

TIRES & AUTOMOTIVE PARTS MAGAZINE

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Christian Schwarz

Team Leader of Sales, Middle East, MEYLE



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The Kitchen Safe





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PUBLISHER'S NOTE



I am happy to say after spending a long time working on it, our website tiresandparts.net is finally up and running. We are still tweaking and making minor changes to get it just right. Please feel free to register online using the link "tiresandparts.net/register" and submit your comments in "My Account – feedback" to let us know what you feel about the content and the design. All comments are welcome in order to help us make the site better for readers like you.

A new online car buying service for used cars made waves when they claimed they could make an offer for your used car in just 30 minutes after a free and fair evaluation. I needed to sell my car and thought I would give them a try. Unfortunately, their service does not match up to what they promise. We got off to a bad start when their representative turned up almost half an hour late for the appointment. Then after a cursory examination that took all of five minutes, he offered a lowball price that I would have accepted only if I was desperate to sell the car and leave the country on the same day. This business model can work when the country is facing a recession and people are in a hurry to sell their cars, but they will not get many takers when getting a fair price is more important than making a quick sale. I have heard from many others who had similar experiences with this so called car buying service. They all felt going to a used car dealer or advertising in the newspaper would have given them better results. Sure, it will take a little more time but at least you will get a fair price and will not be scammed. If you make big promises and fail to deliver, it will not take long for the word to spread.

March marks the beginning of the F1 season and the new FIA regulations for the 2014 season had companies scrambling to design cars that met the norms. Half the fun of motorsports is listening to powerful cars roaring down the road, racing to a close finish. While the new rules do promote sustainability with the requirement for ecofriendly hybrid powertrains and V6 engines, it remains to be seen if they will take all the fun out of racing. In this issue, we have articles on the new McLaren and Mercedes F1 racers.

While scouting for new products, I came across the "The Kitchen Safe" that blocks access for a preset time to things that tempt you but may not necessarily be good for you. They can range from chocolate chip cookies at midnight to your credit cards towards the fag end of the month. With new inventions like this to prop up our willpower, we can go one step further in keeping our New Year resolutions, if we haven't broken them already.

Hamid Moaref

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Christian Schwarz

Team Leader of Sales, Middle East, MEYLE

Can you please give us a brief history of MEYLE and the origin of its name?

Wulf Gaertner Autoparts AG, the company behind MEYLE parts, has existed since 1958 when it was founded in Hamburg by export salesman Wulf Gaertner. In the early 1950s, he lived in South America, where as an enthusiastic amateur racer, he experienced first-hand how difficult it can be to find top-grade automotive spares. Ultimately, this was what inspired him to establish the export business, which to the present day carries his name and meets the growing demand for premium quality spare parts.

Today, MEYLE is one of Germany's leading automotive spares manufacturers which operates in 120 countries across all continents and employs over 1,200 people worldwide. We have local subsidiaries and international offices throughout Europe, the USA and Asia. To ensure that we can continue to broaden our product range and meet the requirements of new international markets, we invested around 40 million euros until 2015 to expand our headquarters in Hamburg, Germany: storage capacity will be increased to 29,000 square meters to accommodate 56,000 pallets slots.

From MEYLE's beginnings in 1958 as a small exporting and trading firm for OEM spare parts, it has evolved into a top-tier engineering and manufacturing company for world-renowned products. Can you share with us the 'secret' ingredient for your success?

Our 'secret' ingredient for success is not so much a secret actually--It is our passion for quality. Our own team of engineers draws on extensive experience in the development and manufacturing of automotive spare parts for both the independent aftermarket and original equipment manufacturers. As they are inspired by a commitment to excellence, our engineers strictly monitor manufacturing processes both at company-run production sites and trusted manufacturing partners. They ensure that the same stringent quality standards are met throughout our global network of production facilities. This highly sophisticated quality management is also what makes MEYLE stand out most from other suppliers of automotive spares.

Among the spare parts offered by MEYLE, which range is best known in Germany and why?

MEYLE is known as a high-quality spare parts manufacturer that supplies over 17,000 automotive spares for more than 1.2 million different applications. The parts range from steering and suspension components, rubber-to-metal parts, brake parts, damping components, cooling systems, filters, drive train components, auto electronics and sensing technology. Our slogan "Simply lasts longer" reflects our hallmark. We not only provide various spare parts for all kinds of makes and models, but also distinguish them from other brands by ensuring they have the highest quality possible. What we are best known for however – not only in Germany but around the globe – is our MEYLE-HD range.

Can you please give us a quick rundown of the products offered in the MEYLE-HD line and what sets it apart from your other product lines?

Under the premium MEYLE-HD brand, we engineer and manufacture technically enhanced automotive spares, which are designed to outshine OE parts in terms of durability and reliability. With our optimized HD parts, we can provide the independent aftermarket with a unique solution offering more than 650 items to fit thousands of different vehicle applications.

With MEYLE-HD parts, workshops will not only benefit from outstanding durability but – as a consequence – also from the loyalty of satisfied customers. We also succeeded in increasing spare part replacement efficiency – HD parts can be fitted entirely without special tools.

What is MEYLE's short term and long term vision?

We have a very clear vision for the near as well as for the distant future—we are and will be the ones with better parts. Our aim is to inspire and convince car technicians and motor vehicle enthusiasts worldwide with our quality-enhanced parts and to continue delivering superior service in all areas.

As an auto part manufacturer, what are the biggest challenges that you encountered in 2013? What challenges are you anticipating in 2014 and how do you plan to deal with them?

The biggest challenge in 2013 was the large number of suppliers of cheap, low-quality products who misleadingly advertise with the slogan 'Made in Germany'. This causes confusion and dissatisfaction among customers when those low-quality parts fail prematurely. This also makes it more difficult to show those customers the outstanding quality of MEYLE and MEYLE-HD parts.

Regarding 2014, we will be facing the challenge to increase public awareness of our new range of technically enhanced MEYLE-HD truck components which are – as with all our HD parts – re-engineered by our own team of engineers.

How do you assess your products' marketability in Asian and Middle East regions?

We assess our products' marketability in these regions as very good. Everybody here knows the name MEYLE. Word about the high quality of our parts and the good service which comes with it has gotten around quickly.

The UAE hosts Automechanika, one of the grandest motor shows in the world. How do you use this show as a channel of brand promotion in the Middle East region?

Since ten years now, the Automechanika has been an integral part of our calendars each year. This trade fair is very important for us, as it gives us the possibility to present our parts as well as our latest innovations. Additionally, it is a great opportunity to meet and have mutual exchanges with our long-standing customers.

What makes your company stand out among other auto parts manufacturers both locally and internationally? What strategy do you use to stay ahead of the competition?

What makes MEYLE stand out is its unerring commitment to quality. Besides offering a comprehensive product range, we strive to develop more refined products in order to help repairers win loyal customers who recommend the workshop's high-quality repair services to others.

We also clearly set ourselves apart from our competition by always acting in accordance with our main guiding principle: "The friendship of those we serve is the foundation of our success." Therefore, we pay our customers regular visits to stay in touch and learn about their needs and problems on the ground. Apart from that, we give our staff the space and independence to work on creative solutions and to constantly advance our products. By enabling our staff to share in the company's success, we are rewarded with high levels of motivation and commitment.

Eco-innovation is on the rise today in automotive engineering and engine development. Do you have plans to focus more on creating spare parts for hybrid and electric engines considering that they offer better fuel economy and have lower carbon footprint than other engine types?

As a family business, we practice social responsibility towards both our employees and business partners. Socio-economic sustainability is a major concern in all our work as well. Therefore, we also naturally cope with the development of spare parts for hybrid and electric engines. We expect it to be the decisive market of the future.

What can customers expect from MEYLE next year? Can you give us an overview of your next products? How will such products address the problem of car owners in particular?

There are three things our customers always can rely on: the outstanding quality and durability of our parts, great service and fast delivery.

Products you can expect next year are for example new MEYLE-HD control arms which will be available for the entire VW model range. With the new design and optimized rubber compound, MEYLE-HD control arms are engineered to outlive OE parts by far. A long service life and good roadholding under any operating condition can be assured.

Complementing its range of premium-grade parts, MEYLE now also supplies wiper blades. Thanks to high-quality materials and perfectly contoured design, MEYLE wiper blades ensure effective windscreen clearing at any temperature extremes. The wiper blades are designed for simple mounting, and cover over 90 per cent of all vehicle models.

MEYLE also offers top-grade quality truck components and currently expands its product portfolio. Among other parts, the company's engineers have, for example, designed a more robust tie rod end for MAN, Mercedes Benz trucks and Volvo trucks, which lasts longer than its OE counterpart. The HD tie rod end can be used in a whole range of different vehicles produced by these three manufacturers, making things much easier in the workshop.

Additionally, we continuously expand our MEYLE Asia Line, a comprehensive range of high-quality spare parts exclusively for Japanese and Korean vehicle brands. Over the next three years, we will be adding new spares parts from various product groups to the existing range. This will enable us to cover virtually all popular Asian makes and models on European roads.

With regard to car owners directly, our parts help them prevent time-consuming and expensive visits to workshops. It is a common problem as repair shops have to replace an entire assembly, even though only one component may be defective. Thus, for example, a defective trailing arm on the Ford Mondeo requires the entire assembly to be replaced though only the bushing is worn. The corresponding bushing is available separately from MEYLE, thereby offering a very time- and cost-efficient repair solution. In addition to that, our high quality parts also increase safety while driving, as defective, non-reliable parts always constitute a certain safety risk.



NEW BEETLE SET TO MAKE MIDDLE EAST DEBUT IN JUNE

The Beetle was first launched in 1938 and it has been going strong ever since. The Beetle is the longest running and most manufactured car on a worldwide basis, and nothing can ever beat the popularity achieved by the classic Beetle. Volkswagen replaced the Beetle with the Golf in 1974 but in 1998 reintroduced a revamped Beetle, the "New Beetle" which had a front-wheel drive configuration like the Golf but had the same design elements as the original Beetle.

The 2014 model of the Beetle will be launched in the Middle East in June. The new model will be sleeker, more masculine and will have an array of new design elements and new technologies. The car will be powered by a more powerful 2.0 liter turbo engine with an output of 155kW/210 hp.

Commenting on the forthcoming launch, Thomas Milz, the managing director of Volkswagen Middle East stated that he was really excited to bring the latest version of the iconic car to the Middle East. He added that the new Beetle with its sportier look will have greater appeal for

customers in the Middle East. It has a longer wheelbase, lower profile, greater width, longer front bonnet and a steeper slope for the front windscreen that combine to create a more powerful and eye-catching design. The interior too is more spacious with a longer roof section.

The Beetle will retain some of its popular design elements such as the round headlights, the unique shape of the bonnets, doorsills and the sides, the flared wings and large wheels (upto 19 inches). For the first time in the Middle East, customers can also choose to have bi-xenon headlights in combination with LED daytime running lights.

The 2014 Beetle will be available in Volkswagen showrooms in the UAE, Oman, Qatar, Bahrain, and from June.



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CHEVROLET LAUNCHES BI-FUEL CONVERSION KIT FOR SILVERADO TRUCKS AND PICKUPS

Sustainability is the buzzword for all companies in the automotive sector. As consumers become more environmentally conscious and cost conscious, many companies are introducing innovations in fuel technology and vehicle design to reduce fuel consumption, costs and the impact on the environment. They have explored many alternatives such as electric vehicles, hydrogen fuel cell vehicles and cars that run on ethanol. Compressed natural gas (CNG) has emerged as one of the most feasible alternatives to gasoline, especially when it comes to fleets. Companies that own a large number of vehicles can save heavily on fuel and minimize the impact on the environment if they are able to use CNG.

Keeping this in mind, Chevrolet has launched a bi-fuel conversion kit for its range of Silverado 2500 HD and 3500 HD pickups. In pickups having these kits, drivers can change from gasoline to CNG and vice versa just by flipping a switch. When the CNG fuel tank is almost empty, the truck automatically shifts to gasoline.

Both pickup models are fitted with a 6.0 liter V8 engine which gives an output of 360 horsepower and 380 pound-feet of torque when running on gasoline. When CNG is used, the engine is slightly less powerful with 301 horsepower and 333 pound-feet of torque. Nevertheless, the towing capacity remains the same at 13,000 pounds and CNG is 60% cheaper than gasoline. Based on figures given by Chevrolet, \$2000 can be saved on an annual basis for a pickup that covers an average of 26,000 miles and uses CNG about 75% of the time. 2500 HD Silverado trucks and crew cabs are currently available in the US market and dealers should receive 3500 HD pickups with the bi-fuel conversion kits in July 2014

"With CNG capability to be offered on all Silverado HD cab configurations, customers have a wider range of choices when it comes to selecting the alternatively fueled truck that matches their needs," said Ed Peper, U.S. vice president, General Motors Fleet and Commercial. He added that for companies and public bodies like municipalities that maintain a large fleet of trucks, the savings in fuel costs can really add up over time.



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Bugatti Veyron Joins Dubai Police's Fleet of Supercars



The Dubai Police already has many eye-catching luxury cars in its fleet of cruisers including a Bentley Continental GT, an Audi R8 V10 Plus, a Brabus B63S, a Lamborghini Aventador, a Nissan GT-R and even two Ferrari FFs. But the latest addition to the fleet, a Bugatti Veyron in the green and white livery of the Dubai Police will bump up the luxury quotient one step higher. With the addition of the new car, the total value of the entire fleet of luxury cars will increase to \$4 million. Meant more for public relations than for catching criminals, these cars have been used by Dubai Police to promote the status of the city as a luxury tourist destination while parked near landmarks like Burj Dubai, Downtown Dubai and the Burj Al Arab.

Last May, there had been rumors on the internet about a Veyron being added to the Dubai Police fleet, but these rumors turned out to be baseless as the picture used was photoshopped with the Dubai police livery.

The current reports appear to be true with official confirmation from Dubai Police. To confirm reports, Dubai Police had uploaded a video of the Bugatti being driven in front of the Dubai Police headquarters and also shared pictures of the new car on the organization's Twitter account.

Speaking to Gulf News about the acquisition, the chief of the Dubai Police Major General Khamis Matter Al Mazeina said that the car will sport the #myDubai hashtag on the side. #myDubai is a social media initiative by the crown prince of Dubai, Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum in which users of twitter and instagram get to share vignettes of their most memorable moments in Dubai during 2014 through stories, photos and videos.

The Bugatti Veyron is the fastest street-legal production car in the world with a top speed of 431.72 km/h and is manufactured by the Volkswagen Group at its Bugatti plant in Molsheim. It was named as the "Car of the Decade" by the renowned BBC auto show "Top Gear".

BMW i3 Headed to be Most Sought After EV in the US

BMW stepped out of its comfort zone with the launch of the i3 model. The marquee that is mainly known for its performance cars took a gamble by developing this car that is more geared towards being environment friendly. The risk has truly paid off.

Demand for the BMW i8 in the US is booming to the extent that the German carmaker is struggling to ship enough to match demand based on the orders placed so far. According to a statement made by the chief of BMW North America, Ludwig Willisch, the US will soon become the biggest market for the BMW i range of plug-in vehicles, which will be further extended to include a sleeker i8 plug-in hybrid and other models.



The BMW i3 is an ideal city car with the new all-electric powertrain, a surprisingly spacious interior, a turning radius of just 9.86 meters and a choice of three suspension modes named Comfort, EcoPro and EcoPro+. Its lightweight carbon fiber body, narrow Ecopia 155 70 R90 tires, electric engine, regenerative braking and low level of carbondioxide emissions makes it an attractive option for customers who are conscious about sustainability.

When it comes to the performance aspect, it goes from 0-100 kilometers per hour in just 7.2 seconds. The range is pretty good at 190 km or 118 miles in the European cycle. Customers have the option of driving a model with a range extender to double the range.

The i3 will be available in the US market from the end of May with US dealers gearing up to showcase the i3 by upgrading their showrooms. With the launch of the i3 model, BMW has truly evolved from being an auto manufacturer to a mobility company.

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Mercedes Launches New F1 Racer

Mercedes unveiled its new F1 racer, the F1 W05 for the 2014 Formula One racing season at the Circuito de Jerez in Spain. The nose for the new Silver Arrow has not undergone the radical transformation that the Ferrari and McLaren racers exhibit for the 2014 season. Hence the new Mercedes AMG Petronas racer is undoubtedly a better looking car with an aggressive but elegant design. It has a V6 1.6 liter turbocharged engine having a hybrid powertrain in line with the new FIA rules.

"The 2014 regulations are a game changer for Formula One. In the V8 era, the power potential of the normally aspirated engine was controlled by the flow of air into the engine – and therefore engine capacity and rpm," said Andy Cowell, managing director of Mercedes AMG High Performance Powertrains.

The car was designed jointly by the Mercedes-Benz teams based at Brixworth and Brackley. The main technical challenge for the engineering team was to come up with innovative technologies to convert 100 kilograms of fuel energy into useful mechanical energy. The engineering team used new techniques both in the engine itself and in the ERS (the Energy Recovery System) to help them get an output of 30 percent more power per unit of fuel than they had with the V8 engine.

Though he crashed the car, race driver Lewis Hamilton reported that the car felt quite good, especially considering that it is still in the testing stage. It is a matter of honor for Mercedes-Benz that the F1 W05 performs well in the year in which Mercedes-Benz celebrates the 80th anniversary of Silver Arrows and 120 years of participation in motorsports.



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RENAULT HOLDS FIRST CONCEPT CAR DEBUT OUTSIDE EUROPE

The Indian automotive market is not as big as that in China or in North America, but it is one that is increasingly capturing the attention of the major auto manufacturers. The very fact that Renault chose to unveil the Kwid concept car at the New Delhi Auto Show, the first time ever that the French company is launching a concept car outside Europe attests to the growing importance of the Indian car market. After the launch of the Ford Figo Concept and the Chevrolet Adra Concept, the Renault Kwid is the third concept car that created an impact at the 2014 New Delhi Auto Expo.

Though saddled with an unattractive name, the Kwid looks like a car that is cheap and fun to use. To allow for narrow Indian roads it has a short, chunky design with overhangs that make it look like an off-road vehicle. The interiors are patterned on a bird's nest with a bench seat at the front that accommodates two passengers on either side of the driver and two passengers in the rear to make maximum use of the space available. Climate control settings are available in the rear. The Kwid has a dual-clutch transmission and is powered by a front-wheel drive, 1.2 liter engine with a turbocharger. The dashboard has a TFT touchscreen instead of the usual dials and gauges to allow for connectivity to multiple devices.

The Kwid can also function as an electric car and can be fitted with batteries. It comes with a charging port hidden behind the Renault logo in the front.

The most eye-catching feature of the Kwid though, is the drone that is hidden in the roof and can be sent out to check on the traffic conditions or to take pictures. This is definitely the first time a concept car has had such a feature. The drone can be manually controlled from a tablet fitted to the left of the steering wheel or it can fly in automatic mode with a pre-programmed sequence. It may not work in the real world for a production version of the Kwid, but it definitely adds to the fun element and makes this concept car stand out from all the others.

"This is the first time we have chosen to reveal a concept car outside Europe and this is an eloquent sign of our commitment to India. Young customers in India are often trend setters, looking forward to pushing the envelope when it comes to technology and enjoyable drives," said Gilles Normand, Chairman of Asia-Pacific Region, Renault S.A.S. He added that the KWID CONCEPT, with its Flying Companion, is a perfect match with this forward-looking spirit both due to its dynamic styling and its hyper connectivity.



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Rolls-Royce Unveils Sketches of New Waterspeed Bespoke Collection



Rolls-Royce will shortly be launching the new Phantom Drophead Coupé Waterspeed Collection to honor Sir Malcolm Campbell's water-speed record of 129 mph in 1937. He achieved this record in a Bluebird K3 hydroplane boat fitted with a Rolls Royce R-Type engine, thus effectively giving Britain the lead over the United States in the race to be the fastest nation on water. Sir Malcolm set the water-speed record four times and the land-speed record multiple times.

There will be only 35 Waterspeed limited edition cars having a body made of brushed steel and carbon fiber trim in a customized shade of blue, the Maggiore Blue. Rolls-Royce has never used carbon fiber in its cars before. The cars of the Waterspeed Collection will have truly luxurious interiors with handcrafted wooden inlays. As of now, only sketches of the planned collection are available. The Waterspeed Collection will be launched at the Paris Motor Show in October 2014.

"Sir Malcolm Campbell's successful pursuit of world-speed records on land and water were the result of his commitment to the most exacting standards of British design and engineering excellence," said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars.

He added that Rolls-Royce strove to have the same qualities in every car they manufactured. The Waterspeed Collection will display the level of personalization available to every Rolls-Royce customer.

NISSAN LEAF SALES CROSSES MILESTONE OF 100,000 UNITS

Nissan crossed a significant milestone for the all-electric LEAF model when the company sold the 100,000th LEAF to a customer from the United Kingdom. The car has proved to be the most popular electric vehicle with 45% share of the market.

Nissan launched the first LEAF in December 2010 with sales increasing steadily through the subsequent years. The LEAF made a great impact on buyers looking for a zero emissions, environment friendly car that provides value for money and yet does not compromise on performance. 2013 proved to be a record year for the model with the LEAF outselling even conventional gasoline-powered cars in Norway in October 2013. The LEAF is now available in 35 countries.



The 100,000th Nissan LEAF was purchased by a British dentist, Dr. Brett Garner, who commented on his purchase, "I have chosen my Nissan LEAF because I am very interested in its running costs," he said. "The cost of ownership such as maintenance, insurance and charging also convinced my wife. She had the experience of driving 500 miles in a borrowed LEAF and the low cost was remarkable. So, she was converted and insisted that we had a LEAF."

He added that the LEAF is a perfect car for the family as it is quiet and free of vibrations. Hence even long journeys are not as tiring as in other cars.

Wasei Hirai, the Buddhist priest from Tokyo who was one of the LEAF's first buyers said he chose the model because the electric car produces zero emissions, no sound and no vibrations.

Nissan developed the Nissan LEAF to fulfill its corporate vision of a car that is safe, environmentally friendly and fun to drive based on the progress it had made in researching lithium-ion battery technology from 1992.

Nissan has now cemented its leadership position in the market for electric vehicles and will continue to work on new technologies and innovations in this sector. Nissan will also partner with governments and other companies to expand the network of charging stations to help make the use of electric vehicles more popular. There are plans to launch an all-electric light commercial vehicle named the e-NV200 in Europe and Japan in 2014 so that business fleets can also benefit from zero-emissions, quiet and cost-efficient electric mobility solutions.



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Al Nabooda Automobiles Unveils Limited Edition to Celebrate 10 Years of the Touareg



The Touareg is one of the most popular SUVs in the Middle East. Volkswagen Middle East collaborated with Al Nabooda Automobiles, the company's exclusive distributor in Dubai to mark the tenth anniversary of this bestseller by unveiling ten unique customised units of the Touareg R-Line.

These ten bespoke vehicles combine the best elements of offroad vehicles, luxury sedans and sports cars with unique style elements such as front grille, roof rails, charcoal alloy wheels and black window moldings and side mirrors to give ten lucky customers a chance to own a one of a kind Touareg.

The car is available in both black and white colors and comes with a 10th anniversary logo on the dashboard, the key fob and the side door. The interiors too have a luxurious touch with custom stitching of the seats in either burgundy or in beige colors.

The 10th anniversary Touareg is the first SUV to boast a standard 8-speed transmission. It also has bi-xenon headlights with Dynamic Light Assist. Other standard options include automatic tailgate, Lane and Side Assist, electronic oil level display, the largest ever panoramic sun roof on an SUV, an automatic Stop-Start engine, an Area View safety system using multiple cameras, proactive occupant protection and an Adaptive Cruise Control (ACC) plus Front Assist.

Thierry Seys, the Volkswagen General Manager of Al Nabooda Automobiles, said: "A decade on, the Touareg is still one of the most successful SUVs in the market and one of our best selling products. The 10th anniversary Touareg R-Line was designed so that we can offer our customers a bespoke, limited edition, world-class vehicle." He added that Al Nabooda Automobiles is the only dealership that had 10 cars customized to mark this milestone year in the Touareg's history.

Those who purchase the tenth anniversary edition will also get additional benefits such as three years service and roadside assistance, five years' warranty and complimentary vehicle registration.

Abu Dhabi Motors Adds a Touch of Gold to the Rolls-Royce Bespoke Program

A Rolls-Royce is not a Rolls Royce without its iconic hood ornament. The Spirit of Ecstasy or the "Silver Lady" represents a woman leaning forward with outstretched arms. The Spirit of Ecstasy was designed by the famous illustrator and sculptor Charles Robinson Sykes in 1911 and has ever since been used on Rolls-Royce cars all over the world, symbolizing the world's best automotive design and engineering.



Rolls-Royce marked the centenary of this ageless Silver Lady in 2011, but she still represents speed, grace and beauty and adds to the mystique of the Rolls-Royce brand.

Now as part of its customization programme, Abu Dhabi Motors, the exclusive dealer for Rolls-Royce in Abu Dhabi and Al Ain will be offering the option of having a gold-plated Spirit of Ecstasy to Rolls-Royce customers from the Middle East. The Rolls-Royce Bespoke Programme gives Rolls-Royce customers the chance to choose several options for specific features that will personalize their car, giving it a unique touch. Taking into account the Middle Eastern customer's penchant for luxury, the highest number of golden Spirit of Ecstasy has been allocated to customers in Abu Dhabi.

Commenting on the announcement, Rolls-Royce Brand Manager at Abu Dhabi Motors, Kadhim Al Helli, said: "The gold Spirit of Ecstasy is symbolic of the appeal of the Bespoke Programme here in Abu Dhabi, which has gone from strength to strength thanks to our clients' vision, creativity and inspiration." He added that Abu Dhabi Motors has been acknowledged as one of the worldwide leaders in the Bespoke Programme.

The dealer will also display one gold-plated Spirit of Ecstasy at the Abu Dhabi Motors showroom in Umm Al Naar, which is the largest Rolls-Royce showroom in the world. The graceful figure with the brilliant sheen of pure 24-carat gold is truly an awe inspiring sight.



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McLaren Unveils New F1 Car



2013 was not a good year for the McLaren F1 Racing Team. It was McLaren's first season without a victory since 2006. The team didn't even have a podium finish, something that has never happened since 1980.

Now the company has set all its hopes on its new car and its racing team to help make the ride smoother in 2014. The two drivers in the McLaren team provide the perfect blend of experience and enthusiasm with champion driver Jenson Button at the helm and rookie Kevin Magnussen who has been highly successful in the Renault World Series 3.5, grand prix racing's feeder series as his racing partner.

The new car is an MP4-29 fitted with an eight-speed transmission and a 1.6 liter V6 engine having a turbocharger as per the new FIA rules. The new norms will be implemented from the 2014 season and will focus on technologies for the future such as energy recovery and use of V6 engines with turbochargers. The nose and the KERS system of the McLaren car too have been modified for better aerodynamics and higher horsepower (from 80 hp to 160 hp).

"I think we can bounce back, yes. I think last year was tough for all of us, but it was definitely a good learning year," Jenson Button tweeted.

The new regulations are going to be a challenge, though. McLaren's managing director, Jonathan Neale stated that there have never been so many new regulations before and it will be tough to stay within the norms while still squeezing the best performance out of the car. The drivers too would have to get used to the new model during test runs.

Will the McLaren team do better with a podium finish or victory in the 2014 season? Let us wait and see.

Renault Returns to Growth Track in Iran



Teheran had recently agreed to put some key components of its nuclear program on hold. In return, the P5+1 countries had decided back in November to lift the strict economic sanctions imposed on the country for a period of six months for selected goods. This list of selected goods included car components. Talks will begin in New York next month with a view to lift the sanctions permanently in lieu of restrictions on Iran's nuclear program.

The easing of sanctions on Iran has certainly been a move that has benefited auto manufacturers. Renault has now resumed exports to Iran and hopes to eventually ramp up the production of cars within the country in the first half of 2014. With the political scenario becoming more favorable, the company has now been allowed to ship a "very low" volume of parts into Iran for assembling vehicles within the country.

Gilles Normand, Renault's head of Asia-Pacific operations commented to Reuters in an interview that the ability to export parts for vehicle production to Iran and the new ease in the flow of payments will definitely have a positive impact on the company's operations in the region, giving them a window of opportunity for the next six months.

"If Iranian consumers see no change, they will think the country has been shortchanged," the Renault executive said. "So, I think it's understood that things must be allowed to improve visibly in Iran and that's where the government will get a legitimate mandate to reach a (final) deal."

Honda Releases Data Files of Concept Cars for 3 D Printing



Honda had recently opted to have a major branding campaign on a global basis to promote the brand to a wide range of people. The first step was to create the highly popular commercial titled "Super Ultra Daydreams" which was launched at the 2013 Tokyo Motor Show. The second initiative the company has taken to increase its mass appeal is the launch of the "Honda 3 D Design Archives" which will make 3 D data files of Honda's concept cars available to Honda fans worldwide.

The day when 3 D printing can be used to fashion accessories and parts for the cars in our garages may be far off, but Honda has now given fans a chance to replicate their favorite concept cars from the company's range by releasing their 3 D data files. Fans can download this information for free and use it to make models of Honda's concept cars at home.

Right now, Honda has made the printer files for the exterior details of five concept cars available in the Honda 3D Design Archive. These include the Puyo, NSX, Fuya-Jo, Kiwami and FSR and they can be freely downloaded and shared from the internet. Even a household 3 D printer can be used to replicate these designs. With this bold step, the company hopes to reach out in an unconventional new way to its users and inspire budding automobile engineers and designers to discover their potential.

Porsche is another company that was in the news lately for releasing the 3D data files for the Porsche Cayman.

Navia Wins Race to Become First Commercial Driverless Car



This is one of the few cases in which the underdog has emerged as the winner. Many famous automotive and technology companies like Toyota, BMW, Google and Audi were in a hotly contested race to see who would be the first to come up with the first commercial driverless car. However, it is not any of these big name companies who won the race. A small France based company named Induct Technology had launched an all-electric self-driving car named the Navia at the Consumer Electronics Show in Las Vegas. It is this driverless car that is now ready for sale with a hefty price tag of \$250,000 (£170,000).

The Navia had bagged the Popular Science Product of the Year award at the CES Show in Las Vegas. The car was tested extensively at three places; a polytechnic in Lausanne, Switzerland, a technical college at Nanyang, Singapore, as well as in Oxfordshire in the United Kingdom. And in spite of the high price, it has already been sold to four American buyers whose names will be announced shortly. As it

does not need any maintenance or a driver, these buyers probably think that it will prove to be definitely cheaper in the long run than a regular car.

Currently, the Navia cannot be driven legally on public roads as it is not able to recognize traffic signals. Government regulations also do not permit the operation of driverless cars in any country. Nevertheless, visitors to areas like college campuses, shopping malls, hospitals and industrial sites can use the Navia to cover large distances easily. Likewise, it will be highly useful for people with mobility issues like the elderly and the disabled.

The Navia does not have any seats or controls and is powered by batteries that were developed by Oxis Energy. It has a top speed of 12.5 miles per hour and those who need the car can summon it using a smartphone app. An onboard tablet is used to feed in the destination and using a system of laser based sensors which include ranging and light detection sensors in addition to a baseline map of the area, the Navia finds its way to the destination.

The sensors are highly accurate and give a picture of the path ahead for about 200 yards. "It's a bit like a lift," says Induct's head of business development, Adrian Sussmann. "If it gets stuck, it stops and you just press a call button to get help."

There are two Navia models. Both are all-electric cars which can be recharged through induction pads fixed underneath the car and fixed on the road surface. One model is powered by Lithium polymer batteries which can be fully recharged within six hours, or topped up at charging stations on the way. In the other model instead of the batteries, there is a super-capacitor that can go for a mile after being charged during a stop of 15 seconds. It can be used only for prescribed routes having the embedded chargers while the first one with the Lithium polymer battery pack can be freely used anywhere as long as it has access to charging ports.

Ford Launches 2014 Ford Figo concept ahead of New Delhi Auto Expo



Ford is facing intense competition in the compact car segment in India. This segment is the most competitive one in India's automotive market and accounted for more than 30% of the total sales in 2013. It is estimated that the compact car sales in India will double from 1 million cars in 2013 to at least 2 million cars in 2018, reflecting the rapid growth of the middle class segment and the significance of owning a compact car to this segment of society. With customers looking for the best model they can get for their money and plenty of local and international players in the market, Ford is preparing for this challenge by launching a new concept car.

Ford launched the Figo concept car in the lead up to the 2014 Auto Expo in New Delhi. Though the company calls it a concept car, it essentially looks like a newer, sleeker Figo which is less than four meters in length and is as good as or even better than other models in the B-segment.

"Consumers are more demanding than ever, wanting and expecting more from their cars, even if they are first time buyers," said Ford India President Nigel Harris. "They expect and demand great fuel efficiency and low cost-of-ownership from the initial price throughout the life of the vehicle". He added that the Ford Figo Concept car not only offered all these but also was a top quality car with a spacious interior, fresh design and really smart technological features.

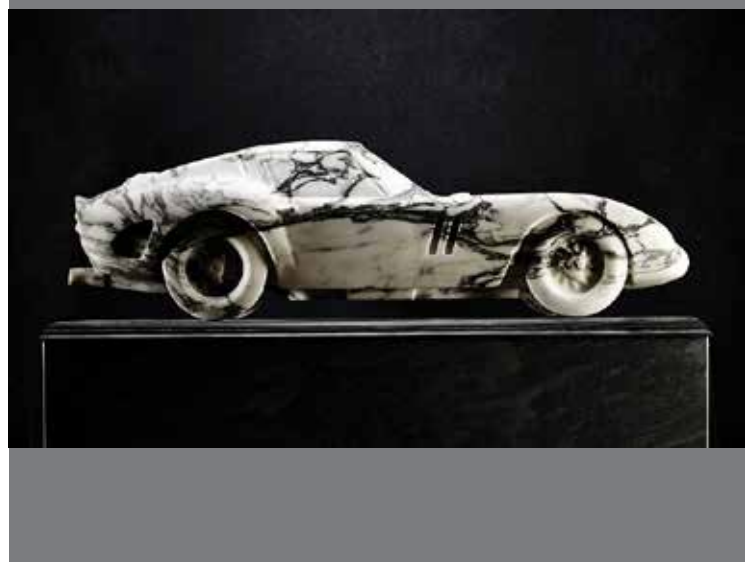
Kumar Galhotra, Ford's VP of engineering, global product development said that with the Figo Concept, Ford was trying to prove that opting for a compact sedan did not mean compromising on premium design or smart solutions.

The new design elements include a shortened tail in the rear, an inclined windshield, trapezoidal grille at the front and elongated, parabolic headlights similar to those of the Ford Fusion. The shape also is more streamlined from an aerodynamic point of view, the outcome of hundreds of hours spent in wind-tunnel testing to improve the fuel efficiency and reduce wind noise.

Indian streets are notoriously narrow and steering even the smallest car through them can be tricky. The "smart solutions" mentioned by Galhotra include power-folding mirrors that can easily withstand bumps from people, bikes or other cars. The cabin is spacious with a device dock for storing, mounting and charging devices like satellite navigation system, a phone or an MP3 player that can be controlled through the car.

Ford touts the new Ford Figo concept car as a model that marries clever design and advanced technology. Let us wait to see what the customers' verdict is.

Lapicida Uses Laser Technology to Create Marble Replica of Ferrari GTO



The Ferrari 250 GTO is one of the rarest production cars in the world with only 39 cars ever made. Classic GTO Ferraris made in the 60s have fetched prices as high as \$32 million, \$35 million and even \$52 million. What if you have enough funds but you are still unable to get your hands on a GTO Ferrari? A more common scenario is when you can't even dream of owning a Ferrari but would still like to own at least a true to life model of one.

Lapicida is one of the world's leading specialists in natural stone and created a 1:36 model of a 1962/63 Ferrari GTO in the finest Arabescato marble. The replica took over 100 hours to make and was created on an entirely inhouse basis by the company's design and fabrication specialists. They used the most modern laser technology to scan every inch of an actual GTO and then tweaked the 3D model they thus got for greater accuracy. This data file was then sent to a computer-controlled five-axis Breton NC1600 mill that produced a reasonably accurate model. The model was finally hand finished by expert craftsmen to fabricate a marble replica of the GTO Ferrari.

As it is carved from a single block of marble, the veining in the stone aptly highlights the subtleties of the design. The marble model measures 47.2-inches in length, 18.1-inches in width, is 13.4-inches high and comes with a hefty price tag of over \$49,000 USD.

Yes, that is a fair bit of change but at the end of the day, you get to own a rare GTO Ferrari, albeit a marble one.



Windshield wipers
were invented by a
woman

The First Porsche Ever Made Returns to its Rightful Home



When we think of a Porsche, the image that comes to our mind is that of a super luxury car that is geared towards performance. Would you ever think the car in the image was possibly the first Porsche?

Though the first Porsche branded car was the Type 356 that came off the assembly lines in 1948, the first vehicle designed by the founder of Porsche, Ferdinand Porsche himself was the C Phaeton. Designed by Porsche 30 years before he came up with the concept of the Volkswagen Beetle, the C2 Phaeton was an Egger-Lohner electric vehicle. The car gets its nickname, the "P1" based on the fact that Ferdinand Porsche had "P1" stamped on many parts of the car.

The P1 is an electric vehicle that was well ahead of its time with a top speed of 21 miles per hour and a range of 49 miles. It was fitted with a 3 hp engine in the rear and had made waves when it came first in a 24-mile electric vehicle race in Berlin in 1899. Another eye-catching feature was the distinctive Lohner alternating vehicle body allowing the car to have an open body in the style of a coupe.

What was more surprising about the discovery of the vehicle though was that instead of being in a museum of vintage cars, the P1 was in a warehouse for the past 112 years, since 1902. However, the P1 will shortly be restored to its rightful place. It will take up permanent residence at the Porsche Museum in Stuttgart which will soon be celebrating its fifth anniversary and will make the P1 the centerpiece of the anniversary exhibition.

Vintage Ferrari Sold for Over USD 39 Million



The great crash of 2008-2009 proved that no asset class is completely safe whether it is real estate, art or stocks and shares. But one asset class that seems to be completely recession proof is vintage cars. The recent sale of a 1957 250 Testa Rossa Ferrari for 24 million pounds or roughly 39.2 million dollars thus becoming the most expensive car ever sold in Britain is a case in point. Vintage cars belonging to the Italian marquee seem to command sky high prices.

In 2011, a Ferrari 250 Testa Rossa went for a price tag of \$16.39 million. In 2012, a 1964 250 GTO commanded fetched close to \$32 million and later on in the year, another 250 GTO was sold for \$35 million.

In the current case, an unrestored 1967 Testa Rossa Ferrari was sold in a private sale by car collector Tom Hartley Jr for 24 million pounds which is what 128 F12 Berlinettas or 28 LaFerraris would cost. The main reason for the hefty price is that it is an extremely rare car as only 34, 250 Testa Rossas were ever made. The chassis number of the car is 0704 and all cars with this chassis number exhibited excellent performance.

The car has an admirable racing history. It made its debut at the 1957 24 Hours of Le Mans, and went on to win races in Buenos Aires and Sebring. After the end of its racing years, it was donated to The Henry Ford Museum where it received excellent care from the museum staff. After 30 years at the Museum it was sold in 1997 and it is still in very good condition though it has not been restored. It is not clear who the new buyer of the car is.

THREE NEW MODELS OF VOLVO TRUCKS ARRIVE IN THE MIDDLE EAST

Three new models of Volvo Trucks range were launched in the Middle East at a dazzling Scandinavian themed launch event held at the iconic Yas Viceroy Hotel in Abu Dhabi. VIP customers from all countries in the Middle East region got their first chance to see the three models – the FM, FH, and FMX at the launch. They also had a chance to test-drive the new models on a specially built off-road circuit built next to the Abu Dhabi waterways and on the famous Formula 1 Yas Marina circuit. Over a period of two weeks, more than 1000 VIP customers from the MENA region visited the “Volvo Village” at the Yas Marina Circuit to learn more about these three models.

The Volvo FH model has been one the company's bestselling models for the past 20 years, and the revamped FH has already been in the news lately for winning the International Truck of the Year 2014 award.

The FM is one of the best models in its class with unmatched productivity and reliability. It can be easily redesigned for any specific job. The FMX has a stronger build in comparison to the FM with technological features like an advanced rear air suspension that offers a more comfortable ride for both drivers and haulers.

All the three models offer remarkably high levels of fuel efficiency, reliability, safety and driver comfort. These new models are some of the most advanced trucks in the world. They have innovative features such as the intelligent I-shift gearbox technology to ensure customers always use the right gears and the Volvo Dynamic Steering which improves their handling to a remarkable extent, making them almost as easy to drive as cars in all conditions. The external design is also highly attractive with a cab that has been completely revamped, more window area, a steering wheel with a neck tilt and an improved seating position.

Lars-Erik Forsbergh, President of Volvo Trucks for the Middle East commented at the launch ceremony, “The Middle East is an extremely important market for Volvo Trucks – indeed, the FMX has been extensively tested in Oman and Saudi Arabia to ensure that it can tackle some of the roughest, most demanding, off road conditions in the world.”

He added that he was confident that the new range of Volvo Trucks will provide an unrivalled transport solution for all customers across the region, whatever their needs may be. He concluded by making the welcome announcement that in the Middle East, all customers will have access to a special training package that has been customized for construction drivers.



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TYRES AND BATTERIES DEPT.



Main Organizer Pulls out of Reifen Show, Relocates to Cologne

Everyone who is anyone in the tire world makes the biannual trip to Essen to participate in the Reifen show. The show has been held in this German town for the past half a century. Nevertheless, after local residents turned down plans to modernize the "Messe Essen" site in a referendum on 19 January, the show's organizers, the BRV, decided to move the show to Cologne, about 45 miles away. BRV (German Federal Association of the Tire Trade and the Vulcanisers' Skilled Trade) had stated in a letter of intent that was written in March last year that with the scope of the exhibition increasing with every edition, it would continue in Essen only if the modernization plans came into effect.

Messe Essen have meanwhile confirmed that they will continue to hold the Reifen show every two years on the same dates. So, it looks like there will soon be two competing tire shows instead of just one Reifen show.

Peter Hülzer, executive chairman of main show sponsor, the BRV stated about the move "I can confirm that as of 2018 we'll be in Cologne". He said the BRV was fully committed to holding the Reifen show in Essen in 2014 and 2016 before moving on to Cologne in 2018. He confirmed that the contract between the BRV and Messe Essen would not be extended after its expiry in 2016, a big loss to Essen as each Reifen show generates a gross profit of €3.6 million and gives a boost to the local economy.

The new show named "The Tire Cologne" which will take place between May 29 and June 1, 2018 will be supported by BRV. It will be held every two years on the same dates as the Reifen show at the Koelnmesse exhibition grounds.

"We've demonstrated in Cologne that we are the right platform for growth-oriented, ambitious industries," stated Gerald Böse, president and chief executive officer of the Cologne exhibition site operator Koelnmesse GmbH.

He added that the exhibition grounds in Cologne were perfect for the show since they had excellent access from nearby Cologne, the fifth-largest exhibition floor space in the world and modern halls having flexible architecture.

Peter Hülzer, the executive chairman of BRV also attested to the attractiveness of the Cologne exhibition grounds due to its modernity, flexibility, access and global links. He said all these factors added up to the fact that the show could use the site for realizing its international vision.

Yokohama Set to Launch Two New Tires at ConExpo Trade Show



Yokohama Tire Corporation has revealed plans to unveil two new tires, the RL45 and RL51 OTR radial tires at the ConExpo trade show that will be held from March 4 to March 8 in Las Vegas.

Tim Easter, the director of OTR sales at Yokohama commented that the two tires, the RL45 and RL51 not only spotlighted the company's latest technology in OTR radial tire tread design but were also designed to be more durable and to have a longer life.

The RL45 E-4 is made for heavy duty vehicles like articulated dump trucks and scrapers. The RL45 L-4 line is for front-end loading vehicles. Easter added that the L-4 is a radial that is tough enough to handle even the most demanding applications. In order to avoid any compromise when it comes to tire performance, though many manufacturers combine the E-4 and L-4 radials, Yokohama refrained from doing this. The RL-45 is made from an advanced tread compound that improves wear and resistance to cuts and reduces heat generation. It also has a zigzag groove that improves the tire's grip on tough terrain. Available in 26.5R25 size, the RL-45 has a non-directional block pattern to increase its resistance to cuts and abrasions and a carcass construction for reinforcing the sidewall and giving it greater stiffness. It also comes with an OTR belt wire that creates a multi-layer cross-ply steel belt package. The embedded rubber bead filler gives additional strength and durability to the tire. The lug of the tire is at such an angle that it has greater stability and allows for longer wear.

The RL51 L-5 tire is meant for front-end loaders and graders. According to Easter, the RL51 L-5 tire is a resilient radial tire that is meant for high-cut uses with its high levels of traction and stability. The RL-51 L-5 tire too is made with the same advanced tread compound as the RL-45 and has the same non-directional block pattern, carcass construction with buttress side protection, embedded rubber bead filler and the multi-layered cross-ply steel belt package. The presence of the strong steel belt package ensures that the tire will not sway even under really heavy loads. It is available in size 23.5R25.

Michelin Launches Reference Website to Source Tires for Classic Cars

Michelin has just launched a new website, www.michelinclassic.com that will serve as a reference tool for fans of classic cars and tire industry professionals. The site will provide detailed information about the tires needed for vintage cars in addition to advice from Michelin experts. It will even provide assistance with sourcing the tires for your favorite classic car.



This initiative is part of Michelin's drive to maintain and preserve automotive history. The production of 'Collection' tires for classic cars is very important to the French tire manufacturer.

The website offers comprehensive information for as many as 2,400 classic models with the sizes of the tires, information about the correct pressures for the tires and the inner tubes and their fitting procedures. The website also features a hotline number through which browsers can directly contact a Michelin expert. They can also opt to chat virtually with an expert by asking questions online to get answers by email.

The website guides buyers through the sourcing process with details of the availability of Michelin classic tires and a list of the dealers who stock the tires. They can also choose to order the inner tubes and tires online through the retailer of their choice and use the ViaMichelin route-planning system to choose the nearest dealer and plan the route there to collect the tires they need.

The website is available in three languages (French, English and German) and is a path breaking initiative by the tire manufacturer. Owners of vintage cars will find the website an invaluable tool for fitting their cars with the most authentic tires available. Michelin has two lines of tires for classic cars called "Historic Motorsport" for cars that were involved in motorsports and "Classic" tires for tires that were driven for pleasure.

Michelin has used the company's expertise in tire technology in both these lines to recreate tires that stay true to the design of the original tires while incorporating the technological advancements that have been made so far to make the journey as smooth as possible, particularly when it comes to traction.

As part of another effort to promote these two lines of tires for classic cars, Michelin is partnering with Renault Classic for the 2014 edition of Rallye Monte-Carlo Historique. This partnership initially began in 2013 and Michelin will continue to support Renault Classic this year by supplying tires for the RENAULT R8 Gordinis which will be participating in this year's rally of classic cars in Monte-Carlo.

Hankook First Korean Tire Company to be Selected to Dow Jones Sustainability Index



Korean tire manufacturer, Hankook Tire has been selected as one of the companies which will be included the Dow Jones Sustainability Asia/Pacific Index (DJSI Asia/Pacific). The company was selected as one of the top 152 companies on the index from 604 target companies.

Hankook became eligible for inclusion in this list due to its sustainability initiatives and received particularly high scores for ethics management, climate change strategy, CSR activities, environment management and innovation management. Hankook is the only Korean tire company that made it to the list. The tire company has a longstanding history of philanthropic and CSR initiatives both internally and externally. Internal measures included ethics education classes for employees, fair-trade campaigns and a complete revamp of the employee code of ethics.

Mr. Seung Hwa Suh, Vice Chairman and CEO of Hankook Tire said: "Hankook Tire's inclusion in the DJSI Asia/Pacific represents a global recognition for our continued efforts to establish a sound growth as a socially responsible corporate citizen." He further added that as one of the leading tire companies in the world, Hankook will continue its efforts to be a responsible corporate citizen by promoting sustainable development and harmony among all the stakeholders.



TOYO TIRES RENEWS PARTNERSHIP AGREEMENT WITH THE ULTIMATE FIGHTING CHAMPIONSHIP

The US subsidiary of Toyo Tires, Toyo Tire U.S.A. Corp. has renewed its partnership with the Ultimate Fighting Championship for another two years. Toyo Tires has supported the popular program for the past six years and with the renewal of this partnership, the agreement will now continue till 2015.

The Ultimate Fighting Championship is the largest promoter of mixed martial arts events in the world. The company organizes and promotes over 46 global live events annually to 145 countries and territories in 28 different languages. The renewal of the agreement will give Toyo Tires brand visibility and exposure across all UFC events like the UFC Fan Expo in Las Vegas, the two live events held at the Octagon that will be aired on Fox and tailgate parties before events.

"Our increased partnership with UFC provides us with even more opportunities to connect with, and introduce Toyo Tires to, their incredibly passionate fans," said Amy Coleman, senior director of marketing, Toyo Tire U.S.A. Corp.

She added that with more than 825 million households watching the live events in addition to extensive coverage in the media and promotional opportunities, the company's association with the Ultimate Fighting Championship will provide it with global, year-round exposure that no other sports organization can match.

Mike Mossholder, Senior Vice President of Global Marketing Partnerships for UFC also expressed his pleasure at the renewal of the partnership and stated that both brands shared similar values as they both emphasized performance. He said the agreement further reinforced the value of UFC's fan base and the company's reach across multiple platforms.

NEW NOKIAN WINTER TIRE PROVIDES UNRIVALED GRIP



After four years of careful research and development, Nokian Tires has just launched the Nokian Hakkapeliitta 8 SUV, a new studded tire that provides drivers with unrivaled grip and traction to counter harsh winter conditions such as ice, snow and slush.

Nokian was inspired to experiment with different materials and structures in an effort to improve the safety, handling and durability aspects. The sidewall is embedded with aramid fibers that are commonly used in the defence and aerospace industries to avoid pressing against the wheel flange and to help the tire withstand external impact. The aramid fibers in the sidewall thus increase its durability and minimize punctures. The tire also has a new tread compound, the Hakkapeliitta Cryo Silane Gen 2 winter compound that helps it to tolerate the stress caused by rough roads.

The tire uses studs in a revolutionary manner to increase the lateral and longitudinal grip and traction. It comes with a newly developed anchor stud with softer rubber under the stud, an Eco Stud to improve the use of the stud and reduce the wear on the stud and an innovative flange design to reduce the impact of the stud and the rolling resistance. Taking into account the total number of studs, the new Nokian Hakkapeliitta 8 SUV has about 50% more studs than the previous version, the Nokian Hakkapeliitta 7 SUV. Each stud is carefully and evenly placed in the tire over the entire tread area after computer optimization for maximum effect.

Other additional features that enhance the safety and grip include the high number of tread blocks, heavy 3D siping comprising a combination of diagonal 3D support sipes in the center area and self-locking 3D sipes on the outside shoulder, heavily serrated pattern on the rear edges of the tread blocks to improve the grip when braking and a new cap and base structure.

Meant mainly for tall and large SUVs, the Nokian Hakkapeliitta 8 SUV tires will be available from autumn in a wide range of sizes from 16 to 21 inches. Customers can choose from 47 different products depending on their vehicles and their preferences including tires that are XL marked (having the highest load rating) and Flat Run. The main target markets for this latest tire in the Hakkapeliitta winter tire series will be Russia and the Nordic countries.

CHRYSLER 200 CHOOSES TO MOVE ON GOODYEAR TIRES



Chrysler has opted for Goodyear Tires as the OE fitment for the all-new 2015 Chrysler 200 model which has made an impact at the top automotive shows this year. Expected to be a popular choice for customers in the mid-size sedan category, the car has innovative features such as an engine with an output of 295 hp, advanced collision-avoidance systems and a standard nine-speed automatic transmission system with rotary e-shift. The car will become available for sale at all outlets in the second quarter of 2014.

Goodyear has gained a number of OE fitments in the past year including those for the 2015 Ford Mustang, the BMW X5 and the 2013 Ram 1500 pickup. Chrysler has opted to have Goodyear's Assurance Fuel Max tires in 215/55R17 size as the standard tires on the Chrysler 200.

The Assurance Fuel Max tires have a special tread compound that minimizes fuel consumption thus helping to make energy savings. They also provide superior grip in all seasons with Wet and Dry Tread zones. The Wet Tread Zone has Aquachannel grooves on either side to help channel water away from the treadface on slippery, wet roads. The Dry Tread Zone improves the traction on dry surfaces. In addition to OE fitments, the Assurance Fuel Max tire can also be used as a replacement tire for many popular models.

CONTINENTAL LAUNCHES NEW TRAILER TIRE FOR THE NORTH AMERICAN MARKET

The US subsidiary of Continental Tires, Continental Tire the Americas LLC has just launched a new trailer tire, the Conti EcoPlus HT3 for the North American market. This tire will be the first in a range of tires for long distance goods vehicles.

The Conti EcoPlus HT3 is a premium tire for the trailing axle that offers users a longer service life, the option of retreadability and better fuel efficiency. The tire was specifically developed to maximize the efficiency of the trailer axle and thus bring the driving costs down for fleet vehicles so that they can optimize costs in an increasingly competitive market.

Alex Chmiel, Continental's director of marketing for commercial vehicle tires stated that since tires account for more than 40% of the rolling resistance for trailers and tractors, the tire being used affects the efficiency of the entire vehicle. He added that the Conti EcoPlus HT3 was the most fuel saving trailer tire Continental has ever manufactured.

The base of the tread grooves in the tire has pyramid-shaped triangular bars to stabilize it against flexing in the tread, while the continuous shoulder and its closed ribs contribute to the tire's ability to keep to a straight track. Due to these innovations in the design, the Conti EcoPlus HT3 has a wider contact patch thus minimizing the rolling resistance and providing greater stability to perform the typical tasks of a trailer. The tire's special tread compound too has a two layer construction to reduce the rolling resistance and in the base there is a four-layer triangular belt casing to reduce heat generation in the crown.

The most outstanding feature of the tire is the Fuel Saving Edge that ensures the rubber parts are closer to the center ribs for longer mileage and set away from the belt edges to reduce their susceptibility to hysteresis and heat buildup.

Conti EcoPlus HT3 has been currently launched in the North American markets in sizes 11R22.5, 11R24.5, 285/75R24.5 and 295/75R22.5, load range G and in 255/75R22.5 load range H. Continental will shortly be introducing more sizes in this range and a matching tire for retreading.



Mercedes Sprinter Vans Choose to Sprint with Maxxis Tires



Mercedes has chosen Maxxis tires as the original fitment for the Mercedes-Benz Sprinter vans. Both models of the Mercedes Sprinter vans, the 3.8T and the 5.0T will be fitted with Maxxis MCV3 tires.

The MCV3 range which was launched over a year ago is the latest line of commercial vehicle tires from Maxxis, and has already generated plenty of buzz due to their excellent grip and the superior handling they offer even at very high speeds. This is due to their innovative design which features more sipes and wider main grooves. They are highly durable with even wear and offer a quiet and comfortable ride for a reasonable price.



Commenting on the Mercedes fitment, Maxxis International MD Derek McMartin said, "Maxxis is a top ten tire manufacturer worldwide, offering motorists high performance products at affordable prices, and dealers the opportunity to make good margin on them."

He added that the marquee was still relatively young in the United Kingdom. A lot of marketing work needs to be done to promote the benefits of using and dealing in Maxxis tires both among dealers and the general public. Mercedes has a reputation for quality, reliability and performance. The fact that Maxxis tires were chosen by Mercedes for their flagship vans meant that they were completely convinced about the high standard of Maxxis tires.

Bagging this Mercedes-Benz fitment is a feather in the cap for Maxxis and will further add to its reputation in the European market.

Dunlop Motorsport Bids Goodbye to Birmingham

Dunlop Motorsport has been a part of Birmingham's history for the past 125 years. However, the company is now in a fix. The leased site the plant is located on was purchased by Jaguar Landrover in May 2013 for the expansion of their facilities. Though Dunlop executives made an effort to find another site in Birmingham before the expiry of the company's lease in September 2014, they failed to find a suitable alternative site in Birmingham. The company tried asking Jaguar Landrover for a 12-month extension of the lease but they were turned down.

The factory in Erdington has been in existence for the past 97 years and has been producing 200,000 tires on an annual basis. It has been supplying motorsport tires for several racing teams including the British Touring Car Championship team and many foreign teams. Dunlop is now forced to resort to a contingency plan and move all their operations to their facilities in Europe, in France and Germany. The 241 people who work at the factory will ultimately lose their jobs and this will badly affect the economy of Birmingham where the unemployment rate is already one of the highest in the United Kingdom. A Dunlop Motorsport spokesman said that the continuity of supply to major clients was a key factor in the decision to make the move.

Sanjay Khanna, Managing Director of Dunlop Brand Europe, said: "Our strong preference was to remain on our existing site, but this has not proved possible. We understand that this is a difficult time for our employees. It is important our attention is now focused on supporting the employees who will be affected. We will work with our Unions and employees throughout the consultation process to provide support."

The company is currently engaged in consultation with employees and union representatives on the settlement packages and the support they will receive from the company after the layoffs.



Cooper Tire Resolves Dispute with Chengshan Group and CCT Labor Union

One of the main stumbling blocks in the failed bid of Apollo Tires to take over Cooper Tire & Rubber Company was the situation at Cooper's Chinese plant. As soon as the employees learned of the discussions regarding the merger, they went on strike and stopped production of Cooper branded tires amidst fears that the plant would be closed if the two companies merged. Officials of the Chengshan group, the company's Chinese partner too refused to provide any operational or financial data and demanded as much as \$400 million for their stake. Now Chengshan Group, the CCT labor union and Cooper have managed to sort out their differences so that financial reporting can resume and the plant can function normally.



All three parties have agreed to have an independent firm value the company so that Chengshan can either purchase Cooper's 65% stake in the plant or sell its 35% stake to Cooper. If Chengshan decides not to take up either of these two options, Cooper will have the right to buy out Chengshan. In the event Cooper chooses not to exercise this right, things will continue in the same pattern as before, with Cooper having a 65% stake and Chengshan having a 35% stake in the assets and profits of the plant.

Once an independent valuation firm that is acceptable to both parties is found, it is planned to finish the valuation within a period of 60 days. Both parties have agreed that the minimum value for the plant should be at least \$435 million even if the valuation firm comes up with a lower figure.

As per what the CEO of Cooper, Roy Armes told investors in a webcast, the deal will allow Cooper to resume regular financial reporting, will resolve the longstanding dispute, help in restoring normal operations at the plant and ensure a continuous supply of tires from the CCT plant to Cooper's customers.

"Longer term, this agreement establishes a path forward and a framework of options to determine the future of ownership of CCT based on a fair market value for the business as determined by an independent valuation firm," said Armes.

Cooper's CCT factory in China produces ten million PCR and TBR tires on an annual basis. Cooper's Roadmaster brand of TBR tires is manufactured here and shipped to the US and other selected markets. With the resolution of this dispute, the outlook seems to be a lot brighter for Cooper Tire & Rubber in 2014 after a turbulent 2013.



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Yokohama Becomes Title Sponsor of Leading Ladies Golf Tournament



Like test cricket, golf is not everybody's cup of tea. Nevertheless, it is a game that has always been associated with upwardly mobile movers and shakers in the corporate and social world. Leading Japanese tire company, Yokohama Tire Corporation (YTC) has now signed a multi-year agreement with the Robert Trent Jones (RTJ) Golf Trail to become the title sponsor of one of the leading ladies golf tournaments in the United States. The Ladies Professional Golf Association (LPGA) tournament is held every year in Prattville, Alabama. This year, the Yokohama Tire LPGA Classic will be held from September 18-21.

John Cannon, president of the RTJ Golf Trail stated that the LPGA Classic has played a key role in shaping golf history by bringing prominent players like Lorena Ochoa and Lexi Thompson into the limelight. He added that with Yokohama as the new title sponsor, he hoped to make the tournament even more of an international event by attracting women golfers from countries around the world.

Andrew Briggs, YTC's director of marketing and product planning said that this partnership will draw the attention of a new audience to the Yokohama brand. With both the LPGA and the RTJ Golf Trail being world class organizations, Yokohama will now get opportunities to work with them to set up many consumer and dealer promotions and events to promote the Yokohama product line.

This initiative marks further expansion of Yokohama's sports marketing program. The company had already signed sponsorship deals with a basketball team (the Los Angeles Clippers), two football teams (the Baltimore Ravens and the Indianapolis Colts) and two major baseball teams (the New York Yankees and the Los Angeles Angels).

Bridgestone Launches Two New Tires at Dealer's Event



Nasser Bin Abdullatif Alserkal Establishment, the exclusive distributor for Bridgestone tires in Dubai and the Northern Emirates used their annual dealer's event as an opportunity to unveil two new lines of Bridgestone tires from the Turanza and Dueler ranges. Key executives from Bridgestone Middle East and Africa including Mr. Kenji Kano, the Vice President of Bridgestone Middle East and Africa and Mr. Shigemasa Ishii, the General Manager of the Gulf, East Africa and Nigeria Branch were present at the grand event which was held at the JW Marriott Marquis Hotel.

Commenting on the event, Mr. Ahmad Bin Eisa Bin Nasser Alserkal, the Vice Chairman of Nasser Bin Abdullatif Alserkal Establishment said that the support of the dealers was a key factor in the company's success. He added that sales of Bridgestone Tires in Dubai and the northern Emirates had increased significantly in the region in the past year and it gave his company great pleasure to be the sole distributor for one of the top tires in the world in Dubai and the northern Emirates.

The two new tires that were launched at the event were the Turanza AR-20 and the Dueler HL850. The Turanza AR-20 is meant for mid-range sedans and offers greater comfort and safety in addition to superior performance in wet conditions. The Dueler HL850 range is meant for SUVs. They are more durable and offer 20% lower rolling resistance than the previous line with quieter performance.

Speaking about the launch of the two new tires, Mr. Kenji Kano Vice President of Bridgestone Middle East and Africa said, "We are very proud to be releasing our new product lines into the UAE market. All dealers of Nasser Bin Abdullatif Alserkal Establishment have shown exceptional feedback for Bridgestone tires. Because we cater to the comfort and safety of the Dubai drivers, our newest lines ensure the contentment and satisfaction of end users."

Conti gets trio of Volkswagen OE fitments



Continental has bagged as many as three OE fitments from Volkswagen A.G. for its range of summer tires. These include fitments for Volkswagen's Beetle, the CC and the Golf 7 models.

"Volkswagen chose our tires because we satisfy the Wolfsburg-based company's high expectations and performance specification with our premium products," said Jörg Göner, manager, automotive engineering, for Conti's Volkswagen group.

The ever popular Beetle will be fitted with Continental's 20-inch ContiSportContact 5 tire. These tires will be manufactured in the US at the company's plant in Mount Vernon, Illinois.

The Golf 7 will get 15-inch and 16-inch tires of the ContiPremiumContact 5 and ContiEcoContact 5 range. The higher-end luxury model, the CC will be fitted with 17-inch ContiSportContact 5 and ContiEcoContact 5 tires having the patented "Contiseal" technology to withstand minor repairs and damage to the tires. The tires for both the Golf 7 and the CC will be made at Continental's European plants.

All the tires that have been chosen for the OE fitments have been optimized for maximum fuel efficiency.

Yokohama Gets Porsche Panamera OE Fitment



Yokohama Rubber's "ADVAN Sport V105 N-0" tires which belong to the renowned "ADVAN" series have been chosen as the OEM fitment for Porsche's saloon car, the Porsche Panamera. Porsche will be fitting the Panamera with 255/40ZR20 size ADVAN Sport V105 N-0 tires in the front and 295/35ZR20 (105Y) size tires in the rear.

The Porsche Panamera was Porsche's first 4-door, 4-seater passenger car and was launched in 2009. It has all the features that a luxury sedan car should have while at the same time it gives the kind of sporty high-performance ride offered by a sports car.

Yokohama had developed the "ADVAN Sport V105 N-0" tire in partnership with Porsche. The design of the tire was based on YOKOHAMA's "ADVAN Sport V105" series which is meant for high-performance premium cars, with the "N-0" mark on the tire's side signifying Porsche's approval of the tire. The "ADVAN Sport V105" tire is notable for its safety features, and for offering a highly comfortable and high performance ride.

Other OEM fitments that Yokohama has for Porsche models are for the Porsche 911 Carrera 4 (997) and for the Porsche Cayenne.

Hankook Scores Record Sales in 2013

Hankook, the Korean based tire manufacturer has announced that the company has made record sales of nearly 7.1 trillion won (\$6.4 billion) in the year 2013, an increase of 20 billion won (\$200 million) over the last year. It is also the first time in its history that Hankook's operating profit has exceeded 1 trillion won at 1.2 trillion won, 12.2% more than the operating profit in 2012.

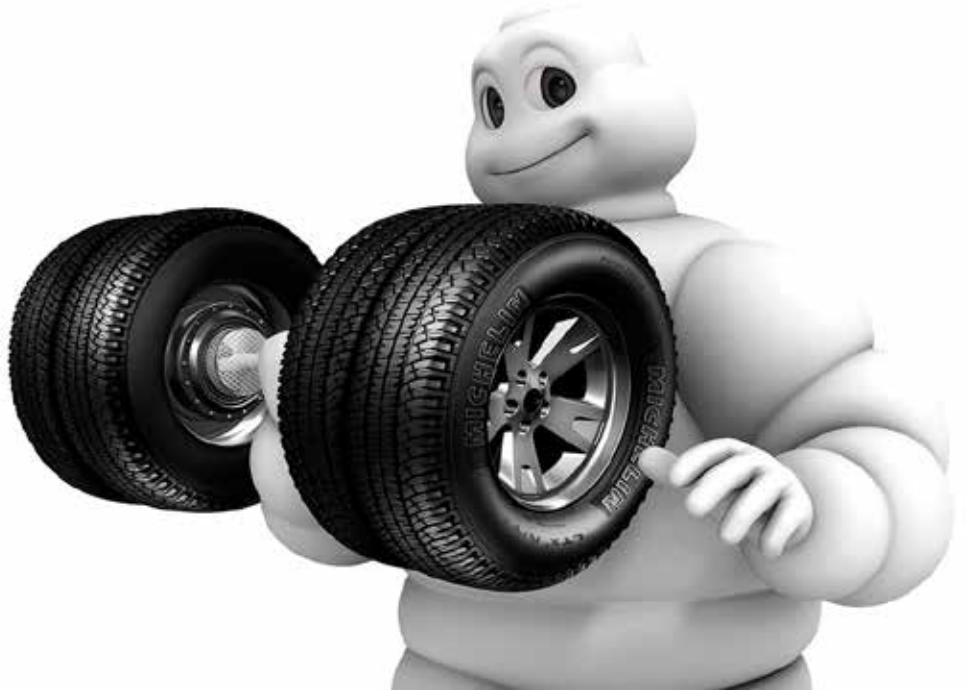
The company's growth in the ultra-high performance tires sector was a key factor in the record operating profit, especially in markets like China (13.6% increase) and Europe (12.9% increase). The sales figure for the UHP segment accounted for as much as 26.5% of the total global sales and showed an annualized growth of 3.4%.

Another key factor was a number of OEM agreements such as the one for the BMW X5 and the 2014 Mercedes Benz S-class.

Hankook has been on a steady growth path in the past year with initiatives like the construction of a new plant in the United States in Tennessee and expansion of plants in Indonesia and China (Chongqing) to increase its tire production on a global scale.

"Based on our foresight into the future, Hankook Tire's consistent investments and future-oriented R&D operation have greatly contributed to solidifying the company's headway into becoming a global top-tier tire brand," said Seung Hwa Suh, vice chairman and CEO.

Michelin Backs TREC Project to Recycle Used Tires



Michelin has initiated a new project named TREC in partnership with three other French companies to recycle scrap from used tires both mechanically and chemically. TREC will essentially consist of two separate projects under Michelin's leadership; one named TREC Regeneration for reclaiming rubber from used tires to use in the production of new tires while the second project named TREC Alcohol will focus on extracting alcohol from used tires for use in the BioButterfly butadiene production initiative.

For the TREC Regeneration project, Michelin will partner with renowned French companies SDTech (Solides Divisés Technologies) and Protéus for micronization and selective devulcanization of tires to make a micropowder from the rubber components of used tires. For TREC Alcohol, Michelin will partner with the French Atomic Energy and Alternative Energies Commission (CEA) and Proteus to use a number of technological processes such as syngas fermentation and gasification of used tires to extract alcohol from used tires. The entire TREC initiative is expected to last over a period of eight years and cost around \$51 million. Of this amount, \$13.3 million will be contributed by France's Agency for the Environment and Energy Management (ADEME) as part of the French government's "Investing in the Future" program.

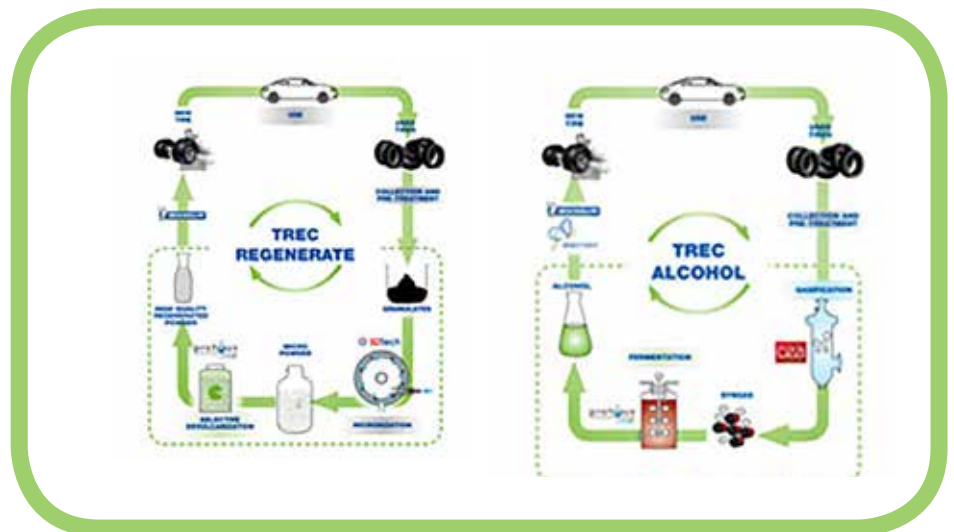
Michelin, SD Tech, Proteus and CEA will work together on the entire project right from the research and development stage through to the pilot stage.

Terry Gettys, director of R&D at Michelin stated about the TREC project, "Michelin's innovation strategy consistently focuses on making the best possible use of raw materials. The TREC project is a perfect example of ecodesign, and it will help us make new high-performance tires using quality raw materials from used tires, thanks to the shared expertise of the CEA, Protéus and SDTech."

Juliette Martin, CEO of Protéus stated that the company has always been a leader in developing industrial biotechnology for sustainable development ever since it was established in 1998. She expressed her pleasure at her company's ability to support Michelin in achieving its sustainable mobility strategy by harnessing its expertise in biotechnology.

Jalil Benabdillah, the CEO and chairman of SDTech stated that with the company being an innovator in the micro-powders sector, it was happy to participate with prestigious partners like Michelin in the TREC project.

Florence Lambert, director of the CEA's Liten Institute also expressed his pleasure at the institute's participation in the TREC initiative by offering its expertise in gasification processes. He added that the CEA teams have immense capabilities when it comes to thermo-chemical processes and will help Michelin to make the right choices when it comes to technological processes.



ATD Buys Hercules Tire & Rubber Co. in \$310 Million Deal



American Tire Distributors Holdings Inc. (ATD) will be taking over Hercules Tire & Rubber Co. in a \$310 million deal. This amount may increase by an additional \$10 million depending on performance-related and post closing events and normal pre-closing adjustments. The buyout will be carried out on behalf of ATD through its subsidiary, ATD Merger Sub II L.L.C. ATD will fund the deal through equity contributions, additional debt, and loans under ATD's credit.

The details of the merger were revealed though a regulatory filing with the Securities and Exchange Commission. With the finalization of this merger, the new combined entity will become a mega-wholesaler of tires having as many as 150 warehouse distribution centers in Canada and the U.S.

Commenting on the deal ATD President and CEO William Berry stated, "Hercules is a

well-run company with an outstanding reputation in the industry. Joining forces with the Hercules team is a very positive step for American Tire Distributors."

Hercules was initially founded as a cooperative of independent tire dealers in 1952 and was acquired by a private equity company named FdG Associates L.P. in 2005. From a small cooperative, it had grown into a large corporation with four divisions named Hercules Tire Canada, Hercules Tire USA, Hercules Tire International (which accounts for the largest exports of tires from North America) and the Tire Dealer's Warehouse. Hercules also has a 250,000 square feet warehouse in northern China.

Both the companies have reported really good performance figures in 2013. ATD had yearly sales of almost \$3.5 million while Hercules which owns the Hercules and Ironman brands of tires had annual sales which exceeded \$500 million. With 130 distribution centers across the US and Canada, ATD is also a financial powerhouse having a 10% and 9% share respectively of the US and Canadian market for replacement passenger and light truck tires.



Tire Fact

The worlds largest tire is on display in Bladenboro, NC. It measures 59/80R63.

Nankang Tire Powers Victor of 2013 MSC Challenge



Driver Yokoi Masashi who is sponsored by Nankang Tire emerged as the winner of the 2013 MSC Challenge in Japan. The MSC Challenge which consists of 10 races is one of the most popular motorsport events in Japan and the final event was held on January 18, 2014.

After his victory, Masashi stated that the incredible tread compound in his Nankang NS-2R tires gave him the confidence that he needed to win the victor's crown as he was able to take even corners at very high speeds. Nankang has had a longstanding association with the MSC Challenge and has been a part of the racing series for more than three years.

Tests held in the Netherlands, Japan and in Malaysia have proved that the special compounds in Nankang's NS-2R tires contribute to its better grip and handling. This makes the NS-2R tires particularly suitable for driving at high speeds. The tire has become popular in all parts of the world, especially in Japan.

New Bharath PitStop Comes to the UAE with Eye Catching Launch Event

New Bharath Tyres, a well established chain of retail tire outlets based in India arrived in Dubai with a grand launch event that was held on February 14, 2014. Popular Indian actress Miss Kajal Agarwal inaugurated the chain's 25th outlet, the New Bharath Pitstop in Al Qusais 2. The event was attended by several prominent dignitaries including the popular RJs and Guinness record holders of Hit FM, Mithun and Sindhu, who hosted a live show from the premises in connection with Kajal's visit to the outlet.



Billed as a retail outlet that will offer one stop tire solution, Mr Scaria Mathaichen Mankootathil, chairman of the New Bharath Tyres Group of companies stated that the outlet has the finest state of the art technology in car care solutions to ensure that cars will offer a smooth and safe drive even on the toughest terrain.

Mr.Varun M George, M.D & CEO UAE Operations, stated that the store will stock all major tire brands imported from different parts of the world under one roof. He also added that it has the most modern imported equipment to handle repairs and maintenance for all modern cars. According to the outlet's Managing Director, Prince Mathew, with its upmarket ambience and highly trained and professional staff, the launch of the 9, 200 square feet facility marks a new era in the car care solutions industry in the UAE. He added the chain will shortly be opening four more outlets in Dubai.

Some of the features that make this service outlet different from existing outlets include a VIP lounge for customers, a dedicated waiting area for female customers, waterless car wash, ample car parking facility, and a wide choice of all leading global branded tires and alloy wheels.

The first 100 customers of the store in Dubai will receive free service coupons and discounted deals as part of the launch.



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Pirelli Renews Formula One Contract for Three Years



With the World Motor Sport Council confirming Pirelli will continue to be the sole supplier of tires for the FIA Formula One World Championship, the FIA and Pirelli have renewed their Formula One tire supply contract for another three years, starting from the 2014 season.

The World Motor Sport Council and Pirelli have been working in tandem with the F1 teams on improving safety and performance norms in Formula One racing. This has led to major changes in the FIA rules governing the testing of tires.

These new rules which will be enforced from the 2014 can be summed up as follows:

1) Of the 12 days that have been set aside for official pre-season testing, as per the 2014 Sporting Regulations, one day will be completely dedicated to wet tire testing.

2) Every F1 team will spend at least one day of the eight days of in-season testing, as prescribed in the 2014 Sporting Regulations, only on testing their tires. On the eight days that will be used for testing during the season a minimum of one team and a maximum of two teams will work along with the Pirelli team of engineers on tire testing.

Pirelli will continue to be completely in charge when it comes to the specification of the tires and every aspect in relation to their development, while continuing to stay within FIA Formula One Sporting & Technical Regulations and working closely with the teams and the FIA. Pirelli and the FIA have also agreed that that they might possibly collaborate on the FIA Action for Road Safety campaign.

Continental's Sumter Plant Commences Production with Grand Opening Event



Continental Tires celebrated the opening of the new plant of its US subsidiary, Continental Tire the Americas, LLC in Sumter, South Carolina with a grand opening ceremony that was attended by eminent dignitaries like the governor of the state, Nikki Haley and Germany's ambassador to the United States, Dr. Peter Ammon. The ceremony commemorated the end of the plant's construction and its readiness to manufacture tires. Construction of the plant had begun on the 500 acre plot of land in June 2012 and production was expected to start in January this year. But with construction finishing well ahead of schedule, corporate approval to begin production was received in October 2013 itself.

The company expects the plant to produce at least five million tires on an annual basis by the end of the first phase in 2017. The plant's production is expected to climb to eight million tires every year with the completion of the second phase in 2021. These tires will be used to meet the growing demand for tires marketed under the Continental and General brand to both car manufacturers and in the aftermarket.

Over both phases, CTA will be investing at least \$500 million and creating approximately 1,600 new jobs at the plant in South Carolina.

Nikolai Setzer, member of Continental's Executive Board and head of Continental's global tire business, who was present at the opening ceremony, explained that the establishment of the plant was a significant milestone in the company's growth journey in the United States. He expressed his satisfaction at the commencement of production three months ahead of schedule and added that the plant had the most advanced technology and machinery to produce car and light truck tires of the highest quality.

In addition to the U.S., Continental is also increasing its production capacity in markets like Europe, Russia and China to meet the growing global demand for its tires on a long-term basis.

South Carolina Governor, Nikki Haley lauded Continental Tire on establishing the \$500 million Sumter facility which will contribute 1,600 jobs to the local economy. "Continental's success in South Carolina isn't an accident, it's what happens when you combine a great product with a strong business environment and skilled workforce. This is another example proving that Team South Carolina can deliver products of the highest standards and meet the demands of companies around the world" she said.

AW Rostamani Successfully Launches Ceat's GRIPPLN range in UAE

AW Rostamani Trading held a mega event on February 6 at the Al Bustan Rotana Hotel in Dubai to mark the company's launch of the CEAT GRIPP LN PCR Tire range in the UAE market. The event was attended by 200 prime dealers and tire fitment customers.



CEAT Limited (Cavi Elettrici e Affini Torio), a subsidiary of the renowned RPG Group is one of the leading manufacturers of tires in India. AW Rostamani is the sole distributor of CEAT Radial Tires in the UAE. AW Rostamani partnered with CEAT's R & D team to identify the market requirements for passenger tires and test them thoroughly during the peak summer season. As the outcome of this collaboration, the CEAT "Gripp LN" tires were specially designed for the tough climate and terrain in the GCC region with a low noise pattern. After a successful soft launch in Abu Dhabi and Dubai, the new range looks like it is set for success.



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EVENT	DATE	INFORMATION	LOCATION
Auto Service Expo	1-4 April 2014	Auto Service Expo is a four-day premium trade expo related to wide-ranging automobile services. More than 61 exhibitors from different parts of the world are expected to participate in this auto event.	Kiev (Kyiv), Ukraine
Auto Tech Expo	3-5 April 2014	Auto Tech Expo 2014 will unveil an array of automotive products such as autogas systems, converters, transmission systems, auto parts, fabricating, precision controls, exhaust systems, plating works, etc.	Chicago, USA
Manila International Auto Show	3-6 April 2014	The Manila International Auto Show is a yearly event where car enthusiasts and buyers can check out the latest concepts from the Philippines' top-tier automakers. It is by far the nation's grandest motor show in terms of exhibitors, cars on display and visitor count	Metro Manila, Philippines
AutoServis	08-10 April 2014	Organized by the Organisation Internationale des Constructeurs d'Automobiles, the Geneva Motor Show is considered as one of the most important major international auto shows as it serves as a level playing field for the globe's leading automakers.	Bratislava, Slovakia
China International Tire and Wheel Fair	09-11 April 2014	China International Tire and Wheel Fair is a trade designed to make attendees aware of the most advanced technologies in the tire and wheel industry. In this event, the contemporary changes taking place in the sector will also be highlighted.	Qingdao, China
Taipei AMPA 2014 - The 30th Taipei Auto Parts & Accessories Show (TWTC)	09-12 April 2014	Taipei AMPA is one of the major auto industry-related shows in Taiwan, which aims to help attendees discover the latest innovations in this sector. In the event, a wide variety of automotive tools, chassis systems, electrical appliances, frames, tuning equipment and spare parts will be showcased.	Taipei, Taiwan
Auto World Saint Petersburg	09-13 April 2014	The auto show offers businessmen, manufacturers as well as overseas and domestic investors a chance to take part and thrive in the automotive industry.	St. Petersburg, Russia



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BKT's Industrial & OTR tyres: the innovative answers of a wide, complete and competitive tyre range.

EVENT	DATE	INFORMATION	LOCATION
Automechanika Istanbul	10-13 April 2014	Automechanika Istanbul 2014 is a much-awaited trade fair which will fully focus on the global automotive equipment industry. It is considered as a perfect platform for both the Turkish and European industries to share business deals and innovative strategies in the auto equipment manufacturing sector.	Istanbul, Turkey
American Car Show	18-21 April 2014	American Car Show 2014 offers a platform for professionals specializing in automobiles, accessories and spare parts to meet and discuss fresh insights and ideas regarding the latest and most advanced trends in the auto sector.	Helsinki, Finland
New York International Auto Show	18-27 April 2014	Held from the 18th to the 27th of April, the New York International Auto Show will showcase the hottest trucks and cars under one roof. Visitors will also get a sneak peek of concept and late-model vehicles as well as production models.	New York, NY
Tires & Rubber 2014	22-25 April 2014	Touted as the globe's most significant Tire Manufacturing Technology Exhibition and Conference, Tires & Rubber offers visitors a technology showcase covering equipment and materials as well as different tire manufacturing processes.	Moscow, Russia
Thailand Auto Parts & Accessories (TAPA)	28 April - 1 May 2014	Thailand Auto Parts & Accessories (TAPA) is one of the most crucial automotive events which showcase wide-ranging spare parts and accessories. Touted as the grandest trade fair in ASEAN, it brings together exporters, manufacturers and entrepreneurs in the automotive industry.	Bangkok, Thailand
Commercial Vehicle Show	29 April - 1 May 2014	The Commercial Vehicle Show is the grandest and most successful logistics, distribution and transport event in Britain. Now in its 10th year, the show is anticipated to offer an exciting spectacle to attendees from the different parts of the globe.	Birmingham, UK

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Magna Gets Mercedes Seal of Approval

Magna International, a renowned Canadian supplier of diversified automotive systems, assemblies, components and modules played a huge role in the development of Mercedes-Benz CLA's interior and exterior. The supplier provided the four-door luxury sedan's stampings and body structure, front and rear bumpers, radiator grilles and other trim parts.

Mercedes credits multiple components supplied by the company for making the CLA 180 Blue Efficiency edition one of most aerodynamic cars in its class. This edition features 0.22 drag coefficient, breaking the record for the lowest drag coefficient of any series production passenger car that was earlier held by the Toyota Prius.

The CLA also features Magna's EYERIS image vision technology, which offers a complete portfolio in intelligent and innovative driver assistance systems. Globally manufactured with minimal packaging and scalable features, the technology supports applications in a variety of vehicle segments. The technology uses the integrated camera systems and radars in addition to features such as collision prevention assist, adaptive high beam assist, lane keeping assist and blind spot detection to contribute immensely to occupant safety and comfort and make roads safer for pedestrians.

The new CLA edition is assembled on Mercedes's MFA platform, which supports both the new-generation A- and B-class compact models. The luxury sedan's production started in January 2013 at Daimler's Hungary-based factory, along with the B class.

Access Tools Launches Replacement Tips for Long Reach Tools



Access Tools, a leading manufacturer of high quality lockout tools in the US, has recently launched the Store-N-Go Handle Replacement Tip Bag which contains 12 replacement rubber tips for its long reach tools. Made of high quality rubber, the tips perfectly fit the company's wide range of long reach tools such as Snap-N-Lock, Little Max, Big Max, Quick Max, and many others including several new tools made of stainless steel.

The Store-N-Go handle is a proprietary innovation that offers not only a place to clip the accessory bag during storage, but also comes with a handy inside compartment that can hold three more long reach tool tips. To make life easier for customers, every tool with this handle is shipped with replacement tips. The moment users run out of supply, the Store-N-Go Handle Replacement Tip Bag has enough backup tips to refill the storage compartment inside the handle.

With car lockout being one of the most common problems of car owners today especially in the US, Access Tools anticipates high sales for Store-N-Go the moment the company starts its mass production.

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Moveo Scooter is the Ultimate Personal Mobility Solution

Space is at a premium in big cities like Dubai. Traffic gridlocks and overcrowded roads mean that in some cases you could walk to a place faster than getting there in a car. And once you get to your destination, you would probably spend hours finding a parking space.

The Hungarian non-profit organization, Antro had previously come up with the SOLO triple hybrid concept car. It has now launched the prototype of the futuristic scooter, the Moveo that could solve all these problems in one go.



The Moveo is a fully functional two wheeler scooter with a conventionally padded seat, a lightweight carbon composite body, side mirrors and a handlebar that you could steer easily through any traffic jam. It weighs only 55 pounds, the lightest vehicle in its category. The Moveo can move as fast as 28 mph and has a battery that will go for 21.75 miles or approximately one hour when fully charged, enough for the short commutes that are normally needed in an urban environment.

When not in use, you only need two minutes to fold the Moveo into an object that looks like a classy suitcase complete with handle and caster wheels. It can be easily taken indoors for storage in a corner or even under your desk. All the grubby parts will be safely hidden away when folded so you don't have to get grime on your hands.

Antro first began working on the Moveo in 2008 and it took them five years to come up with a working prototype. They still need funds to kickstart production and estimate they can produce at least 4000 scooters annually on a medium scale and about 15,000 scooters if they go for mass production.

With traffic issues on the rise in practically every city in the world, could the Moveo be the answer to all our traffic woes?

NVIDIA Introduces High-Power Automotive Chip for Autonomous Driving



NVIDIA, a renowned US-based pioneer in the field of visual computing, has recently introduced the Tegra K1 chip, a mobile processor that can play a key role in shaping the development of the autonomous driving trend. Capable of handling a large amount of data and supporting camera-based, driver assistance systems, the chip is set to transform mobility solutions.

There is a growing trend of using camera and sensor data in the car's interior and this calls for more powerful onboard computers. As autonomous driving turns from a dream into a reality, cars need processors that are more powerful than the ones that are currently used to handle more data.

According to Taner Ozcelik, Vice President and General Manager of NVIDIA's automotive business, the Tegra K1 solves this by offering 10 times the computing power of old-model mobile processors without any increase in the amount of energy consumed.

On the sidelines of the recent 2014 International Consumer Electronics Show in Las Vegas, German automaker Audi had announced that it will be using the Tegra K1 to power its upcoming piloted-driving initiatives. Piloted-driving is one of the company's five main focus areas, along with human-machine interface, infotainment, connectivity, and lighting technology.

Ricky Hudi, Audi's Chief Executive Engineer of Electrics/Electronics, said the Tegra K1 opens a new chapter for the company to deliver groundbreaking supercomputing advances to the car, making piloted-driving a distinct possibility.

"Now, with the possibility of NVIDIA K1, with 192 cores running, you have the power that 10 years ago was in the world's largest supercomputer," said Hudi. He also added that Tegra K1's extraordinary efficiency and power as well as its small size make it a perfect fit for Audi's goals.

Audi and NVIDIA have been partners since 2004. With the latter's introduction of the Tegra K1 chip, it is anticipated that Audi will accomplish its goal for piloted-driving, which will help the company keep one step ahead of its competitors.

Denso Develops New Automotive Climate Control Unit



Japanese automotive components supplier Denso, has recently developed a brand new automotive climate control unit that can be installed in a wide array of vehicles ranging from compact sedans to luxury cars.

Commenting on the new product, Katsuhisa Shimokawa, executive director and head of Denso's Thermal Systems Business Unit, said that several subcomponents for the product such as blower fan, servo motor, and air mix door were developed from scratch to reduce the overall size of the unit by 20% compared to the Denso's typical model thus helping to standardize the unit.

State-of-the-art forming technologies were used to reduce the thickness of the air mix door by half. While the earlier standard unit needed multiple servo motors to control the air mix door, the new unit has standardized doors and needs only one, thus helping to keep the size smaller. The blower fan's wing blades were streamlined to make optimal use of the wind flow, reducing its size by 15% and decreasing power consumption by 20% less power while the air discharge capacity remained the same.

The new technologies developed by Denso for its new, smaller and lighter climate unit can also be utilized in green cars. For example, for a stop/start system, a cold storage evaporator can be used instead of the evaporator in the unit. For electric and hybrid vehicles, a heat pump air conditioning system can replace the heater core. Moreover, if the blower fan is changed into a two-layer structure that can take external air while circulating internal air, it may be possible to use the air conditioning system even for vehicles with limited heat sources.

Denso's brand new climate control unit has already been installed in the Toyota Harrier model, which was launched in December 2013, and the Toyota Voxy and Noah vehicles, which debuted in January. The product will soon be offered for a wide range of models on a global basis.

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Hella LED Technology Gets Seal of Approval from Major Automakers



Automotive lighting leader Hella is currently collaborating with major automakers for the development of advanced interior lighting concepts designed to improve road safety. Headquartered in Wembach, Germany, Hella's interior lighting systems activity is the center of interior lighting expertise within the Hella Group. Around 90 development engineers work collaboratively on developing the latest lighting technologies for each vehicle segment.

Opel, Volkswagen, SEAT and Land Rover are some of the companies developing new interior lighting systems using Hella LED technology and in several cases drivers can customize the interior appearance of their cars with these lighting systems.

"New Hella interior LED-lighting systems now can be found on a broad range of vehicles from compacts to luxury SUVs," said Steffen Pietzonka, Vice President of Marketing for Hella's lighting group. He also added that automakers are focusing more on interior lighting concepts that can increase brand awareness and enhance customer satisfaction levels."

Buyers of Land Rover's luxury Range Rover Sport and Range Rover SUVs get interior lighting options with a choice of 10 color selections ranging from "Racing Red" to "Spark Blue". LED light lines are incorporated into the Range Rover's center console and doors, and are complemented by white LED modules in the vehicle's rear-footwell area.

Range Rover's ambient lighting system uses eight red, green and blue (RGB) LED modules to inject light into the transmitters operated by a local interconnect network (LIN) to create the customer's chosen interior colors and adjust the brightness.

The compact SEAT Leon features indirect lighting integrated into its door panels to highlight the vehicle's interior design. The interior is illuminated with a two-color Hella module depending on chosen driver profiles from clear white for supreme comfort and relaxing eco modes to intense red for extreme sport mode.

Hella's dimmable ambient lighting color for the Volkswagen Golf range depends on the model of the vehicle. The Golf's doors feature white light strips, while the sporty Gold GTI sports red lights and the Golf R has blue lighting. High-precision manufacturing procedures are needed for the production of the Golf's one-millimeter-high contour line.

Recently, Hella has also developed advanced interior lighting for the Opel ADAM. Drivers can select between eight various interior accent colors with the use of an optional LED light package with colors that range from "Opel Red" to "True Green" for the passenger-side footwell, map pockets and center console. The ADAM's glove compartment features optional backlighting, and a starlit sky can be incorporated into the roof panel using Hella's light-control unit.

According to Pietzonka, their Ambient Light Control Module (ALCM) merges two of Hella's main areas of expertise; revolutionary lighting design and smart electronics. "A key feature of the ALCM is the fact that it functions completely independent of the vehicle's central control unit."

Pietzonka stressed that there has been a growing inclination over the past 20 years for using more LEDs in vehicles, starting with taillights and headlamps. LEDs provide the latest design probabilities and offer automakers with a great opportunity to increase awareness of individual brands.

He stated that with ambient interior LED lighting, car manufacturers are withdrawing from pure functionality to more appealing lighting applications. New technology, according to him, is the contributing factor that has led to the creation of LED lighting's illuminated lines rather than single LED light points.

Moog Steering and Suspension Brand Launches New Replacement Parts



Moog Steering and Suspension, a Federal-Mogul brand, has recently launched 43 new replacement parts addressing the service requirements of millions of recent models of passenger vehicles. The brand, known as the "problem-solver" of the automotive industry, offers products with technologies that are even more advanced than the original component parts to ensure easier installation, superior performance and longer life.

The new line of replacement parts include 12 Problem Solver control arm bushings with a ball-and-socket design for which patents are pending. These can last ten times longer than the OE bushings used for several popular models from Mazda, General Motors, Honda, Ford and Chrysler which account for as many as 25.5 million passenger vehicles.

Other parts offered through Moog distributors are as follows: front stabilizer bar bushing kits for 2012-2013 Nissan NV1500, NV3500 and NV2500 and 2011-2013 Chevrolet Cruze models; lower ball joints for Mini Cooper (2007-2012) and Mazda 3 (2007-2009) models; and right and left outer tie rod ends for Mazda 6 and BMW (328xi, 328i xDrive, 330xi, 325xi, 335xi and 335i xDrive) models.

Moog also has a line of replacement control arms and assemblies known as the R-series to which new products are continually added. The company has introduced 14 new part numbers for a range of popular Mitsubishi, Mercedes-Benz, Kia, Isuzu, Hyundai, Honda, Chevrolet, BMW, and Acura models. Furthermore, Moog has launched multiple new shims and alignment kits for various General Motors and Ford models.

Moog's launch of new replacement parts for late-model domestic passenger and foreign-nameplate vehicles is a strategic move to maintain its reputation as a top steering and suspension brand worldwide.

Audi: First VW Brand to Feature Four-Cylinder Turbo



Reports say that Audi will be the first-ever Volkswagen Group brand to debut a powerful new four-cylinder turbocharged engine, set to launch before 2014 ends. The engine, a development of the EA888 unit featured in the 2015 VW GTI, 2015 Audi S3 and a variety of other VW products, is anticipated to become the most powerful 2.0-liter four-cylinder engine in production—outperforming even the 355-HP output of Mercedes' CLA AMG and A45 AMG.

The automotive industry expects a minimum 280 kw of power from the turbo engine, which is equivalent to 375-HP—leading to over 187-HP per liter. It is also anticipated to develop exceptional torque at nearly 370 pound-feet. The first applications are believed to be an S3 Plus prototype and an upcoming performance version of the 2015 Audi TT.

These outstanding power figures have been attained using a custom-built cylinder head, a differential exhaust system, a larger turbocharger, a new ECU and a custom-built cylinder head, though the conrods, crankshaft, crankcase and block of the standard EA888 have been retained. It is said that the engine was built by Friedrich Eichler, the man behind the development of Mercedes' super-powerful four-cylinder.

The resultant output is also higher than the 343 lb.-ft. of torque and 355 HP developed by the 2.5-liter five-cylinder unit in the TT RS and RS 3. However, the new four-cylinder is not anticipated to be a substitute for the old five-cylinder engine. RS models are said to possibly become more powerful instead. According to an Audi source, there will be no overlap between the existing five-cylinder and the new unit, adding that the five-cylinder still has potential for development.

As for the four-cylinder, apart from being used in several Audi models, it may also be featured in VW-branded products, including the Golf R Evo, a new car which may possibly appear in concept form at the Beijing Auto Show 2014.



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Honeywell Announces Partnership with Japanese Manufacturer to Supply Auto Refrigerant



Honeywell International Inc. has recently announced that it has entered into a supply agreement with Asahi Glass Company (AGC)—one of the largest flat glass manufacturing companies in the globe—to boost production for HFO-1234yf, the latest refrigerant for automobiles with a global warming potential (GWP) of less than 1. This GWP is lower than that of carbon dioxide and is up to 99.9% lower than that of HFC-134a, the current refrigerant in use.

As per the agreed terms, AGC's production of HFO-1234yf in Japan will start in mid-2015 while Honeywell will be responsible for marketing the product to customers in Asia, Europe and the US.

Ken Gayer, vice president and general manager of Honeywell Fluorine Products, said Honeywell's supply agreement with AGC would help them meet the demand for HFO-1234yf, which is continuously increasing in response to concerns regarding greenhouse emissions and the need to abide by regulations. "We continue to work with our customers to anticipate long-term demand, which will be met by a new high-volume manufacturing plant we will build in Geismar, Louisiana. Manufacturing locations in both the U.S. and Asia will provide automotive customers with improved supply chain reliability and security."

In December 2013, Honeywell announced that the company and its suppliers would invest around \$300 million to boost capacity for HFO-1234yf, which include establishing a new manufacturing plant for the refrigerant at Honeywell's current Geismar location. The plant will use new process technology and is anticipated to operate in 2016. Its size will depend on supply agreements that Honeywell is putting in place with key customers.

HFO-1234yf is currently being implemented by car manufacturers in part to meet the EU MAC Directive, a landmark legislation piece aimed at reducing greenhouse gas emissions of air-conditioning systems in both light commercial vehicles and passenger cars. Under the directive, refrigerants in all types of new vehicles sold in Europe after January 1, 2013 should have a GWP below 150.

GWP is a measure of the amount of heat a greenhouse gas traps in the atmosphere. Carbon dioxide sets the norm with a GWP of 1. All vehicles sold in Europe after 2017 should meet the new GWP of less than 150. HFO-1234yf, with a GWP below 1, completely meets this requirement and is 99% below the new, stricter regulation.

In the US, automakers are also implementing the use of HFO-1234yf to abide by vehicle greenhouse gas standards and Corporate Average Fuel Economy (CAFE), which aim to reduce greenhouse gas emissions and enhance the average fuel economy linked to light trucks and cars. Since HFO-1234yf has a very low environmental impact—a GWP of less than 1 compared with HFC-134a's GWP of 1,300—the US Environmental Protection Agency (EPA) permits automakers to get credits for using the refrigerant.

Almost half a million cars today use HFO-1234yf, and by the end of the year, that number is anticipated to exceed two million. As revealed by third-party data, HFO-1234yf's extensive adoption worldwide would make the decline in greenhouse gas emissions equivalent to permanently eliminating over 30 million cars from the road globally. This will be as much as three percent of the total global fleet.

HFO-1234yf has been proven as an effective automotive refrigerant in almost all regions of the globe, and the company continues the development of a global infrastructure to sustain Honeywell's international customer base.

Audi Signs on New Partner for Biofuel Initiative

Audi has signed a partnership agreement with French company Global Bioenergies as part of an initiative that will work on production of a synthetic fuel named e-gasoline from renewable resources. This will not in any way interfere with food production or the area under cultivation for farming.



Reiner Mangold, Head of Sustainable Product Development at AUDI AG said about the partnership, "We're taking another step closer to carbon-neutral mobility with our partners at Global Bioenergies. We are supporting an innovative technology here which can be used to produce renewable fuel."

This partnership is part of Audi's e-fuels strategy and will complement its e-gas and e-diesel projects.

Last summer, Audi had set up a factory in Werle, Germany in the fall of 2013 that converts renewable resources such as water and excess carbon dioxide into hydrogen and synthetic methane and then feeds them into the power grid. The gas produced by this plant on an annual basis is adequate to power at least 1,500 Audi A3 Sportback G-tron cars for 9,000 miles.

Another research facility that the company had set up in partnership with Joule, a company that specializes renewable fuels in Hobbs, New Mexico is involved in the production of e-diesel and e-ethanol.

Audi is already well on its way to establishing credibility with its sustainability initiatives. In comparison to normal drive systems, the company's innovative powertrains ensure that all Audi models have relatively low fuel consumption. They also perform well when it comes to carbon dioxide emissions; the company has as many as eleven engine and transmission versions that stay emit 100 grams or less of CO₂ per km, 62 that emit 120 grams or less of CO₂ per kilometer and 146 engine and transmission versions that emit 140 grams or less per kilometer.

American Racing Launches 2014 Vintage Forged Wheel Line



American Racing, the renowned manufacturer of high performance wheels has recently introduced its latest line of vintage forged wheels. Strong, stylish, lightweight, fully customizable, the 11 new wheels in the line was made available for order in the Wheel Pros Custom Shop from January 1, 2014.

For supreme-in-show quality, the latest vintage forged line has variants of the iconic designs that paved the way for American Racing's popularity in the industry from 1956.

Built to order in California, the wheels are made from 6061 forged aluminum for greater strength and lighter weight. They have custom backspacing available in 1/8th-inch increments and are stronger than cast iron alternatives. Customers can also choose from finished or polished styles as well as an array of clearcoat and paint options.

The line also offers multiple two-piece styles meant to meet pro-touring demands, like those with the perfect combination of strength and light weight, as well as adequate clearance to the spokes to make room for huge performance brakes.

Some of the styles included are the VF490, the American Racing Torq Thrust style, and the VF489 forged Twisted Torq Thrust style - a directional variant on the standard five-spoke look that gives the wheel a sense of movement even when not in motion.

"There is a demand in the marketplace for vintage wheels that perform as well as they look," stated Chris Plump, head of American Racing Vintage Forged products. "The American Racing Vintage Forged line delivers."

He said that the design process for the American Racing Vintage Forged wheels was really exciting as some of the manufacturing restrictions that existed in the 1960s when the classic styles were first manufactured were no longer in force. This helped to add new elements to their design. For example, a few minor modifications to the Torq Thrust style produced a more streamlined and lighter product that has a classic touch everyone desires.

Air Lift Company Adds Six Applications for Half-ton Pickups



Light-truck segment sales in the US have been constantly on the upswing in the US, increasing 18.8% from the past year in 2013 and peaking at a six-year high in market share. The Air Lift Company, a leading suspension specialist based in the USA, has recently added six new applications for half-ton pickups to its expanding line of suspension solutions as part of the company's strategy to keep pace with the growing demand.

The company's latest kits for half-ton trucks are part of its LoadLifter 5000 series kit line, which works in combination with the vehicle's existing suspension. This delivers a load leveling capacity of up to 5,000 pounds, which eliminates sway and squat in addition to increasing comfort and safety when hauling or towing heavy loads.

To further enhance its premium suspension line, Air Lift's air spring kits will be equipped with Goodyear-engineered air springs for superior performance. Owners of half-ton pickups can also add an Air Lift WirelessAIR compressor system to independently control air springs with one-touch inflation and deflation either from inside or outside the vehicle.

Air Lift President Kevin Mehig said "Our ongoing goal is to deliver the high-quality, easily installed suspension systems our customers want." He added that they have engineered these applications in response to the demand of customers as smaller tow vehicles become more popular due to soaring gas prices. He also revealed that half-ton trucks are in high demand because RV makers have developed more half-ton sliding hitches and towing fifth wheels.

Air Lift's latest adjustable suspension solutions for half-ton applications are now available for vehicles such as 2004-2014 Ford F-150 and half-ton pickup (new body) 2WD & 4WD; 2002-2008 Dodge Ram 1500 and half-ton pickup 2WD & 4WD; as well as 2007-2014 Chevy/GMC Silverado/Sierra 1500 GMT 900, 2WD and 4WD.

It is anticipated that the expansion of Air Lift's lineup of suspension solutions for half-ton pickups will address the increasing demands of light truck fleet owners in the US for better vehicle performance.

Johnson Controls Develops New System that Automatically Adjusts Car Seats



Johnson Controls, a renowned multi-industrial company specializing in the energy storage, building and automotive industries, has recently come up with an advanced automatic pre-adjustment system that automatically moves the car seat into a safe and comfortable position based on an individual's size.

"Many people do not position their vehicle seat correctly. This can lead to back pain and stiff legs, particularly during longer journeys," said Andreas Eppinger, Group Vice President Technology Management at Johnson Controls Automotive Seating. He also added that proper seat adjustment is crucial for safety, which is not only related to the head restraints' effectiveness, but also to the interaction with the safety belts and airbags. This prompted the company to develop an advanced technology that quickly and automatically adjusts car seats depending on the size of the individual.

This technology is particularly useful when more than one person drives the vehicle. This is applicable to vehicles from rental companies, company fleets, car-share companies and family cars that are used by more than one person.

At Johnson Controls, the ergonomics specialists developed a special algorithm that determines the most appropriate seat position based on the size of the driver. It works with the use of adjustment motors that automatically move the seat to a safe and comfortable position. To further refine the product, Johnson Controls experts studied the seat positions of over 100 people. The driver can still manually fine-tune the system to suit his personal preferences.

According to Eppinger, they discovered that the seat track's proper positioning cannot be calculated correctly based on the length of the leg or from the length of the torso. Rather, the body is more like an intricate system. He further explained that if one parameter changed, this would affect other variables. The design team was able to program the algorithm so that just size was sufficient to adjust the seat position effectively.

"We were able to program the algorithm so that size was sufficient as the decisive adjustment criteria. This enabled very precise default adjustment that was rated as good by the participants in the series of tests we performed. Following minor manual readjustment, they rated the position as very good."

A huge majority of the test group confirmed that the pre-adjustment technology is user-friendly and highly convenient.

Drivers also have the option of using an app that Johnson Controls developed to enter their size using their smart phones into the digital control console of the vehicle. An on-board camera can possibly measure body size automatically before the driver gets in the vehicle and can also move the seat into the right position. Moreover, the size of the driver could be stored in the customer profile for car-sharing services and rental cars. This information would then be forwarded to the vehicle upon renting so that the seat is in just the right position even before the driver gets into the car.

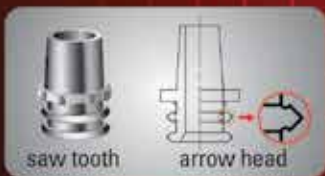
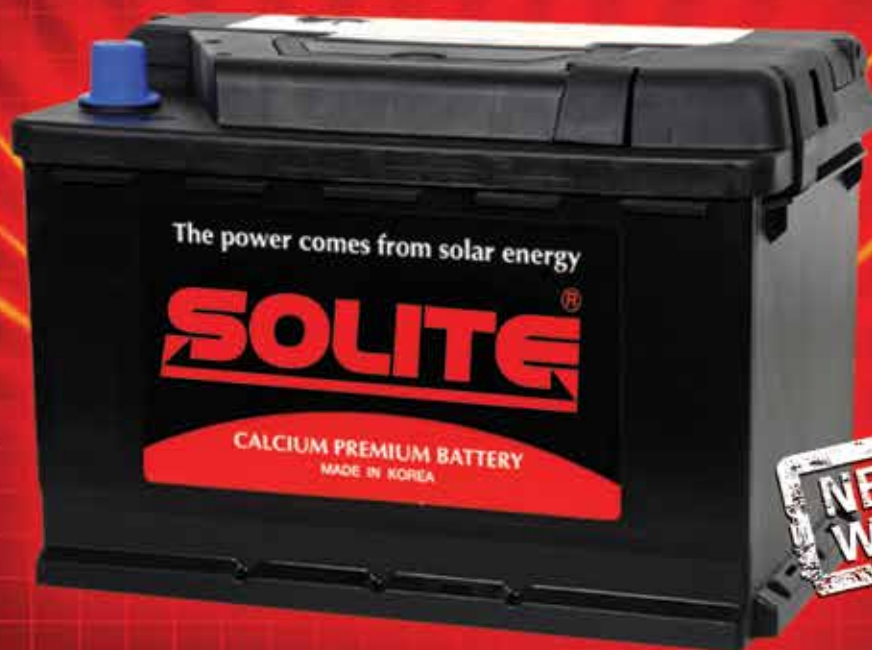
According to Eppinger, vehicle connectivity implies more than just access to the email and the internet. He concluded that networking the vehicles should also increase the safety and comfort of the driver and the passengers. "The automatic seat pre-adjustment is a good example of intelligent interfaces between humans and machines."

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HARMAN App to Join 2015 Hyundai Genesis's Next-Gen Infotainment Systems



In the quest of automakers and car infotainment system manufacturers to take customers' infotainment experience to the next level, Hyundai Motor America and HARMAN have recently announced the integration of Aha Radio service into the 2015 Genesis, a luxury sedan set to launch spring this year. The app, which will be part of the next-gen infotainment systems also launching in the sedan, will enable US drivers to access over 100,000 news, entertainment and music stations as well as location-based services in an intuitive manner with the use of their connected iPhone.

Cason Grover, senior group manager of cross-carline product planning at Hyundai Motor America, said they are delighted to feature Aha Radio in the 2015 Hyundai Genesis as part of their new infotainment systems. He explained that the next-generation systems are more intuitive for their customers who already use their smart phones to improve different aspects of their lives. "The new infotainment systems in Genesis represent Hyundai's latest approach to in-vehicle technology and Aha Radio further enhances the Hyundai ownership experience."

Aha Radio offers web-based information and entertainment in vehicles with the use of a radio-like format that drivers are already familiar with. With this new service, Hyundai drivers can access their Twitter and Facebook feeds, music, audiobooks, entertainment, news, radio stations and podcasts. In addition, the app also incorporates individualized location based searches for neighboring coffee shops, parks, hotels and restaurants, fuel prices and weather. With Aha Radio's state-of-the-art technology and advanced features, HARMAN is confident that it can meet drivers' increasing demands for a better infotainment experience.

"Our partnership with Hyundai reflects a common goal to create innovative solutions for the connected car that remain intuitive to use for drivers," said David Slump, executive vice president at HARMAN and president of its automotive services. He also added that Aha Radio would not only offer on demand worldwide audio entertainment in the car, but would also improve the overall dashboard interface and user experience for the connected Hyundai driver.

Apart from the Aha Radio system, HARMAN's 17-speaker premium Lexicon™ branded sound system with state-of-the-art surround-sound technology is also featured in the 2015 Hyundai Genesis. The company's Lexicon brand recently bagged the Technical GRAMMY award for outstanding contributions to the science and art of music reproduction and recording through excellence and innovation in product design.

With both Aha Radio and Lexicon 17-speaker sound system being added to the 2015 Hyundai Genesis, fans are eagerly looking forward to the launch of this new sedan from the Hyundai marque.

Samsung SDI and Chinese Companies Sign Agreement to Enter World's Biggest EV Market



Eyeing China's potential as a giant market for electric cars, lithium ion battery supplier Samsung SDI, has recently signed a preliminary agreement—with Anqing Ring New Group, a Chinese auto parts manufacturer and an unidentified company owned by the Shaanxi government—to establish an electric car battery manufacturing plant in the country by 2015. As per the terms, the joint venture will start in April and Samsung SDI's investment will be around \$600 million.

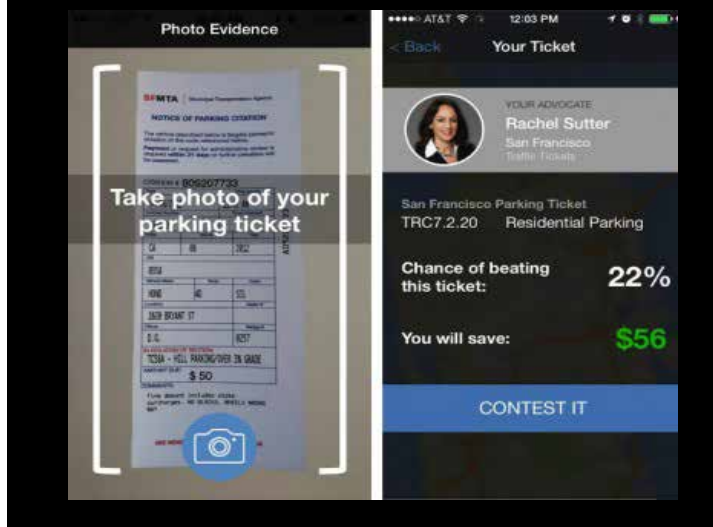
The company reportedly decided to make the strategic move in response to the goal of China's central government to have 5 million "new energy vehicles"—which pertain to "near all-electric" plug-in hybrids and all-electric battery vehicles—on the roads by 2020, with this initiative being backed by government subsidies.

In a statement, Samsung SDI CEO Park Sang-jin said that with the signing of this agreement, the company will now get a foothold in the biggest electric car market in the world. "We will use the opportunity to grow into the world's No. 1 company not only in small-sized batteries, but also in the medium- and large-sized battery segments."

The company will break ground in the latter part of 2014 for its first factory overseas in Xi'an, where its affiliate Samsung Electronics is building a chip factory. The plant's output could be used to supply existing customers BMW, Chrysler as well as giant automaker Volkswagen AG, who, are reportedly rushing into the market for electric cars in China. Previously, a Samsung SDI spokesman had said that the company is negotiating with Tesla Motors and other automakers to supply electric car batteries.

Currently, Samsung SDI's electric car battery manufacturing facilities are based in Ulsan, South Korea.

New "Fixed" App will Soon Help You "Fix" Parking Fines



Have you ever had the annoying experience of coming back from a successful business meeting or a highly satisfying shopping trip or meal out to find a parking ticket on your windshield? It spoils your whole day. Yes, there are times when you truly deserve a parking ticket but in many cases parking tickets are issued as a result of confusing parking signs, complex rules and just simple human error.

Now that there is an app for everything, there is an app called "Fixed" to sort this out too with minimum fuss. It is currently available only in San Francisco, but this wonder app makes it really easy to appeal a parking ticket, something most of us never bother doing when we think of the hassle involved. That is because few of us are aware that when they are contested, as many as 50% of the parking tickets are dismissed.

The app was developed by David Hegarty, David and DJ Burdick as an outcome of their efforts to simplify the appeal process. With the Fixed app, all you need to do is snap a picture of your parking ticket and enter some basic information like the violation number. The app will analyze the type of violation and tell you what the chances are of getting it dismissed and what the cost of appealing would be. Then it is your call.

If you choose to go ahead with the appeal, Fixed will add to your evidence with additional information it has at its disposal about the area or the type of violation, prepare the contest letter, choose a lawyer and handle the entire court process.

If you manage to win the appeal, Fixed gets 25% of what would have been your parking fine. If you lose, you don't have to pay "Fixed" anything, but you still have to pay the parking fine, which you are bound to pay anyway. Either way, you end up as a winner.

Fixed eventually hopes to go nationwide and expand to cover moving violations and other traffic violations in the US.

With the way we UAE residents keep getting "gift vouchers" from the police, we can't wait for the day "Fixit" comes to the GCC region. Till then, we will keep our eye on the road and make sure we keep our parking fines to the minimum.



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Diesel-Biofuel Mixture Powers Singapore Hotel's Luxury Fleet

Like most hotels, the newly-opened "The Westin" hotel in Singapore offers a luxury limousine service to chauffeur guests around, but its fleet vehicles are powered by biodiesel—a renewable fuel type derived from animal fats or vegetable oils—that are sourced from its very own kitchens. This is part of a pilot program called The Green Luxury Project, launched in partnership with local renewable energy company Alpha Biofuels and the official distributor for Jaguar in Singapore, Wearnes Automotive.

The hotel is the first in Singapore to have two Jaguar XJ sedans that run on a mixture of 93% conventional diesel called B7 and 7% biodiesel that comes from used cooking oil. The research conducted by the Agency for Science, Technology and Research (A*Star) showed that the mixture emits 95% less particulate matter compared to ultra-low sulfur diesel, and that one kilogram of Alpha biodiesel produces 65% less greenhouse gases over its life cycle.

"This is no longer technology of the future. Our pioneer batch of green luxury limousines proves that it is now commercially viable to power a transportation fleet in an environmentally responsible manner," said Allan Lim, Alpha Biofuels CEO.

Lim is hopeful that the proportion of biodiesel sourced from recycled oil can be increased to 20% from 7% in the future. Though he admitted that the effect of powering two vehicles on biodiesel is less in the context of the climate change challenge, Lim is sure that the project is a good start and anticipates its expansion by approaching other hotels for a similar partnership.

Alpha Biofuels, which started the project in November 2013, uses MX, a micro-refinery that turns carcinogenic waste oil into clean fuel in biodiesel form. The converted oil can then be used to operate construction machinery, heavy plants and standard diesel generators.

The company currently has 300 recycling partners in Singapore and collects around four to five tons of used cooking oil per day, which is recycled into biodiesel at its Tuas plant. According to Lim, since 2007, Alpha has been spending \$2 million for the technology's development and continues to make huge investment in R&D for refining it further to make it more effective.

With people's increasing awareness regarding the potential of recycling used cooking oil, the company hopes to secure more business partners in the future. According to Lim's estimate, Singapore produces around 1,000 tons of used cooking oil monthly, which implies that there is a really huge market for this new biodiesel mix in Singapore.

Lim further revealed that at present, there are third party vendors paying food chains for their used cooking oil, which is then repackaged and resold as new cooking oil to developing nations. He also clarified that such cooking oil has no export regulations out of Singapore.

Previously, Alpha has recycled about 500 tons of used cooking oil collected from different establishments in the Central Business District, to power the cranes utilized in the construction of Asia Square Tower 2, where The Westin Singapore is located.

For the project, the hotel anticipates the production of 7,800 kilograms of used cooking oil in a year. This will be sufficient to power the two Jaguar limousines in its fleet over 150,000 kilometers.

According to Lance J. Ourednik, the general manager of the hotel, the company is committed to caring for the planet and doing more to consume less. "We embrace our responsibility for environmental stewardship and continually look at ways of integrating leading environmental practices and sustainability principles into our business operations. This initiative provides an innovative opportunity for us to minimize waste and conserve natural resources while delivering exceptional guest experiences."

Lorenzo Wheels Expands Range of Forged Wheels



Lorenzo Wheels, a Wheel Pros brand offering high-performance wheels, has expanded its specialty forged wheel line this year, with the launch of completely customizable styles such as LF901, LF900 and LF299.

Lorenzo Forged styles are fashioned from 6061 aluminum for superior strength and light weight. The LF901 and LF900 are one-piece styles while the LF299 is a two-piece style available in two finishes: satin black rim with a brushed center or chrome stainless rim with a brushed center.

The wheels are built to order and perfectly complement Lorenzo's line of specialty forged wheels. For personalization purposes, interested customers are advised to visit the Wheel Pros Custom Shop, which provides an array of finish and fit options.

Lorenzo Forged Wheels was set up in 2013 to cater to customers who needed forged wheels that would match their high-end cars. This year, it is anticipated that the brand and its new line of specialty forged wheels will become increasingly popular among car owners worldwide due to their premium quality in addition to their elegant and striking design.

To further sustain its reputation as one of the leading forged wheel brands in the globe, Lorenzo also promises to offer more ultramodern wheels in the future.

Hyundai Probes Possibility of Diesel Engines Which Can Run on Gasoline



Compared to gasoline, diesel fuel is more powerful as it has 30% more BTUs than standard 87 octane pump gas. This means more power for creating heat energy. However, it also has more carbon molecules, which requires large and costly after-treatment devices. Those costs, combined with the ever-increasing price of diesel technologies such as piezoelectric injectors, several stage turbochargers and ultra-high injection pressures are some of the barriers to the more common use of diesel engines. Automotive manufacturers also prefer to focus more on the development of more efficient gasoline engines or the adoption of alternative internal combustion fuels such as hydrogen, natural gas, DME, or alcohol.

South Korean automaker Hyundai is currently taking a different path, exploring alternatives such as HCCI (Homogeneous Charged Compression Ignition), which is highly difficult to attain for manufacturing more efficient transportation motors. The company claims that its answer is similar in concept to HCCI, but is more inexpensive to produce, more dependable and supplies all of diesel's attributes at a lower cost. Other automakers are working on the Otto Diesel engine named after the Otto cycle engine as well as the gasoline- and diesel-fueled engines. There are also some unconfirmed reports that General Motors has running prototypes.

Irrespective of the kind of hybrid engine, all of them are fundamentally based on the contemporary internal combustion engines. Diesel engines and gasoline engines are different in some ways but they have become increasingly similar too.

Diesel engines may have turbochargers and operate at higher bar injection pressures of approximately 1800-2000 bar, around 29,000 pounds per square inch and are direct injection engines. Injection pressures may be lower for gasoline engines at 100-200 Bar injection pressures but there is now a growing trend for gasoline engines too to use fuel that is directly injected into the cylinders. Just like diesel engines, gasoline engines too are being fitted with turbochargers to enhance performance.

Hyundai, in partnership with the University of Wisconsin and Delphi have worked on developing a running prototype engine. This engine is based on a production 2.0-liter in-line four-cylinder block that uses both turbocharging and supercharging to produce a diesel engine that can be powered by gasoline. They have named it GDI with PPCI, which stands for gasoline direct compression ignition with partially premixed compression ignition. The engine combines the similarities in internal combustion engines that are powered by diesel and gasoline.

Just like all internal combustion engines, fuel is injected into Hyundai's PPCI engine—but directly into the cylinder at a 14.8:1 compression ratio, and not until after Top Dead Center (TDC) where the piston begins moving down into the power stroke. Hyundai says that multiple injections after Top Dead Center lead to diesel-like efficiencies and minimizes pre-ignition or knock. This is because injecting a minute amount of fuel immediately after TDC creates adequate energy amount to ensure that the fuel injected later on is pre-ignited. It is also touted as a lean yet clean and economical combustion process because of several high pressure fuel injections.

While this sounds as simple as squirting the fuel in later, it is not. The system has a number of requirements such as a turbocharger and a supercharger to produce early in-cylinder pressures; an electrically controlled, regularly variable valve train; and a large recirculated gas cooler. Cost savings are attained with the use of a standard direct injection 200 Bar fuel pump in combination with the current cylinder block, fuel rail and piezoelectric injectors.

This technology is expected to offer clean burning, low emissions transportation with an affordable price tag for every engine. Also, it generates more power per centimeter or cubic inch, making it a smaller, lighter, more fuel-efficient engine.

Futurists predict that in the next ten to 30 years, with diesel fuel increasingly in demand for greater numbers of heavy-duty over the road engines and greater customer preference for gasoline, gasoline will still remain as the ultimate fuel of the future.

ENOC, EMGAS Lubricants Launch Joint Promotion for Green Fuel Products



Emirates National Oil Company subsidiaries ENOC Lubricants and Emirates Gas (EMGAS), have recently launched a one-month long joint promotion campaign to promote the use of clean and green fuel products.

As part of the campaign at all leading forklift showrooms in the UAE, customers who purchase a Pro-Power cylinder from EMGAS will receive a free 1-liter pack of ENOC Protec, a new ENOC lubricant. The campaign is of huge benefit to forklift customers as Pro-Power is an advanced fueling system that guarantees longer engine life, reduced lifecycle costs and maintenance bills as well as improved performance.

According to Hesham Ali Mustafa, General Manager of Emirates Gas, EMGAS takes the lead in the promotion of sustainable transportation initiatives across the UAE. Propane is an ideal choice for forklifts due to its clean and green properties. He also added that the new promotion with ENOC Lubricants brings to industrial users and customers alike the advantage

of incorporating sustainable fuel products, thereby enhancing product life, cutting costs and contributing to a better, greener environment.

“Pro-Power, a flagship product of EMGAS, with Propane is more economical and convenient compared to other fuels, and has been developed after focused research to create sustainable fuel products for the region.”

Rashid Al-Ameeri, General Manager of EPPCO Lubricants, also stated that the new promotion is a strong value addition for forklift customers. He further explained that the ENOC Protec's tailor-made formulation is exclusively created for engines of machines, passenger cars, and light commercial vehicles running on gas as a sustainable substitute to other fuel products. It will considerably increase the efficiency of gas engines while contributing to lower emissions and lower maintenance bills. The launch of such new products, according to him, emphasizes their commitment to constantly come up with products that are aligned with the sustainable development objectives of their customers.

Pro-Power is perfect for all industrial sites using forklift trucks, and generates lower emissions than similar fuels, while minimizing the possibility of fuel spillage. It also features efficient power dynamics, high lifting capacity as well as inbuilt rust-inhibiting cylinders and safety relief valve.

ENOC and EMGAS Lubricants' joint promotion campaign for clean and green fuel products is anticipated to help UAE motorists and forklift owners in their goal to improve engine maintenance and cut costs.

Infiniteon Launches Sensor that Detects Speed and Rotation Direction



In its goal to take sensor product innovation to the next level, Infineon, a leading automotive sensor manufacturer, has recently announced the launch of TLE4966V, a vertical dual-Hall sensor that can detect both the rotation speed and direction. Unlike other sensors that have hall plates that are oriented horizontally, the TLE4966V is the first-ever dual-Hall device with vertically integrated hall plates on the chip surface. This vertical orientation makes it sensitive to magnetic fields with in-plane direction. Thus, engineers

can develop contemporary designs to fit objects into areas where space is an issue such as electronic trunk lifts and power window lifts.

The sensor's design flexibility and low current consumption of 4mA to 7mA makes it compatible with energy-sensitive electronic automotive systems, including those for seat adjustment, sun roofs, power window lifts and trunk lifts. In non-automotive applications, it is also an outstanding solution for shades, motorized window blinds and escalators.

“With the new TLE4966V we expand our leadership in dual-Hall sensors,” said Ralf Bornefeld, Vice President and General Manager of the Sense and Control business at Infineon Technologies. According to him, the sensor is an excellent extension of their TLE4966 family, which sets the benchmark in window lifter and other index counting applications.

“The implementation of vertical Hall plates enables our customer to realize new system designs and underlines our ability to think from product to system.”

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The Kitchen Safe

We normal human beings sometimes need external support to sustain our willpower. We are all familiar with the siren call, typically at midnight, from the one last piece of chocolate or the last cookie in the jar. Our saner self is usually the loser. Even our gadgets and credit cards need to be locked away once in a while to keep us from wasting our time and money in a manner that we regret later on.

The Kitchen Safe is a new plastic container with a tamper-proof lock that can be preprogrammed to restrict your access to snacks or any other tempting, addictive stuff for a period from one minute to ten days. Children can also be blocked from playing video games or eating undesirable snacks by hiding them away in the Kitchen Safe.

Powered by two AA batteries which can last for six months with regular use, once the time lock is set, the Kitchen Safe cannot be opened till the timer counts down to zero. There is a 5 second window for resetting or cancelling the lock and that is the only chance you have to change your mind. If the batteries run out, the counter resumes once they are replaced. So, there is absolutely no scope to cheat. Measuring 6 x 6 x 6.5 inches in transparent and white versions, it is large enough to hold food, electronics, toys, iPhone and anything that you should not use but will use anyway if you have access to it. With the new Kitchen Safe, you now have one powerful ally in your battle against the midnight munchies.

Poppy

All of us have wished that we could have attended a wedding or a birthday party in person when it is held far away instead of just sharing the experience vicariously through photos and videos. Photography is now child's play with all the new-fangled devices like iPhones and iPads having high quality cameras. Uploading the photos to the web is even easier with applications like Instagram.

But have you ever heard of a device that turns your iPhone into a 3 D Camera? The makers of Poppy claim that the device turns 2 D pictures and videos into 3 D pictures and videos that give an extra dimension to your visual content. The Poppy is essentially a stereoscopic box that uses mirrors to capture two images from different perspectives and then merges them into one to form a 3 D image. Users can put their iPhone into the Poppy and its single camera will capture the two images that are needed to form a 3 D picture or video using the Poppy's lenses. As this is purely based on optics, there is no need for batteries. The Poppy has a slot which makes it compatible with iPhone 4, 4S, 5 and iPod Touch. Poppy footage can also be viewed with the traditional 3 D glasses. An app that is launched along with the Poppy permits users to share their photos and videos, create "wiggle GIFs" and download photos to print.

The Poppy can be used not just to relive memories with a touch of class but can also be used as a marketing and educational tool in many fields like science, education, video games and real estate. Even on a two dimensional screen, a 3 D illusion can be created with the "wiggle GIFs" taken by the Poppy's iPhone app. Existing videos on YouTube can also be enjoyed with the Poppy to convert your living room into a movie theater. Watching photos and videos taken with the Poppy is definitely the next best thing to the real thing.



RYNO MICROCYCLE

Have you ever started out planning to walk and then wished you could just fly across the distance you wanted to cover? Well, this is just what the Ryno Microcycle helps you do. It looks like a typical motorcyle, but has only one wheel. Like the Honda UNI-CUB personal mobility pad, it has no gears and all you need to do to control the Ryno's electric motors in the single wheel is lean forward to speed up and backward to slow down. You can turn by leaning slightly in the direction you want to go. The Ryno has a range of 10 kilometers and a top speed of 10 km/hr, much faster than walking. Considering that it costs only one-tenth of what a compact sedan would cost, is smaller and lighter than a bike at 125 pounds and may even be faster than public transport to take you to the office, it may just take the retail world by storm.



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HOTPRODUCTS

LOUIS VUITTON DAMIER COBALT COLLECTION

Louis Vuitton offers a world of unmatched luxury when it comes to luggage for the upwardly mobile man. The company's new collection for men, the Louis Vuitton Damier Cobalt Collection is inspired by the rich masculine blue of the oceans and will help you to easily distinguish your baggage from the hundreds of black and brown suitcases on the carousel at the airport. The collection covers an array of finely crafted luggage items for men from small goods such as cardholders, pocket organizers and wallets to totes, weekend cases and suitcases. The new line is currently available online in stores.



ATLAS FITNESS TRACKER

A healthy lifestyle that is oriented towards fitness on a regular basis can add years to your life. But how do you make sure you are doing enough to keep yourself fit? There are a zillion fitness trackers on the market from simple pedometers to wearable devices that can monitor your heart rate and blood pressure to give you updates on your fitness levels.

What makes the Atlas Fitness Tracker different is its promise that it will track virtually every fitness aspect whereas most devices can track only one aspect.

The Atlas Fitness Tracker comes with cutting edge software, a heart rate monitor, an active display and x, y, z axis tracking. It keeps tabs on your current fitness activity and on whether you are doing it right. Is is waterproof and can be used while swimming, differentiating between the different forms like freestyle and breaststroke. It can even be programmed to learn things about new exercises so you can add them to your exercise program and monitor them, definitely not a feat your average pedometer can do



STOREHOUSE

In this digital age, there is an app for everything from monitoring the quality of your sleep to the Talking Cat app that repeats everything you say in a high pitched voice. But have you ever heard of an app that allows you to tell stories by combining photos, videos and text.

The Storehouse app allows you to drag and drop photos and videos from a number of platforms like Twitter, facebook, Flickr, Dropbox and iPad Camera Roll to easily tell stories the way you want without any restrictions when it comes to the content or pictures. It is child's play to change the content and layout and crop images. Once you are done, you can share your stories with others who use Storehouse or on the internet. The best part is that this app is completely free.





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