thanks to the new AR.FreeFlight 2.0 piloting application, players can record their own HD videos and watch them or share them with the AR.Drone community.

Additionally, with the "travelling" feature, the pilot can film HD video sequences like a professional! Simply select the direction of travel (forward, back, sideways) and the duration, and the AR.Drone 2.0 does the rest.

Hasbro zAPPed Gaming



"Knowing that families are more attached than ever to their mobile devices, we wanted to revolutionize face-to-face gaming with our world famous brands and our proprietary technology to create a unique gaming experience," said Eric Nyman, Global Brand Leader for Hasbro Gaming.

Hasbro, Inc. a global branded play company, is once again leading innovation across the gaming industry with the launch of Hasbro zAPPed Gaming. These new games will allow players to combine traditional analog, face-to-face gaming with the increased functionality of today's consumer technology.

In 2012, Hasbro zAPPed games will kick off a new era of gaming with three iconic brands – THE GAME OF LIFE, MONOPOLY and BATTLESHIP. Elements of these games will come to life when apps on iOS devices join with a game board to create a unique social twist on the digital gaming experience.

THE GAME OF LIFE zAPPed game will be available first on Amazon.com and ToysRUs.com The game will be available in Toys R Us Times Square The game is recommended for 2 to 4 players, ages 8 and up. THE GAME OF LIFE zAPPed app is available as a free download from the App Store.



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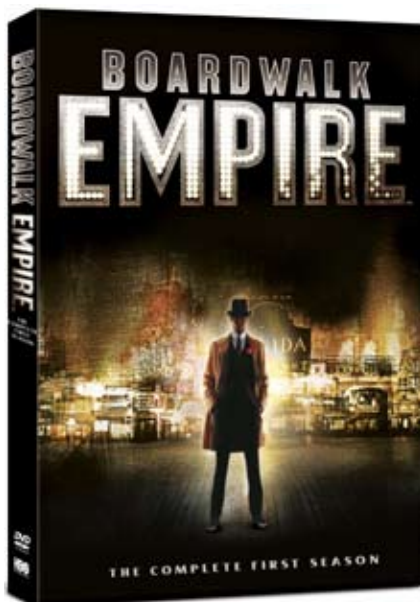


Rolex Milgauss Watches

Science lovers might enjoy the clean-lined Milgauss timepiece from Rolex; its resistance to magnetic interferences comes from the shield made of ferromagnetic alloys which protect the movement. Telecommunications, the aerospace industry, medical imaging and research laboratories are just a few of the many industries in which scientists, engineers, and technicians work in professional environments subject to strong radiation fields. . Rolex has now created a new generation of watch introduced in the 1950's, with a focus on technological progress. Working together, the movement and magnetic shield allow the watch to achieve exceptional performance when subjected to intense magnetic fields.

GUESS SEDUCTIVE HOMME

He's sexy and sophisticated. Confident and bold. Playful and charming.
The GUESS man is a legendary player with a style all his own. GUESS Seductive Homme is designed for the confident, sexy, free-spirited, sophisticated man. His innate magnetism and playful charm are his greatest assets...and make him impossible to resist. The GUESS brand has long been home to the bombshell seductress – the GUESS man is her ultimate seducer, his charisma redefining sexy with bold self-assurance and an alluring sense of adventure.
When creating GUESS Seductive Homme, Firmenich perfumers Frank Voelkl and Ilias Ermenidis envisioned a spellbindingly masculine scent that would showcase the GUESS brand's legendary sex appeal. The man who wears GUESS Seductive Homme captures your attention with his towering confidence and intriguing appeal. His sexiness is matched only by his zeal for life...and love of women.



Boardwalk Empire

Boardwalk Empire is an American television series from cable network HBO, set in Atlantic City, New Jersey, during the Prohibition era. The series chronicles the life and times of Enoch Nucky Thompson (Steve Buscemi), the city treasurer whose double role as politician and bootlegger makes him the city's undisputed czar at a time when illegal alcohol has opened up highly lucrative opportunities for rumrunners and distributors. In a city defined by notorious backroom politics and vicious power struggles, Nucky must contend with ambitious underlings, relentless Feds, rival gangsters -- including Arnold Rothstein, Lucky Luciano and Al Capone and his own appetite for women, profits, and power. The series was nominated for 18 Emmy Awards; winning eight, including Outstanding Directing for Martin Scorsese.



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