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four-door sports car



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The stylish refining programme for the Bentley Continental GT and Continental GT Speed

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



Give us a brief background on Bosch ME.

Robert Bosch GmbH has been operating in Dubai since 2001, and in January 2008, the company established its Middle East & Africa Regional office. Now, Robert Bosch Middle East FZE is a fully fledged subsidiary of Robert Bosch GmbH with four divisions and more than 55 associates.

The company has strengthened its regional presence to increase its focus on the high potential regional market and to get closer to the customer. The company continues to expand its capacities to meet the unique needs of the local markets through its Automotive Aftermarket, Power Tools, security Technologies and Thermo Technologies.

What are the 'Green' products available at Bosch Automotive Aftermarket (AA)? How do they comply with sustainability laws and emissions legislation in the UAE and the region?

Energy-saving capabilities of Bosch AA product lines:

Gasoline Systems: Bosch AA develops and manufactures modern components and systems for gasoline drive units, natural-gas injection, flex fuel systems, hybrid systems and transmission control. With comprehensive solutions for the entire powertrain, Bosch contributes towards making vehicles more efficient, cleaner and more economical.

Diesel systems: As an international team of 58,000 diesel specialists, the Diesel Systems Division develops, applies and manufactures techniques which contribute towards making diesel vehicles cleaner and more economical.

With Bosch injection systems, the company has made a huge contribution to reduce fuel emissions, in petrol injection systems as well as diesel injection systems. For instance, with the development of the new high pressure diesel systems such as the common rail system, which is widely used in the MENA region due to its ability to make diesel engines more economical and environmentally-friendly compared to gasoline engines.



VOLKER BIS

GM, Robert Bosch Mid

Common-rail systems enable cleaner & more economical diesel power in the MENA region as they offer 30 per cent less fuel consumption and 25 per cent less carbon dioxide emission compared to gasoline engines. They have become popular in MENA countries such as the UAE which have adopted stricter sustainability laws and are preparing even more stringent emissions legislation. Bosch started series production of this technology in 1997, thus establishing the diesel engine as modern and environmentally-friendly. The common-rail system provided the diesel engine with better performance, higher torque, and improved running smoothness. Bosch Automotive Aftermarket has recently achieved a new milestone with the production of its 50 millionth common-rail system for diesel engines.

Exhaust-gas treatment: In order to keep in line with the increasingly strict emissions regulations, it is not enough to only make the combustion as clean as possible. In addition an exhaust-gas treatment is required. Bosch AA has exhaust-gas treatment systems for gasoline as well as diesel engines. In some big cities the treated exhaust gas is cleaner than the surrounding air.

Electric and Controls: The thermal-management system adapts cooling-system performance to match the operating conditions. Among its features is the ability to reduce the coolant flow in the engine's warm-up phase. When the oil warms more quickly, its effective viscosity falls more rapidly. This produces important fuel savings at idle and in part-throttle operation – while simultaneously improving climate control within the passenger compartment.

Bosch is heavily investing in R&D in what is called Electro-Mobility cars, which will play a major role in the near future and substitute the normal combustion engine cars available in the market now.

Safety

On the other hand, Bosch is one of the leading companies in safety measures. It was the first to introduce the ABS and ESP in the automotive industry, which may have helped worldwide in reducing car accidents. ESP & ABS can prevent up to 80 percent of all skid-related accidents. Driver and Pedestrian protection systems are major concerns at Bosch.

What are the future expansion plans of Bosch AA in the ME?

Bosch AA has recently opened its new branch in Casablanca, Morocco, that will be responsible for the Northern & Western Africa markets, which will increase the company's presence in the Middle East & Africa region.

We are trying to attract more technicians from around the MEA region to our service training center to give them professional training on the latest products and test equipment. We are also giving more support to vocational training centers in the region to increase knowledge of the technical personnel.

What are the recent and upcoming deals of Bosch AA in the region?

One of our activities is the provision of training for the technical division of Dubai Airport Management regarding new technologies such as Hybrid Systems, new Injection systems and Emission Technologies.

For Enoc-Eppco Group we are providing a Service Procedure Training for more than 130 staff to enhance the service levels offered to Enoc-Eppco customers (Technical Service Trainings for Quick Lube & Supervisor staff)

We are also training staff of Egypt Air in Dubai and Cairo on Diesel Technologies.

What is the impact of the global downturn on the regional Automotive Aftermarket? What are your expectations for this sector?

The current economic situation is affecting everyone and we have been affected to a certain extent as well. However we have efficient & well experienced representatives that are performing very well under today's economical circumstances.

We are always in very close coordination with our partners and we have a transparent relation with all of them, in all countries and we do foresee an upturn in this situation by the end of the year.

Please comment on Bosch Car Service (BCS) – quality of service centers in the region.

Bosch Car Service is considered as the biggest independent workshop network worldwide, it is also well known in the region due to the high quality service provided to the car owners. We are the market leaders in parts and bytes, so BCS partners have all the capabilities to diagnose the problem and fix it, especially after the recent acquisitions made by Robert Bosch GmbH which offer a competitive portfolio in wheel service and wheel alignment. Our plan is to expand the BCS network across the region.

What are the upcoming activities of Bosch ME; initiatives...?

Bosch ME has been involved in several initiatives in recent years aimed at enhancing technical skills of various groups. In June 2009, we will start providing training services to UAE nationals from the Institute of Applied Technology (IAT) to improve their practical skills and educational possibilities.

CHOFF

dle East FZE



HAMANN – IMPERATOR

The stylish refining programme for the Bentley Continental GT and Continental GT Speed

All over the world, the company HAMANN-Motorsport is renowned for refining luxury cars. With the new programme for the Continental GT and Continental GT Speed by the English manufacturer Bentley, the company located in Laupheim once again confirms that it is the first choice when it comes to sportive accessories and breathtaking body design for luxury car models.

Optimised aerodynamics in perfect quality

Sportive elegance is the hallmark of the HAMANN-IMPERATOR design: In order to meet the high expectations in its appearance and aerodynamics, the HAMANN designers completely reconstructed the front of the four-seater. Larger air inlets in connection with perfectly integrated daytime running lights give the Bentley an even more dynamic face. Additionally, the newly designed front optimises the air flow and therefore reduces the lifting forces at the front axle. Impressive extensions at the front and rear wings broaden the IMPERATOR by 70 millimetres and are

contribute significantly to the powerful overall impression of the HAMANN modification. The HAMANN side skirts were modelled in such a way that they calm the air flow at the sides and make the noble sports car look even lower and more elongated. In order to reduce the lifting forces at the rear axle, the HAMANN technicians fitted an elegant spoiler on the original boot lid of the Bentley and combined it with a diffuser rear skirt for additional downthrust.

Impressive in terms of dimension and design – the new light alloy wheel ANNIVERSARY RACE “ANODIZED”

Matching the striking appearance of the IMPERATOR, HAMANN uses new rims of the type ANNIVERSARY RACE “ANODIZED” in the dimension 22 inches. The exceptionally light, multi-part forged wheel has a high-gloss polished rim flange and a black anodized rim star. The recommended wheel/tyre combination for the front is 10.5Jx22 inches with tyres measuring 265/35 R 22. At the rear, 11.0Jx22 inch rims are used with tyres measuring 305/30



R 22. HAMANN even offers a 21-inch alternative. Under the designation DESIGN EDITION RACE ANODIZED the refiner offers an ultra-light forged wheel which unites sportiness and elegance in its design. The black rim star and the titanium bolts emphasise the dynamics of the wheel while the high-gloss polished rim flange confirms the noble look. HAMANN offers the 21-inch wheel with tyres sized 295/30 R 21.

The new aluminium wheels are especially put in the limelight with the special chassis springs which lower the centre of gravity of the Continental GT by 30 millimetres at the front and 20 at the rear axle. At the same time, the handling of the sports car is significantly enhanced.



Perfected technology for superior performance enhancement

With a powerful performance enhancement, HAMANN offers the core part of the refining programme. The upgrade includes a sports end muffler with oval stainless steel end pipes and a new engine management. The result for the Continental GT Speed engine is an extra output of approx. 40hp /29kW and a torque increase by 90 Newton metres. The aggregate of the Continental GT even improves by 70hp/52kW and advances its torque by an additional 90 Nm. In addition, the maximum speed for both engines rises by approx 5km/h compared to their serial counterparts.

Noble or sportive – HAMANN offers the suitable interior

An interior highlight is the ergonomically newly designed 3-spoke sport steering wheel. Due to its new shape it lies much better in the hand and still offers all functions of the serial steering wheel. In the HAMANN upholstery, the wheel is covered with most precious leather and enhanced with applications made of carbon fibre – this perfectly goes with the multi-part interior set made of same material. No matter if you are looking for black piano finish, leather or ultra-suede – we have everything that makes your heart beat faster. From the personalised floor mat set to a complete leather trim, everything is produced with artisan precision. Individually designed and fitted in the car by expert hand.



FORMULA DRIFT 2009

Streets of Long Beach kicked off their 6th championship season to a sell-out crowd. Ryan Tuerck and the Gardella Racing / Mobil 1 Pontiac Solstice took home the victory and lead the 2009 Professional Championship Point Standings.

The Long Beach Grand Prix Street Course hosted the season opening event to a standing room only crowd. The infamous track is the only course that is held on actual city streets making it one of the more unique drifting courses in the nation. The 2009 season included the addition of the veteran driver, Tony Angelo, as a new judge to the series. It also marked the first 2-day event structure of the season and the change of competition formats. This season will be the first time a Top 32 format will be utilized in the Pro Championship series creating more drifting competition rounds and more action for the fans.



"Despite the current economic state, Formula DRIFT has continued to push forward and the success of this season opening event has proved that drifting has continued to grow," said Ryan Sage, vice president of marketing and co-founder of Formula DRIFT. "Without the support of the fans, teams, and sponsors Formula DRIFT would not have been able to pull off this exciting event and we look forward to the rest of the 2009 season."

The event showcased some of the most exciting drifting to date and the introduction of the Top 32 competition format brought a new element to the event and more action. The season opening event unveiled a few highly anticipated vehicles including Rhys Millen and the Red Bull / RMR Hyundai Genesis Coupe, Vaughn Gittin Jr. and the 2010 Falken Tire Ford Mustang GT, and returning champion Tanner Foust in the Rockstar Scion Racing tC, who finished in third place after a very intense and close battle with Robbie Nishida in the Hankook Tire / Dynamic Autosport Nissan 350Z in the consolation round. The finals pitted 2-time Formula DRIFT champion, Samuel Hubinette in the NuFormz Racing / Mopar Dodge Viper against Ryan Tuerck and the Gardella Racing / Mobil 1 Pontiac Solstice. Tuerck edged out Hubinette with very consistent driving throughout the event taking the first victory of the season.

"It's an amazing feeling starting the season off on top," stated Ryan Tuerck, Round 1: Streets of Long Beach winner and driver of the Gardella Racing / Mobil 1 Pontiac Solstice. "This isn't a one man show and I wouldn't have been able to do it without the support of the Gardella Racing / Mobil 1 Pontiac Solstice team. It's very satisfying to stand at the top of such a talented field of competitors."

The 2009 Formula DRIFT season continues this month in Braselton, GA at Road Atlanta for Round 2: Proving Ground.



BMW M to debut X6 M as Qatar safety car

Car manufacturer send new model to Losail for use at MotoGP season-opener.

MotoGP 2009 is to kicked off last month with the opening race of the eagerly awaited season, once more being held under the spectacular floodlights of the Losail circuit in Qatar. BMW M is continuing to be a partner of MotoGP for the eleventh season, supplying a mouth watering array of Safety Cars to one of motorsport's most exciting championships with world first at Qatar in the shape of a BMW X6 M.

The state-of-the-art BMW X6 M will be launched only on Thursday this week at the New York International Auto Show and will already be at the Qatar racetrack for it's first official duties in the historic M Power colours. It's 4.4 litre, newly developed V8 high-performance M TwinPower Turbo engine produces an eye watering 555bhp that will rocket the car from standstill to 100kph in just 4.7 seconds before topping out at 275kph (171 mph). The X6 M has a number of world firsts too with a common exhaust manifold encompassing both rows



of cylinders plus Twin Scroll Twin Turbo Technology to keep the turbos spinning at up to 1.5 bar of pressure, the resultant immense torque of 680 Newton-metres or 501lb-ft from just 1,500rpm...and yet the engine returns the highest level of efficiency in it's segment thanks to BMW EfficientDynamics Technology.

For the majority of the millions of worldwide MotoGP fans, and indeed the MotoGP riders, it will be the first time they will see the BMW X6 M either trackside or on TV. A absolute worldwide platform for people to see this car for the very first time.

The BMW X6 M and BMW M6 Safety Cars in Qatar this weekend will have their usual bi-xenon dual headlights for night time driving, however maybe the better option for the drivers on

the track will be the solar sensor that provides information on the amount of sunshine in order to control the automatic air conditioning to the utmost precision.

Throughout the season at the European races, six top flight BMW M power cars will accompany the MotoGP series while up to twelve VIP shuttles will be working track side for special VIP guests.

For BMW M Power to be entering it's second decade with MotoGP, it is a synergy that the Munich based power house is used to having produced some of the world's most powerful, exotic and successful touring cars motorsport has ever seen. The fourth generation of M3 underpins the line up together with a 330i Touring, a X5 4.8i and the giant killing 'wolf in sheep's clothing' M5 Touring. However the two main Safety cars are the M6 and the brand new X6 M, BMW's latest M Power car and their first ever 4 wheel-drive to be given the treasured M badge.

However, it's not just the fans that lust after the might of BMW's finest machinery as even the millionaires who are the riders ride harder and faster in order to win even more offerings from M Power. Only two weeks ago in Jerez, Spain did Casey Stoner go fastest in the MotoGP Official Test to win a BMW 135i Sauber F1 Team Edition.

BMW's involvement is not just with four wheels though as there are even more brand new machines brought from Munich as the stunning the BMW S 1000R will be on the grids in Europe, showcasing the very best from BMW Motorrad.

The season ahead is eagerly awaited by fans on all continents who follow what is surely one of the most exciting forms of Motorsport, and what better way to start it, than with a BMW X6 M heading the MotoGP grid under the floodlights of Qatar this weekend. The world awaits...





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ASTON MARTIN RAPIDE

THE WORLD'S MOST ELEGANT FOUR-DOOR SPORTS CAR

The Aston Martin Rapide has moved into the final stages of its development programme, on course for a public debut in late 2009, with the first customer cars due to be delivered in early 2010.

First revealed as the Aston Martin Rapide Concept at the Detroit Auto Show in 2006, the Rapide is one of the most eagerly awaited cars of the year. As Aston Martin's first true four-door production sports car, the Rapide encapsulates the core values of the brand within an elegant, high-powered sports grand tourer, with four full-sized seats, generous accommodation and luggage space and trademark Aston Martin performance.

Aston Martin Chief Executive, Dr. Ulrich Bez said: "The Rapide will be the most elegant four-door sports car in the world. It completes the Aston Martin range conveying our established attributes of Power, Beauty and Soul.

"In 2010 there will be an Aston Martin for every type of sports car customer regardless of the demands of their lifestyle. The Rapide is the most versatile, bringing a new benchmark of luxury and refinement to both driver and passenger."

The concept received worldwide acclaim for its design as well as strong expressions of interest from customers. Following the purchase of Aston Martin in June 2007, the production version of the Rapide was approved and development began in earnest. Underpinned by Aston Martin's VH (Vertical/Horizontal) extruded aluminium architecture, the Rapide retains the elegant, flowing proportions that are integral to every Aston Martin and remains remarkably faithful to the original design study.

The cohesive design language and elegant form of the Rapide ensure it is a perfect complement to the other cars in Aston Martin's line-up. From the outset, the Rapide was designed with no aesthetic compromise. "We wanted to make the most beautiful four-door sports car in the world," Aston Martin's Director of Design Marek Reichman stated when the concept was first shown.

The signature elements of Aston Martin's design language translate seamlessly to the four-door format, with key features such as the 'swan wing' doors – rising upwards and outwards as they swing open – facilitating access to the two beautifully trimmed individual rear seats. The bodywork flows effortlessly from front to rear, where a kicked up tail and strong rear shoulders wrap around the wheel arches to create the classic Aston Martin silhouette, enveloping the additional doors, seats for children or two adults on shorter journeys and functional luggage capacity.

Described by Reichman as a lithe 'long distance runner', compared to the sprinter-like poise of the V8 Vantage and the muscularity of the DBS, the Rapide's lines are a master class in maintaining purity of proportion and vision. Detail design is crucial, with Aston Martin's iconic side strake extended to run through the front doors before blending into the rear door, lending a sense of dynamic thrust to the Rapide's stance.



The Rapide has been subjected to Aston Martin's rigorous testing programme including extreme climate testing and dynamic performance trials at the company's new Nürburgring Test Centre to ensure it will display the brand's integral high speed abilities. The last stages of endurance testing are now underway with final sign-off expected later this year before a production car is debuted in September.

The Rapide will offer performance purity and the same level of sporting ability as all modern Aston Martins. Powered by a version of Aston Martin's 6.0 litre V12 engine producing 470bhp and 600Nm of torque and, hand built at the company's engine facility in Cologne, the Rapide's rear wheels are driven through a highly responsive Touchtronic gearbox. Performance figures have yet to be revealed, although early indications are that the Rapide will offer class-leading performance and dynamics, alongside new levels of refinement and luxury.

The Rapide will be built at a new production facility in Graz, Austria managed by the acclaimed vehicle manufacturer Magna Steyr and co-ordinated by a fully integrated Aston Martin team from the UK. The new production facility is closely modelled on the Gaydon factory and will combine a sophisticated modern production line with the Aston Martin traditional hand-finishing skills, a proud blend of craft processes and attention to detail. The interior will further develop Aston Martin's skilful use of genuine high quality materials, applied appropriately and effectively to ensure that form always follows function.

"Rapide will exceed expectations to deliver elegance and practicality in a form that will allow driving enjoyment and comfort beyond anything that exists today," says Dr Ulrich Bez, "The Rapide will exist in a class all of its own, a true Aston Martin with the high performance and dynamic excellence that defines the brand, and a luxurious sporting grand tourer without equal."



Al-Futtaim partners with leading banks to stimulate UAE automobile market

Auto Loans possible to those earning AED 4,000 and above



Al-Futtaim Automotive has entered into an exclusive arrangement with leading UAE banks to provide credit facilities for passenger vehicles to retail buyers who are currently struggling to finance their purchase due to issues such as salary levels.

In recent months banks and financial institutions have tightened their lending policies, in the wake of the global financial crisis, and stringent criteria such as higher salary limits, are being applied to those applying for loans.

Al-Futtaim Automotive's exclusive financial tie-up is a bold move by the UAE's largest motor vehicle distributor to unlock this credit hold on the country's automotive market.

Representing some of the world's most popular and desirable brands: Toyota, Lexus, Honda, Volvo, Chrysler, Jeep and Dodge, Al-Futtaim Automotive is globally acknowledged as the pioneer in the region's auto industry, supplying four out of every ten cars on the UAE roads.

Under this exclusive scheme auto loans will be possible to those customers earning a monthly salary of AED 4,000 and above, a considerable improvement on the current typical salary criteria of AED 10,000. As well as this relaxed minimum salary level the scheme offers Al-Futtaim Automotive's customers the benefits of zero down payment and interest rates from a highly competitive 5.5%. Loans will be available at all Al-Futtaim Motors and Trading Enterprises showrooms in the UAE.

Colin Leitch, Group Director, Al-Futtaim Automotive said: "Lending institutions play a very important role in automobile sales. We are confident that this partnership with UAE's leading banks will help our customers get the best deals with minimum hassle and in turn reinvigorate UAE's automobile industry by turning back the clock to a time when the ability to buy a car was not constrained by financial challenges."

"Our objective is clear: provide potential consumers an opportunity of owning the best value car with no fuss," Mr. Leitch added.



Bio Fuel Sky Car

Earlier this year, the Parajet Skycar Expedition, featuring the "World's First Bio-fuelled Flying Car," flew from London, England to Timbuktu in Mali, Africa. If you lusted over something so incredibly cool – a car that can transform from ground to air mode in about three minutes and actually works in both areas, then we've got good news for you: Parajet International Ltd has struck a deal to produce road-legal SkyCars with Rage Motorsport Ltd.

Rage will build the vehicle and Parajet will add all the parts that make it fly. A mock-up of the vehicle is pictured here, but Parajet says a "totally new chassis is being designed for the SkyCar which accommodates the rear fan system into the tubular chassis work." This will reduce weight by about 80 kg (176 lbs). Other changes are to include a re-positioned rear parachute, more legroom and a three-cylinder, 140 horsepower fuel-injected Yamaha engine. How long will you have to wait for one? Parajet says test flights of the skycar should happen this September and the release date could be early 2010.



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MTM tunes up the KTM X-Bow and Audi TTS

MTM tunes all things Audi, so it didn't take long for the firm to tweak the KTM X-Bow (with its VAG-sourced inline-four) and the all-new Audi TTS. Of the two, the X-Bow gets the milder tuning (if that's possible), with the 2.0-liter TFSI four-pot getting a boost in output from 240 to 318 horsepower. Torque rises accordingly, with 310 lb-ft on tap, sent through a modified six-speed manual transmission to the rear wheels. Four-piston Brembos with 305 mm discs are nestled within 18-inch wheels coated



in Nokain Hakkapeliita-4 rubber sized 245/40. Although MTM doesn't cite a revised 0-60 mph time, it claims a top speed of 156 mph (one mph more than stock).

For those who are looking for a more friendly daily driver but aren't willing to wait around for the TTRS, the MTM-tuned TTS boasts 380 hp and 364 lb-ft of torque from an upgraded turbocharger that huffs 22.5 psi of boost into the 2.0-liter's four cylinders. A new intake and exhaust manifold is fitted, along with eight-piston Brembos clamping onto 380mm discs, with 20-inch wheels wrapped in Michelin Pilot Sport PS2 (245/30) tires. A 330 hp version is also available, starting at €63,103 (\$85k USD), while the full-bore 380 hp package will set you back €73,715 (a cool \$99k USD).



Local driver Ahmed Bin Sougath achieves a podium finish bringing his Nissan Patrol Home on the Nissan stage of the Abu Dhabi desert challenge 2009

It is fitting that Nissan vehicles filled six of the top eight places on the Nissan-sponsored Leg 3 'Nissan Stage' of the 2009 Abu Dhabi Desert Challenge off road rally recently.

The 340km-long Nissan leg 3 - which took place on 25th March in the emirate's Empty Quarter and formed the fourth competitive day of the 2009 Abu Dhabi Desert Challenge - has traditionally been recognized as one of the most difficult stages for the event's intrepid off road rally drivers, and this year proved no different.



UAE driver Ahmed Bin Sougath and his UAE co-driver Wael Marjan brought their 'T2' showroom class Nissan Patrol home in second place overall on the Nissan Stage. Meanwhile well known UAE driver Yayha Al Helai and co-driver Khalid Al Kendi (UAE) brought their Nissan Patrol home in 5th place on the stage - maintaining their 2nd place overall in the rally.

Bin Sougath's fine result on the Nissan Stage means he will be awarded with the Nissan Trophy as the highest finishing Nissan driver on the Nissan Stage. He received the trophy at the event's gala dinner.

Al Helai managed to make it to the Nissan Stage finish in his Patrol despite having only two-wheel drive.

"I was very lucky," said Al Helai. "I was racing alongside Ahmed Bin Sougath and there was a caution in the road book. The helicopter was there and I wanted to give the people (media) a nice photo. I was in third gear, with a speed of about 120km, and I never saw this jump! Ahmed slowed down and I broke the front drive shaft. But, I managed to get to the finish - 130km with just two-wheel drive!"

"Our congratulations go out to all the drivers on the 2009 Abu Dhabi Desert Challenge and Nissan is proud to be associated with this great event," said Monal Zeidan, General Manager of Marketing and Corporate Communications of event sponsor Nissan Middle East FZE. The Nissan Patrol is the official vehicle of the event and Nissan has a comprehensive eight model line up of Nissan SUVs - the largest SUV line-up in the Middle East. The Patrol has become the competitive vehicle of choice for many teams thanks to its renowned reputation for durability, quality and reliability - it's an iconic vehicle in the Middle East," he concluded.



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Rim Straightening, Oil Change, Battery Testing and battery change are the latest additions to our services at Al Quoz Tirestop Outlet.

Call 04 339400 or visit us at www.alserkal.com to fix a convenient time and place. Our mobile fitment service team will come over to change your tyres and even balance them if necessary.

Whether In Dubai or Northern Emirates, one stop at any of our Tirestop service centers is all you need to keep your tyres in good condition.

Every Tirestop service center is equipped with state-of-the-art mechanical service bays maintained by a team of well trained and highly experienced auto technicians and sales staff.

Advantages of Nitrogen

1. Nitrogen inflated tyre lose pressure 3 times slower than a tyre inflated with normal air. This means that with nitrogen in your tires you maintain the correct pressure 3 times longer than the normal oxygenated air.

2. Nitrogen passes through your tires much slower than Oxygen does.

This means that nitrogen doesn't weaken your tires like Oxygen does.

It gives your tyres a longer life. The tyre experiences improved tread wear due to better pressure maintenance because of the lower diffusion rate of Nitrogen.

3. Nitrogen is moisture free. Oxygen in your tyre is what condenses and causes rusting. Removing Oxygen from air removes the moisture and therefore eliminates any rusting on steel belts and tyre rims.

4. Nitrogen saves lives. Nitrogen stays 17/21 degrees cooler than the Oxygen and is non-flammable. This greatly reduces the risk of tyre explosion.

5. Nitrogen reduces the risk of tyre blow out.

Maintained pressure means better road handling. This reduces the risk of tyres damage and therefore reduces the risk of accidents.

6. Nitrogen is being used for years in the following industries.

- Formula 1 and Indy 500 car racing
- Commercial and military aircraft tyres
- Space shuttle and moon buggy tyres
- Mining and heavy earth moving tyres.



In 1951 the first Toyota Landcruiser was built as the 'BJ Jeep', the LandCruiser name came in 1954.

Nothing off the peg

MTM individual makes the Audi R8 unique

- New programme at MTM fulfils every customer wish
- Motoren Technik Mayer paints the Audi R8 in original GT3 Porsche green colour
- Compressor modification increases the performance by a third to 560 hp (418 kW)
- Aerodynamics kit made of carbon fibre pushes the super sports car on the tarmac
- Forged wheels MTM Bimoto in 9x20 and 11x20 inches
- Height-adjustable chassis springs for Magnetic Ride System and serial dampers



Customers who want to avoid that their neighbours suddenly shows up with the same car, are now given a guarantee by MTM that this will certainly not happen. The new programme MTM individual meets all customer wishes and creates a unique automobile. Therefore, MTM allows an individualisation of the car, as far as the ideas of the customer reach. Nothing can top this exclusivity.

Motoren Technik Mayer (MTM) now shows what the individualisation programme offers. Following customer requirements, the automobile manufacturer from the Upper Bavarian town Wettstetten has modified the Audi R8 to such an extent that a unique sports machine has been created and there is no second car like that.

The most striking novelty of the middle-engine super sports car with the aluminium body is the garish green paint. "Porsche 2D8" is the exact name of this brash colour which became famous on the Porsche GT3. With this work, MTM confirms its love for details. As apart from the large-scale paint of the aluminium body, the internationally successful car refiner also painted areas in the engine compartment and has left further accents all over the car. Therefore, not only the colouring is unique, but also the manufacture.

On all four black brake callipers and on the black fuel cap, there is a green "R8" nameplate. The ultra-light MTM Bimoto light alloy wheels measuring 9x20 and 11x20 inches in glossy black, show the green nameplate "MTM forged" on one spoke per wheel and therefore refer to the high-quality forged technology of the rim. In the interior, the

exciting car colour repeats at the seams of the suede MTM steering wheel and the "Quattro" nameplate on the glove department flap. Also, the "R8" logo on the gear-shift shines in green.

But the striking colour does not reduce MTM's own stylishness. Therefore, Motoren Technik Mayer sticks to the characteristic two-colour paint which is typical for the Audi R8. Behind the doors an area measuring 12 inches and painted in glossy black renders a contrast and gives the car a distinctive R8-appearance.

MTM-Compressor confers the V8-engine with 560 hp

And MTM would not be MTM when they settled with a new paint. Therefore, they also offer a significant performance enhancement. The especially developed compressor technology which made MTM famous all over the world, propels the performance of the V8-engine with 4.2 litres cubic capacity from 420 hp (313 kW) by a third up to breathtaking 560 hp (418 kW). Also the maximum torque increases by 34 percent from 430 to 580 Newton metres. MTM also offers this enormous power improvement for the Audi R8 with the V10-engine. By exchanging the motor electronics, the performance of the latter then increases from 520 hp (388 kW) to 560 hp (418 kW) as well.

The right sound is rendered by the new exhaust system with valve control which leads into four black ceramic-coated end pipes. Re-engineered side-blades which direct the airflow from behind the doors right into the middle engine provide the necessary air supply.

In order to transfer the newly gained power on the road, an extensive aerodynamics package renders the necessary downthrust. At the front, the splitter made of carbon fibre which is painted green on the top and matt black on the bottom thrusts the automobile on the tarmac. The side skirts and the rear diffuser, both also entirely made of green varnished carbon fibre hold the rear axle of this 4WD automobile on the road. Therefore, the MTM R8 achieves top speeds on the race track. In order to avoid hitting the ground on road bumps or garage exits, MTM added its Lift-up-System. This optionally elevates the front- or rear axle by 40 millimetres and enables the driver to master all everyday chicanes.

With the Audi R8 makeover, the world-wide renowned automobile manufacturer confirms that there are no limits to individual cars from MTM. This leads to exclusive automobiles in the highest production quality, precisely designed according to the wishes of the customer.





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Steve Saleen ponies up, celebrates 25 years in the business and 45 years of Mustangs with 2010 SMS 460 Mustang



Steve Saleen, his name being synonymous with fast Mustangs, would not be Steve if he kept his hands off Ford's newest pony. On the occasion of the 45th anniversary of the launch of the original Mustang in 1964, and in reflection on his 25 year association with America's iconic sports car, Steve celebrates with Mustang aficionados from around the world in launching first sketches of the 2010 SMS 460 and SMS 460X Mustangs at the 45th Anniversary Celebrations in Birmingham, Alabama.

Instantly recognizable as Steve Saleen's work, the new SMS 460 Mustangs feature a host of visual and technical highlights that set them apart from the crowd. "I previewed many of the features of my newest Mustang with the 25th anniversary car I showed last year," says SMS Supercars CEO and President Steve Saleen.

The front fascia treatment, the SMS Red Butterfly Air Induction Hood™, the front and side splitters, the rear fascia and diffuser with the high down-force rear wing showed the way Steve Saleen is looking at Mustangs today. "You have to go with the times. While the Mustang remains an icon, Ford has done a very good job with the 2010 model. I wanted to interpret it using my signature to create the latest Steve Saleen version of this American favorite."

The SMS 460 Mustang offers a 4.6 liter V8 engine featuring a minimum 470 hp and 427 ft-lb of torque, while the even more powerful SMS 460X Mustang engine with all new internal and headwork delivers 655 hp and 600 ft-lb out of the enlarged 5.0 liter V8. Both use the new (patent pending) SMS 296 Supercharger presented last week at the New York International Auto Show. Transmission options are a 5-speed automatic or 5-speed manual on the 460 or a 6-speed SMST manual on the top of the line 460X.

Performance for both cars is expectedly striking. The 460 Mustang accelerates from 0 to 60 in the low 4 seconds, while the 460X manages the same in the lower 4's. In addition to engine output, handling, roadholding and braking play an equally important role. The 2010 SMS 460 Mustangs feature Steve's signature Watt's linkage suspension with all-new geometry. New SMS brakes front and rear deliver impressive stopping power to match the jaw-dropping performance.

The interior with all-new Alcantara and leather SMS performance seats features the patented Signature Series chevron stripes. Dash and interior panels are covered in hand-stitched high-quality leather. Multiple seat chevron and SMS unique exterior colors are available.

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Auto Zeitung magazine tests 4x4 tires

ContiCrossContact UHP awarded best in test for off-road tires

The ContiCrossContact UHP came out top in a recent off-road tire test conducted by the German magazine Auto Zeitung (issue 9/09). It held its ground against five competing models and headed up the overall rankings with a clear seven point margin. The magazine tested tires of the size 235/55 R 17 on a BMW X3. The test included products from European, American, Japanese and Korean manufacturers.

The specialists from Auto Zeitung tested the six tire models under real-life conditions, which involved subjecting them to sand and gravel, wet slopes and dry road conditions. The tires were also assessed in terms of comfort. The editors placed particular emphasis on safety-related handling characteristics. Braking distances, for example, were evaluated on a special test area designed to simulate the road conditions at intersections. At such locations, the asphalt tends to become worn more quickly than on "normal" stretches of road. Overall, the ContiCrossContact UHP won points for what the magazine described as its "balanced" characteristics. As the specialists summed up, "It continues to hold a place amongst the top flight and does not demonstrate any shortcomings."

The ContiCrossContact UHP also performs well at the price determined by Auto Zeitung. Despite its outstanding characteristics, the tire developed in Hanover is close to the average price of the tires on test at 710 euro for a complete set.

Toyo Tires Introduces New Open Country H/T with Tuff Duty

An All Season, High-Mileage Tire for Heavy-Duty, Diesel Pickups

Toyo Tire Corp. introduced the new Toyo Open Country H/T with Tuff Duty. Engineered for high torque diesel pickup trucks that tow trailers or occasionally haul heavy loads, the Open Country H/T with Tuff Duty is an extension of the company's flagship Open Country H/T for light trucks and SUVs.

Heavy-duty, diesel pickup truck owners will experience longer wear and increased tread mileage as a result of new three-belt construction, less tread void and deeper tread depth.

Tuff Duty three-belt construction reinforces and stabilizes internal tire construction while less tread void results in a larger surface area for more rubber on the road. Also contributing to longer tread life and longer wear is a deeper tread depth, up to 17/32nds.

At the same time, the tire delivers the exceptional ride comfort and balanced all-season performance of the traditional Open Country H/T. A unique Tuff Duty mark on the sidewall distinguishes the Open Country H/T with Tuff Duty technology from standard Open Country H/T tires.

The Open Country H/T with Tuff Duty is available in five, 16- to 17-inch sizes for Chevy, Ford and Dodge 3/4 and 1-ton pickups. All are load range E.

To learn more about this new product from Toyo Tires, visit the company's new and informative web site at toyotires.com. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

ADVAN RACING TIRES WIN IN THE RAIN



The Yokohama Rubber Co., Ltd., announced that Kondo Racing's HIS ADVAN Kondo GT-R, a Nissan GT-R driven by Joao Paulo de Oliveira and Seiji Ara and fitted with Yokohama Rubber's ADVAN racing tires, won in the rain on Sunday, March 22, in the GT500 class in 2009 Super GT Round 1, staged at the Okayama International Circuit. This was the third victory in the series for Kondo Racing (managed by Masahiko Kondo) - last year and two years ago in Malaysia, and this one, its first victory in Japan. The GT300 class was won by Racing Project Bandoh's Weds Sport IS350, a Lexus IS350 driven by Manabu Orido and Tatsuya Kataoka and also fitted with Yokohama Rubber's ADVAN racing tires - on the day, two class victories for ADVAN.

Rain complicated the final race. At the 2 p.m. start the road surface was completely wet. Driven by Joao Paulo de Oliveira from the third spot, the HIS ADVAN Kondo GT-R jumped quickly to the front and gradually pulled away from the pack, leading by more than a minute when it pitted after 52 laps. With Seiji Ara in the driver's seat, the rain nearly stopped and the road surface became drier. The car continued without difficulties and eventually took the checkered flag 21 seconds ahead of the runner-up.

Immediately after the race, Manager Masahiko Kondo said: "Starting with this race, we have a new wet tire. We knew the road conditions would get better, but our team knows how to handle wet tires and we believed they would perform well. The two drivers drove perfectly and did exactly as I had told them. I am particularly happy that we were able to win in the rain, and that we now have our first domestic victory." Since its first participation in Super GT in 2006, Kondo Racing has raced in GT500 as a Yokohama Rubber factory team.





DUNLOP HELPS BMW RAHAL LETTERMAN RACING TEAM ACHIEVE FIRST PODIUM FINISH IN ALMS ACTION

Sports cars go fast ... no one disputes that. However, the Dunlop-equipped BMW M3 racing cars of the BMW Rahal Letterman Racing Team are demonstrating that a new race team can get "up to speed" quickly, as the team posted its first podium finish in just the second race of the 2009 American Le Mans Series (ALMS) season.

In the April 4 Acura Sports Car Challenge of St. Petersburg, the #92 M3 of BMW Rahal Letterman Racing finished in second place in the GT2 class, with drivers Dirk Muller and Tommy Milner sharing duties.

In post-race remarks, Muller commented, "Dunlop gave me a perfect tire. It was absolutely awesome, so the corners were really so much fun." Milner echoed the statement: "The tires were awesome. Dunlop is really behind us."

Martin Birkmann, BMW of North America LLC motorsports manager, complimented the Dunlop team on its pre-season testing and development plan, adding, "We were very strong on both sets of tires on the 92 car, and, ultimately, that has helped us in securing our first podium."

The second car in the BMW Rahal Letterman Racing Team stable, the #90 BMW M3, suffered mechanical difficulties that kept it from finishing the race.

The BMW Rahal Letterman Racing Team selected Dunlop as its official race tire supplier for the 2009 ALMS season. The highly anticipated return of BMW to professional production car racing coincides with the ALMS' 10th season of world-class sports car racing.

Goodyear Introduces Breakthrough Assurance Fuel Max Tire

State-of-the Art Science Helps Deliver Fuel-Efficiency, All-Season Traction and 65,000-Mile Tread Life Limited Warranty in a Cost-Effective Tire Choice

AKROAs families search for cost savings in every aspect of their lives, Goodyear is responding with a tire that offers a breakthrough in fuel-efficient technology: the Goodyear Assurance Fuel Max.

"Goodyear has an unparalleled track record of developing leading edge tire technologies such as AquaChannel Technology, RunFlat Technology, Carbon Fiber Technology and TripleTred Technology, and is always working to develop new and innovative products and relevant technologies for consumers," said Gary Medalis, Goodyear general manager, passenger tires. "Goodyear achieved a breakthrough in proprietary technology that has enabled us to expand performance attributes."



With the new Assurance Fuel Max, Goodyear has introduced a tire tread compound that has been developed at the molecular level to yield improvements in rolling resistance while retaining or even enhancing tread life and traction over the original Goodyear Assurance tire. This technology allows Goodyear to retain a 65,000-mile tread wear limited warranty while providing 27 percent less rolling resistance, which equates to a 4 percent improvement in highway fuel economy. In essence, this greater fuel efficiency means drivers can save 2,600 miles worth of gas over the life of a set of 4 tires.**

Many fuel-efficient tires today depend on replacing carbon black material with silica in the tread compound, either in part or in total, to minimize rolling resistance.

At the heart of Goodyear's new tread is a blend of polymers, which increase their selective reactivity with the silica filler, to help improve silica dispersion and to enhance the overall physical properties of the tread. The marriage of the Assurance Fuel Max tire construction and this proprietary tread, results in tires that help provide excellent fuel-efficiency, as well as confident wet and dry traction, and long tread life.

The tire structure and tread design, including two unique tread zones, contribute to the Assurance Fuel Max's confident traction, braking and tread life performance. The Dry Zone, with strong shoulder blocks, helps enhance handling and grip for confident maneuvering on dry pavement.

The Wet Tread Zone in the center features Dual AquaChannel Grooves to help evacuate water from the tread face for great wet traction. Plus, Zig-Zagging Micro Grooves and Center Tread Notches help grip the road in rain or light snow.

The Goodyear Assurance Fuel Max is available in 27 sizes – to fit about 80 percent of the auto tire segment. This includes automobiles such as the Pontiac Grand Prix and Chevrolet Impala, minivans such as the Chrysler Town & Country, and even hybrids such as the Toyota Prius and Chevrolet Malibu. On February 10, General Motors announced that the 2011 Chevy Volt will come equipped with Assurance Fuel Max tires.



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TIRET NEW YORK AND LSE DESIGN, LONDON LAUNCH THE 'TIRET COUPE' AT BASELWORLD 2009.

Tiret New York and LSE Design, London presents the Tiret Coupe.

The 'Tiret Coupe' has been created by LSE Design's highly talented team of designers and skilled automotive engineers. The Tiret Coupe takes the Range Rover to an enhanced level of design, comfort and speed.

Tiret New York's accomplished designer Daniel Lazar and entertainment entrepreneur Damon Dash have produced luxury timepieces and jewelry since 2004.

Tiret's designs combine sensual shapes, brilliant diamonds, opulent natural hued stones, rare decorative materials, intriguing colored metals, Swiss precision and innovative technology.

Tiret and LSE Design have captured all that Tiret offer in style having diamonds and Swiss precision within a Coupe that takes motoring to the next level. Each 'Tiret Coupe' will be available with Tiret diamond dials and the unique 'Tiret clock' for those seeking the pure essence of luxury.

The 'Tiret Coupe' is for individuals with distinctive tastes in fine jewels and the ultimate driving experience, joining celebrities, personalities, style and fashion leaders all aspiring to own this exclusive brand.

Every element of the Tiret Coupe has been appraised and there has been no compromise. The brief to the design team was simple yet infinitely demanding... The best of everything.

An incomparable blend of power, luxury and in line with tradition the "Coupe" styling, equate to the ultimate SUV ever produced.

The exterior body styling design includes flared wheel arches, twin chromed LSE tailpipes, LED lighting and 22" LSE alloy wheels, contributing to its dynamic good looks. A full glass panoramic sunroof provides an exceptional feeling of light and space. The interior includes sumptuous sculptured 'Nappa' leather seating, whilst being surrounded in fine wood and the ultimate in diamonds, unique to the owner.



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CO2 emissions from Peugeot and Citroen vehicles reduced by 15,000 metric tons a year thanks to one million Michelin Energy Saver tires



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



Michelin recently presented PSA Peugeot Citroën with the one millionth Michelin Energy Saver tire, thereby reaffirming the strategic partnership between the two groups.

With the Energy Saver, which premiered exclusively on the Peugeot 308 in 2007, Michelin has produced a tire that not only reduces fuel consumption but also delivers superior grip and safety performance as well as the best mileage in the market.

The tire maker's technological solution generates fuel savings of nearly 0.2 liters per 100 kilometers in combined cycle driving, resulting in a reduction in CO2 emissions of nearly 4 grams per kilometer. Over the entire life of the vehicle, this represents a reduction in CO2 emissions of approximately one metric ton. In recognition of this performance and the exceptional teamwork demonstrated by the partners, PSA Peugeot Citroën presented Michelin with an Innovation award in May 2006.

Today, this tire technology is widely deployed on a large number of Peugeot and Citroën vehicles.

In recent years, PSA Peugeot Citroën has forged strategic alliances with a small number of key partners, with Michelin in the forefront. The goal is to work together far upstream to share, deepen and develop new data and research paths in priority areas for the carmaker. As part of this close cooperation, PSA Peugeot Citroën and Michelin have pooled their innovation resources to develop new vehicle models. Through the project, engineers from both companies have succeeded in improving the energy performance of the Group's vehicles by reducing friction.

With the presentation of Michelin's one-millionth low fuel consumption tire, the two groups have renewed their commitment to providing sustainable solutions that enhance the mobility of goods and people, both now and in the future.

Hankook Tire Continues to Expand Volkswagen OE Fitments with the Jetta, Jetta SportWagen and New Beetle in North America

Hankook Tire has begun supplying Volkswagen's Jetta, Jetta SportWagen and New Beetle with Optimo H725A tires, manufactured at Volkswagen's Puebla, Mexico plant.

While Hankook has fitments on Volkswagen cars in other global markets, this development represents a significant increase in VW fitments on Volkswagens to be sold in Canada and the US, where Jetta is the highest selling VW model vehicle.

"A high-profile fitment such as this is a great win for Hankook. Along with our ongoing business with Ford, GM and Chrysler, earning this fitment demonstrates

that our brand equity is rising with automakers for the all-important North American market," said Greg Pae, president of Hankook Tire America Corp. "This O.E. business is very complimentary with our replacement sales strategy, supplying dealers and consumers with high quality products that deliver a great return on investment."

The Optimo tire line is an ideal fit for VW and its exports to the U.S. and Canadian markets because of the product's capability to deliver an ideal balance of performance, wear, quality

and quietness, all of which add to VW's perception as a high-quality, affordable automaker. Hankook Tire's Optimo products are gaining recognition by the OEMs as high quality touring performance tires.

In addition to Volkswagen, Hankook Tire has global fitments with Audi, Ford, General Motors, Hyundai, Kia, Navistar Inc. and Chrysler.



The Michelin Energy Saver and Primacy HP tires obtain the highest rating from the German Automobile Association

The Michelin Energy Saver

and Primacy HP tires have been awarded the highest rating in tests conducted by the German Automobile Association (ADAC), Europe's largest auto club. Both tires received a "highly recommendable" rating, a distinction that has been awarded to 85% of the summer car tires produced by the Michelin Group.

Carried out by ADAC and its Austrian and Swiss counterparts — Österreichischer Automobil Motorrad und Touring Club (ÖAMTC) and Touring Club Suisse (TCS) — the comparative test involved eighteen different 185/60 R 14 H tires and nineteen 205/55 R 16 W tires.

Performance was measured in five major areas: dry grip, wet grip, fuel consumption, longevity and comfort (including noise). The overall three-star rating

awarded to the MICHELIN ENERGY T M Saver and Primacy HP reflects the two tires' excellent performance in each of the categories. Among the tires awarded three stars, the two Michelin tires received the highest scores in terms of longevity and fuel efficiency, demonstrating their superiority in helping to reduce operating cost.

The results of the ADAC tests reflect the validity of the Michelin Group's approach to technology, which consists of simultaneously improving different areas of tire performance. And therein lies the strength of Michelin's capacity for innovation—its ability to deliver the highest levels of energy efficiency, safety and longevity in a single tire. The latest tests demonstrated that the MICHELIN ENERGY T M Saver and Primacy HP tires fully reflect the Michelin brand's strategy, which is to provide all users with safe, sustainable mobility.



3M empowers regional drivers to be eco-friendly and save money!

Drivers can save a whole month of fuel expense each year by installing 3M window film

3M, the leading technology that produces thousands of innovative products for dozens of diverse industries has once again demonstrated its commitment to environmental sustainability and providing consumers with practical solutions to life's every day challenges, with a new product that enables GCC motorists to decrease their carbon footprint while saving money – an advantage particularly pertinent to the region, as residents seek to cut their expenses in the challenging economic environment.

3M's Crystalline Automotive Window Films reduce the heat and glare from the sun that penetrate a car's windows, by blocking out 99.9% of harmful UV rays and 97% of UV ultraviolet rays, with a total Sun Protection Factor (SPF) that exceeds 1700.

In total, the film reduces heat gain by as much as 50%, thus reducing the need for AC to keep the car's driver and passengers cool. This means less fuel needs to be burned and therefore less carbon will be emitted. This is especially important for vehicles such as SUVs that contain more glass, and thus require more AC during the year-round sunshine.



"Research has found that alongside ensuring tyres are correctly inflated and that unnecessary weight is removed from the car, these simple steps could see the average motorist saving a whole month's worth of fuel over the course of a year, while at the same time reducing carbon emissions," said Walid Feghali, Country Business Leader, 3M Safety Security & Protection Services.

"3M has long been committed to environmental sustainability – even before this came to the forefront of the world's conscience. As part of this, we are continually seeking to help individuals and organizations reduce their impact on the environment and save natural resources."

In recognition of 3M's commitment to sustainability, the company is consistently included in the Dow Jones Sustainability Index, which tracks the performance of the leading sustainability-driven companies worldwide. 3M leads the diversified industrial sector of the Index because of the company's deep and far reaching sustainability programmes.

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Nitrocharger

Sport 4x4 Shock Absorbers

Old Man Emu has been at the forefront of suspension innovation and design since 1979, and now we are thrilled to announce the release of Nitrocharger Sport, the most finely tuned 4x4 shock absorber Australia has ever seen.

Despite its namesake, Nitrocharger Sport does not rely solely on knowledge gained from OME's trusted Nitrocharger shock absorbers. Instead, a team of OME ride control engineers launched an exhaustive vehicle specific development program –

involving new valving techniques and components, scientific data logging, and comprehensive field testing – to ensure Nitrocharger Sport delivers even greater control, durability and a comfortable ride over all terrain.

Nitrocharger Sport's fine tuning is directly related to the three individual tuning points within the shock absorber, which incorporate a total of twenty-six deflective discs. Each disc can be altered in thickness and diameter, offering almost infinite tuning options. In real driving terms, this translates to precise tuning truly matched to specific vehicles and their requirements.

"The process was incredibly involved," says Stuart Fooks, one of the OME ride control engineers behind the development project. "We would fit the shocks onto a vehicle, say the 100 Series, and find that while they may show a marked improvement in corrugations, highway travel might feel somewhat hard or cause the vehicle to wallow. So we'd take the shocks back into the lab and run simulations on how each shock would react after the replacement of a disc with perhaps a thicker or smaller one. Once we were satisfied with the data, we'd implement it on the real shock absorbers and head out for field testing once again."

One vehicle alone required 64 different valving configurations before the ride control engineers were satisfied with the improvements in ride, handling, and control of heavy loads.

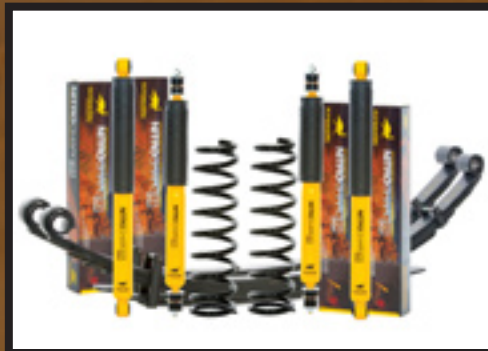
The discs themselves are separated into three individual stacks. The compression stack located in the base of the shock absorber noticeably softens impacts with road imperfections for a less harsh, more rounded feel, while the new high flow piston incorporates both a rebound and a compression stack. The piston compression stack ensures there is no lag in the valving response time when uneven terrain is encountered, giving a refined, comfortable and well controlled ride.

Meanwhile, the piston rebound stack allows initial control over small road imperfections and a heavier and more commanding control when demanding conditions are encountered.

Combined, these three stacks offer the most cohesive, balanced and finely tuned valving system on the market, translating into a smooth ride and optimum control uniquely tailored to both on road driving and off road touring.

"We wanted a shock absorber engineered for all driving situations," Fooks says. "The multi disc stack tuning allows this."

To complement the new valving system, a new high flow piston has been engineered with a less restrictive design and open apertures to ensure a more uniform oil flow through the disc stacks, reducing heat generation and oil aeration which can lead to shock absorber fade. The oil itself is a petroleum based, high performance formula



designed to resist fade and aeration, further extending shock absorber durability and performance in harsh conditions.

A large rod guide incorporates a new triple lip oil seal capable of handling greater internal pressures and higher temperatures for long lasting durability. The seal also features a new gas retention check valve design to virtually eliminate contaminant damage and provide outstanding gas and oil retention. And to ensure a consistent and uniform performance across the shock absorber range, a Teflon infused bronze slip ring has also been incorporated into the new rod guide to guarantee tight manufacturing tolerances are maintained.

The 1.6mm heavy gauge steel reserve tube protects internal components from stone damage, and has been further enhanced with an impact resistant polyethylene dirt shield for additional protection.

Final testing of Nitrocharger Sport took place in real Outback conditions beyond Broken Hill, NSW, and involved multiple vehicles, multiple suspension system designs, and a complex Motec data acquisition system to accurately and impartially assess the shock absorber's capabilities in differing terrain. After three years of engineering and development, the results reveal that Nitrocharger Sport delivers better control, more comfort, and faster reaction times than both our trusted Nitrocharger shock absorbers and competitor brands. The extensive travel across extreme corrugations further revealed that Nitrocharger Sport has outstanding resistance to high operating temperatures that is superior to both Nitrocharger and our competitors. And most importantly, Nitrocharger Sport's precision tuning means that these benefits are individually tailored to your vehicle and are immediately felt across all road surfaces.

The team at ARB is very excited about the new shock absorber. OME Product Manager Syd Groves states, "Nitrocharger Sport raises the bar in 4x4 shock absorbers, with performance and durability that other brands will not be able to match. And despite all this, the price is extremely competitive – our customers will be thrilled."

Nitrocharger Sport comes with a three year, 60,000km warranty, and is available now for a range of 4WDs. Contact ARB for details on the latest OME suspension options for your vehicle.





ARM INTRODUCES A SPECIAL SERVICE FOR PORSCHE OWNERS

A real alternative to dealership servicing that saves time and headaches

When it comes to servicing, most owners return to the same place that they bought their car year after year, regardless of the level of service they receive. But there is a real alternative. From now until the end of May, the UAE's leading independent Porsche service and motorsport specialist, Alex Renner Motors (ARM), is enticing owners to experience its high quality, personal service for themselves with a series of special offers.

At busy main dealerships, there is always the risk of being treated like a number, but this doesn't happen at ARM, according to its owner, Alex Renner. "Here, every one of us is passionate about Porsche," says Alex. "We look at every Porsche as being unique and at every owner as an individual. We pride ourselves on our level of customer service, the speed with which we perform the service and the quality of the work we provide."

"Some owners focus on the performance of their Cayman, while for others the reliability and comfort of the Cayenne is the most important thing. We address these individual needs and work with them to make sure our customers get the very best out of their cars."

So, throughout April and May, ARM (www.armmotors.ae) is offering a major service for all 996, 997, Cayman and Boxster models at a special price of Dhs 1,950, while Cayenne models are eligible for the same thorough treatment for Dhs 2,625. These figures add up to a saving of around 20% off the standard price. The service includes checking of the lights, filters, sparkplugs and tyre pressures, an oil change, a full bumper to bumper check, and all labour and installation costs.

Based in Al Quoz, Dubai, ARM's fully-equipped workshop can provide servicing and repairs for all models of Porsche, as well as engine tuning, bodywork modification, a used car service and even track conversions and support. Here, Renner's highly trained Porsche technicians know each Porsche model inside out and deliver a level of expertise that is equal to their customer service.

"We enjoy our work every day," Renner adds. "It gives us satisfaction to know we are helping our customers to make the most of enjoying some of the world's best cars. To us, our customers and their cars are everything."

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Federal's all-terrain tire is designed to challenge all kinds of road conditions, delivering exceptional safety.

ALWAYS INNOVATION

JL Audio Shipping Stealthbox Speaker System for the 04-08 Polaris Ranger

The Polaris Ranger® is one of the hottest all terrain utility vehicles designed for work and play and owners know that their side-by-side is capable of some pretty impressive off-road feats, but one major short-coming is its lack of a serious stereo system.

JL Audio's answer to this problem is a 3-piece Stealthbox® design, as rugged as the Ranger itself. The system employs a pair of JL Audio's legendary 7.7-inch marine-grade coaxials, plus a 10-inch JL Audio marine subwoofer. The kick-panels and the sealed subwoofer enclosure are

constructed of 100% fiberglass and texture-coated for maximum durability and to integrate with your Ranger's design. Add a source unit (which could be as simple as an iPod® or your favorite MP3 player) and a four-channel amplifier, and your Ranger will become the ultimate adventure machine.

The JL Audio Polaris Ranger Stealthbox contains one M10W5-SG-TB subwoofer in a sealed enclosure with 250 watt power handling and wired for 4 ohm mono and one pair of M770-CCX-CG-TB Marine Coaxial speakers, each in a separate kick-panel designed to handle 150 watts per channel a final impedance of 4 ohms per channel. A JL Audio four channel amplifier, bridged to three channel mode is recommended to power the system.

Arsene Wenger world-renowned football manager, is to partner Castrol in our 2010 FIFA World Cup sponsorship

In his new global role with Castrol, Arsène will be promoting a number of Castrol football initiatives that provide new and innovative insights into what goes into winning performances on the pitch. The combination of Castrol's insights and his football expertise will be seen globally from print advertising to engaging online content.

Arsène has managed Arsenal, one of the top English Premier League clubs, since 1996. As the most successful manager in the club's rich history he knows what it takes to deliver a winning performance. He signed up to Castrol because he believes in the parallels between our brand's core values of rigor and passion and his own style of management on and off the pitch.

First collaborating with Castrol during UEFA EURO 2008™, Arsène helped us develop and promote a new formula for measuring the performances of players on the pitch - the Castrol Index. The success of the Castrol Index showed him the real value this tool has for managers and fans alike: "A manager wants something secure to rely on and therefore measuring the performances of the players is really important. I can then make objective judgements based on Castrol's unique information."



Polly Flinn, vice president, Global Marketing explains: "We value Arsène's rigorous and highly strategic approach to football management, as we have used this same approach in making the world's best oils over the last 100 years. More importantly, it is the passion with which this rigor is applied on the pitch that makes Castrol feel so compatible with him as we combine our cutting-edge

technical science with our real passion for vehicle performance. We are very proud of the success of the Castrol Index and will continue to provide unique insights, and much more, along the road to South Africa."



König Wheels on Fast and Furious 4

Fast and Furious is one movie that needs no introduction. It has become a movie that the automotive community surrounds itself with every time a movie is added to the series.

This year König was asked to be part of the new addition. Some of the cars featured in the movie were outfitted with König Wheels. There are a few 240sx, an Integra, 350z and maybe a few more random vehicles. So now that the movie is out in theaters...go see it! Make sure to keep your eyes out for some of the coolest wheels on the set.

KÖNIG...Style is King!



König Afterburner





Intelligent Headlamp Control ensures optimum illumination of the road in all driving situations

Continuously adjusting the illumination range of the vehicle headlamps to the traffic situation and the immediate surroundings produces safety benefits – Continental's digital video camera controls the system

The second generation of the Intelligent Headlamp Control system developed by Continental, the international automotive supplier, is being installed in a series production model for the first time. The system, controlled by a digital camera and a microprocessor, continuously adjusts the illumination range of the vehicle headlamps to the traffic situation, thus ensuring that a significantly greater area of the road ahead of the vehicle is illuminated, without dazzling oncoming traffic or the vehicles in front. The new Intelligent Headlamp Control system is being launched on the market in a German premium model.

Unlike the first generation Intelligent Headlamp Control and unlike the conventional main beam, which, apart from dipped beam, is the only other headlamp setting available, this second generation is continuously variable; as a result, it does away with that brief disconcerting feeling of driving into a "black hole" when the main beam is switched off and before the eyes have become accustomed to the shorter light cone and the area of darkness in front of the vehicle. The camera can detect an oncoming vehicle in the opposite lane or another vehicle in front and continuously adjusts the illumination range to the traffic situation. In the majority of circumstances, this will provide drivers with more light than when using dipped beam. The lower limit of the headlamp illumination range is the same as that of the conventional dipped beam. Intelligent light assistants are growing in importance, especially for the new LED main headlamps, since these offer greater freedom for adjusting the driving light beyond that provided by the continuously variable headlamp leveling control. Continental develops and supplies the required LED control electronics for this application.

The challenging task of controlling the light beam is undertaken by the camera which is fitted level with the inside mirror and picks up the headlamps of oncoming vehicles, the tail lamps of vehicles in front and even street lighting. The system not only senses if they are light rays, which mainly come from headlamps and tail lamps, but it also evaluates their height above the ground and, in particular,

the velocity and angle at which they are approaching or moving away from one's own vehicle. The camera also senses the intensity of the light. Using all this data, the software's analysis algorithms calculate whether the vehicle matches the relevant parameters and adjusts the headlamp beam's illumination range – all this in fractions of a second. On test drives at night, covering more than half a million kilometers in different parts of the world, the engineers filmed video sequences which were stored in a database to prepare the system for every conceivable set of circumstances. The data collected amounted to some 10 terabytes, the equivalent of almost 1,200 Hollywood films on DVD.

The starting point for developing this safety feature was the recognition that drivers employ their main beam much too infrequently – partly for convenience but also out of concern that they might dazzle other road users and thus endanger them. With Intelligent Headlamp Control, a digital camera, developed and manufactured by Continental, takes on the task of optimizing the settings of the headlamps. "With night visibility considerably extended, we are expecting a major improvement in safety, not just because the driver has a clearer view but because he will be less tired and subject to significantly less stress", emphasized Amrei Drechsler, Vice President of the Advanced Driver Assistance Systems business unit of the Chassis & Safety Division.

Speed Limit Monitoring and Lane Departure Warning are additional functions

As well as controlling the intelligent headlamp, Continental's camera system provides additional functionalities: Speed Limit Monitoring alerts the driver to the current speed limit by interpreting every type of speed limit sign (both permanent and electronically variable signs) and compares the data from the display with information from the navigation system. With the Lane Departure Warning system, the camera uses the road markings to monitor whether the vehicle is at risk of leaving the lane, perhaps because the driver is overtired or has been distracted.

Night driving increases the risk of an accident

Roughly one third of all traffic accidents occur during the hours of darkness even though there is considerably less traffic at night than during the day. At the same time, the proportion of fatal accidents is particularly high when it is dark. The risk of being killed in an accident at night is more than twice as great as during the day. Pedestrians are particularly at risk. In winter especially, with twilight setting in early, the number of fatal accidents rises rapidly; according to the Federal Statistical Office in Germany, between November and January, 75 percent of pedestrians who suffer fatal accidents do so during the hours of darkness. So, better illuminated roads also help to protect pedestrians.



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THE NEW GOLF

AN ALL-ROUND SAFE VEHICLE



Top score for the Golf in the new EuroNCAP test procedure

Compact vehicle sets standards even in the strict new evaluation scheme

Once again the latest Golf has received five stars in the EuroNCAP evaluation: the European crash test programme EuroNCAP awarded the new Golf the highest score of five stars, even according to the stricter and more comprehensive assessment criteria. Furthermore, the Golf received the highest overall rating of any vehicle. In the latest rating of the EuroNCAP all safety and assistant systems of the individual vehicles are now being assessed. Up until now, safety systems such as the Electronic Stability Programme (ESP), which is fitted in the Golf as standard, were not taken into account in the evaluation.

Since February 2009, a vehicle must receive a minimum value in all four categories (adult occupant protection, child occupant protection, pedestrian protection, safety assist) as well as in the overall assessment to gain a five star award. The process in use up to now had been applied since 1997 and only tested the frontal crash, the side crash and pedestrian protection. In the new assessment procedure, electronic safety and assistant systems which help to prevent accidents and avoid serious injury are also included in the evaluation.

In addition, a rear crash test which will provide information on the load on the cervical spine is part of the new evaluation scheme. Volkswagen has responded to this kind of injury to the spine in the new Golf with "Whiplash-optimised head restraints" (WOKS). In comparison, the protective potential of WOKS was clearly better in the corresponding tests than the bio-mechanical figures of numerous active systems.

The new EuroNCAP rating has further advantages for the consumer: using the new overview evaluation, customers can quickly determine the overall safety rating of a vehicle and also make easy comparisons.

The new Golf is now available at Volkswagen dealers across the Middle East with two petrol engines, 1.6 litre with 75 KW / 102 hp and 1.4 litre with 118 KW / 160 hp.

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MIDDLE EAST





Motorola Applauds Dubai Police and the Roads and Transport Authority on the Initiation of Road Safety Campaigns

Motorola wishes to congratulate Dubai Police and the Roads and Transport Authority (RTA) following the introduction of its latest road safety campaign that features memorable reminders such as "Take Care" and "Don't call until you arrive".

Ossama Ogla, Head of Marketing for Motorola Companion Products Middle East Africa and Turkey, said: "The use of mobile phones while driving poses risks to the driver and other road users, and has resulted in many damaging and deadly accidents. The RTA road safety campaigns emphasize on the potential dangers of being distracted while driving. Motorola remains committed to supporting road safety across the UAE and Middle East by providing stylish and innovative hands-free devices and car kits. We commend the authorities for such initiatives and hope that the contributions of us all lend to a safer UAE in the near future."

He added, "Raising awareness of the dangers of driving without a headset is a challenge; though an increasing number of people are conscious of the threats of divided attention, fewer take measures as precaution. Motorola consistently aims at increasing awareness by introducing new technology products and highlighting effortlessness in installation."

Motorola products ensure safety while driving and abiding by the laws. Varied styles of Bluetooth headsets like the Motorola H15, H780, H620 enables drivers to choose one that best suits their design preference and budget. The Motorola H15 headset includes a dual microphone and CrystalTalk technology that cancels out background noise while the Motorola H780 is

lightweight and provides excellent sound quality. Using a Bluetooth headset while driving makes it even more convenient for drivers to make and answer calls without having to take their hands off the steering wheel.

In addition to its headsets, Motorola also offers Bluetooth car speakerphones that enable users to answer calls and listen to music while driving via a loudspeaker/microphone system within the car. The MOTOROKR T505 allows you answer calls hands-free and listen to tunes with features like noise reduction and Audio CallerID. The portable device clips to the visor and can be moved easily from car to car. The MOTOROKR T505 offers all the convenience of wireless hands-free and music, without the need for installation. The Motorola T605 offers one seamless solution, providing access to digital music and phone calls directly through the car's sound system.

For maximum convenience and minimum distraction, the T605 is designed to pause the music when a call comes in and resume the music when the call ends.

Motorola products are available at authorized leading retail outlets across the region including Plug ins, Virgin Megastore, Carrefour and many others.



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All Thumbs? No Problem

Gemballa F1 steering wheel for Porsche 911 PDK



There's no doubt that the technology behind the Porsche Doppelkupplung (PDK) transmission is a marvel of engineering – much like any other dual-clutch gearbox – but its ergonomics leave something to be desired. Instead of offering seamless and effortless shifting, journalists and buyers alike have derided the placement of the shift levers on the steering wheel (much like many chided the thumb rockers on its Tiptronic predecessor). Fortunately, there is no shortage of aftermarket tuners out there which specialize specifically in Porsche, and one of them has just stepped up with an answer.

Gemballa, the same tuning house that has come up with a seemingly endless string of gonzo modified Porsches, has just released a new aftermarket steering wheel for PDK-equipped 911s that aims to rectify the sportscar's ergonomic shortfalls. The 34 cm wheel incorporates a full-size airbag and can be ordered in a variety of color and trim combinations to match your 997's interior, but the highlight is a set of black paddles positioned behind the wheel: right for up, left for down, no questions, no problems.



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Porsche's Gran Turismo

A Unique Synthesis of Sporting Performance and Sheer Luxury

Five Innovations in Technology making their World Debut in the Porsche Panamera

Dr. Ing. h.c. F. Porsche AG, Stuttgart, is proudly presenting the key technologies of the new Panamera prior to the world debut of this truly outstanding Gran Turismo in Shanghai, among them no less than five innovations in technology to be admired for the first time in a production car in the luxury performance range and therefore marking world debuts themselves. These include the first automatic start/stop in conjunction with automatic transmission, air suspension with additional air volume on demand, as well as active aerodynamics with a multi-stage, adjustable rear spoiler moving up when required on the Panamera Turbo.

Offering the premium customer an unprecedented vehicle concept, the Panamera is a four-seater Gran Turismo featuring the most supreme standard of dynamic performance and superior elegance all in one.

As Porsche's fourth model series, the Panamera is to achieve the same outstanding position that the 911, the Cayenne, the Boxster, and the Cayman already hold in their respective segments. While competing with well-established models in the premium class, the Panamera is most definitely the segment leader in terms of performance, driving dynamics and efficiency. Indeed, these have always been Porsche's core competences, since efficient, high-performance engines, lightweight engineering and optimised aerodynamics have always been crucial in motorsport.

Now the Panamera for the first time combines this DNA of Porsche and the emotional character of a sports car with the superior space and comfort of an outstanding luxury performance saloon, creating a unique Gran Turismo in the process.

The powertrain: maximum performance and efficiency

The unique combination of comfort, performance and efficiency offered by the Panamera begins with the powertrain: The Panamera comes exclusively with high-tech power units featuring the most advanced and fuel-efficient Direct Fuel Injection. The consistent optimisation of friction on these engines is further enhanced by innovations such as map-controlled coolant/temperature management, as well as ancillary units with enhanced efficiency.

Introducing the PDK transmission, Porsche is offering a double-clutch gearbox for the first time in this market segment, contributing both to enhanced fuel economy and to an even higher standard of sporting performance.

Far superior to a conventional automatic transmission in its efficiency, the PDK transmission is able to save even more fuel through its long, overdrive-like top gear. At the same time it offers outstanding performance with driving dynamics typical of Porsche through its optimum gear increments and unparalleled, ultra-fast gearshift without the slightest interruption of engine power.

Yet a further milestone featured in the Panamera is the first start/stop system in a premium car with an automatic transmission. And again, the result speaks for itself: In conjunction with other specific improvements enhancing the efficiency of the overall vehicle, which include tyres with minimum roll resistance and disc brakes with residual brake forces likewise reduced to a minimum, the Panamera S with its PDK Porsche-Doppelkupplungsgetriebe makes do with just 10.8 litres/100 kilometres (equal to 26.2 mpg imp) in the New European Driving Cycle – and it does so despite the car's superior performance.





Chassis and suspension: driving dynamics and comfort all in one

The chassis and suspension of the Panamera is not a compromise between sporting performance and superior comfort, but rather a combination of the two. In its basic setting it offers a very high standard of driving comfort. But then, at the touch of a button on the active PASM damper system, it turns into a thoroughbred sports suspension.

As another highlight the adaptive air suspension with its extra volume added on whenever required – an absolute innovation in automotive technology – featured as standard on the Turbo and otherwise coming as an option on the other models, offers an even greater variation of sporting and comfort features.

As yet a further point driving dynamics and motoring comfort may be enhanced additionally on all models by active PDCC stability control available in combination with a fully controlled rear axle differential.

Through their Sport Plus button, the optional Sports Chrono Packages enable the driver at the touch of a button to choose the uncompromising high-performance set-up of all drivetrain and suspension systems including PTM Porsche Traction Management with its fully-controlled all-wheel drive. PTM comes as standard in both the Panamera 4S and the Panamera Turbo.

Body: light and functional

The body is the synthesis of lightweight technology typical of a sports car, superior comfort, generous spaciousness, and efficient aerodynamics. The most advanced production methods and materials are used on the body of the Panamera, geared in all cases to specific requirements and functions. These include all kinds of steel grades, light alloys such as aluminium and magnesium, as well as plastics. The lightweight doors feature a load-bearing structure made of laser-treated pressure-cast aluminium, an aluminium outer skin and

door window frames made of thin-walled pressure-cast magnesium. Thanks to this intelligent lightweight structure, the Panamera S, for example, weighs just 1,770 kg or a bit more than 3,900 lb.

The rear seats set new standards in the luxury performance class in terms of both comfort and variability. Perfectly contoured as single seats, they offer maximum comfort also at the rear through their wide range of electrical adjustment and seat climate functions and the headrests tailored to the seats.

The Panamera also comes with a highly functional, variable luggage compartment. Tilting forward individually, the seat backrests with additional through-loading provide luggage capacity of up to 1,263 litres or 44.2 cu ft and keep the floor of the luggage compartment absolutely smooth on one consistent level from front to rear.

The Panamera is the first car in its segment with a complete cover on the under-floor also extending all round the drivetrain tunnel and rear-end silencers. This clearly helps to reduce both air resistance and lift forces on the axles, which in practice means lower fuel consumption and higher driving dynamics.

The visible highlight of the overall aerodynamic package is the active four-way rear spoiler on the Panamera Turbo. Through its efficient management of control angles and surface geometry geared to driving conditions, the rear spoiler optimises the car's aerodynamics and performance all in one.

Acoustics: sporting sound and superior touring comfort

Achieving a perfect balance of sound on the exhaust system, the air intake and engine as well as the car's aeroacoustics, Porsche's development engineers have succeeded in giving the Panamera a harmonious, characteristic sound pattern all round, bringing together seemingly contradictory requirements.

Aeroacoustics, for example, were analysed on a clay model right from the start at a very early point in the development process, then being optimised by way of numerous technical improvements with specific, individual effects. The result is a truly low level of noise within the interior most appropriate for the luxury performance segment. But at the same time the typical Porsche sound full of power and dynamism comes out clearly when accelerating, the wide range of sound offered by the Panamera thus extending from discreet modesty while cruising all the way to powerful emotion whenever the driver wishes to experience a sporting style of motoring.

Using both new and proven technologies, Porsche's engineers in Weissach have succeeded in intelligently solving all conflicts of interest in developing the Panamera. The result is a car with a wide range of features most appropriate for such an outstanding Gran Turismo: the engines are powerful and dynamic, efficient and clean. The Panamera combines comfortable touring characteristics with sports motoring so typical of Porsche. And despite the car's dynamic proportions and coupé-like silhouette, the interior, apart from lots of space and superior comfort, also offers outstanding function and variability.

The Blackberry Storm

The BlackBerry Storm smartphone's powerful platform and exceptional multimedia and communications capabilities give users an edge at work and at play, providing business customers and consumers alike with personalized entertainment, information and communications at their fingertips. The BlackBerry Storm smartphone's unique 'clickable' touch screen gives users an unparalleled experience. The stylish smartphone also boasts superior performance, a stunning display, 3G (HSPA) network support, desktop-style web pages and advanced multimedia capabilities including a 3.2 megapixel camera with video recording, a powerful media player and an expandable memory card slot. The BlackBerry Storm can also be synchronised with iTunes®* so customers can enjoy their music on the move. The phone is designed to give users an incredibly powerful, fast and intuitive mobile experience.



Web cams from Logitech

Whether you're a tech-savvy or a technophobe, Logitech webcams are intuitive to set up and use, and will give you a better way to stay in touch every day of the year.

Logitech webcams are an extremely affordable way to personalize your greetings this Mothers Day. The QuickCam® for Notebooks and QuickCam® Pro for Notebooks webcams simply plug into your PC, and allow you to make video calls over Instant Messenger or Google Talk. Both come with fun software that adds special effects to your images. In addition, the Logitech® ClearChat® Stereo Headset offers comfort and optimal sound clarity so you can enjoy.



Something for Men.

Clinique's NEW Skin Supplies for Men Age Defense Hydrator SPF 15 is a multi-purpose, lightweight lotion that not only repairs the visible signs of aging, but also works to protect against future damage. A combination of Peptides and Vitamin C help boost skin's natural ability to repair collagen effectively helping to repair the look of lines and wrinkles while restoring firmness and elasticity to the skin. In this formula, Vitamin C acts as a 3-in-1, serving to stimulate natural collagen production, help even skin tone and fight free radical damage. A blend of sunscreens including Avobenzone, Ethylhexyl Salicylate (octisalate) and Ethylhexyl Methoxycinnamate (octinoxate) provide UVA/UVB protection to help protect skin against sun damage and photo-aging. Moisturization helps to restore your skin's natural barrier function which can be compromised by the stripping effects of daily shaving.



Kanye West Nike Shoes

These are the new Nike shoes that were personally designed by Kanye West. These were the shoes that he personally wore on stage at the Grammy's. The launch date for the zen grey/light charcoal shoes is tomorrow. The next pair of Yeezy's are the black/pink that are scheduled to be released the first week of May. The third pair are set to be released the first week of June. They are priced at \$215



Thinnest laptop from Dell

Dell has just unveiled the world's thinnest laptop called the Adamo. The word "Adamo" is derived from the latin word meaning "to fall in love" is the first of a new line of machines that feature a combination of new design, aesthetics, personalization choices and new technologies. It has a 1.2GHz Core 2 Duo U9300 with integrated Intel X4500 graphics, 2GB of RAM and a 128GB SSD. It weighs four pounds which is one more than the MacBook Air and is priced at \$1,999



Mic for your IPOD

Everybody knows that iPod's have revolutionized the way people listen to music nowadays but with the amount of memory space available in current iPod model's there is so much more that you can use your iPod for besides music and videos. One example is using your device as a recorder. All you need is a good microphone and now there's one available that is iPod compatible. It's called the SwitchEasy ThumbTack mic at it's designed to look like a corkboard tack but instead of the sharp tip there is a gold-coated 1/4" mini-jack that plugs into your iPod transforming it into a recorder! This is about as easy as it gets and it's priced at just \$13.



UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Trabzon Automotive Show	02-07 June 09	It is a mega show of automobile. It is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	World Trade Center Trabzon, Trabzon, Turkey	N/A
Automech Akhbar El Yom	04-08 June 09	International African Arabian Exhibition for Vehicles, Buses, Motorcar Workshops, Service Station Equipment, Automobile Spare Parts, Accessories and Feeding Industries. it provides a substantial platform for manufacturers and suppliers worldwide to reach out trade buyers from Egypt, the Middle East and Africa.	Cairo International Conference Centre (CICC), Cairo, Al Qahirah, Egypt	www.automech-online.com
AUTOSALON	06-14 June 09	It is an excellent platform for automobiles-maker to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present their proposition to consumers.	Brno Exhibition Centre, Brno, Jihomoravsky Kraj, Czech Republic	www.bvv.cz/autosalon-gb
Vietnam AutoExpo 2009	10-13 June 09	Vietnam AutoExpo 2009 an implementation of Vietnam Government orientation and direction to offer Vietnam and international policymakers and business a comprehensive practical panorama about Vietnam vehicle manufacturing industries to get a right and successful policies and strategies in the forthcoming years.	GiangVo Exhibition Centre & Fairground, Hanoi, Vietnam	
Motor Show Sofia 2009	12-21 June 09	Motor Show Sofia 2009 will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories being present, offering you a perfect chance to show case your products.	Inter Expo & Congress Center, Sofia, Bulgaria	oica.net/sofia-international-motor-show-2009/
Swiss Tuning Show	13-14 June 09	Swiss Tuning Show stands out from numerous events that have already been dedicated to automobile tuning in Switzerland and Europe by virtue of its concept and infrastructure providing an indoor venue: the 36,000 m2 of halls 5 and 6 at GENEVA PALEXPO. A Committee made up of well-known figures from the world of tuning and professional event organisers will make sure that it is a success.	GENEVA PALEXPO, Geneva, Switzerland	www.swisstuningshow.ch



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UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
European Automotive Components Expo	16-18 June 09	European Automotive Components Expo is an essential, annual SUPPLIER exhibition for the European Automotive industry which is centrally located, close to many of the worlds leading OEMs in the European automotive capital: Stuttgart.	Messe Stuttgart, Stuttgart, Baden-Wurttemberg, Germany	www.eac-expo.com
Vehicle Dynamics Expo	16-18 June 09	Vehicle Dynamics Expo, the dedicated international showcase exhibition & conference for vehicle dynamics technologies & components. The event again takes place in Stuttgart. The success of the launch show has reinforced the need for an event dedicated to Vehicle Dynamics Engineering.	Messe Stuttgart, Stuttgart, Baden-Wurttemberg, Germany	www.vehicledynamics-expo.com
Automotive Testing Expo-Europe	16-18 June 09	Automotive Testing Expo-Europe is Europe's most relevant and most significant trade fair for automotive test, evaluation and quality engineering, and is a 'must attend' event for any engineer involved in this sector of the automotive industry.	Messe Stuttgart, Stuttgart, Baden-Wurttemberg, Germany	www.testing-expo.com
Auto Parts Central Asia	18- 21 June 09	Auto Parts Central Asia offers a unique opportunity to interact directly with a highly targeted and closely focused audience from around the globe. Catering to meet the unprecedented expansion in domestic as well as international markets, Auto & Auto Parts Pakistan 2005 brings forth a detailed range of vehicles, parts & components.	Palace of Sport - Almaty, Almaty, Almaty [City], Kazakhstan	www.salondelautomovil.cl/
Commercial Vehicle Show - Lviv	18-20June 09	Commercial Vehicle Show - Lviv is Ukraine's largest and most successful transport, distribution and logistics event. Now in its tenth year, it has gone from strength to strength delivering more exhibitors and visitors every year. In 2009 the Show returns to halls 1 - 5 with a combined area of over 90,000 square metres, so planning your exhibit or visit needs care.	Lviv Palace of Arts, Lviv, Ukraine	www.roadtodayshow.com
Automotive Manufacturing Thailand	25-26 June 09	As one of the major earners of Thailand's economy, the automotive manufacturing industry has made higher and higher productivity and also welcomed more investments from overseas. Automotive Manufacturing 2009 will therefore be organized during June 25-28, 2009, at Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand.	Bangkok International Trade & Exhibition	www.automanexpo.com/

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