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## ASTON MARTIN HITS THE HEIGHTS WITH CENTENARY SPECTACULAR IN DUBAI

Aston Martin, the quintessentially British sports car maker, is continuing its centenary celebrations in spectacular style at one of the world's most recognizable luxury destinations, the Burj Al Arab hotel in Dubai.



### Mohammed Khader

President of Al Majid Motors – KIA



### JBL OnBeat Rumble

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# Mohammed Khader

President of Al Majid Motors – KIA

**As an industry professional in the automotive industry with many years of experience, what have been your biggest challenges and setbacks in this industry?**

The Auto Industry has gone through various phases during the last five years. Who will soon forget the 2008 crisis that affected the whole industry? We salute the UAE government and the concerned authorities for taking the appropriate measures to pull the economy and the auto industry back on track. The industry is well-established now, and the auto sales growth recorded in 2011, as compared to 2010, were over 2%. Sales shot up in 2012, with a remarkable growth of over 31%.

**What are the highest selling vehicles in Kia?**

A Korean brand that is a pioneer in auto evolution, Kia offered an overhaul to its complete range of sedans and SUVs over the last three years. Picanto and Rio dominate as the best-selling vehicles in the fleet, as well as in the entry level segment. Optima and Cadenza prove successful as family class vehicles. The Sportage takes the lead in the sport utility segment for being the most popular in terms of sales, followed by the Sorento in the same segment.

And launching into premium class, the flagship model Kia Quoris debuted with great success, which was soon followed by the all-new Cerato.

**In the past Kia cars were very neutral, if you saw one on the road you could not tell if its Korean or Japanese, now you could recognize a Kia at first sight, how has this big change in design come about? Was there a facelift in Kia's designers or the team as a whole?**

We are happy to witness Kia vehicles getting due recognition with an overwhelming response from the region. The credit goes to Kia's product and design department, headed by ex-Audi designer Mr. Peter Schreyer, for developing vehicles that are not just excellent in terms of design – with their signature tiger nose grill, but also reliable as a product and affluent in its features.

**How do you think Kia is perceived at the moment?**

Kia is one of the fastest growing global brands, enjoying great success all over the world to the extent that vehicle demand is exceeding Kia's production capacity.

**Are consumers' ideas changing concerning Korean brands and has that filtered through to Kia sales?**

Certainly yes, sales in the UAE for 2012 witnessed a 22% growth, indicating the immense enhancement in brand perception. We are confident that the trend will be consistent as we continue to enhance our car line up.

**How is Kia's worldwide profile being promoted?**

Recorded global sales for Kia in 2012 were over 2.7 million units versus 2.4 million units in 2011. However, the group is focusing on qualitative growth and aiming for maximising customer satisfaction as a prime objective.

**What would you say is the Key selling feature of Kia?**

It is affordable luxury in its segment, which is "Distinctive, Vibrant and Reliable".

**What should a customer think of when the name Kia comes up?**

"The Power to Surprise" in terms of innovative quality, reliability and value for money.

**What are the newest projects in Kia?**

We are under the process of launching the all new Carens, a multipurpose and stylish family vehicle that can accommodate up to seven passengers with a host of features for an enjoyable ride.

**What can we expect from Kia in 2013?**

Sustainable growth, with a commitment to quality, combined with 'best in class' services throughout the region by Al Majid Motors Co's Sales and Service network.









# 2013 TURBO CAMARO COUPE

**This** hot ride is based on a character in the new high-velocity 3D comedy from DreamWorks. Turbo is about a snail obsessed with speed, and this Camaro is instrumental in transforming him into a racer. Follow their journey when it hits theaters July 19, 2013.

This Camaro is fully customized with lower rockers and fender flares in a wide body design configuration, a front splitter and rear diffuser, and a GT concept rear wing spoiler. Lighting the way are custom front and rear LED lighting with multicolor halo effect for the front headlamps. The body is painted black with a vinyl chrome wrap, dark tinted to look like black chrome. The front tires are 24-inches by 10-inches with a front wheel and custom offset, the rear are 24-inches by 15-inches.

Powering this super ride is a supercharged 700+ HP V8 engine with automatic transmission. There is a custom created intake assembly for supercharger housing. The rear exhaust outlets are five-inches in diameter, with two per side.

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# ASTON MARTIN HITS THE HEIGHTS WITH CENTENARY SPECTACULAR IN DUBAI

Aston Martin, the quintessentially British sports car maker, is continuing its centenary celebrations in spectacular style at one of the world's most recognizable luxury destinations, the Burj Al Arab hotel in Dubai.







**Aston Martin**, the quintessentially British sports car maker, continued its centenary celebrations in spectacular style at one of the world's most recognizable luxury destinations, the Burj Al Arab hotel in Dubai.

The audacious event featured the airlift of Aston Martin's ultimate GT, the Vanquish, onto the helipad at the iconic hotel, in front of some of the region's most important dignitaries.

It's the first time a car has been placed onto the helipad, which sits 1,000ft above the ground at the top of the sail-shaped building.

Speaking from the helipad, Aston Martin CEO Dr Ulrich Bez said: 'It is with great pride that we continue our centenary celebrations in such unique manner in the city of Dubai.'

"Today we are achieving another world first – one of many for Aston Martin over the years. This is a true feat for Aston Martin and a fantastic way to begin a new century of global success for our iconic brand."

The event underlined the company's position as a globally renowned luxury car brand, as Dr Bez explained: "Aston Martin remains one of the most exclusive and sought-after brands in the world, so it is only right that a key element of our year-long centenary celebrations takes place in a similarly high profile destination."

Witnessing the remarkable event British Ambassador to the UAE Dominic Jermey said: "Aston Martin is one of the world's most iconic automotive brands."

"I cannot think of a more spectacular or fitting way for this great British tradition to mark its one hundredth anniversary, particularly in this city that is so passionate for luxury and bespoke brands."

Last month had already seen the official anniversary of the founding of Aston Martin 100 years ago with a ceremony in London's Henniker Mews – the original home of the company founded on 15 January 1913.

Aston Martin is also marking the centenary with an exclusive Centenary Edition specification that will be available worldwide on just 100 examples of each of the car maker's model lines: V8 Vantage, DB9, Rapide and Vanquish.

Featuring a unique graduated paint finish, solid sterling silver Aston Martin wings badges with tailored 'trans flux' enamel inlay and a special Aston Martin hallmark, the exterior represents an exclusive new celebration of the company's 100-year history.

The events in London and Dubai mark the start of a year-long celebration of all things Aston Martin, with events taking place worldwide over the next 12 months.

In the UK, a week-long Aston Martin festival will take place from 15 July to 21 July. Designed to appeal to owners and enthusiasts of the brand, the Centenary Week will include 'open house' activities at Aston Martin's exclusive Gaydon headquarters, including factory-based events and driving tours and will culminate in a 1,000-guest 'birthday party' on Saturday 20 July and a spectacular Centenary gathering in central London on Sunday 21 July.

This highlight of the centenary celebrations will be held in partnership with the Aston Martin Heritage Trust and the Aston Martin Owners Club will feature 100 of the brand's most iconic cars in a multi-million pound timeline display.

The event will also see one of the largest gatherings of Aston Martins in the 100-year history of the great British marque.

In addition, appearances at major automotive events throughout 2013 including Nürburgring 24-Hours, Silverstone Classic, Villa D'Este, Le Mans 24-Hours and Pebble Beach will ensure that the celebration is truly global.





# VOLKSWAGEN BEETLE GSR

## Volkswagen unveils the Limited-Edition Beetle Gsr at the Chicago Auto Show

**Forty years ago, the sportiest version of the classic Volkswagen Beetle made its debut. Called the GSR (Gelb Schwarzer Renner or "Yellow Black Racer"), the vehicle was based on a 1303S and was instantly recognizable by its color scheme. Just 3500 units were built and they are now collectors' items.**

At the Chicago Auto Show, Volkswagen of America, Inc. pays homage to that 1970s' model with the world unveiling of the 2014 Beetle GSR. Striking in yellow and black, just like its predecessor, the GSR also debuts an updated version of the award-winning EA888 2.0-liter turbocharged inline four-cylinder TSI® engine that generates 210 horsepower. This engine will be fitted to the Jetta GLI and Beetle Turbo during the 2013 model year, boosting their power by 10 hp.

With this new car, Volkswagen has re-interpreted the 1970s GSR for the modern era. The bodysell of the 1973 Beetle was painted yellow, while the hood, trunklid, and bumpers were finished in matte black. The look was rounded out by black trim strips underneath the side windows and black rocker panels. Yellow and black link old and new: the body and the R-Line® bumpers on the new GSR are predominantly yellow, the hood is mainly black, and the trunklid, roof, and

the exterior mirror caps are all black. The new car has yellow/black stripes with "GSR" lettering above the side skirts and a large rear spoiler to complete the look. The stance of the new car is very different, as it rides on 19-inch "Tornado" aluminum-alloy wheels shod with 235/40 tires, compared with the original GSR's 15-inch steel wheels and 175-section tires, which were quite common even on sporty cars back then. The new GSR also features black-painted brake calipers.

Then as now, the GSR features a unique interior with a yellow/black theme, sport seats, and a leather sport steering wheel. The new GSR is a lot more sophisticated, however. The black-trimmed leather sport seats and high-grip leather steering wheel both have contrasting yellow stitching, for example. Other interior changes include an R-Line dash pad, a GSR shift lever, a leather handbrake lever, and black floor mats with contrasting yellow embroidery. A badge on the steering wheel is marked with the special-edition number (1 through 3500) to emphasize the uniqueness of the car.

Forty years ago, the Beetle GSR had all of 50 horsepower, enough to give it the requisite performance for a sporty compact of the time. But the modern world demands much more under the hood. The new GSR's 210 horsepower and 207 pound-feet of torque enable the car to accelerate from 0 to 60 mph in just 6.6 seconds and to reach an

electronically governed top track speed of 130 mph. Most impressively, the engine delivers peak torque from as low as 1700 rpm, giving smooth, effortless acceleration in all the gears. The GSR is standard with a six-speed manual transmission, but a dual-clutch DSG® six-speed automatic transmission will be an option.

Just like its predecessor, only 3500 GSR models will be made-and more than half of those will be sold in the U.S. Since the GSR is based on the Beetle Turbo with Sunroof and Sound model, it comes comprehensively equipped with the Fender® Premium Audio System; a panoramic sunroof; Keyless access with push-button start; Bi-Xenon headlights with LED DRLs; LED license-plate lighting; heatable front seats; Bluetooth® connectivity; a Media Device Interface (MDI) with iPod® cable; three-color ambient lighting; aluminum-alloy pedals; and three auxiliary instruments that include a clock with a stopwatch function and a boost gauge. The Volkswagen Beetle GSR will go on sale in the fall as a 2014 model; pricing will be announced closer to launch.



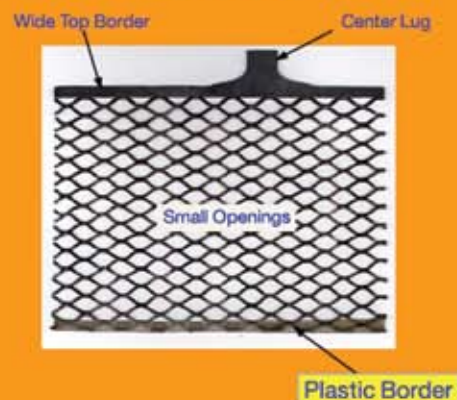




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# HENNESSEY VENOM GT SETS NEW GUINNESS WORLD RECORD

Texas Supercar Becomes World's Quickest Production Vehicle from 0-300 km/h



**Hennessey® Performance (HPE) announced that on January 10, 2013 its street-legal Venom GT® supercar accelerated from 0-300 km/h in just 13.63 seconds, thus establishing the vehicle as a new record holder according to Guinness® WORLD RECORDS (GWR). The acceleration time was an average of two runs made in opposite directions within one hour and validated by a VBox 3i GPS-based data logging system. VBox officials were on hand to certify the numbers as required by Guinness® rules. The first run was completed in 13.18 seconds with a 4 mph tailwind. The second run was made in 14.08 seconds while encountering a 6 mph headwind. The resulting two-way 0-300 km/h average was 13.63 seconds**



"We are exceptionally proud of our team at HPE who helped to make this new Guinness® World Record possible," said company founder and president, John Hennessey. "This is just the first of several validation tests designed to show the world what our special car is all about – being the fastest. Period."

A Guinness® representative was on hand to witness the testing as well as to personally inspect the Venom GT® before making any acceleration attempts. After the record runs were made (and officially validated) the representative was given a ride in a Venom GT® to personally experience the performance. "I have never ridden in anything this fast," said Guinness® WORLD RECORD adjudicator Philip Robertson. "The acceleration is absolutely amazing."

The acceleration runs were conducted at Ellington Airport (also used by NASA) located southeast of Houston, Texas, using the seventh production Venom GT® - a street-legal car that makes use of Michelin Pilot Sport Cup DOT-approved radial tires, 93-octane pump fuel, and a full interior replete with high-end stereo, air conditioning, and bespoke leather / Alcantara seats. Powered by a 7.0-liter (427 cubic inch) V-8 engine fed by twin Precision turbochargers, the Venom GT® produces 1,244 horsepower and 1,155 lb-ft of torque. Weighing just 1,244 kg (2,743 lbs) the rear-wheel-drive Venom GT® delivers a power-to-weight ratio of 1 horsepower per each kilogram of vehicle curb weight.

"We are especially grateful to the City of Houston and the staff at Ellington Airport for allowing to conduct this World Record attempt on their perfectly paved 8,000 ft. runway," said Hennessey Performance CEO Don Goldman.

Although Guinness® only recognizes runs made in kilometers per hour (km/h), the Venom GT® also set a new unofficial acceleration record of 0-200 miles per hour (mph) in 14.51 seconds as verified by VBox GPS. The 0-200 mph record was previous held by the Koenigsegg Agera R that required 17.68 seconds time- 3.17 seconds slower than the Venom GT®. By comparison, the Bugatti Veyron Super Sport (powered by a 1,200 horsepower 8.0-liter, quad-turbocharged 16-cylinder engine channeling power through an all-wheel-drive system) ran 0-200 mph in 22.2 seconds- 7.7 seconds slower than the Venom GT®.

While conducting the Guinness® World Record runs, despite marginal traction (due to three days of previous rainfall), the Venom GT® accelerated from 0-60 mph in 3.05 seconds, 0-100 mph in 5.88 seconds, ran the standing quarter-mile in 10.29 seconds at 158.83 mph, and ran the standing half-mile at 205.65 mph. During testing done at Ellington Airport a few weeks prior to the Guinness® record runs, the Venom GT® accelerated to 300 km/h in 13.48 seconds while on its way to 370 km/h run (229.9 mph) in just 19.96 seconds.

Hennessey® only plans to build a total of 29 Venom GTs, with one-third of the production run already being sold. Thus, the Venom GT® is not only the fastest accelerating production car in the world, it's also one of the most exclusive. The Venom GT® costs \$1.2 million US Dollars plus shipping and not including options. Each vehicle is custom built to order and requires six months for completion.



# CARLSSON PRESENTS RACE CAR BASED ON SLK



**The Carlsson SLK 340 celebrated its world premiere at the Geneva Motor Show. This is an absolutely unique race car developed using advanced construction techniques. Entries are planned at national and international hill climb races in the E1 category. Project manager Reto Meisel (42), project manager Martin Burmeister and their Swiss team Meisel Motorsport want to continue the sporting successes of the 190 EVO with this powerhouse and blow away the international competition.**

The newcomer in international motorsport captivates with an abundance of modifications. The engineers have subjected the car, which was built from scratch on a body shell, to a comprehensive weight-loss regime. At the same time, it also received a power boost. Thanks

to the use of the most modern materials, the Carlsson SLK 340 JUDD weighs in at only 780 kg on the scale. To accomplish this, an ultra lightweight body kit made of carbon was used. The aerodynamic components have been tested extensively, even in a wind tunnel, to connect a spectacular look with a perfect downforce. A closed underbody will further optimize the air resistance of the hill climb race car. Despite extensive changes, the SLK in its racing suit with its powerful rear wing looks extremely stylish. "We developed the design over a long period of time and with lots of feeling. We are proud of the awesome look. As an engineer, it is a pleasure

to contribute to such a project, and we can show everything that is technically possible in the vehicle in cooperation with Carlsson", says Dipl.-Ing. (FH) Markus Schuster, Managing Director of Carlsson Germany.

The heart of the racer is the 3.4-liter V8 engine. The engine develops a fabulous 610 hp. It has a maximum torque of 430 Newton meters, while weighing in at no more than 120 kilograms. The racing team relies on a Hewland transmission with a paddle shift.

A 3-way adjustable KW competition suspension ensures optimum road holding for the race car on BBS racing wheels (10x18 front, 13x18 rear) and AVON tires. The brake system of ultralight materials saves additional weight. Maximum support and maximum safety are guaranteed by newly developed racing seats from Fibreworks.

Safety first! In accordance with the regulations, a complex safety cage has been installed which meets all relevant international requirements. A total of 1800 hours of development work has been invested up to the premiere. In this respect it is no wonder that the designers speak proudly of a true masterpiece. Carlsson racing seats ensure optimum lateral support.

Reto Meisel, team leader and driver, has been active in motorsports since 1989: "I'm really looking forward to the challenge of accompanying and coordinating a race car, which started out as a vision on a piece of white paper, right from the beginning. There has never been a race touring car with such extreme performance and technical features."

The list of sporting achievements of the experienced Swiss driver is considerably long. The racer dominated, among others, the German Mountain Championship from 1999 to 2001. He triumphed at the 2002 Swiss Mountain Coupe, and in 2007 and 2009 he became German Touring Car Hill Climb Champion. "Another goal is to participate with the Carlsson SLK 340 at the legendary Pikes Peak race in Colorado, USA. "It will be an honor for us to compete internationally with the factory teams of Hyundai and Suzuki," continued Reto Meisel.



# Lighter, Faster, Stronger

## Volkswagen reveals Golf GTI



**The eagerly anticipated Golf GTI concept car made its Middle East debut at the 2013 Qatar Motor Show, when it was unveiled in the presence of Mr. Christian Klingler, Member of the Board of Management of Volkswagen AG, and expectant crowds.**

One of Volkswagen's most popular models globally, the introduction of the GTI concept will be welcome news to driving enthusiasts across the Middle East as it offers an even more striking and sporty character than any of its forerunners. The model that has become synonymous with power, performance and is an undisputed leader in the compact sector, offers a two-litre turbocharged direct-injection petrol engine with 220HP, as well as new progressive steering available as standard.

Also making its inaugural appearance in the Middle East is the new Golf. The seventh generation of the global best seller has scored again; the latest Golf is up to 100kg lighter and 23% more fuel efficient than its predecessors. The new design adds additional dynamism and precision with enhanced quality and comfort, increased leg-room, 30litres more boot capacity, as well as a multi collision brake system and proactive passenger protection system.

Speaking from the Qatar Motor Show, Thomas Milz, Managing Director, Volkswagen Middle East said: "Following record sales in 2012, we are very excited to begin this year with the reveal of the GTI concept and new Golf. These iconic models have a vast following of fans both regionally and globally.

"It has been 38 years since the successful launch of the first Golf and we are confident that we will continue that story of success with the seventh generation model. The new Golf is even more comfortable, more spacious and safer than its predecessor, yet has been made up to 100kg lighter, which is why it is also the most fuel efficient Golf to date.

"Alongside our import partners, we remain committed to driving our brand forward across the Middle East with the investment in facilities, customer service and the launch of new models," he concluded.

While the spotlight lies firmly on the new Golf and Golf GTI concept car for Volkswagen at this year's event, other models being showcased include the Touareg Hybrid, the Amarok Canyon along with the Jetta, Passat and Polo from their impressive sedan range.

Volkswagen Middle East announced their most successful year to date in terms of regional sales, with a 22% increase in 2012 on 2011. Volkswagen delivered over 13,000 vehicles to customers across 12 Middle East markets in 2012, with the company's year-end results clearly demonstrating the continued strength of the brand in the region.

The boost in Middle Eastern sales has also helped Volkswagen worldwide deliver over nine million vehicles for first time ever. Between January and December 2012 the Group delivered 9.07 million cars; a year-on-year increase of 11.2%.





# Ford Driving Skills for Life

## Arrives to the American University of Sharjah to Promote Safe Driving Among Students

Ford Middle East, in partnership with the Ministry of Higher Education and Scientific Research and the Road & Transport Authority, brought to the American University of Sharjah the Ford Driving Skills for Life (DSFL) – a unique initiative designed to impart safe driving practices to students to help improve their road safety record.

Ford's free programme engages young drivers and addresses four key areas that are critical factors in vehicle accidents. These include distractions/hazard recognition, vehicle handling, space management and speed management. These four key areas pose the most problems for young drivers and play a role in more than half of the vehicle crashes involving young people worldwide.

Road users in the UAE are almost seven times more likely to be killed than those in Britain, making the nation's roads among the deadliest in the world, according to the Global Status Report on Road Safety, by the World Health Organisation (WHO) in 2009.

During the week of 10-14 February, professional instructors shared and demonstrate special skills and give tips on safe driving practices using specially equipped Ford vehicles: the new Focus, Mustang and Edge models.

The Ford Driving Skills for Life is a US national safety initiative created in 2003 by Ford Motor Company, the Governors Highway Safety Association (GHSA) and a panel of safety experts. The programme is tailored in each of the markets it is launched to reflect the local driving environment and road conditions. This year, the programme debuts in the Middle East out of the UAE.



Ford's free programme teaches safe-driving skills in four key areas that could help prevent up to 60 percent of teen accidents





# LAMBORGHINI AVENTADOR LP 700-4 ROADSTER HIGH SPEED DEMONSTRATION ON CLOSED MIAMI INTERNATIONAL AIRPORT RUNWAY

## Miami-Dade County Officials Host First-Ever, High-Speed Demonstration

Last month at the Miami International Airport five new Lamborghini Aventador LP 700-4 Roadsters sped down the south runway of the busiest U.S. airport for international flights. With special authorization from the Federal Aviation Administration (F.A.A.) and Miami-Dade County the Lamborghinis, for the first time ever, exceeded the passenger airliner takeoff speed on a runway which is between 150 mph and 180 mph. No current jet aircraft reaches 210 mph on the ground, the clocked speed of the 700-horsepower vehicles during the closed-course drive demonstration.

Prior to the high speed demonstration, the Lamborghinis were joined by an American Airlines Boeing 777 and lined-up for a photo shoot on the runway. Due to integrated planning on behalf of Miami-Dade officials and the FAA, there was no impact on flight arrivals and departures.

The DB event, the kick-off of a 10-day media launch and dealer education program, began with an unveiling press conference in Lummus Park at Miami Beach. The ceremonies continued with a 50-vehicle parade down Collins Avenue in South Beach before culminating in the runway drive. Lamborghini executives hosting the press conference included Stephan Winkelmann, President and CEO of Automobili Lamborghini S.p.A., as well as Maurizio Reggiani, Director of R&D, Raffaello Porro, Director Communications and External Relations, and Filippo Perini, chief designer.

"It has been a great pleasure to work with the Miami-Dade Aviation Department and South Beach teams on today's amazing demonstrations. I have never seen something similar at a Lamborghini event," said Stephan Winkelmann. "The Aventador Roadster is our most exciting production car ever and I can think of no better place to celebrate its launch than here in Miami."



The Aventador Roadster is the newest open-top version of Lamborghini's flagship vehicle. With a 700-horsepower, 6.5-liter V12 engine, the Aventador Roadster reaches 60 mph in less than three seconds and boasts a top speed of 217 mph. The vehicle's removable top features high-tech, lightweight carbon fiber technologies to achieve a low weight of just 26 pounds.

"Lamborghini is a forward-thinking brand, and today's event on our runway was an all-around success," said Ken Pyatt, Miami-Dade Deputy Aviation Director. "Both our organizations are focused on efficient performance and providing our customers with innovations."





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# MERCEDES-BENZ INTRODUCES AN EVEN MORE AGGRESSIVE C63 AMG

**The C63 AMG models are becoming even more aggressive with the addition of a newly developed "Edition 507". The output of the AMG 6.3 liter V8 engine has been increased by 56 hp, bringing the output to 507 hp with 450 lb.-ft. of torque. The model year 2014 C63 AMG "Edition 507" uses much of the same technology as the SLS AMG: the eight-cylinder naturally aspirated engine features forged pistons, connecting rods and a lightweight crankshaft as seen on the super sports car. An AMG high-performance compound construction braking system with red brake calipers is fitted as standard. The C63 AMG "Edition 507" will be available in the Summer of 2013 and is designed to appeal to ambitious drivers who take pleasure in best-in-class technology as well as exclusive design and sporty handling.**

The C63 AMG "Edition 507" coupe and sedan produces 507 hp and accelerates from 0-60 in 4.1 seconds. This new model outperforms the existing 451 hp C63 model by three-tenths of a second, and the variants with the AMG Development Package which produce 481 hp by two-tenths of a second. In addition to an increase in top speed to 174 mph, the "Edition 507" also includes a voucher for a driver training session at the AMG Driving Academy.

According to Ola Källenius, Chairman of the Board of Management of Mercedes-AMG GmbH: "The C 63 AMG with the classic AMG 6.3-litre high-revving V8 naturally aspirated engine is one of the most popular AMG high-performance cars in the world. With the new C 63 AMG "Edition 507", we are offering our loyal customers an attractive model variant which boasts even higher performance and at the same time is visually exciting."

## **C63 AMG "Edition 507" featuring technology from the SLS AMG**

The increase in power output to 507 hp at 6800 rpm comes courtesy of the modified inner workings of the AMG 6.3-liter V8 engine. The forged pistons adopted from the SLS AMG, together with new connecting rods and a lightweight crankshaft, translate into a weight saving of 6.6 lbs. The reduction of rotational mass inertia improves the agility of the eight-cylinder M156 naturally aspirated engine. The maximum torque has also increased by 7 lb.-ft., jumping from 443 lb.-ft. to 450 lb.-ft. at 5200 rpm. The titanium grey-painted variable intake manifold is a characteristic feature of the uprated V8 engine. A new engine control system rounds off the series of implemented powertrain measures.

The exterior of the C63 AMG "Edition 507" is characterized by exclusive new design features. Most notable of the features is the hood – it originates from the C63 AMG Coupe Black Series. Two openings in the distinctive aluminium hood help with expelling engine heat. Newly designed AMG light-alloy forged wheels with 235/35 R 19 front tires and 255/30 R 19 rear tires are another exclusive feature of the "Edition 507". The AMG light-alloy wheels are produced using lightweight forging technology and are available in two variants: titanium grey with a high-sheen finish, or matte black with highsheen rim flanges. An AMG sports stripe applique in matte graphite grey have been located above the rocker panels and are yet another new feature of the exterior.





The spoiler lip on the trunk lid, the exterior mirror housings as well as the surrounds on the radiator grille and daytime running lights are all finished in high-gloss black. Available as an option for the C63 AMG "Edition 507" is an exclusive designo magno platinum matte finish paint.

### AMG high-performance braking system featuring compound technology

As standard, the C63 AMG "Edition 507" comes with an even more powerful AMG high-performance braking system featuring compound construction technology. The front axle makes use of compound brake discs measuring 14.2 in. x 1.4 in. The advantages of the compound design include higher fatigue strength and lower warping characteristics. In addition, compound construction discs are lighter in weight and the reduced unsprung masses improve the response of the spring/damping elements.

With compound construction, the brake discs are connected to an aluminium bowl via eight cast bracket arms. The brake discs are ventilated and perforated all around and are decelerated by means of 6-piston aluminium fixed calipers on the front axle and 4-piston fixed calipers on the rear axle. The brake callipers are painted red as standard fitment.

"Edition 507" interior: even more dynamic and exclusive

The sporty yet functional interior of the C63 AMG is even more dynamic and exclusive in the case of the "Edition 507". Three different equipment and options are available to choose from: porcelain designo leather/DINAMICA, black designo leather/DINAMICA and black designo leather. In the case of the designo leather/DINAMICA upholstery, light-colored contrast stitching makes for an attractive highlight. The AMG Performance steering wheel in Alcantara® with light-colored contrasting stitching has a 12-o'clock marking. The gear selector lever of the AMG SPEEDSHIFT MCT 7-speed sports transmission is finished in DINAMICA and features an AMG badge. The steering wheel and gear selector lever gaiter also have light-colored contrast stitching.



### Preliminary Technical Data:

C63 AMG C63 AMG  
 "Edition 507" "Edition 507"  
 Sedan Coupe  
 Displacement 6208 cc 6208 cc  
 Power output 507 hp at 6800 rpm 507 hp at 6800 rpm  
 Max. torque 450 lb.-ft at 5200 rpm 450 lb.-ft at 5200 rpm  
 Acceleration  
 0-60 mph 4.1 s 4.1 s  
 Top speed 174 mph 174 mph

### Optional extras include

- AMG illuminated door rocker panels
- AMG rear axle locking differential
- AMG 5-spoke light-alloy forged wheels, painted in titanium grey and with a high-sheen finish, with tires in sizes 235/40 R 18 (front) and 255/35 R 18 (rear)
- AMG Performance Media
- AMG carbon-fiber/high gloss black piano lacquer-look trim
- Exterior designo magno platinum matte finish paint; four other exterior paint colors will be available from the existing C63 AMG palette.

In the AMG instrument cluster, red applications to the dials serve to visually differentiate this variant from the other C63 AMG models. The trim is done in high-gloss black piano lacquer and the "Edition 507" badge on the trim on the front passenger side round off the high-quality, exclusive interior.

The C63 AMG "Edition 507" will be celebrating its world premiere at the Geneva Motor Show, which will be opening its doors on March 5, 2013. The model's sales and market launch in the U.S. is planned for the Summer of 2013. Pricing will be announced closer to the market launch.

The C63 AMG "Edition 507" coupe and sedan replace the existing AMG Development Package for MY2014, and will be sold in the U.S. in addition to the existing C63 AMG coupe and sedan with 451 hp.



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# Porsche 918 Spyder prototype on rare display in Abu Dhabi

**Porsche Centre Abu Dhabi, Ali & Sons LLC, invited to a viewing of a special kind last month. DB – the 918 Spyder prototype was presented to a selected local audience for a very short time at the showroom in Mussafah.**

The 918 Spyder is the company's interpretation of the super sports car of tomorrow and the world's first hybrid super race car. Designed as a high-performance hybrid with plug-in electric module, the vehicles are limited to a worldwide production of just 918 individually numbered supercars with start of production in autumn this year.

The new generation 918 Spyder can go from zero to 100 km/h in less than three seconds, reaching a top speed of over 325 km/h, and a purely electric top speed of over 150 km/h. It is these performance figures that have helped the production 918 Spyder set a time of 7:14 minutes on the more than 20 kilometre-long "Nürburgring-Nordschleife" circuit. When driven economically, total NEDC fuel consumption is 3.0l/100 km. Purely electric range is over 25 km.

The newly-designed 4.6-litre V8 engine produces over 580 hp, and is accompanied by two permanently energized electric motors on both front and rear axles, producing a combined power output of over 180 kW. The total power output of the V8 engine and electric motors is over 795 hp, and is coupled to the seven-speed Porsche Doppelkupplungsgetriebe (PDK), enabling extremely fast gear changes for high performance, comfort and efficiency.

## **Design: distinctive, unique, the 21st century sports car**

The two-seater 918 Spyder is designed with performance and style in mind. A high-end lightweight body offers a distinctive drive. The 918 Spyder uses a carbon fibre reinforced plastics (CFRP) monocoque structure that is both extremely lightweight and very rigid. Coupled with a two-piece Targa roof, the two sections can be removed and stowed away in the luggage compartment giving the 918 Spyder a distinctive design and allowing the driver to enjoy the fascinating sound of the thoroughbred Porsche V8 engine.

Sharing the same genes as the Porsche 917 Le Mans, the 918 Spyder is all about racing heritage and tradition. Lightweight, high-quality materials keep the focus on what's important: the driver. Intelligent ergonomics keep him comfortable and safe, with height-adjustable bucket seats, a dynamically rising centre console with touchscreen and a central instrument cluster with three separate dials.

## **Chassis: handling and control in its purest form**

Keeping the 918 Spyder planted firmly on the road is Porsche Active Suspension Management (PASM), together with the Porsche Stability Management (PSM) and Porsche Torque Vectoring Plus (PTV Plus) systems, allowing the

918 Spyder to automatically lock and regulate front and rear axles and sending power wherever it is needed.

For effective breaking, the 918 Spyder uses the Porsche Ceramic Composite Brake (PCCP) system which has been thoroughly tested in the Porsche Mobil 1 Supercup to withstand even the harshest requirements without fading. The 918 Spyder sits on extremely lightweight staggered wheels, with a diameter of 20 inches on the front axle and 21 inches on the rear axle for a distinctive, aggressive look to match its sports handling prowess.

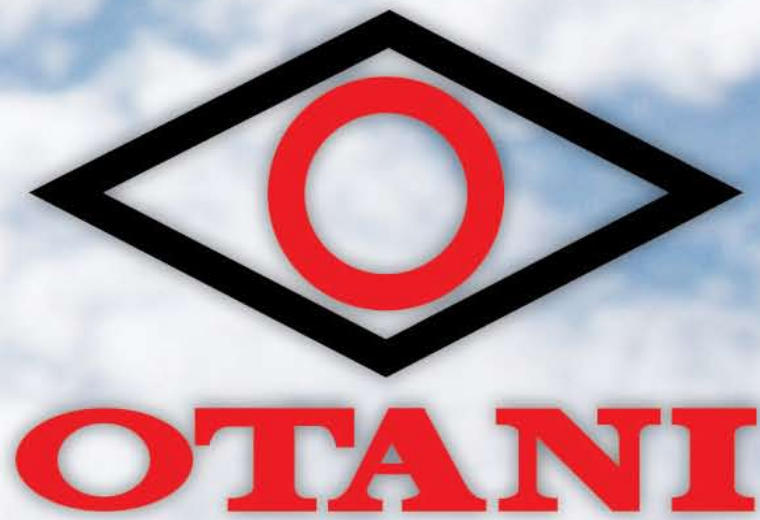
The 918 Spyder continues the super sports car line in Porsche history; as technology demonstrators, the driving force behind emotion and evolution alike and the ultimate sports cars of their decade: the Carrera GTS, the first Porsche Turbo, the 959, the 911 GT1, the Carrera GT. More than any of its predecessors, the 918 Spyder is providing a critical impetus to developing the technologies for future vehicle concepts.

The 918 Spyder will be produced in Zuffenhausen, where construction of a separate manufacturing plant has already started.

The new Porsche 918 Spyder is available for order now, with production starting in autumn this year. The basic retail price for the 918 Spyder in the United Arab Emirates is 3,294,000 AED.







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# McLaren P1™ makes its debut in the Middle East

The McLaren P1™, the next generation ultimate supercar from McLaren, has made its Middle East debut at a special unveiling in Manama, Bahrain. Privileged guests of McLaren Automotive, its majority shareholder, Mumtalakat, and its retail partner in the Kingdoms of Bahrain and Saudi Arabia, Al Ghassan Motors, were given a unique overview of the car by Paul Mackenzie, McLaren P1™ Project Director.

Mackenzie said: "This unique car is designed with one aim in mind: to be the best driver's car in the world on road and track. With our history of making ground-breaking sports cars such as the McLaren F1, the SLR and more recently, the 12C and 12C Spider, the McLaren P1™ is rightly anticipated as one of the decade's most exciting cars. It is both a combination of McLaren's 50 years of racing and road car heritage and our shareholders' vision for the future of our performance car business."

McLaren Automotive Regional Director for the Middle East & Africa, Mark Harrison added: "The McLaren P1™ is set to be the most exciting, most capable, most technologically advanced and most dynamically accomplished supercar ever made: this is the challenge we have set our development engineers before committing the car to production. The arrival of this design study in Bahrain is generating huge excitement and we have a very strong initial order bank in the Middle East despite the fact we have not yet confirmed the car for production."



Sheikh Ghassan A H Al Sulaiman, President and CEO, Al Ghassan Motors, said: "This is a genuinely once in a lifetime opportunity for a passionate sports car retailer like Al Ghassan Motors. To launch the spiritual successor to the McLaren F1 is a key reason why we partnered with McLaren. Our customers and teams at our Bahrain and Saudi Arabia businesses cannot wait for this car to be confirmed and production to begin: I believe we have the most passionate sports car fans in the world in this region and this car will genuinely set their pulses racing."

The McLaren P1™ presented at the high profile event was a design study, but confirmation of the limited edition supercar is anticipated in the coming weeks, with production set to be established in 2014.





## The McLaren P1TM

Developed as a road car that offers genuine Formula 1™-inspired racing car track performance, the McLaren P1TM showcases McLaren Automotive's advanced motorsport-based engineering, prioritising high performance through state-of-the-art technology. It will feature notable advances in weight reduction, packaging, high-speed performance, materials (especially carbon fibre), powertrain and in aerodynamics.

The new model was designed from the outset to prioritise aerodynamic performance, and has benefited from the same testing technologies used on McLaren's Formula 1 cars. It has much higher levels of downforce than any current road car – 600kg is achieved well below maximum speed, and is similar to current sports racing cars.

As with the legendary McLaren F1 road car, the McLaren P1TM is a mid-engine design that uses a carbon fibre monocoque and roof structure safety cage concept called the MonoCage, which is a development of the MonoCell used in the current 12C and 12C Spider. All the body panels are carbon fibre to reduce weight.

Displaying a compact, fluid, yet thoroughly unique design, the McLaren P1TM adheres to the company's philosophy of everything being done for a reason. Neat touches abound, such as the gold leaf heat shield around the exhausts - gold being the ideal metal to reflect heat; or the glasshouse that was inspired by the canopies of fighter jets, and which gives occupants similar sensations to a pilot as well as levels of visibility that are exceptional for a supercar.

### Inspired by Formula 1

While every single body panel, air intake and air exhaust is designed to optimize aerodynamics, the most noticeable feature is the large, automatically-adjustable rear wing. It can extend rearwards by up to 300mm on a racetrack and by up to 120mm on the road, and has been developed using McLaren Formula 1 processes and software. The McLaren P1TM also has a DRS (drag reduction system) function, just like a Grand Prix car, to reduce downforce and increase straight line speed.

The McLaren P1TM follows in the footsteps of the classic McLaren F1 as the 'ultimate car' offering. The name ties in with Grand Prix racing. P1 means first place – and McLaren has won 182 Grands Prix since its debut in 1966, more than any other Formula 1 team. There is also heritage in the name: the McLaren F1 was initially known as Project 1, or P1.

### The McLaren F1

Twenty years ago the McLaren F1 raised the supercar performance bar at its launch, and it is still regarded by many, especially those who have driven and owned one of the road car versions, as the greatest supercar ever to touch tarmac.

The McLaren F1 was the first road car to be based on a carbon fibre chassis: a technology that McLaren introduced into Formula 1 in 1981, and one that was rapidly adopted by all Formula 1 teams. At 243 mph / 391 km/h, it was the world's fastest production car; it remains the world's fastest naturally aspirated (non-turbo) production car, a record likely never to be beaten. The racing car version of the F1, the GTR, won the famous 24hr Le Mans road race on its debut in 1995: another feat that will likely never again be achieved by a racing car version of a road car.

With the McLaren P1TM, the goal is to take the achievements of the McLaren F1 as inspiration and redefine the criteria by which supercars are judged.



## Al-Futtaim Motors signs four-year sponsorship with UAE Football Association

Al-Futtaim Motors and the UAE Football Association have jointly announced that Toyota will be the official automotive supplier for the UAE Football Association National Teams for the coming four years including the "A" team all the way through to the U13 team.

Through this partnership Al-Futtaim Motors will supply the UAE FA with 30 Toyota SUV and Sedan vehicles in addition to full term service packages for up to 120,000km for each car.

Speaking at the press conference, HE Yousef Y Serkal, President UAE Football Association commented: "Sponsors always played an important role in the development of football, especially in modern times, when this game became the most popular sport in the world. We are proud to partner with corporations and national institutions that contribute to the development of this sport and provide the right support for us to reach the highest degrees of progress. We take this opportunity to thank Al-Futtaim Motors for joining family of UAEFA sponsors."

Mr. Simon Firth, Managing Director Al-Futtaim Motors said that the sponsorship aims at connecting with the young football players and their fans at the same time. "We are delighted with this partnership as it gives us a chance to build a closer relationship with a young population including the players, officials and fans, in line with Toyota's strategic focus on younger, more agile and fun cars," he said.

He added "We understand that the people of the UAE have a strong passion for football. This rapidly growing sport has lately seen increasing support from all concerned parties, especially after the recent success of the UAE team at the Gulf Cup. We are proud to take part in the future successes of this nation and contribute to a more athletic community."

From his side, Mr. Yousef Mohamed Rasool Khoury, Head of Marketing Committee, UAE Football Association said, "Football became an integral part in people's lives around the world. This game helped improve the infrastructure and economies of many countries that have hosted its tournaments. We, in the UAE have shown a great interest in sport in general and football specifically. This sport managed to gain the right support from this nation's leaders, fans and national institutions which resulted in great local, regional and international successes on the national teams' level.

Those achievements were made possible with the help of our partners' support. Today we are celebrating the signing of a 4 year partnership with the Al-Futtaim Motors, to whom we express our deepest appreciation and gratitude."

This agreement is the latest in a series of strategic sponsorship tie ups for Toyota in the UAE, in the aim of engaging each market segment with its favorite Toyota model, especially that the brand's portfolio is as wide and diverse as the population of the UAE.

Al-Futtaim Motors will have an active presence at all National Teams home games engaging both the players and the audience through special activations, games and give-away distribution.

The UAE Football Association is run under the patronage of Sheikh Hazza Bin Zayed Al Nahyan, National Security Advisor and Chairman of Abu Dhabi sports council.

# TOYOTA GT86 TRD IT'S OFFICIAL

New GT86 TRD adds impact to Toyota's sports coupe



Since its launch last year, the Toyota GT86 has revitalised Toyota's reputation for building cars that are all about the pure pleasure of driving. Now the hugely acclaimed sports coupe – shortlisted for both European and World Car of the Year awards – gains even more appeal with the introduction of the new GT86 TRD.

Just 250 examples will be available, equipped with genuine design and performance features from TRD (Toyota Racing Development), one of the world's most accomplished and successful after market engineering businesses.

GT86 is the first UK Toyota for which official TRD parts have been used to create a specific production model grade.

The GT86 TRD, on sale from 1 March, will create a new halo model for the 2+2 coupe range. Both six-speed manual and automatic versions will be available, in a choice of two colours: Pearl White and GT86 Black. On-the-road prices are £31,495 for the manual and £32,995 for the auto.

The focus is on sports styling, but not at the cost of GT86's essential performance and handling character. The package includes 18-inch cast TF6 alloys, deep front and side skirts, a rear bumper spoiler and a fast-response quad-exhaust system with a rear diffuser to increase stability. The TRD touches also extended to a branded radiator cap and fuel filler cover, while inside the car there is a new TRD gear shift lever.

These items are all in addition to GT86's established equipment specification, which includes HID headlamps, front fog lamps, limited slip differential, Smart Entry and Start, dual-zone climate control, analogue dials and meters, drilled aluminium pedals, sports seats, scuff plates, cruise control and the Toyota Touch multimedia system.

Acceleration and maximum speed are unchanged at 7.7 seconds for 0-62mph and 140mph for the manual and 8.4 seconds and 130mph for the automatic. There are slight changes in fuel consumption and emissions: 192g/km and 34.9mpg for the manual and 181g/km and 36.2mpg for the automatic (all figures official combined cycle).





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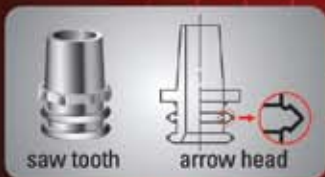
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# KUMHO TIRE CO. SUPPLIES ORIGINAL EQUIPMENT TIRES TO NEW 'MINI JCW GP' EXCLUSIVELY

## ECSTA V700 SUPPLY FINALIZED AFTER TIRE SUPPLY CONTRACT WITH BMW

**Kumho Tire, one of the world's leading tire manufacturers, announced that it has supplied its original equipment (OE) Ecsta V700 Ultra High Performance tires to BMW's premium small car brand, the MINI JCW GP (MINI John Cooper Works GranPrix). The provided Ecsta V700 tires will be a 215/40R17.**



The MINI JCW GP, first released at MINI United 2012 in Le Castelle, France last May, is a special edition. It was designed based on the MINI racing car that won the Monte Carlo Rally three times in the 1960's. MINI JCP GP, commercially launched last December, is a second-generation model following the 2006 MINI GP Kit. Only 2,000 units have been produced worldwide.

The BMW Group approached Kumho Tires at the very beginning of the car's design and requested an original equipment tire be developed specifically for the MINI JCP GP. The supplied original equipment V700 was fine tuned to fit the profile of the MINI JCP GP perfectly and won BMW's final technology approval last June. This final version was developed focusing on stable, high-speed drive as Kumho's motorsport technology has been continuously recognized globally at various racing events. The new MINI equipped with the Ecsta V700 tires is dubbed as the fastest production MINI in history. It completed a very impressive 8 minute and 23 second run on Germany's Nurburgring-Nordschleife course, which makes it about 19 seconds faster than its predecessor MINI GP.

Kumho Tires' Ultra High Performance line-up, categorized by its Ecsta title, offers responsive handling, high-speed stability, excellent traction, as well as low noise and outstanding ride comfort. The sporty Ecsta V700 developed for MINI JCP GP features an asymmetric tread design to provide optimal grip to amateur racers and speed aficionados. Kumho Tires has produced this product since last September and has completed its exclusive supply to BMW.

"Since our contact with BMW was reached in 2011 for OE tires, we have developed products uniquely for MINI GP. We are very proud that the fastest MINI in history is equipped with Ecsta V700 tires," said Il-taek Jung, executive director of Kumho Tires' central research center. "The simple global reach of Kumho Ecsta V700 tires being produced in Gwangju, Korea to be placed on the MINI JCW GP, which is produced in Europe, to be driven all over the world, is very exciting."

In addition to BMW, Kumho Tires has been supplying its original equipment tires to other global carmakers such as Mercedes-Benz, Volkswagen, Chrysler, GM and Ford.







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# Toyo Tires Racers Captured Six Stage Wins and 13 Podiums During the 2013 Dakar



Toyo Tires® racers captured six stage wins and a total of 13 podiums during the running of the 2013 Dakar® which completed its final stage this past month. Running from Lima, Peru to Santiago, Chile, the roughly 5,000-mile 14-stage rally wound its way south along the Pacific Coast, while sweeping inland through parts of Argentina. Competitors were challenged with extreme off-highway conditions which included huge sand dunes, rock strewn desert roads, deep river crossings and treks through high mountains.

In addition to Team Toyo's Robby Gordon, two past Dakar champions Carlos Sainz and Nasser Al-Attiyah also took on the Dakar using Toyo® Open Country M/T®-R tires. Immediately, Sainz captured Stage 1 with his American-built #303 Team Qatar Red Bull® buggy. Al-Attiyah then responded by winning Stages 3, 4 and 6 with his #300 Team Qatar Red Bull buggy.



**The results by Toyo Tires-equipped racers during the 2013 Dakar included:**

- Stage 1: Win (Sainz); Third (Al-Attiyah)
- Stage 3: Win (Al-Attiyah); Second (Gordon)
- Stage 4: Win (Al-Attiyah)
- Stage 5: Third (Gordon)
- Stage 6: Win (Al-Attiyah); Third (Gordon)
- Stage 7: Third (Gordon)
- Stage 8: Third (Gordon)
- Stage 11: Win (Gordon)
- Stage 12: Second (Gordon)
- Stage 13: Win (Gordon)

"To win nearly half of the stages in this year's Dakar is a wonderful achievement for Toyo Tires," said Amy Coleman, senior director of marketing, Toyo Tire U.S.A. Corp. "We are proud to be associated with the top teams that compete in the Dakar, and are especially proud they have chosen to rely on our Open Country M/T-R for conquering the world's toughest race." This year Robby Gordon and his #315 SPEED Energy / Toyo Tires / MAPEI HUMMER rebounded from challenges early in the rally to win Stages 11 and 13, capturing a total of eight podiums along the way. Gordon ultimately finished 14th overall in this year's endurance rally.

"I've made mistakes this year, and I'm extremely proud of my team. We have had zero mechanical issues and zero flats thanks to a great partner in Toyo Tires," said Gordon. "We hope to learn as much as we can from this year's rally. We will be back next year!"

Another driver that impressed the fans this year and relied on Toyo Open Country M/T-R tires was Eric Vigouroux driving his #319 Herock® / Toyo Tires Chevrolet® Silverado® trophy truck. Vigouroux is a veteran of endurance rallies, and finished this year in 22nd overall.



## Yokohama Sponsors Top Gear Festival Sydney

Yokohama tires are built for exciting driving and high performance cars. So naturally the organizers of the 2013 Top Gear Festival Sydney approached Yokohama first to sponsor the event.

The sponsorship was a good opportunity for Yokohama. Both are high performance brands which engage car enthusiasts. But more importantly Yokohama will be launching a new tire on 1st March. The BluEarth AE01 eco friendly car tire. The Top Gear Festival on 9th and 10th March 2013 provides the perfect opportunity to showcase the new tire.

Yokohama retailers including Tires & More and Bob Jane T-Marts from around Australia have been invited to attend the Top Gear Festival as part of the BluEarth tire launch.

Delegates will learn about Yokohama's innovative range of orange oil tires. From the long lasting Geolandar SUV tire which is capable of lasting 100,000 kilometers to the fuel efficient BluEarth tyre which can get motorists up to 50 kms further per tank of fuel.

Yokohama tires are used in all Top Gear Festival events around the world.








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-  Continuous 3 center ribs with optimal block distribution provide steering stability performance at a high speed
-  Unordered and optimal pitch design provides exceptional driving comfort and also lower the noise

### Performance Rating



To learn more about how well ZT1000 has done in IDIADA performance test, please visit [www.zeetex.com](http://www.zeetex.com)

## Bridgestone Hosts the Opening Ceremony for the New Tire Plant in India



Bridgestone Corporation announced that its subsidiary, Bridgestone India Private Ltd. (BSID), held a ceremony marking the grand opening of the Pune Plant, located near the city of Pune in Maharashtra State, India. The Pune Plant began producing passenger car radial tires (PSR) in January 2013, and will begin producing truck and bus radial tires (TBR) in October 2013. Production capacity is expected to reach approximately 10,000 PSR units per day by the end of 2014, and approximately 3,000 TBR units per day by the second half of 2017. The Pune Plant is Bridgestone's second tire production facility in India.

At the ceremony, Kazuhisa Nishigai, Bridgestone's COO and Representative Board Member, gave the opening speech. Mr. Nishigai talked about the outlook for growing the market in India, and the further expansion of the Company's operations there. He also mentioned how the Group is pleased that it will be able to offer its customers in India a higher level of service and supply, and his belief that the new plant would lead to further success for the Bridgestone group in the Indian market.

Through the construction of the Pune Plant, BSID has strengthened its ability to supply tires to the domestic market in India, which is expected to see growth in the production and sales of automobiles, as well as substantial growth in tire demand.

Moving forward, the Bridgestone Group will continue to build on its manufacturing and distribution systems in order to respond more quickly to changes in market demand and supply high quality products to our customers. Additionally, the Group will also continue working to support the growth and development of the local communities where we have a presence.



## Bridgestone Americas Technical Center Recognized for Environmental Achievement by Tire Technology International

**The award recognized the company's new Americas Technical Center that celebrated its grand opening in April 2012.**

The Americas Technical Center is one of the five technical centers in the Bridgestone Group, and conducts research and development for advanced tire-related technologies. Currently, the center has about 450 employees. The building was designed to support both human health and a reduced environmental impact, and it has been certified as meeting LEED (Leadership in Energy and Environmental Design)\*2 specifications for environmentally-conscious buildings in the U.S.

The shortlist of nominees for the "Environmental Achievement of the Year" Award is compiled from nominations received from the readers of Tire Technology International (published by UKIP Media & Events, of the U.K), and with the input of the magazine's editorial team. Winners are selected by an independent panel of international tire industry experts.

Bridgestone Corporation, Bridgestone Americas' parent company, received the "Tire Technology of the Year" Award in 2012 for its Contact Area Information Sensing technology (CAIS).

The awards ceremony was held at the Tire Technology Expo that took place February 5 – 7. The Tire Technology Expo is one of the tire industry's leading technology expositions and has been held in Europe since 2001. The Expo has become a premier venue for tire companies and related companies, research institutions and other organizations from around the world to showcase innovations, new products and services, and their businesses.

\*1 "Tire Technology International Awards for Innovation and Excellence 2013" presented awards in five categories: Tire Manufacturing Innovation of the Year, Environmental Achievement of the Year, Tire Technology of the Year, Tire Industry Supplier of the Year, and Tire Manufacturer of the Year. The panel of judges, who were selected by Tire Technology International, comprised tire specialists, engineers, and researchers from around the world. This year, Bridgestone was recognized in the category of Environmental Achievement of the Year.

\*2 LEED (Leadership in Energy and Environmental Design) is an index for the evaluation of green buildings. The LEED program is operated by the U.S. Green Building Council (USGBC), a nonprofit organization based in the United States.





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## MICHELIN CHOSEN AS STANDARD ORIGINAL EQUIPMENT FITMENT FOR 2014 CHEVROLET CORVETTE STINGRAY

Michelin, the world's leading tire manufacturer, marks a milestone at the 2013 North American International Auto Show with the announcement that, for the first time, MICHELIN® tires are the exclusive original equipment tire on the complete line-up of 2014 Chevrolet Corvette Stingray models.

All 2014 Corvette Stingrays will come equipped with the MICHELIN® Pilot® Super Sport® ZP tire, an ultra-high performance tire that was co-developed by Michelin and Corvette through a relationship that began on the racetracks of the American Le Mans Series.

Being selected as the fitment on the 2014 Corvette Stingray marks a significant achievement for Michelin after the tire giant also gained tire fitments for the 2009 Corvette ZR1 and 2011 Corvette Z06.

"The MICHELIN Pilot Super Sport ZP tire exemplifies Michelin's commitment to innovation and our aim to deliver the best possible performances in every tire we make," said John Moloney, vice president of original equipment marketing at Michelin North America. "The proof is in the performance; owners of the 2014 Corvette Stingray will enjoy a tire that is tuned specifically for their vehicle and delivers the road-handling, grip, cornering ability and progressivity of drive they expect."

Michelin earned the opportunity to outfit the 2014 Corvette Stingray and then worked closely with the Corvette vehicle development team to design and engineer a tire that matches the vehicle performance. During the vehicle development process, Michelin performed more than 12,000 hours in tire design using state-of-the-art computer tire modeling and completing thousands of miles of subjective test driving. Harnessing its full arsenal of experience and technology, the company developed two MICHELIN Pilot® Super Sport® ZP tires unique to the Corvette Stingray, one for the standard car and another for the Corvette Stingray with Z51 Performance Package. The MICHELIN Pilot® Super Sport® ZP summer tire technical advancements include:

- Michelin's most innovative ultra-high performance technology, including advances in the tread compound adapted for improved levels of both dry and wet grip.
- Footprint shape designed by sophisticated computer modeling and analytic tools traditionally used to predict the stresses occurring in racing tires. This is the first time these tools have been used to achieve higher performance in a street tire.
- A new, advanced Aramid cap ply specially tuned for optimum contact patch control for high speed and high performance tire handling and wear life.
- A new specially adapted internal rubber compound to reduce rolling resistance and maximize overall vehicle fuel economy without compromising other performances.
- Asymmetric run-flat inserts and carcass configuration are designed to broaden and emphasize a range of tire performances by focusing distinct functions to the appropriate sidewall.

"When given the opportunity to develop a tire for the breakthrough next-generation Corvette, we knew we had to bring the best technology Michelin had to offer," said Lee Willard, lead Michelin technical engineer for the Corvette project. "The MICHELIN Pilot® Super Sport® ZP tire represents a significant advancement in what is possible for an ultra-high performance tire."

The MICHELIN Pilot Super Sport ZP tire for the Corvette Stingray with Z51 Performance Package is different from the tire found on the Corvette Stingray. Because the Z51 Performance Package takes the Corvette Stingray to a more aggressive level of performance, Michelin was tasked with designing a version of the MICHELIN Pilot Super Sport ZP tire to Corvette's specifications.

The MICHELIN Pilot Super Sport ZP tire delivered as original equipment for the Z51 Performance Package is aggressively tuned to provide outstanding handling and grip and road-holding capability. The design was derived from a combination of technologies found on the MICHELIN Pilot® Sport Cup ZP tire that helped the 2012 Corvette ZR1 post a 7:19.6 Nürburgring lap time and from the significant gains from the development of the MICHELIN Pilot Super Sport tire.

The MICHELIN Pilot Super Sport ZP tire also features the next-generation of racetrack-born tread compounds found in the record-setting Pilot Sport Cup ZP of the C6 ZR1 and Z06. Unlike the MICHELIN tire fitted to the standard 2014 Corvette Stingray, the Z51 tire features a custom dual-tread compound and pattern that achieves near-racing-slick grip and handling levels, while providing longer tread life and wet handling capabilities.

Like the tires found on the standard Corvette Stingray, advanced computer-modeling techniques used to design American Le Mans Series racing slicks were applied to the Z51 Performance Package tires. The process resulted in tire structure and contact patches optimized specifically for racetrack-critical tire performances.

### The tire sizes for the 2014 Corvette models are:

P245/40ZR18 (93Y) SL Michelin® Pilot® Super Sport® ZP  
 P285/35ZR19 (99Y) SL Michelin® Pilot® Super Sport® ZP  
 2014 Chevrolet Corvette with Z51 Performance Package  
 P245/35ZR19 (89Y) SL Michelin® Pilot® Super Sport® ZP  
 P285/30ZR20 (95Y) SL Michelin® Pilot® Super Sport® ZP





# Apollo Tires conferred with Tire Manufacturer of the Year award

Awarded during the Tire Technology Expo in Cologne, Germany

Apollo Tires was honored with the Tire Manufacturer of the Year award, at the Tire Technology International Awards for Innovation and Excellence 2013. The ceremony took place in Cologne, Germany, at the Tire Technology Expo. The jury comprised an expert panel of tire industry professionals and thought leaders.

Said Onkar S Kanwar, Chairman, Apollo Tires Ltd, "Manufacturing excellence, innovation and sustainable business practices have long been our cornerstones for progress; and we have made considerable progress around each. Six Sigma initiatives, emphasis on automation and state-of-the-art machinery manned by skilled resources, product innovations and service solutions are now an integral part of our value proposition to customers. A global recognition like Tire Manufacturer of the Year, strengthens our resolve to make even more aesthetically superior and technologically advanced tires for our consumers worldwide."

Starting 2011, Apollo Tires commenced its second strategic 5-year growth journey with the goal of securing a place in the world's Top 10 tire makers. The company is considering both organic and inorganic routes to expansion beyond its 3 domestic markets in Asia, Europe and Africa.

Commented Graham Heeps, Editor, Tire Technology International, "This is a deserved first win for Apollo Tires. The company's rapid growth over the past decade has been impressive, but for me it's Apollo's commitment to meeting the specific challenges of local markets – exemplified by the newly opened R&D center in Europe – that really stands out."



In a bid to reach out to its customers across the globe and offer them products which are suitable for their specific needs, Apollo Tires has also decentralized its R&D structure with centers in India and the Netherlands; the former focusing on commercial vehicle tires, while the latter geared exclusively to develop passenger vehicle products. The company is also looking at establishing its operations in South East Asia and Australia, after the Middle East last year.

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# P Zero for Lamborghini Aventador LP 700-4 Roadster

Pirelli and Lamborghini consolidate their technological partnership. The engineers from the Bicocca facility have developed a bespoke version of the P Zero™ tire for the new Aventador LP 700-4 Roadster. The new Roadster was presented to the international press at the Homestead circuit and on the streets of Florida with its special new Pirelli +1" fitment of 255/30ZR20 fronts and 355/25ZR21 rears.



The P Zero™ tires specially designed for the new Aventador are the result of a joint venture between Pirelli researchers and Lamborghini engineers who have managed to develop an innovative solution capable of guaranteeing optimum stability, comfort and handling to a vehicle that can accelerate from 0 to 100 kph in just 3 seconds and boast a top speed of 350 kph.

In order to provide the optimum solution for the Lamborghini's four-wheel-drive design, casings have been used with special materials and harder compounds capable of restricting tire deformation and maintaining high performance and rolling resistance under all operating conditions. The new P Zero™ tires are designed to ensure maximum grip and adapt quickly to gear changes, thus allowing all of the whole enhanced supercar's horsepower.

The new Aventador LP 700-4 Roadster is only the latest in a long history of joint technological developments: indeed, the partnership between Pirelli and Lamborghini dates back to the time of the latter's first farm tractors

## HRH The Princess Royal opens Hankook's New Warehouse Facility in the UK

Premium tire manufacturer Hankook's continued increase in market share on the British market led to the need for an additional local stock holding facility. The company celebrate their recent expansion with the opening of their new Daventry based warehouse, attended by HRH The Princess Royal.



Premium tire manufacturer, Hankook celebrated their recent expansion in the UK with a very special guest, Her Royal Highness The Princess Royal. The Princess Royal, patron of charity Transaid that is also supported by the tire maker, joined staff at Hankook's new Daventry based warehouse facility on the 7th February 2013 where she officially opened the new stock holding facility.

"Hankook Tire UK has been based in Daventry since 1997 and our continued increase in market share has led to the need for an additional stock holding facility. The increase in capacity will allow us to improve the service and supply to our highly valued customers, said Tony Lee, Managing Director at Hankook Tire UK Ltd. "As a proud member of the society Hankook always contributes to those in need thus having supported Transaid for many years now as they continue to improve transport across Africa and other developing countries. We are delighted that HRH chose to commemorate our recent expansion by officially opening our new warehouse", he continued.

Her Royal Highness unveiled a plaque at the 150,000 square foot warehouse to commemorate the occasion and expressed her support to Hankook's expansion. Hankook Tire UK has an established partnership with the charity, Transaid, having provided support to them for over 6 years. In June 2012, two of Hankook UK's staff undertook the Transaid Cycle Madagascar Challenge where they raised an additional £6,600.

Gary Forster, CEO of Transaid said: "Transaid is delighted to be involved with the opening of this site. Hankook Tire UK has made a significant contribution to Transaid's work in Africa through the donation of funds and gifts in kind. Their support enables us to continue our projects which save lives and reduce poverty for rural communities across Africa by providing them with better transport solutions. We are honoured that our Patron has attended in recognition of Hankook's support."



# Dunlop extends its Sport Maxx RT line

**New Maserati Quattroporte to wear one of Dunlop's leading tires**

Dunlop, one of the world's leading manufacturers of high and ultra high performance tires, announced that it is extending the line of the Sport Maxx RT, originally launched in Ascari, Spain, in February 2012. In total 25 sizes will be added to the line-up to meet increasing demand for the sporty and high performance tire.

Designed especially for the driving enthusiast, the Sport MAXX RT delivers to the needs of the most passionate driving aficionados, who savor the feeling of being in control of significant horsepower and dream of being in pole position at some of the world's most prestigious races.

"When we introduced the Sport MAXX RT, we wanted to ensure we could continue to claim a leading position in the Ultra High Performance (UHP) tire market", states Sanjay Khanna, Managing Director, Dunlop Brand. "The consumer's response was tremendous. We expected success, but product demand has peaked. Today, to meet with the increasing demand for additional ranges of cars, we are launching the Sport MAXX RT in 25 new sizes".

The Sport MAXX RT is fitted on some of the world's leading performance car brands, but in 2013 it will be joined by a major player in this segment. When Maserati recently introduced initial details of the brand new Maserati Quattroporte, Dunlop engineers enthusiastically followed the first announcements. Due to be unveiled at the Detroit Motor Show in 2013, Maserati's new jewel will wear the Sport MAXX RT in tire sizes 245/45 ZR19 98 Y (front) and 275/40 ZR19 101 Y (rear).

The Maserati Quattroporte is one of three new models due to be unveiled by the car maker. Its style continues to remain true to the classic Maserati look, building on its Italian elegance. The inside is matched with high quality leathers and woods.

Building on the Maserati, the Sport MAXX RT delivers superb wet and dry grip, lowers fuel consumption and CO2 emissions, ensures shorter braking distance and delivers enhanced cornering control. TÜV tests confirm the Sport Maxx RT's solid road capabilities. Compared to its closest competitors, the Sport Maxx RT showed it could outclass on both dry and wet braking results by showing a significant 7% lead. Additionally, the independent tests showed a clear 11% better rolling resistance, compared to its key competitors on the market.

Thanks to its high handling stability, enhanced grip and increased adaptability to road surfaces, the Sport MAXX RT has already been recognized by some of the most high-performance cars on the road today, including the Mercedes SLS and C63 AMG Black Series, Audi's TT RS and R8, the Porsche 911 GT3 and the BMW M5.

This very exclusive club has recently now added a prestigious new member with the Maserati Quattroporte. "We're extremely proud of Maserati's choice", adds Khanna. The Quattroporte is much more than a car: thanks to its elegance, its comfort, its performance and its obsessive attention to detail, the Maserati's saloon can only be associated with the best of the best".



The advertisement features a collection of mobile devices (two smartphones and a tablet) displaying the 'TIRES & PARTS' app interface. The background is a light blue gradient with abstract white wave patterns. On the right, a blue banner reads 'Available on'. Below this, the Android logo is shown next to the 'App Store' logo. At the bottom right, the website 'www.tirespartsmag.com' is listed alongside Facebook and Twitter social media icons.



## Ras Al Khaimah Road & Traffic Academy and Juma Al Majid Group (Yokohama)

### A Partnership with a Social Commitment

The RAK Road & Traffic Academy recently felicitated Juma Al Majid Group's, Tires & Batteries Division (Yokohama Tires) for their continuous support in promoting "Road Safety Awareness" to their driving instructors. Juma Al Majid Group was represented by Mr. Hassan El Haj (General Manager), Mr. Rajesh Puthonvedu (Department Manager) and Mr. Mohan Nair (Sales Manager). The appreciation award was received by Mr. Hassan El Haj from Mr. Mazen Hawamdih, Finance & Administration Manager of the Academy. Mr. Mazen conveyed his thanks to Mr. Hassan for his kind support to the RAK Driving Institute. Mr. Hassan expressed his keen focus on promoting and spreading the importance of Road Safety Awareness, especially with special regard to 'Tire Safety & Maintenance' among the vehicle drivers. He also added saying, that Juma Al Majid Group, and Yokohama Tires are seriously focused in delivering safety & quality to the consumers and it is one among the various CSR activities they are engaged in.

The RAK branch of Juma Al Majid Group's (Tire Division), had conducted several training sessions to the driving instructors of the academy with absolute focus on educating with the tire basics, maintenance and other relevant technical scenarios. The trainings were conducted by Juma Al Majid Group's & the Yokohama Rubber Company's technical teams. Future plans are also chalked out to extend these trainings to the students of the Academy. On this occasion, Mr. Mohan Nair (Sales Manager, Juma Al Majid Group - RAK) was also felicitated & thanked for his active participation in organizing and conducting the trainings to RAK Driving Institute.

### Nankang NS-2R attract 'performance-oriented' drivers at Tokyo Auto Salon

Nankang has unveiled the latest high performance product NS-2R at the 2013 Tokyo Auto Salon, at which Nankang is the only Taiwanese tyre company. NS-2R, the highest levels of grip, is collaborated with Japan drifting organization, MSC motor sport. Nankang announced that Tokyo Auto Salon provided a great opportunity to present Nankang in front of our core consumers, and it also proved that NS-2R attracts thousands of people who are looking for precise handling.

Optimized tread width of NS-2R increases stability while driving at high speed, and large block on tread shoulder upgrades stiffness and cornering handling. Three main circumferential grooves on central tread maximize drainage efficiency and wet handling. Continuous tread shoulder design improves tire stiffness and ensures cornering grip.

**NS-2R is available in five sizes, with additional sizes coming this year.**

195/50ZR15 82W

195/55ZR15 85W

205/55ZR16 91W

225/45ZR17 94W

225/40ZR18 92Y





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e-mail: [jamest@emirates.net.ae](mailto:jamest@emirates.net.ae)





Tires are viewed as one of the most problematic sources of waste. This is mainly due to the high quantities produced and their great durability, prohibiting the tire from breaking down. However, their durability makes reuse and recycling of scrap tires easy. By recycling tires we also reduce the amount of raw rubber needed for manufacturing, saving natural resources like crude oil.

# TWO ROAD ALLIGATORS

## Which One is the Retread?

1. The gator on the left
2. The gator on the right
3. Both of them



**If you selected any one of the top three choices, you lose because BOTH gators are from tires that have NEVER been retreaded.**

To you doubters out there, the actual road alligators shown in the photo are available for inspection. Of course you will have to come to our office in Pacific Grove, California, but if you do we will be happy to let you inspect the road alligators so you can see for yourself that what I have written here is true.

Whenever I travel by car and can safely stop by the side of the highway to pick up pieces of tire debris, also known as road alligators or road gators, I generally do so. Over the years I have looked at hundreds of pieces of tire debris and although you may not believe it, I have seen more than my share of pieces of tire debris that come from tires that have never been retreaded.

I wrote that "although you may not believe it" above because I have talked to hundreds of truckers and others during the past 35 years who are certain that all the tire debris they see on our highways comes from retreads. But they are wrong.

Retreads do come apart if they are improperly maintained, just as new tires will also come apart if they are improperly maintained. And in fact, there is ample evidence compiled in studies to back up my claim that retreads are NOT the main

cause of tire failure and road alligators. The National Highway Traffic Safety Administration (NHTSA) commissioned a study a few years ago and the results of the study verify that the main cause of tire debris on our highways comes from tires – whether retreads or new – that have not been maintained properly. The main cause of improper tire maintenance is underinflation, followed closely by overinflation, mismatching of tires in dual wheel positions, improper tire repairs, misaligned vehicles and tires that are being driven with less than the legal limit of tread remaining.

### Want to Read the NHTSA Study?

The title of the NHTSA study is Commercial Medium Tire Debris Study, Final Report, DOT HS 811 060, dated December 2008.

A PowerPoint version of the study was presented by Alrik L. Svenson, Research Engineer Office of Applied Vehicle Safety Research, National Highway Traffic Safety Administration, Washington, D.C., at an SAE Commercial Vehicle Engineering Congress & Exhibition, Rosemont, IL, October 7, 2009,

For copies of the above-mentioned reports please send an email to [info@retreadtire.org](mailto:info@retreadtire.org) and we will send you PDFs of the reports by return email. Please include your complete name, organization and address, including country. We will then send you an RTA packet of good information about proper tire maintenance for both retreads and new tires. We never share your information with any other organization, and that's a promise!

### Draw Your Own conclusions

Unless you don't want to be confused with the facts, you can now be assured that the next time you see a road alligator on the highway it might easily have come from a tire that was NEVER in a retread factory.

### What Does This Really Mean to You?

If you are a trucker you can save a very significant amount of money – as much as 50% and sometimes even more – by either having your own tires retreaded or by trading your tires for retreads. Since tires are the third largest cost of operating any fleet, whether you have a fleet of one truck or 1000 trucks and unless you drive for a hobby, the cost savings can be very important to you and your organization.

### But Are Retreads Really, Really Safe?

The answer in a word is YES. Millions of retreaded tires are safely in use worldwide on commercial and military airlines, fire engines and other emergency vehicles, school and municipal buses, race cars, taxis, small package delivery services such as DHL, FED EX, Purolator, UPS and postal services in most countries worldwide, as well as on commercial trucks of all sizes. In the U.S. there is even a Federal Executive Order (13149) MANDATING the use of retreaded tires on many federal vehicles. None of the above would dream of using retreads if they were not safe. Maybe they know something you don't know.



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# Infinity Donates to Special Children's Development



## Infinity has donated funds collected from the 2012 Infinity Golf 'Beat the Pro' Challenge worth 10,000 Dhs to the Rashid Paediatric Therapy Center.

The 'Beat the Pro' challenge was conducted during the 19th Infinity Mixed Amateur Open Golf Tournament, held last November 2 and 3, 2012 in Emirates Golf Club Dubai. This was done with golf professional Virginia Espejo. On both days of the tournament, after the first tee, participants had the option of playing against Virginia by paying some fees. Those who beats the range of the pro wins, and got Infinity discount vouchers as a prize. Proceeds was then given to Rashid Paediatric Therapy Center.

Mr. Surender Kandhari, Al Dobowi Chairman, along with Mr. Andrew Whitelaw of Emirates Golf Club handed the cheque last January 15 to Sultan Mohammed, Marketing Executive and Events In-Charge of Rashid Paediatric Therapy Center.

The Rashid Paediatric Therapy Center aims to provide high quality, integrated education services and therapies for children with special needs. The center's purpose is to develop children's abilities to function and learn within their environments, that is, home, school, and community, and to develop maximum independence and participation in these environments. Rashid Paediatric Therapy Center has 20 classes in the Learning Difficulties section, with children ranging from infants to 18 years. The Centre offers programs for children who have moderate to severe learning difficulties.

The Centre offers holistic programs, working on all areas of the child's development. Infinity is honored to be able to support organizations that focuses on the welfare of children.

## Bridgestone Wins Trademark Infringement Lawsuit Against Chinese Manufacturer

Bridgestone Corporation announced that it has won a lawsuit against Chinese tire manufacturer Guangzhou Bolex Tire Ltd. regarding infringement of trademark rights.

In March 2010, Bridgestone Corporation filed a trademark infringement lawsuit alleging that Guangzhou Bolex Tire Ltd. infringed upon Bridgestone's trademark rights by manufacturing and selling tires under the name "GEMSTONE," a name similar to "BRIDGESTONE," a registered trademark of the Company. The lawsuit was filed in the Tianjin Binhai New Area People's Court. After Bridgestone's claim was upheld in that court, Guangzhou Bolex Tire filed an appeal in the Tianjin No.2 Intermediate People's Court, and in January 2013, Bridgestone's claim again was upheld and the original court decision was confirmed. Accordingly, the court ordered Guangzhou Bolex Tire to cease the production and sales of GEMSTONE tires and pay damages.

The Bridgestone Group is committed to protecting its intellectual property, and will continue to take aggressive action in the courts and before regulators to dispute any unauthorized use or infringement of Bridgestone trademarks or other intellectual property, and will oppose any attempt to sell goods under names confusingly similar to Bridgestone trademarks. These actions are necessary to protect consumers and to maintain and enhance Bridgestone's brand value.



# Cooper Zeon RS3-A Tire Selected as Original Equipment for 2013 Ford Focus



Ford Motor Company has selected the Cooper Zeon RS3-A tire as standard original equipment on the 2013 Ford Focus SE and Titanium models. The Cooper Zeon RS3-A is the latest ultra high performance all-season tire in the Cooper Tire performance line up. Size 215/50R17 (W speed rated) is the fitment specified for the two Ford Focus models.

"The Cooper Zeon RS3-A is a Consumer Digest Best Buy and has gained a strong consumer following for its dynamic handling and control in all seasons," said Cooper Tire Chairman, CEO and President Roy Armes. "We appreciate Ford's confidence in our products and capabilities and are excited to see our Cooper Zeon RS3-A tires rolling on these Ford Focus models. This new relationship with Ford marks our company's entry into the U.S. passenger car OE tire market, a strategic decision aligned with our goal to drive profitable sales by diversifying product mix, expanding sales channels and leveraging technology. Cooper Tire will remain primarily focused on the replacement tire business where we've built a strong brand and enduring customer relationships. Our partnership with Ford provides another opportunity for growth and speaks to the increasing demand for our products as well as the value proposition we deliver."

"We are pleased to have Cooper join the quality manufacturers that supply tires as original equipment on Ford vehicles," said Burt Jordan, executive director, Global Vehicle and Powertrain Purchasing, Ford Motor Company. "We look forward to this new relationship with Cooper, a manufacturer that has been crafting tires for nearly 100 years."

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EVENT	DATE	INFORMATION	LOCATION
Manila International Auto Show	04-07-April 2013	The Manila International Auto Show is set once again to provide an annual venue for car buyers and enthusiasts alike to take a closer look at the latest models and significant concepts from the country's premiere auto makers...	Manila, Philippines
Motorsport Expo	04-05-April 2013	is an event that will be extremely beneficial for motor-sport professionals as they will be presented with the latest parts and equipments that relate to this sector. This event is all the more significant as it is the only show of its kind in Czech Republic and motor-sport is a quite popular sport of that region ...	Brno, Czech Republic
Motorcycle Expo	05-07-April 2013	It is an excellent place to get in contact with most of active bikers' clubs, to feast eyes at magnificent and highly original bikes in which their handy owners have invested much money and time...	Riga, Latvia
Commercial Vehicle Show	09-11-April 2013	Automobile: 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...	Birmingham, United Kingdom
Automechanika Istanbul	10-13-April 2013	Automechanika Istanbul expo will showcase diverse range of products and services such as accessories and special equipment for motor vehicle for tuning, performance systems, batteries, bodywork, roof systems, the vehicle interior, infotainment, electrics, solutions for filling stations and their systems,.	Istanbul, Turkey
Otomotiv	11-14-April 2013	OTOMOTIV is the 19th edition of this famous trade fair series that will take place at CNR Expo Center. The event will act as the perfect showcase of the automobile industry for all the major players and decision makers.	Istanbul, Turkey



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September 30th, 2012

EVENT	DATE	INFORMATION	LOCATION
Australian Auto After-market Expo	17-21-April 2013	Automobile: AAAA Trade Show is an official industry automotive aftermarket trade show. 2005 event saw a much bigger presence from overseas exhibitors with 80 overseas companies represented in all.	Sydney, Australia
i-Mobility Exhibition	11-14-April 2013	After very first successful opening of I-Mobility event, this upcoming edition will make a presentation platform for exhibitors again. The exhibition will introduce intelligent vehicles and alternative propulsion and future visions.	Stuttgart, Germany
Tires & Rubber Expo	16-19-April 2013	Tires & Rubber Expo is the world's most important Tire Manufacturing Technology Exhibition and Conference. It offers the visitor a technology showcase covering materials and equipment through the complete spectrum of the tire manufacturing proces	Moscow, Russia
International Auto Show-New Mexico	17-21-April 2013	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, United States Of America
The Car Wash Show	22-24-April 2013	The Car Wash Show is the world's largest car wash convention and trade show. Various experts from different parts of the world will be visiting the event. The event offers largest collection of car wash equipment buyers in the world...	Las Vegas, United States Of America
Nordeste Motor Show	25-28-April 2013	Nordeste Motor Show will be held for a period of four days in Olinda, Brazil. This international expo will give supreme importance to all kinds of boats, motorcycles and cars. The main purpose of this expo is to make the leading experts related to vehicle and motor manufacturing industry aware of the latest techniques...	Olinda, Brazil



# EXHILARATION UNLEASHED

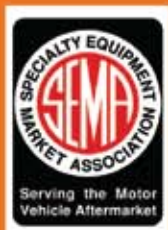
## MIDDLE EAST **2013** MOTOR TUNING SHOW

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Apps on an open-source platform:

# Bosch puts the internet into the car

Natural voice input for the new General Motors infotainment system

It's definitely the apps that make modern smartphones and tablet PCs so interesting. "Apps" stands for applications - the countless number of useful software packages that connect people on the go with information and communication on the internet. Since the invention of the smartphone, many thousands of these apps have already been developed worldwide. They can be easily downloaded for free or for a small fee from the internet.

While these handy little helpers ran exclusively on Apple and Android devices so far, Bosch wants to open up this special world to car drivers as well in the future. "With our new head unit for General Motors, we will connect the car driver to the internet world in a way that is adapted to the special environment in the automobile," comments Dr. Uwe Thomas, President of the Car Multimedia division at Bosch. This new technology is based on the extensive experience in vehicle technology of the world's largest supplier for the automotive industry. "Another highlight is the device's easy operation using natural voice input," continues Thomas.

## Central unit for entertainment, information, communication and operation

The car driver uses the head unit in GM vehicles to control the audio and video systems, any players connected via USB or Bluetooth®, smartphones, special vehicle emergency call systems like OnStar, telematics services, radio

reception via AM, FM, Sirius XM satellite Radio, DAB or Pandora® internet radio, video-based parking systems as well as the vehicle navigation, and last but not least, climate control. In short: all the infotainment and operating systems in a vehicle you can imagine. In addition, the head unit also allows communication between the different systems with one another - without the driver having

to take any action. It affords more information, more convenience and relieves the driver of many otherwise tedious activities. This is what the experts at Bosch call "Driving Convenience".

## Bosch puts the car onto the internet

"With 'CUE' - Cadillac User Experience - General Motors and Bosch have joined forces to make a new basis for automotive infotainment systems ready for series production," explains Uwe Thomas. CUE is the world's first driver information system to work with an open-source operating system. It's a mobile Linux software platform that basically opens the driver information system to the ideas of qualified software developers and taps into an enormous world of programs like those that are employed today by users of modern tablet PCs and smartphones.

At the same time, Bosch is also closing a gap between the short-lived, attractive world of the apps and the long product lifecycles that are typical of and necessary for the safety-conscious automotive industry. "The mobile open-source platform from Bosch will become the bridge between the highly reliable automotive technology and the very fast-paced software world for mobile and multimedia



communication,” explains Uwe Thomas. This means that the driver will be able to customize many of the car’s operating functions to suit individually changing needs in the future - and also keep the infotainment system “forever young” well after the purchase of the car. Even used-car purchasers will be able to benefit from this situation at a later date.

Carmakers can now also take advantage of these individualized functions: the latest software updates can be easily uploaded into the vehicle system directly before delivery or even when the car is already at the car dealer’s to accommodate specific customer requests, for example, to meet the needs of different markets or to load important updates or include the latest refinements.

Bosch develops and supplies the head unit, i.e. the central operating device, for a number of different General Motors car models. Meanwhile the 2013 models of the Cadillac XTS, SRX and ATS will be equipped with it on the North American market. The head unit is developing into the platform for the entire model range of General Motors.

#### **CUE combines many different infotainment functions**

The CUE operating concept is based on the automotive know-how of General Motors and Bosch, the experts on the sensitive interface between man and technology. CUE is designed to relieve the stress and strain on the driver, to provide information and entertainment and to afford greater convenience while at the same time avoiding any distraction from the actual task of operating the vehicle. The driver uses either the touch screen, a central operating panel, the steering wheel remote control or natural voice input to control the different functions for audio, video, navigation, communication or the vehicle’s convenience technologies.

The technology communicates with the driver via a freely programmable instrument cluster, different color displays or voice output using the audio system. This is all controlled using the head unit from Bosch. In the premium version, it works with a 3-core processor and is equipped with a 32 GB flash memory and 1 GB of RAM.

#### **Just give the word**

Natural voice input is just one of the many sophisticated functions of this new head unit. Up until now, it was necessary for the driver to memorize a specific string of commands to operate the system. In contrast, CUE is able to understand the driver when s/he speaks as if s/he were talking to someone sitting on the passenger seat. The sentence “Please call David Smith at the office” tells the head unit what it has to do: look for telephone numbers for David Smith, select the office number, forward the number to the cell phone, activate the hands-free function and dial the number - all in just seconds. The CUE voice control even understands the driver when s/he speaks German, for example, instead of US American English, or even a dialect.

Or the driver wants to play a special song from the 5 000 songs recorded on the iPhone. While finding that one special song used to be difficult and sometimes even dangerous in traffic, now all that’s needed is the sentence “Play Pink Floyd >>>Dark Side of the Moon<<< for me” and CUE finds the song on the iPhone, switches the audio system on and the sounds of Pink Floyd fill the car. It doesn’t get any easier than that.

Natural voice input makes operation easier than ever before. Thanks to this type of voice control, the Bosch developers have been successful in making life considerably easier for car drivers. CUE also avoids providing any unnecessary information as long as its services are not required.

It reduces the information shown on the displays to a minimum and keeps it neatly hidden behind the smart design. CUE then promptly comes back to life when someone moves their hand towards the operating panel.

Operation is incredibly simple; any driver who knows how to operate a smartphone or tablet PC will be able to use the CUE multi-touch operating screen intuitively. The screen is operated with such finger gestures as pressing, pulling apart, pushing and others - the experts describe these features as press, drag, nudge, fling, swipe and hold, spread and pinch.

The driver gets noticeable feedback for any input from a slight mechanical impulse from the operating unit.

Wide range of interfaces CUE is able to accommodate a wide variety of different communication options with external devices and media: up to ten parallel connections via Bluetooth 3.0 and USB interfaces, iPod and iPhone connectivity, an SD card slot, Bluetooth connection for mobile telephony with voice control, hands-free operation with noise suppression and the ability to read, analyze and play back virtually any popular digital audio and video format.

Bosch Car Multimedia President Uwe Thomas describes the innovation in a nutshell: “The head unit from Bosch and Cadillac User Experience from General Motors open up completely new forms of communication, information and in-car operation for the driver.”

## **J2791-Certified Refrigerant Leak Detector**



Tracer Products has unveiled the PRO-Alert 2791™, an electronic refrigerant leak detector that is certified to meet the new SAE J2791 standard. It utilizes a state-of-the-art infrared sensor to accurately detect refrigerant leaks down to 0.1oz/year (3 g/year). A three-position sensitivity switch minimizes false triggering and allows for easy diagnosis of small, medium and large leaks. The unit is sensitive to R-12, R-134a, R-1234yf and all other HFC refrigerants.

Unlike heated sensors on competitors’ units, the PRO-Alert 2791’s infrared sensor offers consistent response throughout its life. In addition, it will not become contaminated by exposure to large amounts of refrigerant. The sensor life is an incredible 1,000 hours or more! The unit’s high-efficiency air sampling pump provides quicker response and quicker clearing (“zeroing”). A rubber-coated, flexible metal probe slithers easily into tight places and holds its position. An audible alarm and multiple LEDs help locate leaks fast!

The PRO-Alert 2791 is powered by a rechargeable NiMH battery, which provides over six hours of use between charges. On-board diagnostics indicate charging status, and alert the user to low battery or

infrared sensor failure. The unit can also be used with an AC power adapter and a 12 VDC power

adapter with cigarette lighter plug (included). All components are packed in a rugged plastic carrying

case. The AC adapter is available in 120V, 230V, 240V and 100V versions.

# Continental Counts on LEDs as Co-pilot

State-of-the-art safety technologies for the vehicle interior and environment come together in the Continental concept vehicle to fight driver distraction by specifically focusing driver attention.

**Driver distraction is a global traffic problem. In the U.S.A. alone an average of ten people are killed and more than 1,100 people are injured every day as a result of accidents caused by distracted drivers, according to the U.S. Department of Transportation (USDOT). The international automotive supplier Continental will present the “driver focus” vehicle at the Chicago Auto Show. In the concept vehicle, driver assistance systems are linked up to a highly versatile LED light strip to create a powerful tool against driver distraction.**



Modern driver assistance systems such as lane keeping assist, adaptive cruise control, and collision warning systems also help defuse dangerous traffic situations in the driver focus vehicle. In addition, an infrared camera in the vehicle interior detects where the driver is looking. The driver focus vehicle thus knows whether drivers can actually see a dangerous situation or whether they are currently distracted. Thanks to the LED light strip, the driver focus vehicle makes the driver intuitively aware of a dangerous situation. The LED light strip surrounding the entire vehicle interior uses situation-dependent light signals to guide the driver's line of vision toward the source of danger. The warning and activation of the driver assistance systems are therefore directly tailored to the driving situation and the driver's state of attention.

“With the driver focus vehicle, drivers have at their side a digital co-pilot that constantly scans the vehicle surroundings and specifically warns drivers when they appear to have overlooked a danger”, explains Helmut Matschi, member of the Continental AG Executive Board and head of the Interior division. “The driver focus vehicle clearly



illustrates the role that continuous integration of new technologies is playing in further reducing the risk of an accident. With our concept vehicle, we show that we take the danger of driver distraction seriously and are expanding our involvement in developing interior technologies. We have powerful strategies for dealing with driver distraction in our portfolio and will continue bringing these into series production step by step."

"Human error is the single cause for about 80% of traffic accidents. Among this, driver distraction is a serious issue and plays a major role. The reasons are complex and range from driver drowsiness and monotonous driving situations to increased driver stress and information overload", said Dr. Ralf Cramer, executive board member and president of the Chassis & Safety division, Continental. "To combat these realities, Continental utilizes active safety technology to advise drivers of the dangers and assist if necessary."

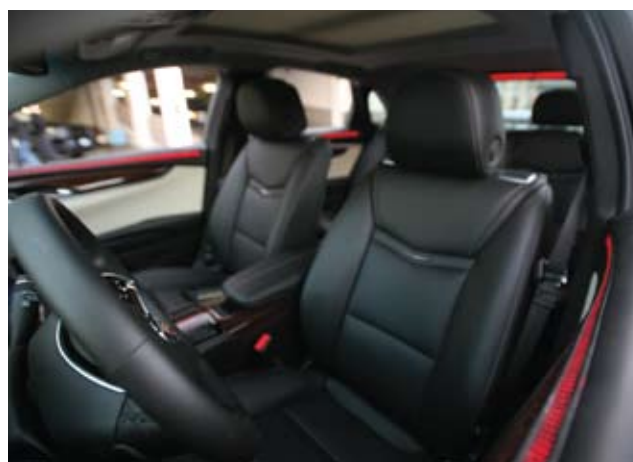
#### Detecting distraction and steering attention toward danger

The driver focus vehicle uses an infrared interior camera to detect where drivers are focusing their attention: Situated in the steering column, this camera monitors the driver's face for eye and head movements, for example. This way, the vehicle electronics can detect whether drivers are fatigued or whether their eyes are not on the road in a critical driving situation. With the help of the LED light strip, the driver's attention is steered towards the dangerous situation. On the one hand, the light strip is connected to the infrared interior camera which detects whether the driver is distracted. On the other hand, it is linked up to the various driver assistance systems in order to identify critical situations. For example, if the infrared camera detects that drivers have taken their eyes off the road while approaching a potential danger zone, the LED light strip is activated. The LEDs can produce a trail of light, a flashing wall, or a different light signal. The drivers pick up on this in their peripheral vision and almost instinctively focus their attention in the desired direction. The LED light strip can take on any color depending on the level of danger, from white to yellow to bright red. This approach was developed by Continental in cooperation with the Technische Universität Darmstadt (Technical University of Darmstadt) as part of the PRORETA 3 research project that deals with the development of an integral concept for an innovative driver safety system and advanced driver assistance system to prevent accidents and reduce the consequences of accidents in city traffic scenarios.

#### Driver assistance systems detect danger

The Continental concept vehicle accesses various advanced assistance systems already in series production to take in the vehicle surroundings. In the driver focus vehicle, the lane keeping assist feature specifically warns drivers when they are not paying attention to the traffic situation. It avoids unnecessary warnings, which in turn minimizes any additional driver distractions. However, the driver can always rely on the warning system.

The interaction between the adaptive cruise control feature and the human-machine interface is also expanded in the driver focus vehicle. The



adaptive cruise control uses radar information to keep a desired distance from the vehicle in front. If the traffic situation requires particularly hard braking, a warning is displayed in the instrument cluster or head-up display. In the driver focus vehicle, it is now impossible for the driver to miss these warning messages as the LED light strip specifically signals toward the necessary braking maneuver.

The interaction with a collision warning system is impressive. In Continental's driver focus vehicle the driver's line of vision is analyzed before a collision warning is given. This means warnings occur in a more targeted manner. For example, if the driver is paying attention to the road, the warning can be suppressed until the situation becomes highly critical. Conversely, the vehicle can give an immediate warning if the driver is not paying attention,

even when the situation has not yet reached a critical level. At the same time, the driver's attention is directed in the essential direction.

#### Detecting distraction and letting the car drive itself: The future is automated

The connection of driver assistance systems, the capturing of the vehicle's environment and an interior camera will play a key role on the path toward automated driving. If the vehicle detects that the driver is distracted, it can offer to take over driving for certain traffic situations. As early as 2016 the driver may let the vehicle drive semi automated in certain situations, such as in stop/start traffic traveling at 30 kilometers per hour on the motorway. If the driver has to take back control because the traffic is picking up again, the LED light strip could direct the driver's attention back to the traffic.



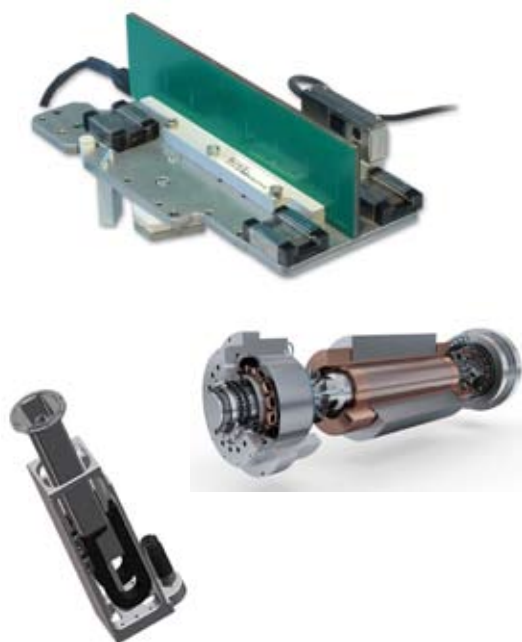
# Efficiency, performance, and cost-effectiveness

## Innovative bearing components, modules, and systems



Efficient, high-performance rolling and plain bearing components, innovative modules, and comprehensive bearing support and linear guidance systems are the core of Schaeffler's presentation at the 2013 Hannover Messe. The focus will be on improving energy efficiency while increasing power density and cost-effectiveness. "Our innovations show that bearing components are always a source of potential for significantly improving performance and efficiency in customers' applications and thus reducing lifecycle costs. The same applies to our system solutions – ready-to-install units that give our customers extensive integration of functions and a high level of cost-effectiveness", explained Robert Schullan, Member of the Executive Board at Schaeffler AG and President of Schaeffler Industrial, at the MDA Press Roundtable for this year's Hannover Messe on January 16 in Frankfurt. Among Schaeffler's innovative components are new bearing supports with optimized performance and friction, including some from the company's premium X-life range, new plummer block housings for spherical roller bearings, an electromechanical lifting column, and the new UPL motor series. A standardized modular system is setting new standards in magnetic bearing technology, and the product range is rounded off by new condition monitoring systems that intelligently combine lubricant and vibration diagnosis with relubrication units.

Schullan, who is also President of the Power Transmission Engineering Association in the VDMA, also emphasized the significance of the Hannover Messe and the MDA as an international trade show platform for German power transmission technology companies. "The MDA brings international specialists together and, at the same time, attracts widespread public attention for mechanical engineering. The fact that this trade show is also very attractive for our overseas customers and partners is particularly important for globally oriented companies",



Schullan continued. In this context he specifically praised the choice of Russia as a partner country. German mechanical and plant engineering companies have massively increased the scale of their activities in Russia during the last few years, and major investments are planned in the country's infrastructure and its information and communication technology and energy management sectors in the years to come. "Customers in Russia will have a strong partner in these German mechanical engineering companies, who will provide them with valuable technological support and thus accompany these Russian companies on the path to success," emphasized Schullan. Schaeffler has been active with its own subsidiaries in Russia since 1997, and in 2012 announced the construction of a plant in the city of Ulyanovsk, situated on the Volga river. "This will allow us to participate even more closely in the growth taking place in Russia and to deliver to our customers such as those in Russia's automobile and railway industries quickly and directly," Schullan explained.

**FAG wheel bearings with reduced friction for motorcycles**

A new deep groove ball bearing with reduced friction and a lip seal on one or both sides that was specially developed for applications with a rotating outer ring. Its main advantage is the unbeatable combination of reliability and energy efficiency that it provides. The frictional torque and thus the power loss of the wheel bearing are significantly reduced as the speed increases, and optimum sealing action is also maintained. Schaeffler's "Motorcycles and Small Combustion Engines" Sector Management offers customers a complete range of bearing supports and system solutions for engines, chassis, and transmissions worldwide.

**SNS plummer block housing increases bearing operating life by 50 percent**

The new FAG SNS plummer block housing from Schaeffler increases the operating life of the fitted spherical roller bearings by up to 50 percent compared to conventional plummer block housings. This is made possible by the new housing design, which ensures optimum load distribution in the bearing. Further design optimizations facilitate mounting and dismounting, improve condition monitoring and operation, and thus allow the housing and bearing to be used in a particularly flexible and cost-effective manner while significantly reducing the lifecycle costs. The new FAG plummer block housing can also be installed as a 1-to-1 replacement for numerous conventional housings.

**IDAM launches printed linear motor on the market**

The new UPL series of printed linear motors from INA - Drives & Mechatronics AG & Co. KG (IDAM) – specialists in direct drive technology within the Schaeffler Group – make a convincing case thanks to their high level of cost and energy efficiency. The



innovative manufacturing technology, which IDAM has made ready for the volume production of linear motors for the first time, works by “printing” the coils of the motor layer by layer and is the reason for the motors’ outstanding performance. These coils are produced in a multi-layer design based on conventional circuit board material. Multiple layers of copper are applied and then wired together to form a “printed” coil. This type of motor, in which theforcer moves in a U-shaped secondary part, is known as an ironless linear motor.

**Linear technology: Electromechanical lifting column – a ready-to-fit complete solution that fulfills the highest requirements**

Schaeffler’s Linear Technology business unit will be presenting an electromechanical lifting column as a ready-to-fit complete solution for the first time. This features a robust construction and compact design, and can move loads of up to several hundred kilograms reliably and with a high level of technical availability. The compact mechatronic system is designed for applications with high requirements such as those found in medical technology, but it can be easily adapted to suit the requirements of other industrial applications.

**FAG Active Magnetic Bearing sets new standards in magnetic and back-up bearing technology**

Magnetic bearing technology is becoming more and more important as an alternative to conventional bearing supports, and is used when the technical requirements can no longer be fulfilled by other



bearing types. This especially applies to medium and large industrial machinery with very high rotational speeds and shaft weights of up to several tons, such as electric motors, gas and steam turbines, compressors, and chillers. With the FAG Active Magnetic Bearing, Schaeffler has developed a standardized, cross-system complete unit comprising magnetic and back-up bearings as well as the relevant services. A special feature is that Schaeffler uses rolling bearings as back-up bearings. Schaeffler’s rolling back-up bearings are also available for shaft diameters greater than 200 mm and can be used again after a shaft drop has occurred. At the same time, the use of standardized electronic control systems and power electronics that have been proven and on the market for

many years allows easy integration into the machine architecture. This represents an important milestone that has been reached in the standardization of magnetic bearing technology.

**All-round monitoring for rolling bearings**

Through the intelligent interconnection of its products, Schaeffler Industrial Aftermarket will make it possible in the future to combine the monitoring and condition-based lubrication of rolling bearings in one innovative system that combines grease and vibration diagnosis with a lubricator that is activated by the monitoring devices. This allows every critical change during operation to be detected and rectified at an early stage before damage to the rolling bearing occurs. This means comprehensive monitoring and a constant, optimum supply of grease without the need for somebody to be in the vicinity, especially for machines that are difficult to access or critical in the event of failure. The intelligent interaction of monitoring and lubrication systems ensures reliable machine availability and also saves resources. When a rolling bearing has a low consumption of lubricating grease, its operating life is increased and the costs arising from expensive on-site maintenance work are dramatically reduced.

# BREMBO CHOSEN FOR CHEVROLET CORVETTE

Brembo is the brake of choice for the all-new 2014 Chevrolet Corvette made its world debut at the North American International Auto Show. Brembo provided calipers and discs and assembling those components into full corners at its newly expanded Homer, Michigan Operations.

The OE fitment is further evidence of Brembo’s continued growth and leadership in North America, the second largest market for the Italian company. Brembo has demonstrated its ability to supply brake systems not only for supercars like the Corvette ZR1, introduced in 2009 with state-of-the-art CCM technology, but also for larger-volume programs including the entire Corvette platform.

“We are truly proud to add the full line of Corvettes to our North American Original Equipment portfolio and to continue to serve as a strategic partner with Chevrolet as they introduce the next generation of the legendary Corvette,” commented Dan Sandberg, President and CEO of Brembo North America.

The new brake system for the Corvette has been engineered by Brembo to provide shorter stopping distances, better modulation, improved durability, and balanced brake performance without fading under extreme conditions.

The four-piston, two-piece aluminum calipers were designed specifically for weight savings and drag reduction and are among the stiffest available with virtually no distortion from high thermal and torque loads, even under the most demanding conditions. The calipers are anodized for superior corrosion resistance.



Brembo is proud to build not only the brake system, but also the entire Corvette “corner” assembly (consisting of the calipers, rotors, knuckles and hub and bearing units) in the United States, at Brembo’s plant located just west of Jackson, Michigan.

As the leading supplier of high-performance brakes to premier European auto and motorcycle manufacturers, Brembo has recently achieved significant growth in North America with unique new brake technologies for customers like General Motors, for the Buick (Regal GS), Cadillac (XTS, CTS-V and ATS) and Chevrolet (Camaro SS and ZL1, Corvette ZR1) brands.

# TPMS

## A hot topic for the future in the aftermarket

As more vehicles are equipped with TPMS with each subsequent model year, the demand for Tire Pressure Monitoring Systems (TPMS) sensors and for motor vehicle garages and tire service shops to install and service these sensors will increase dramatically in the future. This is the result of a regulation by the European Union requiring tire monitoring systems for all new category M1 vehicle models as of 1 November 2012, and for all new registrations in vehicle category M1 as of 1 November 2014. Vehicle category M1 comprises all vehicles used for passenger transport, with no more than eight seats, excluding the driver's seat.

This legislation pursues two primary goals through maintaining proper tire inflation: The reduction of climate-harming CO<sub>2</sub> emissions and improved road safety. A positive side effect for drivers is that they save money, because driving with insufficient tire pressure increases fuel consumption and improves the service life of the tires, among other impacts.

Direct TPMS solutions employ one sensor per tire to establish the prevailing air pressure (as well as the temperature in some applications) directly from the tire, both quickly and precisely – at all times, in any driving situation and at any speed. In contrast, indirect systems do not actively measure the pressure, but instead compute it from information from the wheel speed sensors. As one of the world's leading suppliers of production TPM-Systems, Continental is convinced that the direct measurement systems will gain the upper hand in the marketplace. A look at the United States of America, where TPM-Systems are firmly established in the market owing to legislation passed in 2005, supports this view.



Increasing numbers of new vehicles are being equipped with TPM-Systems. This involves changes for dealers and workshops. The proper functioning of the tire pressure monitoring systems for use both in summer and winter tires can be most conveniently realized with an additional set of sensors. But professionally performed tire service which includes the replacement of specific components and the checking of sensor functions also will be a task of the workshops.

Under the VDO product brand, Continental offers everything garages need to service vehicles equipped with a tire pressure monitoring system. Continental offers a complete line of TPMS products including, TPMS replacement sensors and service kits, is continuously expanding this offering. Parallel to this, with ContiSys Check TPMS VDO offers a diagnostics device specially tailored to tire service needs. With a specific TPMS module, it can read out important sensor data directly and wirelessly and relearn the replacement sensors to the vehicle.

Another look at the USA proves that innovations geared to market needs can generate keen interest in the aftermarket too. With the VDO REDI Sensor, Continental has been enjoying great success in the North American market since 2010. These TPMS sensors can replace various manufacturer-specific TPMS sensors, helping to drastically reduce the number of replacement sensors that must be stocked by shops for full coverage. For the European economic region there will be comparable solutions in the future. At Continental, the development of this innovative new product is being driven jointly by Series "OE" Production and the Automotive Aftermarket.







The kerfs can reduce pattern noise caused by tire rolling.



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



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



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



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

**5**

Free your sport way

**Excellent grip & control**

Four straight wide grooves enhance tire drainage and maneuverability in wet conditions.

**NANKANG**  
FREE YOUR WAY

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*Sportmax* **NS-20**



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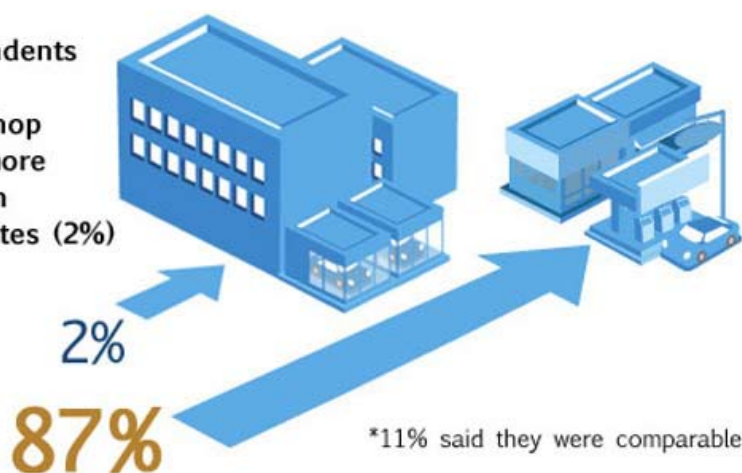


# Consumers Trust Independent Shops Over Dealerships for Car Repairs

Pricing is Key Issue, According to New Survey

(A North American Study)

87% of respondents reported that independent shop quotes were more affordable than dealership quotes (2%)



A recent online survey on auto repair conducted by AutoMD.com\* showed that while consumers are generally satisfied with their dealership experience, they trust independent repair shops over dealerships for auto repairs by two to one. Better prices and mechanic relationships are the keys for independent repair shop preference, with 80% surveyed reporting they felt they had been overcharged for a repair at a dealership, and over 90% believing they can save at least 10% by visiting an independent shop. Meanwhile, most report choosing the dealership service center instead of an independent repair shop because their vehicle was under warranty/recall.

But is this notion that dealerships are more expensive just a perception? Not according to the majority of respondents who say they have actually comparison-shopped repair job quotes: a whopping 87% reported that independent shop quotes were more affordable than dealership quotes.

"It is no secret that consumers are holding onto their vehicles for record lengths of time, meaning more and more visits to the repair shop or dealer service center," said Brian Hafer, VP of Marketing for AutoMD.com. "We conducted this snapshot survey to provide a window into how today's car owners feel about their repair shop/dealership service center options, and found that price and relationships are making consumers push the independent trigger - unless their vehicle is under a dealership warranty. But, with so many aging cars now falling outside the warranty, this survey indicates that consumers are going to compare repair quotes - and then go where they believe the price is right."

AutoMD.com survey reveals consumers who shop for quotes report lower estimates at independent repair shops; four in five would not have chosen the dealership for repairs if vehicle was not under warranty/recall

## Survey Highlights

Car Owners Trust Independent Repair Shops More/Over-charging Perception Undermines Dealership Satisfaction

Sixty-seven percent of respondents said that they trust an independent repair shop more than a dealership to repair their vehicle.

**Who do you trust more to repair your car: An independent repair shop or a dealership?**

Independent Repair Shop 67%, Dealership 33%

When asked why they preferred the independent repair shop, the top two reasons were:

- 1) a relationship with their local mechanic (40%)
- 2) better pricing (at nearly 30%).

**Why do you trust an independent repair shop more than a dealership?**

I have a relationship with my local mechanic; I always take my car there 40%

I know I'll get a better price for repairs at an independent repair shop 29%

Even though I could have them install more expensive automaker parts, they don't dictate that I have to use them 9%.

Their mechanics are knowledgeable; they fix all types of vehicle brands and I trust that they can fix mine 8%.

They offer the best guarantee (parts/labor) 2%, Other 12%.

Furthermore, the survey revealed that over 80% of respondents reported they had felt overcharged at the dealership, with 59% claiming that the overcharge was at least \$200 and nearly 20% claiming over \$500. Plus 47% said paying a premium or paying for unnecessary repairs / service is the worst part of the dealership experience.

But it is not all bad news for dealerships: 47% of those who utilize dealership service centers said they were either satisfied or very satisfied with their experience, with 23% feeling neutral. However, of those who were dissatisfied with their dealership experience (30%), the belief that they had been overcharged was the number one driver of dissatisfaction. And of the 33% who say they trust the dealership more than the independent shop for repairs, 60% cited the dealership mechanic's knowledge of and familiarity with their particular model as the reason for their preference.

## Dealership Visits Driven by Warranties/Recalls

But it would appear that of those who go to the dealership for repairs, the vast majority are only doing so because their vehicle is under warranty or recall: 83% report that they would not have chosen the dealership if their vehicle hadn't been under warranty/recall. The top reason? Repairs at the dealership are more expensive than at the independent repair shop (51%).

Car Owners Believe They Can Save at Independent Repair Shops - and Price Quotes Prove Them Right

Nearly two-thirds of respondents believe they can save over 20% on repairs by choosing an independent repair shop over a dealership, and 72% say a savings of just 10% would make them opt for the repair shop over the dealership.

This is not just perception or speculation, it's an educated opinion. Consumers are looking for comparison quotes: 78% say they have compared repair job quotes between the dealership and independent repair shop. The results overwhelmingly show that independent repair shop quotes are more affordable (87%).

Savings appears to be a key driver of consumers being proactive in getting repair quotes: 78% said that if they knew it would save them 10% or more, they would compare repair job price quotes.



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## Pioneer Fully Embraces the Consumer's Smartphone Connected Lifestyle



### Apple and Android Consumers Stay Connected in the Car and in the Wireless Home Through Pioneer Products

Pioneer Electronics Inc., continues to embrace the consumer's smartphone connected lifestyle with the broadest range of car, home and DJ electronic products that offer multiple wired and wireless options with today's iOS and the Android™ OS smartphone devices. With 97% of smartphone owners in the U.S. using smartphones at home<sup>1</sup>, 83% while on the go, and 88% for entertainment purposes, Pioneer is committed to the integration of smartphone connectivity with its line of consumer electronics products to bring consumers that personal smartphone experience, whenever and wherever.

Showcased at this year's 2013 International Consumer Electronics Show, Pioneer is demonstrating interoperability with its smartphone integrated products, including car electronics products such as the AppRadio™ 2, in-dash multimedia navigation and in-dash DVD receivers; home electronics products such as wireless speakers and home audio video receivers; and professional and "prosumer" products such as DJ controllers. This broad range of products enables users to connect their Apple® iOS or Google® Android OS smartphone devices with ease and provide access and control of stored multimedia content and/or smartphone applications.

"The smartphone has become the source for consumer entertainment. They want to share content from their device(s) and we're making that happen, whether it's at home, in the car, or on the go," said Russ Johnston, executive vice president of Corporate Communications for Pioneer Electronics Inc. "We're the most smartphone-friendly brand and we are using the latest technologies, including iPhone® 5 connectivity, AppRadio™ Mode, AirPlay™, HTC Connect™, DLNA®, Wireless Direct and Bluetooth®, to give consumers the freedom to enjoy stored audio video entertainment, the latest compatible apps and online content."

## OSRAM NIGHT BREAKER is the winner in AUTO BILD lamps test



OSRAM NIGHT BREAKER takes 1st. place in the current "20 H7 lamps tested" test by AUTO BILD! 20 various different H7 automotive lamps were tested for "luminous flux", "brightness" and "geometry". OSRAM NIGHT BREAKER was the brightest lamp in the test and confidently achieved the overall evaluation "very good" in first place.

Other automotive lamps by OSRAM also had good results in the AUTO BILD test. OSRAM SILVERSTAR - "the strongest Xenon automotive light in the world" - takes 4th. place with overall evaluation "very good", and the tried and tested OSRAM ORIGINAL LINE is in the top ten.

Overall, lamps from well-known lighting manufacturers were in the top places in the test. This shows: Brand quality stands the test. This was summarized by Hendrik Dieckmann, editor at AUTO BILD: "It's no surprise that the traditional manufacturers OSRAM and Philips in general make good lamps. [...] In addition, we can only hope that drivers no longer buy "Power Xenon" dim lamps. For their own benefit, and also for the benefit of other drivers."

## Valeo releases first passenger compartment air conditioning filter with anti-allergenic properties in Europe

Valeo has developed a passenger compartment air conditioning filter that reduces the concentration of allergens inside the vehicle while filtering the air permanently. For the first time in Europe, a filter stops not only dust, toxic gases and odors, but also neutralizes pollen allergens.

Designed in France at Valeo's Athis site, west of Paris, this filter combines all the characteristics of a traditional filter with anti-allergenic properties, thanks to a polyphenol-based surface treatment. Present in certain plants and fruits, this natural agent neutralizes pollen allergens to inhibit almost all the allergen-causing particles.

In industrialized countries, the number of people suffering from pollen allergies has doubled in the past 30 years. By 2040, 40% of the European population will have an allergic predisposition<sup>1</sup>.

Until now, no passenger compartment air conditioning filter in Europe was able to limit passengers' exposure to allergen particles. And yet, the probability of allergy suffers being involved in a traffic accident is 30%<sup>2</sup> higher. The symptoms of these allergies (sneezing, itching, watery eyes, runny nose, breathing difficulties, fatigue, irritability and headaches) are not just a source of discomfort; they can also significantly impair driver concentration. Improving vehicle interior air quality can also help improve road safety: when travelling at 80 km/h, a driver will cover 25 meters with his or her eyes closed<sup>3</sup> when sneezing.

This filter is designed for all drivers and their passengers, whatever their sensitivity to allergens. Patented by Valeo, this innovation will be released on the market in Europe in early 2013.



# Delphi Introduces Unique Plug-and-Play Connectivity Service

Consumers Can Quickly Lock & Unlock Doors, Locate, Track and Monitor Vehicles via Mobile Devices



Automotive (NYSE: DLPH) announced the release of its innovative new cloud-based automotive connectivity service for consumers. At the 2013 International Consumer Electronics Show (CES), the company demonstrated Vehicle Diagnostics by Delphi, a device that provides a groundbreaking car-to-cloud/cloud-to-car connectivity service. Drivers can mimic their key fob functions to control their car, track, locate, access, secure and monitor their vehicles anywhere at any time with a smartphone or browser.

**The Delphi car connectivity service enables drivers to carry out any of the following features remotely:**

- Use smartphone, laptop or tablet as a key fob for your car regardless of where you are to help when accidentally locked out
- Connect your smartphone to your car via Bluetooth for key fob commands when in locations like a parking garage
- Easily locate and access your family cars anywhere and anytime without having to remember to tag your vehicle's original location
- Monitor overall vehicle status
- Receive alerts for driving and vehicle performance issues
- Set up geo-fences and receive alerts for entry and exit
- Live tracking
- Automatic trip logs to help with things like expense report records

The system operates through a downloadable Delphi smartphone app, available for Android 2.2 and later and Apple iOS 5.0 and later devices, as well as a Delphi Web portal that is compatible with Internet Explorer 7 and later, Google Chrome, Apple Safari and Firefox browsers. Data transmitted through the Delphi connectivity system remains secure and encrypted over the Verizon Wireless network.

"Drivers can now easily buy a connectivity device that plugs into most vehicles produced over the past 16 years, instantly furnishing seamless interaction and connectivity inside and outside the vehicle," said Jeffrey J. Owens, Delphi chief technology officer. "Our device will help keep vehicles secure and operating optimally." The Delphi connectivity system's key fob service operates over the Verizon Wireless network or via Bluetooth to remotely lock or unlock doors, open the trunk, start or stop the engine and operate a panic horn on select vehicles.

The Delphi Connected Car App and the Connected Car Website will display the last location where a vehicle was parked; the address and coordinates where it is situated; and a map with directions to the vehicle.

To help families stay aware of their drivers whereabouts, the system will designate up to six circular "fences" around locations where drivers are permitted to travel and will issue alerts when the vehicle enters or exits a fenced area.

The system's Live Tracking feature enables real-time vehicle tracking with five-second updates, showing vehicle speed and heading. The system also will report on the vehicle's condition and display a list of issues found.

The trip-logging feature provides a summary of all trips from engine start to engine stop, as well as such detailed information on recent trips as:

- Total Distance
  - Start date/time
  - Start location
  - End date/time
  - End location
  - Engine idle time
  - Map view of trip start and end locations
- Among the alerts that can be generated by the connectivity system are:
- Check engine light
  - Battery voltage
  - High RPM (greater than 4000 for 5 seconds)
  - Geo-fences entry and exit
  - High speed (over 75 mph for 5 seconds)
  - E-mails for geo-fences and high-speed alerts



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## Dubai's Culture of Innovation Driving and Sustaining Quirky New Businesses



Dial-a-Battery's Asad Badami says only his firm rescues, rather than merely servicing, customers.

Dubai's documented culture of innovation is continuing to drive the introduction of new and unique businesses across a range of industries, says one expert.

From discount airlines and falafel shops going global to small and medium-sized businesses that improve the way we live, the entrepreneurial landscape in Dubai is rapidly changing, and for the better.

A prevalent culture of innovation within a society, according to a policy paper from the Dubai School of Government, can potentially lead to sustained economic growth, greater global competitiveness, enhanced employment and entrepreneurship opportunities, and a more inclusive society for youth.

"We got started in Dubai first because we've always thought that it's easier to start a truly unique business venture here, both in terms of the business environment and the receptivity of the city's people. Dubai residents are very open to new concepts, particularly in service delivery where value can easily be demonstrated," said Asad Badami, the managing director of Dial-A-Battery.

Badami's UAE roadside battery replacement service has seen rapid expansion in the country after only 12 months in operation, even expanding to service Sharjah and Abu Dhabi. The Dubai company is now putting plans in place to introduce the service in Kuwait and Qatar.

"We deliver on a value proposition that is truly unique – we rescue people. We actually rescue them," adds Badami.

That differential has been enough to set it apart from all of Dubai's other battery sales outfits, but it has also helped the Dial-a-Battery brand cement its place in the minds of thousands of consumers across the country, many of whom now think of the brand even before phoning a spouse, when in time of emergency.

The most important element in the process of developing unique products and services is to appeal to consumers' emotional considerations. The way an individual customer perceives the value of a product or a service is the key to developing a product uniqueness strategy.

"We want to have a strong relationship, an emotional relationship, with all of our customers," said Badami. "This relationship is based on a very strong brand promise, it's based on our ability to deliver for them, to rescue them, at critical moments. And we think that's quite unique."

## Introducing the new Bose sound system for the Infiniti JX



Infiniti's latest entry in the luxury crossover market, the JX, combines family values like comfortable three-row seating and safety with showroom style and sporty performance. And it features a choice of Bose sound systems custom-designed to provide an exceptional audio experience for driver and passengers alike.

The standard Bose Premium system features 13 speakers strategically placed throughout the cabin for pinpoint instrumental and vocal imaging. At its core are two 4.5-inch Richbass® woofers inside a custom-engineered Acoustic Waveguide bassbox for low notes listeners can actually feel.

The optional Bose Cabin Surround® system adds two extra rear-door mounted tweeters plus Centerpoint® surround sound technology and 5.1 decoding.

With the JX, Infiniti makes a bold statement in the luxury crossover class. The Bose systems in these models reinforce the message with performance that demands attention.

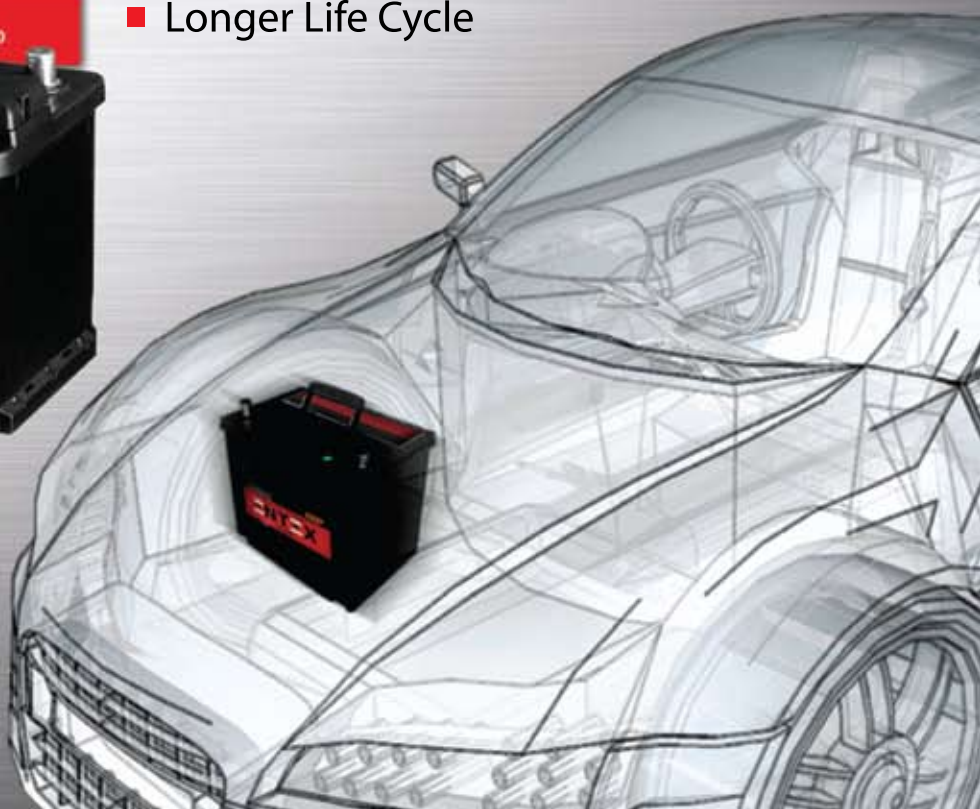


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## HipKey, hippih's

Introducing hipKey™, hippih's revolutionary new app enabled accessory for your iPhone and iPad launching today. People are sometimes forgetful or distracted, especially when they are in stressful situations. This is when they tend to lose or forget their belongings. Imagine leaving behind your iPhone? What a catastrophe! With this in mind, hippih decided to design a product that would solve this common problem, by helping you keep track of your valuable belongings



## The world's first touch screen Wireless router

Securifi's Almond houses a 320 x 240 pixel 2.8" full-color touch screen display capable of handling all router setup and maintenance. Almond not only removes the need for the intimidating web-driven interfaces consumers have struggled with for over a decade, it removes the need for operating through a PC or Macintosh entirely. Securifi calls it the first router for the post-PC era.

Mr. Malasani insists users of Securifi's Almond router would never have to memorize—or even write down—its IP address. He also notes they're welcome to secure the device with a password they can display as ordinary text. The result of this is that those who forget how they arrived at an exotic password like tlpWENT2m (short for "this little piggy went to market") can simply log in via the touch screen to check it. Moreover, they can easily modify the password or other settings using the touch screen's full QWERTY keyboard.

For all its simplicity, under the hood the Almond router sports a robust feature set. Its two internal antennas, 300Mbps MIMO throughput, full 802.11b/g/n compatibility, industry-standard WPA/WPA2 security, and basement-to-bedroom range match specs from major brands like Linksys or Netgear. Even IT departments and power users may fall in love with Almond's blend of power, flexibility, and PC-free configuration.







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# HOT PRODUCTS

## JBL OnBeat Rumble

The new iPhone 5, iPad mini and other wireless devices are awesome, if they're used to their full potential. The JBL® OnBeat Rumble™ loudspeaker dock is Bluetooth®-enabled (with HARMAN TrueStream™ connection technology), and its built-in subwoofer delivers massive JBL® sound with roaring bass from your portable players. Whether your device is docked on its Lightning connector or streaming wirelessly, you'll get thunderous sound when listening to music, watching videos, playing games or chatting with friends over FaceTime. Download the free JBL MusicFlow™ app, and use your device to browse music, edit playlists and dial in your EQ settings.



## Ingenieur Constant-Force Tourbillon

With the spectacular Ingenieur Constant-Force Tourbillon in its platinum and ceramic case, IWC still leads the field in the Constructors' Championship of Haute Horlogerie. This precision machine's patented constant-force mechanism is integrated in a tourbillon and ensures that the amplitude of the balance remains almost constant. It guarantees an extremely precise rate over a period of at least 48 hours. The newly developed 94800-calibre basic movement features two barrels that provide the energy for the higher torque required to drive the constant-force tourbillon. It also provides the moon phase module with the necessary power. The double moon display depicts the surface of the earth's only natural satellite so realistically that even tiny craters can be recognized. The countdown scale shows the number of days remaining until the next full moon. The power reserve display between "4" and "5 o'clock" indicates the energy remaining in the mainspring. The design on the movement side, visible through the transparent sapphire-glass back, was inspired by a sports car's engine block. Perforations provide a clear view of the intermeshing gears: performance engineering for purists.



## The Hot Tub Boat

This is the electric boat with a hot tub built into its deck. Engineered and built in Seattle, WA by a marine carpenter that specializes in custom house boats, the craft's Vinylester hull is topped with a slatted deck handcrafted from African teak. The hot tub measures 8' L x 4' W x 24" D and is positioned on the boat's center of buoyancy, providing the boat exceptional stability. It drafts only 20", even when filled with its maximum load of 2,100 lbs. of water and six adult bathers. An integrated diesel-powered boiler with an adjustable thermostat heats the tub's water to a maximum 104° F. A waterproof stereo system plays music from your MP3 player through two flush-mounted 50-watt speakers that pop-up from the deck. Four ice chests built into the deck provide ample storage for your preferred libation with additional storage compartments fore and aft. A teak swimstep provides easy entry into and from the surrounding water. A 24-volt electric motor propels the boat up to 5 mph on calm water, steered via a joystick by a bather located starboard/aft. Its rechargeable battery bank provides up to 10 hours of power from an overnight charge using its built-in Smart Plug shore power connection and on-board chargers. Includes hot tub cover. Special conditions and guarantee limitations apply.



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