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Magazine

The Middle East's First Automotive, Tires and Parts Magazine.

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**Kenta
Kuribayashi**

Manager, Toyo Tire & Rubber Co (Middle East & Africa)



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White beast

by Senner Tuning AG

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TIRES



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



Kenta Kuribayashi

Manager, Toyo Tire&Rubber Co (Middle East & Africa)

Before we start, what does Toyo Mean? Where does the name originate from?

In Japanese the word Toyo means East Ocean and is used to explain Japan's geographical position as an island in the Far East. In a business context, it communicates that the business originates in Japan or that its products are made in Japan.

Where are Toyo tires manufactured and when was the factory established?

Toyo Tire's actually began in December 1943 under the name Hirano Rubber manufacturing. Having merged with the companies Toyo Rubber Industrial Co Ltd and Toyo Rubber Industrial Co the name evolved into Toyo Tire Rubber Co Ltd and became the Group Company TOYOBO, one of the biggest spinning companies in Japan.

Toyo Tires has stood for innovation, performance, quality and excellence service for over 60 years.

What differentiates Toyo from other Tire manufacturers?

Toyo is committed to ensuring safe performance while improving stability quality.

Furthermore Toyo operate as a diversified rubber company that produces not only the tire but also other industrial rubbers, polyurethane products and automotive parts.

How many plants does Toyo have?

Including joint venture companies we operate three plants in Japan and two in USA.

As for our non-tire business units, we have nine plants in Japan and four overseas.

What kind of tires does Toyo manufacture?

We produce Passenger Car, Light Truck, Truck Bus, Off the Road and Industrial tires.

What is the manufacturing capacity per day or month of Toyo?

We estimate new rubber consumption for the 2009 fiscal year starting from April 1 2009 to March 31 2010, will be 132.4 tons in Japan and 37.2 tons overseas.

(Production from joint venture companies and outsourcing are included based on the volumes)

Toyo Tires has stood for innovation, performance, quality and excellence service for over 60 years.

To which markets do you export and in which are you strongest in?

Toyo exports tires all over the world. North America is our biggest market and we have exported tires there since 1963.

Who is your representative in the UAE? Are you looking to find any new distributors in the MENA region?

We have over 55 years presence in the MENA through a series of distributor operations across the region. Our exclusive distributor in the UAE is Al-Futtaim. We are now expanding our markets in ex-CIS countries and in Africa.

How did the recession affect your business and what is your outlook coming out of it?

The global economic downturn had a dramatic effect on our business. The slowdown of capital investment and decline in personal consumption created a difficult climate in which to operate. However, our objective remains the achievement of those goals established in the 'Medium-Term Business Plan 2008 and we will continue to face the economic challenges head on.

Has the recent decline and rise of oil prices affected your production costs?

Our production costs have increased not only due to the price of crude oil but also the cost of other raw materials such as natural rubber.

What have been the recent big changes at Toyo Tires if any?

We have announced plans to establish new tire plant in China.

Most tire companies have been developing new technologies such as run flat tires and so forth, what are Toyo tires latest technologies?

Toyo has introduced the eco-friendly tire in the Japanese domestic market and other overseas markets. These are used in hybrid vehicles as OE and are now available for trucks and buses.

We are continually developing high production skills and technologies to meet the requirements of the high air pressure and air volumes needed specifically for truck and bus tires.

It is this commitment to the development of high quality products that make Toyo the tire supplier of choice in many markets.

Does Toyo have any OE fitments on any cars?

Yes. We mainly supply OE tires for Japanese car makers.

What are your thoughts on the next 5 years for Toyo?

Using our proprietary technologies in tire and vibration control, Toyo Tires aims to create comfortable environments for people and society; 'A Commitment to creating New Value through Innovation in Advanced Proprietary Technologies'.



AUTOMOTIVE

WHITE BEAST

BY SENNER TUNING



The German art of tuning a worthy example is the new S5 that had taken the form of a truly individual “sports car” in the hands of Senner Tuning AG tuners from Ingelheim. Apart from the decent design kit, Senner Tuning still has various upgrades ready to apply on the S5 series.

ST

TUNING AG



A front spoiler, stretched deeply below, with a large air inlet in RS5 Look with a well-suited radiator grill, designed in the form of cells, contributes to the perfect car body along the sliding air streams and optics. Additionally, we can find a rear spoiler lip at the body, as well as a rear apron unit performed in Carbon Look by Rieger tuning house. To make the appearance complete, the car is equipped with modern LED back lights, and a number-plate light has light-emitting diodes in clear white, too.

But this is still not enough. As the name "white beast" implies, not only the optics but also the engine power have been upgraded. With parametric surface optimization, performance air filter plug-in package and exhaust system, additional 30 ph and 35 Nm are now available for Audi S5, and the overall power now makes 384 ph and 475 Nm.

Furthermore, the speed limitation of 250 km/h was raised, so now the car can reach the full 285 km/h. The acceleration up to this speed was boosted by the Power Converter, an electronic module of acceleration of the signal from the gas pedal.

The corresponding sound of the newly acquired power is produced by the Senner Tuning exhaust system which emphasizes the car's sport-style appearance optically, too, with its four exhaust pipes of high-grade steel. The exhaust system includes a sport exhaust silencer and an X-pipe and is provided with an EU grant for vehicle operating.

To make the performance of the reinforced motor core optimal for the street and allow no losses, the craftsmen from Senner Tuning use lowered suspension springs with 40-mm suspension at the front axle and 35-mm suspension at the rear axle which also create a nice-looking aspect between the body and the rims.

In addition, giant and two-parted 21-inch polished light alloy wheel rims Work Varianza T1S in diamond black, that were produced exclusively for Senner Tuning, find their application with the white beast. High-performance tyres by Hankook with an S1 Evo label, as big as 255/30 R21 and 295/25 R21, were installed on 9x21" and 10,5x21" rims. And there is no need to adjust the wheel arch edges!

The interior has also undergone some changes. A carbon fiber interior package, including the tachometer display screen, sticks out from the rest. There is also a fancy foot mat of high-quality velour – this is where sport ambitions merge with individuality.

VÄTH V58

a Rocket Compressor with 565 hp and 770 Nm Torque

Understatement cannot be qualified as one of the advantageous features of VÄTH V58. This is considered to be the same as with SLK AMG R171. Not only the outside appearance of VÄTH V58 cannot be ignored, but also the SLK performance cannot be recognized under the motor hood. A high-performance 565 hp and 770 Nm engine is running in the motor compartment. The increase in performance and thus engine upgrading is achieved by cylinder capacity improvement by 5.8 liters combined with a compressor.

These upgrades include sports pistons, sports distribution shafts, exhaust manifolds, catalysts of high-grade steel, sports exhaust silencers, polished cylinder heads, a sports air filter and a long-stroke crankshaft. Together with fine adjustment of electronics, this is enough to launch the cabriolet with a speed of 310 km/h. The cost of such performance improvement amounts to 30,785 Euro including installation works and technical inspection fees.

Optionally, the VÄTH tuning company supplies a locking differential for 5,224 Euro and its home-produced and patented fuel cooler for 2,070 Euro.

19-inch wheels guarantee an impressive appearance with mirror polished rim wells of high-grade steel. They are available off-the-shelf in silver, black or the car colour at your choice. High durability tyres with the front size of 235/35 and 275/30 at the back axle ensure excellent contact with the road.

Custom-made threaded sports chassis (3,677 Euro including installation works and wheel alignment) draws the car nearer to the road surface – from 20 to 65 mm (user adjustable).

To improve stoppage characteristics, VÄTH provides high-performance brake system (6,009 Euro including installation works and technical inspection fees). Six-piston saddles with 378-millimeter brake disks are provided at the front.

What is more, VÄTH has made SLK more streamlined thanks to carbon components. The aerodynamic package includes carbon front spoiler lips (1,404 Euro), varnished in black here, and a rear diffuser (1,952 Euro) with visible carbon Finns and prolongation of the underside.

Interior package (2,975 Euro) consists of climate control system, ashtray protective coating, gear shift gate, gear knob, light-reflecting door coatings and left/right seat position control coverings.

To be in harmony with the car's interior climate, VÄTH offers sports steering wheel, if desired, with leather, carbon or fine wood trimming for 1,416 Euro.



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Burning Chrome

Hummer H2 by CFC CarFilmComponents

*Take your Hummer and
drive it sexy*

CFC company with its head office in Weilheim has trimmed its Hummer with a striking “chrome” lamination. Tarted up with every imaginable outfit, the sport-style H2 steadily takes the lead. Some vehicles are completely laminated afterwards, the others, on the contrary, already have it right inside. The Hummer by CFC® has it both: it’s a Hummer to stare at and to speak about.

The trend of decorating a car with film to create a noticeable work of art had already been attempted by the CFC® years ago. In the meantime, this exceptional art of car lamination was outstandingly applied... and this is really great!



The motor hood was covered with CFC® ExteriorStyle Premium “black carbon”, and side windows, along with the rear window, were furnished with CutLine ThermoTec® of the “classic-style” colour.

The installed 28-inch TunerShop light-alloy tyre rims, for example, produce the same attractive and fear-arousing effect as the outside appearance. They carry mammoth-sized 325/35 R28 pneumatic tyres by Kumho.

The Wimmer technology of performance improvement by means of software optimization by 480 hp, LSD wing doors, as well as FOX sports exhaust system make every Hummer a dangerous monster of the streets.

The Hummer driver can enjoy the saucy performance to the full in a totally stuffed cabin: Car Entertainment devices create a sort of incantation here. Among other things, there are 17 Axion

displays (on the ceiling, sunscreen, central console between the front seats, trunk and doors), a DVD-player, XETEC amplifiers, XETEC subwoofers and digital television to feast your eyes on. For the “musical therapy” a 1.360-Watt RMS music system is available.

Front and backward movement cameras simplify the parking process. Everyone who appreciates convenience can comfortably sit on the leather couch right next to the mini-bar. No other thing compares to the mix of leather and Alcantara which was used as coating material for the most of surface of seats and saloon siding and was covered by the auto tuners Zwickenpflug.



Six Middle East Auto Awards for Audi

Nearly all of German premium car manufacturer Audi's latest models have collected top honors from the Middle Eastern media. The Q5, Audi's new 5-seater SUV, was recently named "SUV of the Year" by Car Middle East magazine as well as "Best Compact SUV" by Middle East Car.

Further awards went to the new Audi R8 V10 with "Best Performance Car" by Middle East Car magazine and "Most Popular Sportscar" from Auto Sport magazine, the RS 6, which was named "Best Sports Saloon" by Wheels magazine, as well as the Audi Q7, which received the title of "4x4 of the Year 2010" by Saudi Auto magazine.

Jeff Mannering, Managing Director of Audi Middle East, said "It is great to receive awards from acclaimed German or European car magazines, but the feedback from the Middle East region is what really counts for us."

Among the recent international awards received by Audi were OFF ROAD magazine's "Off-road vehicle of the year" for the Q5 and first places in their respective categories for the Audi A4, R8 Spyder and Audi Q5 in the "auto motor und sport" magazine "Best Cars of 2010" readers poll.





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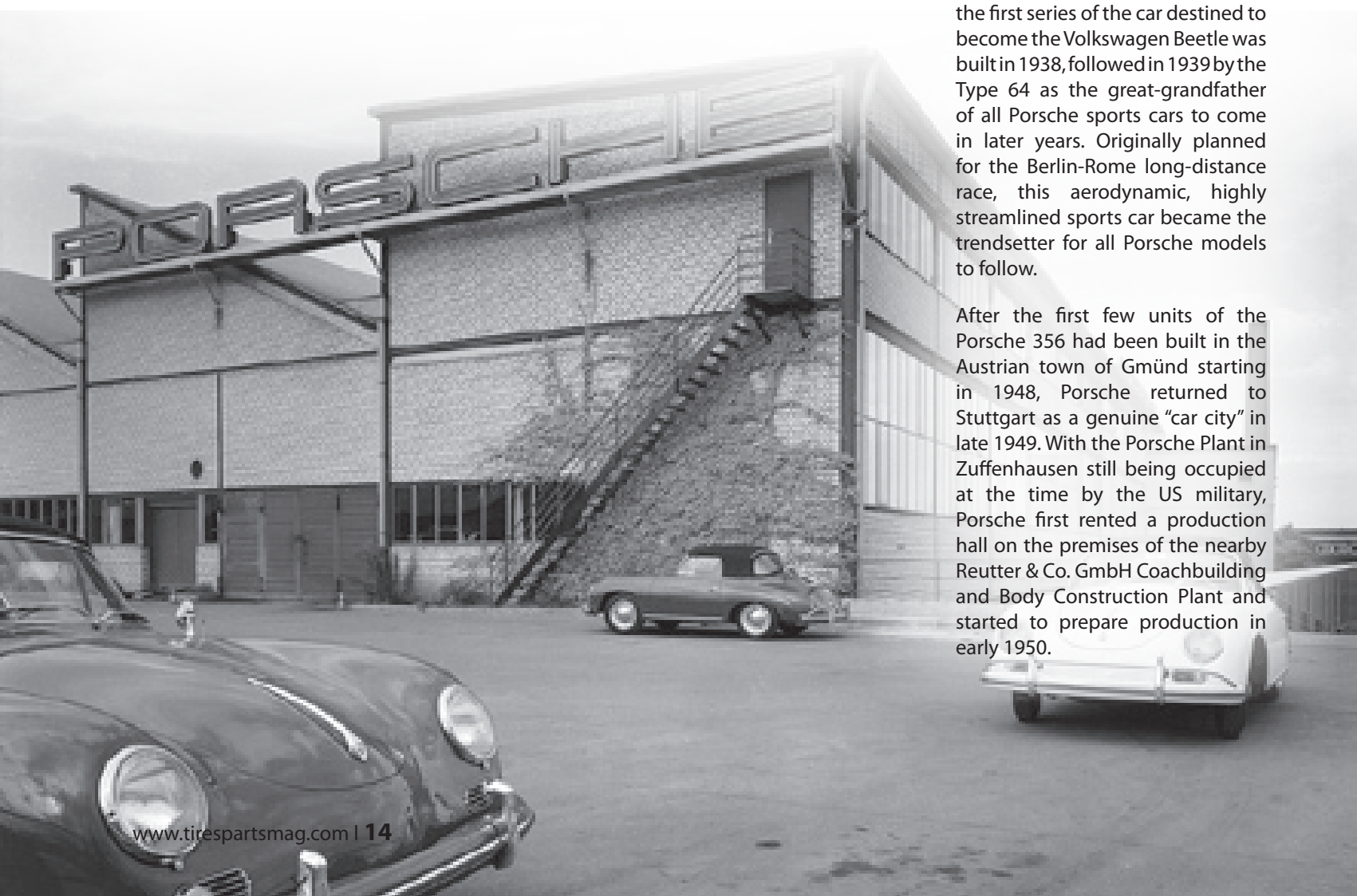
60 Years of Porsche

Production in Stuttgart-Zuffenhausen

The home of today's Dr. Ing. h.c. F. Porsche AG, Stuttgart, has a very special sound in the world of motoring: Zuffenhausen. Indeed, Zuffenhausen is far more than "just" a production plant rich in tradition for Porsche AG, since it is here in Zuffenhausen where the heart of the Company beats to this very day. Zuffenhausen has been Porsche's home address for more than 70 years and more than one million Porsche sports cars have been built here in Stuttgart since 1950.

The Porsche Design and Construction office moved from Kronenstrasse 24 in downtown Stuttgart to the new group of buildings in the District of Zuffenhausen way back in June 1938. Right from the beginning, important chapters in the history of the automobile were written in Porsche's home plant: This is where the first series of the car destined to become the Volkswagen Beetle was built in 1938, followed in 1939 by the Type 64 as the great-grandfather of all Porsche sports cars to come in later years. Originally planned for the Berlin-Rome long-distance race, this aerodynamic, highly streamlined sports car became the trendsetter for all Porsche models to follow.

After the first few units of the Porsche 356 had been built in the Austrian town of Gmünd starting in 1948, Porsche returned to Stuttgart as a genuine "car city" in late 1949. With the Porsche Plant in Zuffenhausen still being occupied at the time by the US military, Porsche first rented a production hall on the premises of the nearby Reutter & Co. GmbH Coachbuilding and Body Construction Plant and started to prepare production in early 1950.





Immediately after the introduction of the Porsche 911, Porsche KG, as the Company was still called at the time, took over the Reutter Coachbuilding and Body Construction Company in 1964 with its workforce of approximately 1,000 employees. Today the complete 911 model series as well as models of the Boxster series and all Porsche engines are built in Zuffenhausen.

The Plant is split up into the Bodyshop, Paint shop, Vehicle Assembly, Upholstery, Engine Assembly and Test Dynamometers. To ensure flexible production in a confined area, Porsche has developed special solutions including multi-floor production in the Bodyshop and Vehicle Assembly. A further special feature is that Porsche's series models are built together with the racing versions on the same assembly line. As yet a further highlight a new, particularly ecological Paint shop will be opened in 2011. Currently being built in the direct vicinity of Plants 1 and 5, the new Paint shop will be situated on the former premises of Dürr AG purchased by Porsche in spring 2008.

The new Porsche Museum was opened in January 2009 as an additional pledge to Zuffenhausen. Here, virtually on the Company's home ground, some 80 historical cars and exhibits from the history of the Company are presented in an exhibition area of 5,600 square metres or 60,200 square feet. As the most spectacular building project commissioned by Porsche, the Porsche Museum has not only gone down in the history of the Company, but also enriches the entire Stuttgart Region as an outstanding highlight in culture and architecture.

The Porsche Museum is honouring the 60th anniversary of Porsche in Zuffenhausen with a special exhibition: The beginning and the ongoing development of production at Zuffenhausen are being presented by a series of photos in this exhibition from 20 March to 9 May 2010. A further outstanding highlight is the first Porsche 356 Coupé built in Zuffenhausen shown for the first time in the Museum after an unusual restoration process.

With the first Type 356 being completed in Stuttgart on 6 April 1950, overall production up to the end of the year amounted to 369 units. The success of Porsche's sports cars is borne out clearly not only by the Company's sales figures, but also by the further expansion of the production facilities in Zuffenhausen. The buildings forming Porsche Plant 2 designed by the well-known architect Rolf Gutbrod were completed in 1952 and in 1956 the 10,000th Porsche 356 left the plant, which was consistently enlarged and upgraded over the years. Porsche Plant 3 followed in 1960, also housing the Sales and Customer Service Departments.





Al Tayer Motors Make Dream come true for football fan

Football enthusiast Vasko Vasieel Ivanov's dream came true recently when Ford and Al Tayer Motors awarded him an autographed Real Madrid team jersey.

Vasko recently won in Ford's Football Challenge during the Emirates Dubai Football 7's, where participants were challenged to head as many balls into the trunk of the all-new Ford Taurus in 30 seconds. You can catch the action on Ford's YouTube channel www.youtube.com/user/fordmiddleeast

Vasko also gets to drive the new 2010 Ford Taurus for the weekend. Ford's latest full-size sedan comes standard with the proven Duratec 3.5-liter V-6, paired with a 6-speed transmission, generating net 263 hp and net 249 foot-pounds of torque.

Taurus has been dubbed America's most innovative sedan, winning Edmunds.com's Technology Breakthrough Award and appearing as the official vehicle of the 2010 International Consumer Electronics Show, featuring various class-exclusive high-tech innovations such as Ford Sync, Blind Spot Information System (BLIS™), Adaptive Cruise Control, Collision Warning with Brake Support, Multi-contour Active Motion™ massaging front seats, 12-speaker Sony Surround Sound System, and MyKey™.



auto fact

What infamous world leader was responsible for the basic idea of the "Volkswagen", or "Peoples' Car"?

Adolf Hitler.

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Restyled

2011 Elise & Elise SC



The Lotus Elise revolutionized the sports car market 14 years ago when the small, lightweight and agile 2-seat mid-engine sports car was introduced. By ensuring that the Elise stuck rigidly to Lotus' core values of performance through light weight, the Elise was able to produce supercar performance with city car economy and for the 2011 model year, Lotus has introduced a number of changes and improvements to maintain the class leading position of the Elise.

The body – an evolution

The body of the new 2011 Elise is an evolution of the iconic Elise design, retaining the character and style, while offering a more planted, purposeful stance and a pure, contemporary look that links it to the Evora. As with all Lotus products, the design is an exciting blend of dramatic style and functional efficiency.

The new Elise body has a fresh sculptured front, including a new bumper, front clam and access panel that combine to give the Elise a wider, more planted stance on the road.

At the rear of the car the mid-engine compartment has been encased by a new, distinctive "twin-spine" engine cover while lower down on the back of the Elise a more aggressive diffuser is tightly wrapped by an elegant new bumper design that now includes the rear license plate.

New headlamp units with distinctively sculptured LED lighting guides (incorporating daytime running lamps and direction indicators) give a contemporary twist to this classic design. Elsewhere, the signature Lotus "mouth" and familiar sculptured forms have been sensitively refined to give a crisper, more dynamic look. The repositioning of lamp functions has enabled the creation of a broad clean surface between the fenders which combines with sleek corner intakes and a prominent splitter detail to give a broader more planted stance.

The theme of purity is carried through to the cooling apertures that are efficiently finished with a new lightweight aluminium mesh that gives the car a classically sporting character.

The rear trunk is now opened from the cockpit rather than via a separate key operation. The high quality feel of the Elise is continued throughout the car with the Elise graphic incorporated into the new side LED direction indicators, like those on the Evora.

The driving position, from the perfectly positioned pedals and steering wheel to the comfortable and supportive seats with ProBax** technology, means that, like all Lotus cars, the driver becomes part of the car rather than being just a passenger.

With the sleek new body, the 2011 Elise's aerodynamics have improved with a four percent reduction in the coefficient of drag (Cd).

Finally, a choice of two beautiful, light weight wheel designs are available. New standard cast alloy wheels have been designed specifically for the Elise. Also, new optional forged alloy wheels will be available that weigh just 64.5 lbs. per set, 4.7 lbs. lighter than the set of cast alloy wheels. Both wheel sets are available in silver or black.

Dany Bahar, Chief Executive of Group Lotus said, "The Lotus Elise revolutionized the sports car when it was launched 14 years ago and for this year the Lotus Elise has become greener, giving drivers access to class leading performance with less guilt."

Donato Coco, Director of Design at Lotus said, "The Elise is an iconic sports car and it was important that we did not complicate its design, so we made the car more pure in its look, improved the aerodynamics, and gave it a more contemporary look with high quality detailing."

Paul Newsome, Director of Lotus Product Engineering said, "We are always looking at ways of keeping the Elise ahead of its peers and for the 2011 model year we have improved efficiency without losing the innate fun that has made the Elise legendary."

Andreas Prillmann, Chief Commercial Officer for Lotus Cars said, "In its 14 years of production the Elise has accounted for 32% of all the 61 years of Lotus production, illustrating how significant to the brand and well loved it is. The 2011 Elise is greener, purer and more desirable, making it even more relevant in today's marketplace. The new Elise underlines Lotus' reputation as one of the most innovative sports car manufacturers in the world."



Engine – Elise

Power for the Elise is delivered through the high-tech and reliable 2ZZ-GE 1.8-liter four-cylinder, 16-valve engine with Intelligent Variable Valve Timing (VVT-i) from Toyota. Selected for the Elise because of its compact size, light weight and high output, the Lotus-tuned engine is rated at 189 peak horsepower at 7,800 rpm, delivering 133 ft.-lbs. of torque at 6,800 rpm. VVT-i technology allows the engine increased low-end torque for better acceleration from a standstill while also enhancing high-speed performance. The job of getting power to the ground falls to the smooth-shifting, all-aluminum C64 six-speed manual gearbox, also sourced from Toyota. Lotus engineers designed an ultra-precise shift linkage mechanism for fast, positive gear shifts, transforming the transmission into the perfect tool for harnessing every ounce of the Elise's performance potential.

Engine – Elise SC

The 2011 Elise SC has a power increase over the standard Elise from 189hp to 218hp (15%) and torque increase from 133 ft.-lbs. to 156 ft.-lbs. (17%) via an Eaton rotor pack non-intercooled supercharger designed especially for the Elise.

The Lotus-designed, Magnuson-produced supercharger is joined to the intake manifold plenum as part of a single-piece casting. Combined with the absence of an intercooler and its associated pipework, this integrated supercharger/intake manifold assembly contributes to a 17.6 lbs. reduction in engine weight compared to the Exige S and no compromise to rear view mirror visibility which is masked by the current intercooler installation on the Exige S.

In keeping with its role as a supremely fast road car rather than extreme track machine, throttle response is very progressive but also very direct, resulting in a measured, refined driving experience. As you might expect of a car with 218hp and weighing only about a ton, the performance of the 2011 Elise SC is astonishing with 0-60 mph acceleration time in the mid four second range.

Both the naturally-aspirated Elise and the Elise SC's supercharged engine are completely controlled by Lotus' own bespoke T6 Engine Management Control System.

Ride and handling

The legendary Lotus ride and handling gives a superb high performance, sporty drive, combined with a compliant ride and progressive on limit handling, it makes the Elise a car that demands to be driven.

The Lotus Elise is one of the lightest fully homologated sports cars in the world. This low weight translates into efficient performance with minimal environmental impact in terms of emissions and fuel consumption. The efficiency of the Elise structure means that the 189 hp in Elise form or 218 hp in the Elise SC delivers phenomenal performance.

Few cars can match the delicacy and accuracy of the steering, throttle and brakes of the Elise and all of these factors contribute to the excellent driving experience of the Elise.

Safety

The Elise has high performance AP Racing callipers at the front and Brembo callipers at the rear linked to 11.1" (282 mm) vented and cross-drilled cast iron discs to give excellent stopping power.

The Elise comes as standard with a track tuned ABS system that is designed to be unobtrusive under normal driving conditions. This system is designed to be used on track and has a high threshold, only intervening in emergencies. The ABS system is linked to a lightweight pedal box with steel pedal arms and extruded aluminium pads. This unit also has an electronic (drive-by-wire) throttle for quick, smooth and more linear engine response.

The impressive braking coupled with excellent handling gives good primary safety and the composite front crash structure and rear crash protection offers efficient secondary safety. Driver and passenger airbags and pre-tensioning seatbelt are standard on all Elise models.

*The Lotus Elise is currently undergoing EC Whole Vehicle Type Approval and official for fuel consumption and CO2 emissions figures, plus performance figures are not yet available.





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CONQUEROR II

INTO A CONQUEROR OF LONGING LOOKS

Around the world, HAMANN-Motorsport is a renowned specialist for exclusive refinement of luxury automobiles. And with the CONQUEROR II, based on the high-end model Range Rover SPORT, the Laupheim-based company once again confirms that it is the top address when it comes to dynamic accessories and exciting car body design.

Already the self-confident exterior shape turns the CONQUEROR II into a real conqueror of longing looks on our roads. Perfectly manufactured wing extensions made of light composite material give the aerodynamics set a masculine look. This perfectly goes with the stylishly adjusted front bumper components with the four integrated LED daytime running lights and the carbon bonnet. The athletic appearance is perfected with the roof spoiler, the rear apron in a diffuser-look and the

HAMANN-side planking.

The body refinements by HAMANN already render a dynamic appearance which also continues under the bonnet. The technology specialist allows the Range Rover SPORT 5,0 V8-Supercharged to achieve an engine performance of 560 hp / 412 kW at 6,500 r.p.m. (serial: 510 hp / 375 kW). At the same time, the maximum torque rises by 60 Nm to 685 Nm within the speed range of 2,500 to 5,500 r.p.m./min. Also the Diesel model is equipped with extra power. After the serial motronic has been re-programmed, the 3,0 TDV6-aggregates render 280 hp / 206 kW and supply the crankshaft with a maximum torque of 660 Nm.

The components of the HAMANN sports exhaust system render an earthy and impressive sound. The stainless steel end muffler with its four end pipes can be optionally amended by metal catalysts, sports manifold and a centre pipe set.

The rim programme is impressive in its dimension and variety. No matter if the customer seeks strikingly dynamic or elegant high-end rims – HAMANN offers a large variety of wheel designs and wheel sizes, such as a one-part wheel called Unique Forged Anodized measuring 23 inches. A unique design, produced in most modern forged technology and refined with an anodized surface are both hallmark and eponym at the same time. The recommended wheel-tyre combination for the front- and back axle is 11x23 inches with tyres measuring 315/25 R23.

Especially by the electronic HAMANN lowering kit, the XXL rims are further emphasised. The centre of gravity of the CONQUEROR II is lowered by 40 millimetres at the front- and by 30 millimetres at the back axle.

In addition to the serial interior, HAMANN accessories offers black-anodised aluminium combined with carbon applications. Pedals and foot rests render motorsports atmosphere and perfectly match the 6-part HAMANN decoration set made of carbon fibre. HAMANN offers an elegant boot mat with decorative stitching and an embroidered HAMANN logo for the Range Rover SPORT. Perfectly matching the latter is the floor mat set made of twisted pearl velours including another logo.

TECHART GTStreet R based on Porsche 911 Turbo



The TECHART GTStreet program has been recognised for years as a success formula with its sights firmly set on dynamics and incorporating racing engineering to create vehicles that stand for pure driving pleasure as well as full on-track capability. The latest example is the GTStreet R based on the 911 Turbo; it is now undergoing its world premiere. Its road performance statistic, 660hp and 860Nm, is highly impressive - developed by the TECHART engineers who are driven by the ambition of not submitting compromises. And just as uncompromising is the vehicle's suitability for everyday use, thanks to its day-driving light and integrated TECHART nose-lift system.

High-End Performance

The impressive performance is primarily down to the TECHART TA 097/T3.1 performance kit, which raises the power of the standard model from 500 to 660 hp. At 4,500rpm, this means that a maximum torque of 860Nm can be transmitted to the permanent four-wheel drive system. TECHART's sport clutch and modifications to the transmission ratio of the standard 6-speed gearbox results in the GTStreet R's sprint performance of 0 to 100km/h in 3.5 seconds. The permanent dynamic propulsion only reaches its limit at 345km/h.

The essential power driver of the vehicle design is the TECHART GTStreet R aerodynamic kit. The significantly lowered front apron with carbon splitter provides downthrust on the front axle and improved airflow to the brakes and intercooler. The adjustable rear spoiler with air inlets and rear apron with integrated carbon diffuser contribute to the high level of downthrust on the rear axle while ensuring an optimum drag coefficient. Handling in extreme conditions is significantly smoother as a result. The TECHART multifunctional day-driving light system, integrated

in the front apron, has E approval and fulfils ECE R87 regulations. It is much more than just a sophisticated design feature – it also makes an all-round constant contribution to safety, both day and night. The LED system unit integrates the day-driving light, sidelights, parking lights and indicators in a single housing, and merges harmonically with the general design of the vehicle's front end. The output intensity of the light is automatically modified in line with the selected driving light circuit.

Maximum grip and everyday suitability

The TECHART Formula 5-spoke light alloy wheels in dimensions of 19" and 20" transfer the enormous level of available power securely to the tarmac. For optimum road holding, TECHART recommends fitting either Conti Sport Contact 3 or Michelin Pilot Sport Cup Plus tires. The TECHART VarioPlus threaded chassis design means that it is possible to adjust the chassis height by up to 25 millimetres, to suit the route conditions. The TECHART nose-lift system allows the driver to raise the vehicle by up to 60 millimetres at the front axle, at the touch of a button, to avoid unpleasant contact with kerb edges or steeply inclined upward road surfaces.

High end down to the last detail

Passion and love of detail – the exclusive TECHART character is also reflected in the interior of the sports car. TECHART's complete leather furnishings, including the door and side panels, emanate a unique feel, in combination with the delicately fashioned and custom-coloured decorative stitching on the centre console and bucket seats, and in other places too. Individual decorative components made of carbon fibre, the aluminium pedals, and the illuminated entrance sills serve to further enhance the uniquely athletic appearance of the interior. All in all, TECHART offers a virtually unlimited degree of freedom when it comes to customising the interior – with passion down to the last detail.

Keeping 680 hp tamed for two weeks

TECHART is displaying the GTStreet R based on the Porsche 911 Turbo in black and phantom grey at the Geneva Motor Show. Although the vehicle is forced to remain stationary during the two-week show, the incredible power of the 660bhp athlete is quite evident. The GTR front spoiler is seamlessly incorporated in the shape of the bumper, conveying its pure sporting character the moment you first look at it. The black leather interior is further proof that TECHART knows a few things about convincing design. The car's uncompromising athleticism is immediately visible from the high-grip, hand-stitched TECHART 3-spoke sport steering wheel, the sport pedals and TECHART gear lever, and further enhanced by the delicate, red stitching.

Another element which is GTStreet R through and through are the TECHART leather sport seats, which not only ensure an uncommonly high level of comfort and excellent side support, but are also fashioned from high-class materials. Such as the hand-made seat covering made of fine and durable leather and the backrests finished in the vehicle colour with the GTStreet R logo.



Bridgestone's support of Wadi Wurayah in collaboration with EWS-WWF

Proudly conserving the environment and sustaining our future



Bridgestone Middle East and Africa FZE (BSMEA) is proud to announce its collaboration with Emirates Wildlife Society in association with World Wide Fund for Nature (EWS-WWF) for the forth coming year as a sponsor of the Wadi Wurayah Project in Fujairah, UAE.

Shoichi Sakuma, Bridgestone Middle East & Africa FZE, President says, "Bridgestone's sponsorship objective is to lead the regional market towards environmental conservation and not only support and facilitate the Wadi Wurayah research and conservation project, but also to educate and inspire the regions corporate and community to become aware of the beauty and importance of nature, and the sustainability thereof".

Wadi Wurayah was formally declared the UAE's first mountain protected area in March 2009 by HH Sheikh Hamad bin Mohammed Al Sharqi, UAE Supreme Council member and Ruler of Fujairah. It lies within a priority WWF Global 200 Eco-region, of Arabian Highlands and Shrublands, sheltering a rich diversity of rare and endangered mountainous and freshwater habitats and species, providing opportunities for the sustenance and revival of local livelihoods.



Shoichi Sakuma, President Bridgestone Middle East & Africa FZE

Commenting on the sponsorship, Razan Khalifa Al Mubarak, Managing Director of EWS-WWS stated: "Bridgestone Middle East & Africa FZE support for the Wadi Wurayah Project- the first mountain protected area in the UAE- will be directed towards ongoing field research, wildlife monitoring and community engagement. Bridgestone Middle East & Africa contribution is a testament to the importance and benefit of NGO-private sector partnerships for the conservation of Arabia's unique biodiversity"

Wadi Wurayah is of considerable ecological significance allowing among the rarest species found in the UAE, Arabian Peninsular and the world to survive this harsh climate. Over the past three years we have revealed so far within the erstwhile proposed protected area, the presence of 12 species of mammals (out of a total of 20 observed, or suspected to exist, in the region). Of those recorded, 60% are of international or national concern, including flagship species such as the Arabian Tahr, Mountain Gazelle, Caracal Lynx, Blanford's Fox and, possibly, the Arabian Leopard. The Wadi Wurayah Mountain Protected Area is already known to be one of the world's three remaining strongholds of Arabian Tahr. As it turned out, these were valuable findings; but there was much more to come. Of the 75 species of birds in total recorded within the Wadi Wurayah region, 5% are considered endangered worldwide by the IUCN and 24 % are of conservation concern for the UAE.

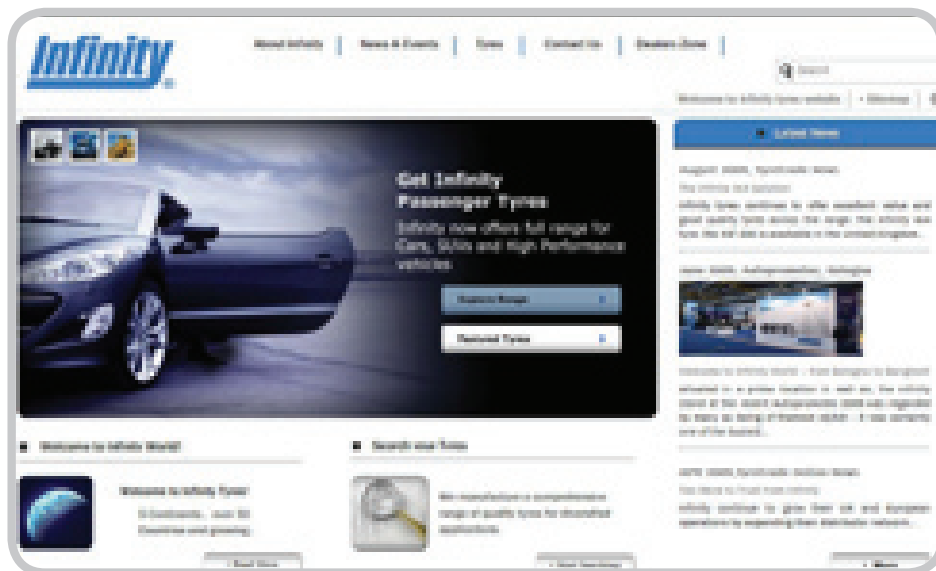
Garra barreimiae, the only fish species present in Wadi Wurayah, was observed. A total of 74 terrestrial invertebrate families belonging to 12 different orders were identified and, if that's not enough, 19 arthropod species new to science have been recorded so far.

The Bridgestone Corporation is committed to a diverse range of environmental activities that go beyond its already wide-ranging business areas, encompassing initiatives on a regional and global scale. The Bridgestone Corporation's "Environmental Policy Statement" formally issued in 2002 reaffirms their commitment to environmental stewardship as stated in the Company's Environmental Philosophy: "To help ensure a healthy environment for current and future generations."

Bridgestone Middle East & Africa FZE, a member of the Bridgestone Corporation, has set biodiversity at the top of its agenda, much like the global environmental campaigns, programs and world summits on ecology, climate and sustainable energy, with the key elements and pressing topics being discussed at the highest levels of government, corporate and social hierarchies.

New Infinity Tyres Website

Infinity Limbers Up for World Cup



Infinity Tyres have launched a brand new website which reinforces the new Infinity brand identity and supports the new advertising and point of sale initiatives.

This overall brand positioning reflects the growing and enhanced quality status of Infinity Tyres – fast becoming recognized as one of the world's leading providers of a low cost, high quality, premium economy alternative within the current global replacement tyre market.

The new website, utilizing the existing address (www.infinity-tyres.com), features several new sections:

•About Infinity •News and Events •Tyre Range •Dealer Zone •Contact

The website also features a "Tyre Search" function, which allows users to find an Infinity tyre by category, pattern or size. This applies to the whole Infinity range, encompassing Passenger, Light Truck, Truck and Bus, OTR, Agricultural and Industrial tyres. There is also an online opportunity to order items from the new Infinity point of sale range

– conveniently categorized into Exterior, Interior, Golf, Clothing and Extras. Future enhancements will include a "Know Your Tyre" section and a section for "FAQs" – frequently asked questions about tyres.

In addition, it is envisaged that the site will be translated and available in several languages and there is also the possibility of the introduction of a password-protected online ordering and tracking facility for Infinity distributors.

The online enquiry section encourages global interaction and communication – the worldwide web continues to reinforce the global objectives of Infinity Tyres – a true "Welcome to Infinity World".

In line with Infinity's strategy of expanding its worldwide coverage, delivering brand consistency and opening up 2-way channels of communication, there will soon be "social networking" avenues to

A well-known tyre brand may have strong connections with the 2010 FIFA World Cup, but many fans arriving to view the action during the summer of 2010 will also – without realising it – have Infinity Tyres play a part in their football experience. The Al Dobowi Group product is currently the preferred brand for the shuttle buses used at the Cape Town International Airport. There are currently 19 busses operating on Infinity tyres, with



sizes 12R22.5, 4.25/65R22.5; 385/65R22.5 and 12.00R20 fitted.

The buses belong to Swissport, Menzies and Bidair, and the company

holding the contract to service vehicles at Cape Town International Airport is Blackstone. The owner of Blackstone, Mukhtar Pophlonker, has selected Infinity as the preferred brand for all vehicles at Cape Town International. Mr. Mukhtar estimates that the air traffic will increase by an additional 200 flights per day during the 2010 Fifa Soccer World Cup, which will place tremendous pressure on the shuttle busses and ancillary vehicles. He believes, Infinity notes, that the tyres he has chosen will provide a reliable and suitable solution during this high use period.

explore – this will allow Infinity to post and upload product and company images and information and to allow users to comment on the "tyre experiences" and invite others to join the group. It is anticipated that the social networking group site will enable Infinity to reach all sectors of the distribution channel – distributors, dealers, consumers – and to gain and exchange valuable market, product and driving information.

Michelin Tyreplus transforms the concept of mobility in

New Tyre Plus Center opened on Sheikh Zayed Road, Dubai, UAE



Central Trading Company and Michelin, worldwide leader firm in tyres and mobility, recently launched their new Tyre Plus, the Automotive Center for drivers who wish to optimize their time and money investments with the best possible operation of their vehicles, offering them the perfect combination of quality, attention and competitive prices.

The Opening Ceremony was held under the Patronage of Her Excellency Consul General of France in Dubai and Northern Emirates – Mrs. Nada Yafi with the presence of Al Rostamani Group, Central Trading Company and Michelin top management, managers and executives.



“Michelin Tyre Plus concept has been present with great success for some years in other countries”, said Mr. Marwan Al Rostamani – Chairman of Al Rostamani Group “The purpose of bringing the concept to United Arab Emirates is to offer Emirati & UAE Resident drivers high quality, reliable, transparent and efficient preventive maintenance and minor repair services, with the additional advantage of having a wide variety of services under the same roof at fair and competitive prices”, he added.

The major commitment of Tyre Plus towards its customers is to fulfill our promises, backed up by the expertise and strength of Michelin, making it possible through a combination of the following factors:

Quality – Presence of world class brands at Tyre Plus Automotive Service Centers, product and job guarantee, troubleshooting at the first visit, car delivery on the agreed time.

Competitive prices – No extra services or repair fees without prior notice under the promise that “the customer decides”, in addition to clear billing broken down per each service.

Attention – Specialized, friendly and personalized service, previous diagnosis and advisory in a comfortable and pleasant environment.

Safety and comfort – the guarantee of the right products, services and advice for the best safety and comfort on the road.

“We have already opened two other Tyre Plus service centers in Deira, Dubai and Sharjah, mentioned Mr. Mohammed Aqel – General Manager of Central Trading Company. “We plan to open 10 new Tyre Plus centers in Dubai and Northern Emirates, the next one will be in Garhoud inside ENOC station. The goal is to build a strong dealership able to cover the whole region in cooperation with Michelin and its agents”, he said.

Bahrain Formula One 2010 kept on track with Bridgestone Tires

The annual rush finally arrived inaugurating that time of year where challenging circuits are embraced by the adrenaline of motor racing drivers, with their revving engines filling the air, capturing the attention of thousands of fervent spectators at the Bahrain 2010 Grand Prix. This event commenced the season opening of the 2010 Formula One racing with Fernando Alonso winning the first leg of the season in an emphatic fashion after using a super soft – medium Bridgestone Potenza tire strategy, at the new longer configuration Sakir circuit, Bahrain.

This season is Bridgestone's 3rd contractual season as the official Sole Tire supplier to the F1 race, keeping the proud sponsor at the forefront in support of the F1 Grand Prix.

Bridgestone enters the 2010 season with the knowledge that this is the final year of the contract for Official Tire Supplier to the FIA Formula One World Championship, but the Corporation's commitment to providing safe, high performing tires in a fair and professional manner to the teams remains as strong as it was when Bridgestone first entered the championship in 1997.

Plans for next season's contracts are still unclear and although this season will be the conclusive season for Bridgestone as the official tire supplier to the F1, Bridgestone will continue to share the enthusiasm for Formula One for many seasons to come.

This year the new regulations related to tires include no more re-fueling and the reduced number of tires allocated to each team, thus Bridgestone has ensured its tires are durable to meet the needs of F1 drivers.

Due to performance enhancement, narrower front tires have also been introduced and Mr. Hamashima, Director of Bridgestone Motorsport Tire Development explains, "The front tire change will address the previous situation of the front tires having too much grip relative to the rear tires."

After a great start to Bridgestone's 14th season of Formula One Racing, with great battles right to the chequered flag, the new tire regulations combined with each team's strategic tire planning, allowed for a challenging and enthralling day. Under the new regulations, no-one knew exactly what to expect, but the teams are persevering through new tactics and the Bridgestone tire range is living up to the endurance test.

These Bridgestone F1 tires are guaranteed to effectively manage the renowned Formula One circuits providing good traction that proves beneficial for all drivers. From a performance and safety perspective, Bridgestone has ensured both 'wet and dry' tyres are provided to the F1 team's to be used with regards to specific weather conditions.

Mr. Hamashima said, "Tire management, as expected, was very important in this first race with no refueling. The cars and drivers which were more forgiving to their tires were rewarded with more durable performance. This was only the first of 19 races this season. I think we all have a lot to learn about this season's best tire strategies and it will be fascinating unlocking the secrets for the best performance in the races ahead."

As part of Bridgestone's working practice and strong support to FIA's 'Make Cars Green' campaign, Bridgestone supports the initiative by placing green markings on the tire side walls of all the tyres supplied, officially making all the races and team's 'Green'.

Bridgestone Middle East & Africa FZE proudly hosted VIP guests at the Bahrain Grand Prix in the Paddock Club Suite, viewing the drivers in full force with a sheer determination to win their race, with the Bridgestone tires confidently moving them forward to a destination promising victory. Guests were also spoilt with a surprise visit from Sebastian Vettel, driver of the Red Bull Racing Team to the paddock Club Suite.

Today, Bridgestone is the world's largest manufacturer of tires and rubber products, owing to its commitment to motor racing and passion for excellence.



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Middle East distribution leader to move into retail

ZAFCO, the number one source for tires across the UAE domestic market, and a global supplier to customers in the USA, Europe, Africa, Asia Pacific and Australia, has revealed details of its ambitious expansion plans. The Dubai-based company is set to launch its own chain of premium quality retail outlets across the GCC.

ZAFCO intends to open 65 such outlets across the region by 2012, including 10 in the UAE. The plans follow consumer research conducted by the company that revealed a gap in the market for a high quality tire fitting and automotive services experience.

Representing 12 of the most proven names in automotive accessories, including Nitto and Pirelli, ZAFCO has established a strong reputation for quality and market reach. But until now, the company has traditionally dealt in a business-to-business capacity.

ZAFCO's CEO, Gopiraj KV, made the announcement last month at a special dinner in Dubai to honour the company's key partners, including Dubai Customs, DP World, Dubai Chamber of Commerce and Industry, Dubai Trade, Jebel Ali Free Zone Authority, JAFZA Immigration, Barclays Bank, HSBC Bank Middle East Limited, National Bank of Fujairah and Standard Chartered Bank. He explained how the company would establish standalone units and shop-in-shop outlets with partners and brand networks.

"We will craft these locations to offer the highest-quality products and services, with customers expecting nothing less," Gopiraj KV said. "We will not be limited by location: we will offer even more convenience to customers by establishing mobile units to take our services to their doorsteps."

He added that stock would come from the inventory of over 1 million tires at the company's state-of-the-art, 43,100 sqm storage facilities across the UAE, which make ZAFCO the biggest importer and exporter in its field.

ZAFCO currently employs over 275 staff and boasts an annual turnover of over Dh1 billion. With a growth rate consistently over 30 per cent each year, ZAFCO is planning to transform this dirham figure into 1 billion US dollars by 2012, the year that its retail outlets will come into service.

Gopiraj KV explained how three key elements give ZAFCO a competitive edge in a difficult market. "First, we only deal with proven brands of international standing," he said. "Secondly, we pass on the benefits of volume transactions to the customer. And finally, we have an intrinsic understanding of the markets we operate in, meaning that we can match international brands with local requirements."

Until 2012, ZAFCO plans new acquisitions and joint ventures across Asia and the Far East with operations that have a proven track record of quality and efficiency.

ZAFCO was established in Dubai in 1993 and immediately enjoyed success, exporting to 14 countries in its first year alone and signing distribution contracts for some of the world's leading names in tires.

Over the years, ZAFCO has added batteries and lubricants to its portfolio, and also manufactures quality tires in its own right under the Zeetex brand. Today, it works closely with a network of over 800 global distributors across 85 countries.

Nankang Increases Prices

Nankang Rubber Tire Corp., Ltd is raising prices on its all series products in Middle East and Asia, by up to 6 ~ 8 percent, effective April 20.

The price adjustment affects all tire types-passenger, 4*4 WD, SUV, VAN and snow tire.

Nankang cited the price increases are due to the escalation of raw materials and energy-related expenses. "We appreciate the support and understanding of our customers. It was a very difficult decision to raise prices, and we need relative income to maintain same service to our value customers," said Eric Shih, Nankang Tire manager of export dept. Nankang last raised prices on November, 2009

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TIA and Sema partner to create new **Global Tire Expo** powered by TIA at Sema show

New Expo to be Tire Industry-Only and is Open to All Tire Industry Segments; Expo Will Also Include Expanded Educational Seminars, Efforts to Contain Exhibition Costs, Better Tire Industry Representation on Show Committee and More



The Tire Industry Association (TIA), one of the world's leading authorities on tires, and the Specialty Equipment Market Association (SEMA) today announced the creation of the Global Tire Expo - Powered by TIA, which will be a tire industry-only part of the SEMA Show, taking place November 2-5, 2010 at the Las Vegas Convention Center (LVCC) in Las Vegas, NV. The new Expo will be open to all

segments of the tire industry, including automotive, commercial, retreading, recycling and more.

To reinforce the "tires-only" focus, the Expo will have its own branding, entrance units and color scheme. Tire manufacturers' booths will be placed in the center in order to provide a greater level of prominence, and TIA will work with them on a one-on-one basis to assist them with every aspect of exhibiting at the show.

The Expo will also include expanded educational session tracks targeted to the tire market. The tracks are "TPMS at 10," "Tires at 2" and "Management at 4." Every day of the show, each track will feature a session relevant to tire dealers and lead by the most knowledgeable experts in the tire industry. One of the "Tires at 2" sessions will remain TIA's popular "Successful Tire Dealers Share Their Secrets." The educational sessions will be located in the sky bridge between the Central and South Halls (near the show management office) of the LVCC, and there will be plenty of directional signage to let attendees know where the session rooms are located.

In addition, SEMA will place a permanent TIA representative on their Show Committee, as well as on their Tire & Wheel Council, effective immediately. TIA will also continue their outreach to the tire manufacturers in order to better ensure their representation in the Expo activities.

SEMA is also making a special effort to reach out to the tire manufacturers on an individual basis to find new, innovative ways they can reduce the cost of exhibiting at the Expo. All Expo exhibitors are eligible to receive a one-on-one audit of their show plans, which could save exhibitors up to 20% on their show-related spending.

"Today ushers in a new day for the tire industry. With the creation of the Global Tire Expo - Powered by TIA and the fact that it will now unite exhibitors from all sectors of the tire industry in our own, tire-focused area, we are optimistic that it will become the premiere event in the world for the tire industry," said TIA President Wayne Croswell.

Recognizing that the SEMA Show serves as the premier trade show for the tire industry, TIA and SEMA announced late last year a joint effort in which the two organizations vowed to work closely with one another to provide the tire industry with greater value in the SEMA Show. The Global Tire Expo - Powered by TIA is a result of that collaboration.

"By working with TIA, we have created the Global Tire Expo to meet the needs of the tire industry," said Chris Kersting, SEMA President and CEO. "We're excited and confident that the 2010 SEMA Show and the Global Tire Expo will be more meaningful and relevant than ever before for tire manufacturers and buyers."

Kersting points out that the SEMA Show has the added benefit of drawing more than 50,000 buyers from all over the world, including those not currently in the tire market. "Many buyers at the SEMA Show are looking to expand their product lines to include tire-related products. The dedicated floor section and the other new programs will help buyers discover the potential that the tire industry has to offer."

"This is a new day for the tire industry. Tire manufacturers can now rest assured that they will literally have a 'seat at the table' when it comes to all aspects of the Global Tire Expo - Powered by TIA. Their concerns will receive the timely attention they deserve, and, what is even more exciting, is the fact that they will no longer just be exhibitors - they will be true partners in this event," said TIA Executive Vice President Roy Littlefield.

Tire industry companies looking for exhibition space in the new Expo should visit www.semashow.com. Attendee registration is expected to open in April.

TIA is continuing to work with SEMA on other aspects of the Expo. More improvements are expected in the coming months and will be announced as they develop.

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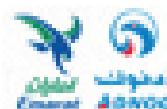


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www.al-futtaimmotors.ae www.al-futtaim.ae





An Open Letter to the Tire Industry

Over the years, one of the few times when those in the tire industry from around the world could come together has been at the Tires, Wheels & Equipment Section of the SEMA Show. In fact, for many, going to the Show has been like "coming home." You can catch up with old friends and colleagues, see valued customers face to face and get in on a terrific opportunity to learn the latest developments in the tire industry. However, unfortunately, between the drastic downturn in the global economy and some complacency on the part of TIA and SEMA, some of you may feel that the show might have lost its way.

For that, on behalf of TIA, I want to personally apologize. But, I am also taking this opportunity to tell you that both TIA and SEMA have listened, and we have made some major, substantive and exciting changes that we believe should give you cause to "come home" this year.

The old Tires, Wheels & Equipment Section of the SEMA Show has been eliminated. I'd like to introduce to you the new Global Tire Expo – Powered by TIA. The Expo will be completely tire industry-focused. Only those in the tire industry will be permitted to exhibit. And, the Expo is open to all segments of the tire industry, from automotive and commercial tire dealers to retreaders and recyclers. To reinforce this new focus, the Expo will have its own branding, entrance units and color scheme. Tire manufacturers' booths will be placed in the center in order to provide a greater level of prominence, and TIA will work with them on a one-on-one basis to assist them with every aspect of exhibiting at the show. The Expo has one goal – to be THE tire industry event of the year – for everyone in the tire industry.

If you felt as though your voice was not heard by Show officials in the past, you can now rest assured that it will be heard from here on out. That's because SEMA has agreed to seat a permanent TIA representative on their SEMA Show Committee, as well as on their Tire & Wheel Council. So, in essence, every tire industry professional now has "a seat at the table" and is a true partner in this event.

TIA is the undisputed, international leader in tire training. Our experts have trained thousands of tire service technicians all over the world on the latest technology and techniques. The Global Tire Expo – Powered by TIA is rapidly building on that expertise to create the most comprehensive training seminar program at a tire industry event – ever. We are expanding on our successful "Tires at 2" educational session track by adding "TPMS at 10" and "Management at 4." As the titles imply, attendees will get relevant, timely information on TPMS, tire service and business management topics from the best minds around. These will be education sessions you'll definitely want to attend.

SEMA will work with you to find new, innovative ways you can reduce the cost of exhibiting at the Global Tire Expo. All Expo exhibitors are eligible to receive a one-on-one audit of their show plans, which could help you save up to 20% on your show-related spending.

Whether you're in Shanghai, Johannesburg, Munich, Sao Paulo, or Peoria, it won't take you long to find someone who has heard of Las Vegas. It's a special place. This is also true for people in the tire industry. It's one of the premiere destinations for tire industry professionals – people you can meet, learn from, and, most importantly, sell your products to. You don't have to worry about finding an appropriate space to hold side meetings. You have an unbelievably wide selection of hotel accommodations – everything from properties that keep it simple and cost-effective to five-star establishments that are on par with some of the best properties in the world. Want to discuss business over a meal? With world-renowned chefs such as Wolfgang Puck, Daniel Boulud, and Nobu Matsuhisa choosing to open restaurants in Las Vegas, you will have plenty of memorable and appropriate spots from which to choose.

If you've been to our special events in Las Vegas – such as the Welcome Reception and Tire Industry Honors – you know that the word "special" does not seem to be enough to describe them. They'll be back this year, better than ever.

The creation of the Global Tire Expo – Powered by TIA is the start of a new day in the tire industry. But, we're not finished yet. We are continuing to work with SEMA to find more exciting and compelling ideas to make the Global Tire Expo – Powered by TIA an even greater event, and we're going to work hard to keep you informed of the latest developments. In closing, if you have already made plans to come to this year's Global Tire Expo – Powered by TIA, I want to say a heartfelt "thank you." You are not only supporting the Expo; you are supporting our work, which in turn, benefits you and all of the tire industry. For those of you who haven't made plans, it's not too late. "Come home," and be a part of the new Global Tire Expo – Powered by TIA.

See you in Vegas!
Best wishes,

Roy Littlefield
Executive Vice President
Tire Industry Association

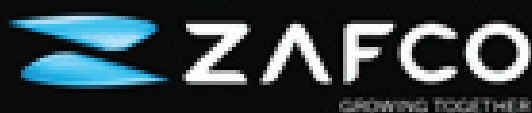


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Federal claims quiet achiever in the Australian mud tire market

After testing Federal's Couragia Mud Terrain in a massive mud tire evaluation among 13 different tire offerings a few months back with "recommendable" praise, the Couragia ultimate off-road tire in size 285/75R16 has again starred in a long term torturous test run by Australian automotive media, where Federal's 4X4 tire distinguished itself in many areas of serious road manners; ensuring at the same time of having "outstanding road-holding characteristics" and "the tire with the lowest noise level."



Unlike some mud tires that grip well but can suddenly "let go" in a blink of an eye, the set of Couragia M/T have paced a smooth and progressive driving pleasure. A particular strength identified during the test was its remarkably minimal noise on dry pavement. Cornering on the black top is reasonably controlled for a mud tire, and steering response is quick and light when running rod pressures of approximately 35psi. Moreover, when aired down the increase in effort required by both the drivers and the engine at maintaining higher speeds is very noticeable.

Off-road is where it really counts. On the dirt there's a whole other side of Couragia, as mud, rocks, and dirt are most definitely where these tires belong. With pressure down to 16psi, the Couragia bag out nicely over rocks and plough through the mud without skipping a beat over the twisty course. The incremental block edge effectively finds tractions as long as driver who worked the steering wheel. After a full day of hard work climbing, the tires were free of any side wall damage. For overall performance, the Federal Couragia pattern combines safety, precision, and sport driving performance in an excellent way.

Uniquely designed and specifically tailored for the SUV enthusiasts, the Couragia M/T features strategically placed reinforcement under the tread, which delivers crisp handling and solid on-center feel at high-speed stretches. Deep, large grooves and aggressive shoulder lugs translate more rubber underfoot to handle the toughest terrains.

Being recognized by the leading 4WD Action magazine for the second time in a row tells us that our hard work is paying off. With the independent test running so far, we are confident to demonstrate once more that Federal is able to supply a full portfolio of top-quality products - all with modern, safe, long-lasting, and environmentally friendly tires to our global customers. The universal fitment of Federal Couragia Mud Terrain for your muddy adventure is currently available with a full range of twelve sizes, in series 70 to 85 and from 15 to 20 inches.

Citexpo2010 visitors to win a 2010 Shanghai Expo ticket!

The 8th edition of CITEXPO (2010) will be held in Shanghai Everbright Convention and Exhibition Center in September 8,9 & 10. Near 80% of the exhibition space has already been booked by the domestic and foreign exhibitors. Also, we have been receiving good number of registration from the worldwide and domestic professional visitors every day.

This year, the world focused event, Shanghai Expo 2010, will be held from May to October covering the CITEXPO 2010's show period. The Organizer of CITEXPO, RELIABLE, would like to offer a good number of Shanghai Expo 2010 tickets to our valued visitors in two lucky draws, so that our visitors may come to Shanghai for both CITEXPO 2010 and Shanghai Expo 2010 in one trip.

Yokohama Store Opens in the Nurburgring Germany

The Yokohama Rubber Co., Ltd., announced that it opened the "Yokohama Store," managed directly by its subsidiary Yokohama Europe GmbH, at the Nurburgring in Germany, one of the most well-known racing circuits in Europe. President Osamu Mikami of Yokohama Europe GmbH and many representatives of local media were present at the opening ceremony on the 27th. Yokohama Rubber is the first Japanese tire manufacturer to open a directly managed shop at the circuit.

Having established the "Yokohama Test Center" at the circuit, Yokohama Rubber is developing high-performance tires there. In addition, "YOKOHAMA" and "ADVAN" are used as corner names. In such ways, Yokohama Rubber is endeavoring to improve recognition of its global brand. The "Yokohama Store" represents further outreach to regular users.

The Yokohama Store measures 300 square meters and consists of two rooms. In the show room, Yokohama Rubber's global flagship brand "ADVAN" and other Yokohama Rubber tires in various categories are displayed. Original goods, including caps, shirts and watches are sold, and light meals are available.

The second room will be used for meetings and other events staged for customers and fans.

As part of recent efforts to develop new business at the Nurburgring, a leisure facility for ordinary users is being constructed. Nearby are a large shopping mall, a theme park where automobile manufacturers have shops, an automobile museum, a concert hall and hotels.



Ji Yong-Ho's tire creatures are steel-belted radness

Art and cars is always a tricky subject. We saw what happened when BMW selected art world mega star Jeff Koons to design their next art car. Long story short, confusion, blinking eyes and a whole lot of chin scratching. However, we think in the case of South Korean artist Ji Yong-Ho, there's just going to be nodding heads and wide smiles. Why? Just look at how amazing his work is.









The New York-based Yong-Ho is using old tires to craft his creations. We enthusiastically approve.



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UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Reifen 2010	01-04 June 10	the event is ready to welcome various professionals from throughout the world. It will offer a viable podium for displaying aircraft tires, Steel and light metal rims, wheel covers, tire inflating devices, blades, tire-wheel washing machines etc.	Essen, Nordrhein-Westfalen, Germany	www.reifen-messe.de
Trabzon Automotive Show	01-06 June 10	The Trabzon Automotive Show is one of the largest automobile show, which is directed towards generating an unparalleled exposure to automobile fraternity, Held at World Trade Center Trabzon, Turkey, the event will offer enormous opportunities for 6 days to exhibit passenger cars, coach & auto bodies, tyre, fuel systems etc.	Trabzon World Trade Center, Trabzon, Turkey	N/A
Saigon Autotech	02-06 June 10	Saigon Autotech is one of the leading trade fair for automotive industry In Vietnam. The Show is expected to attract a huge number of domestic and overseas enterprises that display and introduce their technological products, accessories, spare parts, services of Vietnam Automobile - Motorbike Industry and Supporting Industry.	TBA, Saigon, Vietnam	N/A
The Electric Avenue	01-02 June 10	The Electric Avenue expo will focus on new sustainable mobility Electric industry. The Exhibition will be held along with the Klassikwelt Bodensee between 03-06 June 2010. The expo will attract more than 42,000 visitors from different parts of the globe.	Friedrichshafen Messegelände, Friedrichshafen, Germany	www.theelectricavenue.com
Autosalon Brno	05-10 June 10	Automechanics Latvia is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers	Brno Exhibition Centre, Brno, Jihomoravsky Kraj, Czech Republic	N/A
DriveTec	08-10 June 10	Being convoked at Nuremberg Exhibition Centre, DriveTec will offer unlimited business opportunities for energy efficient drive concepts. It is 3 days show which is expected to be attend by more than thousands of visitors. Here exhibitors will get a chance to showcase their items and the show will prove to be a driving force.	Nuremberg Exhibition Centre, Nuremberg, Bayern, Germany	N/A

UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Automech Akhbar El Yom	08-12 June 10	International African Arabian Exhibition for Vehicles, Buses, Motorcar Workshops, Service Station Equipment, Automobile Spare Parts, Accessories and Feeding Industries. AUTOMECH AKHBAR EL YOM 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
Vietnam AutoExpo	09-12 June 10	Vietnam AutoExpo 2010 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	www.autoworld.kz/en
Autotec	09-13 June 10	Autotec links up with the past 10 years, during which the fair has established its standing as a unique Central-European meeting of experts in the area of the automobile industry and road transport.	Brno Exhibition Centre, Brno, Jihomoravsky Kraj, Czech Republic	www.autotec.com/
Auto Expo-Kenya	12-14 June 10	Auto Expo-Kenya will feature an entire new generation of vehicles and state-of-the-art components and ancillaries. 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.	Kenyatta International Conference Centre (KICC), Nairobi, Nairobi Area, Kenya	www.autonomiaexpo.org
Auto Parts Central Asia	17-20 June 10	Auto Parts Central Asia offers a unique opportunity to interact directly with a highly targeted and closely focused audience from around the globe.	Almaty Palace of Sport, Almaty, Almaty [City], Kazakhstan	N/A
India Tyre Expo	25-27 June 10	India Tyre Expo is the world's most important tyre manufacturing technology exhibition. The event will showcase the complete spectrum of tyre materials, tyre equipment and tire manufacturing process.	Chennai Trade & Convention Centre, Chennai, Tamil Nadu, India	N/A



PARTS

Buckling-Up

The Dividing Line Between Life or Death.

Road safety continues to grow as a serious public health issue around the world and never before has it been more important for everyone to take action and help improve the situation, especially action by you.

According to the WHO, road traffic accidents kill more than 1.2 million people and injure more than 50 million worldwide every year. These figures are alarming and they are expected to grow over the next coming years. Yet you can play a role in making the situation better.

Car safety is everyone's responsibility

A split-second is all it takes. Just a momentary lapse in concentration or judgement that results in a terrifying collision. It needn't be your fault, as no one can predict it, yet you need to ensure that all steps are taken to protect you, your family, and all passengers within your vehicle. It is not about how skilled a driver you are but, rather, whether you are a responsible driver.

BMW Group Middle East believes that everyone should be fully aware of how best to protect themselves and their children against the dangers posed by driving. We all have a role to play; the government, automotive makers, and the public at large. That's what led us to partner with the Health Authority - Abu Dhabi and Dubai's Road & Transport Authority - to launch a campaign that helps make you understand the seriousness of the situation and what necessary action you can take to improve it.



While you cannot always prevent accidents, you can help reduce the risk of injuries in the event of a collision. In the UAE, 29 per cent of all road deaths involve car passengers. This statistic could easily be reversed if drivers insisted on all passengers wearing seat-belts or were restrained appropriately. It's the dividing line between life or death.

Importance of Buckling-Up

Without a doubt, the simplest way for drivers and passengers to stay safe is to buckle-up every time. Over 70 per cent of drivers travel with their children or their families, according to a survey conducted by BMW on road safety within the GCC. However, 37 per cent of these admitted that they did not use seat-belts all the time in the front of the vehicle, while a staggering 86 per cent disclosed that they do not use them all the time in the rear of the vehicle.

When it came to protecting children, the results were even more unsettling. While 94 per cent of respondents said that it was important for children to use restraints, 37 per cent confessed that their children didn't use them. In fact, most admitted to holding their children in their arms as a passenger, an extremely dangerous practice that you certainly need to stop.

Understanding child safety within your vehicle

Until the age of seven, children's bones are still forming, which means they must be protected from the force of an accident. Babies' skulls are extremely flexible and even a small impact can result in significant deformation of the head and brain. Also, an infant's rib cage is still elastic, and any impact to the chest can damage the heart, lungs and other internal organs. At this age, the pelvis is unstable and cannot withstand the forces from the use of regular seat-belts featured in your car. Therefore, appropriate child restraints are essential to reduce the risk of injury

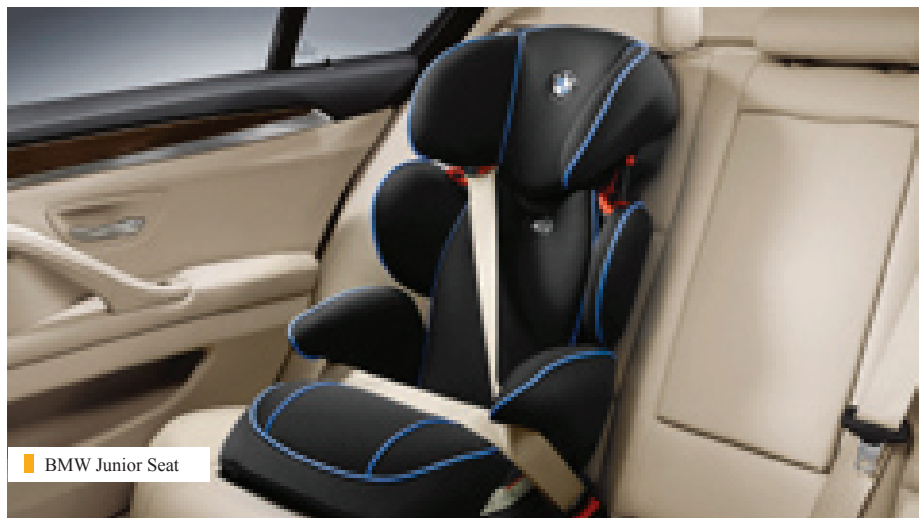
It is essential for you as a parent to make sure that you use the right restraint for your child's age and size. There are different seats available and the selection of the appropriate one is crucial in ensuring that your child is effectively protected. Here are the different options at your disposal:

Rear-facing Infant Car Seat: Designed for infants under the age of 1 year, they provide the best protection until the infant is both one year of age and weighs at least 13 kg. At BMW, this is known as BMW Baby Seat 0+.

Child Safety Seat: Targeting toddlers aged 1-4 years, they secure your child and spread the crash forces over a wide area. This seat should last until either the child's weight exceeds 18 kg or it grows too tall for the seat. At BMW, this is known as BMW Junior Seat I-II.

Booster Seat: Made for small children aged 4-6 years, it works by raising the child to the correct height for the car's adult seat-belt to work properly. It has a seat back that can provide additional protection in the event of a side impact. The booster seat should be used until the child is approximately 145 cm tall. At BMW, this is known as BMW Junior Seat II-III.

Booster Cushion: The final option before your child transitions to the three-point lap and diagonal seat-belt featured in your car and is designed for children aged 6-11 years that weigh from 22 to 36 kg. Some manufacturers are now producing backs that cover the full 15 to 36 kg range. At BMW, these are known as BMW Booster Cushions.



Do's & Don'ts for You to Remember

To make it simpler, there are a few do's and don'ts that, if you always remember, can help protect you and those traveling with you:

<input checked="" type="checkbox"/>	DO lead by example – educate your kids on the importance of buckling-up by doing it yourself
<input checked="" type="checkbox"/>	DON'T drive unless every passenger in your car is using appropriate restraints
<input checked="" type="checkbox"/>	DO insist that all passengers are appropriately restrained in your vehicle
<input checked="" type="checkbox"/>	DON'T drive with rear seat passengers unrestrained
<input checked="" type="checkbox"/>	DO make sure you use the right restraint system for your child, as use of the wrong one could put your child at a higher risk of injury or death
<input checked="" type="checkbox"/>	DON'T hold your child in your arms anywhere in your car. Your child needs to be in an appropriate restraint in the rear of your car
<input checked="" type="checkbox"/>	DO ensure that all children under the age of 12 are properly restrained in the rear of the car and not the front
<input checked="" type="checkbox"/>	DON'T give into your child complaining about discomfort of the restraint – their safety is your ultimate responsibility
<input checked="" type="checkbox"/>	DO understand that the safety of your child is solely your responsibility – always ensure they are properly restrained
<input checked="" type="checkbox"/>	DON'T use an adult seat belt for children. They should be in appropriate child restraints

If you keep these points in mind and apply them every time you get into your vehicle, you will help make a difference and improve the safety of the UAE's roads.



PARTS

AC Schnitzer Chooses Dubai for Global Debut of its BMW X6M

World-class tuning company announces exclusive partnership in Dubai with AGMC

AC Schnitzer, one of the world's leading tuning companies, held the global premiere of its aerodynamically modified kit of the BMW X6M at Dubai's AutomodEx exhibition yesterday. The Aachen-based company also announced an exclusive partnership with AGMC to be the dealer of AC Schnitzer kits in Dubai, Sharjah and the Northern Emirates.

"We are proud to announce that AC Schnitzer has chosen Dubai as the city to launch a modified BMW X6M model, and AGMC as its exclusive dealer in Dubai, Sharjah and the Northern Emirates to sell these special kits," said Stathis I. Stathis. "There is a huge market in the UAE for customers who want their vehicles to be fitted with the best in high-performance technologies; and AC Schnitzer's reputation, created through its involvement with motorsport for over 30 years, is second to none."

As part of the agreement, AGMC can now offer AC Schnitzer tuning and modifying components on all its BMW model range, allowing customers to experience BMW's promise of 'Sheer Driving Pleasure' like never before.

In order to attain the highest possible standards, AC Schnitzer's body kit elements are all produced using the same material the BMW Group uses to produce its original components. This requires a higher investment in engineering and resources, but ensures that all modifications are done according to BMW standards and guidelines.





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MINI online design competition proving to be a success

Competition designed to celebrate the launch of the new MINI Countryman

Do you fancy yourself as a modern day Thomas Edison and believe you have the ability to dazzle the world with a new creation? You're a creative genius but no one else knows it yet? Well look no further, MINI has created the perfect opportunity for you.

To celebrate the launch of the brand spanking new MINI Countryman, MINIspace.com the creative website behind the MINI brand, has launched a competition asking the public to design a new invention for the inside of the MINI's latest edition. Your mission is to create something useful that you can't leave home without on the Centre Rail of the MINI Countryman.

This Centre Rail unit, a brand new concept by MINI, has been designed to make the best use of space, a core philosophy and inspiration behind the MINI brand. The central rail can include everything that driver needs in the vehicle such as; cup holders, ipods and sunglasses and each item can be attached to the bar and slid back and forth through the vehicle- neat or what?

Speaking about the competition, Sarah Klippert, MINI Manager at BMW Group Middle East said: "MINI prides itself on out of the box thinking and the MINI Countryman certainly has unmistakable design, styling and innovative features. This competition is a platform for the public to design something brand new that in essence is a creative use of space".

Launched earlier this year at the Geneva motor show, The MINI Countryman is a brand new vehicle created by MINI that bridges the gap between the classic concept of MINI and a modern Sports Activity Vehicle (SAV), and includes the unique driving pleasure so typical to MINI. Its design is striking and clearly brings the MINI brand into the 21st Century.

The MINIspace.com competition will run until the 11th May 2010, 11.59am GMT time and the winning design will be selected by a MINI jury and rendered to 3D by the MINI design team and finally transformed into an actual prototype product. These top three prototypes will be shown on the MINI Center Rail of the MINI Countryman display at the Paris Motor Show in October 2010. The winners names will be credited on the display and the first prize winner will win a trip to Paris for two and passes to the Paris Motor Show. Second and third prize winners will receive an Apple Macbook Pro. For more information about the competition including the brief please log onto; www.MINIspace.com.

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More crash avoidance technologies needed to reduce 40,000 yearly road deaths in Arab World

Demand for crash avoidance technologies is increasing throughout the Arab World as the region continues to pursue effective solutions to bring down the number of road accident fatalities, according to Bosch Middle East. The region sees around 40,000 road-related deaths annually with 60 per cent of the incidents victimizing youth, according to the Arab Organization for Road Safety (AROS).

Although countries such as the UAE were able to bring down their road death tolls by 10 per cent in 2009 through stricter traffic laws and policing initiatives – according to figures released by the General Directorate of Traffic Coordination at the Ministry of Interior -, there is still a growing need to ensure better protection starting from the vehicle. According to World Health Organisation (WHO), globally road fatalities currently stand at 1.27 million annually and are increasing in most regions of the world. If trends continue unaddressed, road deaths will rise to an estimated 2.4 million yearly by 2030, WHO noted.

Bosch has recently introduced a portfolio of crash avoidance technologies to address the region's road safety issues. The automotive supplier's new radar system will be part of the Adaptive Cruise Control (ACC) and the Predictive Emergency Braking System (PEBS), which significantly improve driving safety. The new PEBS technology to be rolled out soon in the new Audi A8 has the potential to prevent three out of four rear-end collisions with injuries through its inclusion of predictive collision warning, emergency brake assist and automatic emergency braking. These features will not only enable drivers to be aware of potential collisions and more accurately control their braking force but automatically intervene whenever necessary to prevent accidents as well.

A report by the Saudi Traffic Department has revealed that more than 485,000 traffic accidents occurred during 2008 in the Kingdom killing 6,485 people, an average of 17 people per day. According to the World Health Organization, road accidents result in an estimated cost of USD 518 billion worldwide on governments, which creates an economic and workforce burden on the health care system.



Volker Bischoff, General Manager, Bosch Middle East.

"Reaction speed and the type of evasive action taken are critical to avoiding road accidents, but in many cases the driver does not react properly. This is why we see a lot of governments in the region requiring and encouraging more safety components and capabilities in vehicles. Through our latest lineup of crash avoidance systems we intend to make a significant contribution to minimizing road injuries and deaths in the region. We hope that the innovative technologies we have used in these products will raise safety standards in the region's automobile industry," said Volker Bischoff, General Manager, Bosch Middle East.

Bosch's road safety technologies extend beyond automobiles and into other transport types such as motorcycles. The company recently developed a new antilock braking system specifically designed for motorcycles. According to a study by the Swedish highways authority, motorcycle ABS promises to prevent 38 per cent of accidents involving personal injury and 48 per cent of those leading to deaths. The company is also campaigning intensively against the sales of counterfeit parts which have been causing an increasing number of accidents.

More Middle Eastern countries are reinforcing their road safety agendas in response to the World Health Organization's prediction that road-related accidents will emerge as the leading cause of death by 2020. They are also concerned over the numerous other social and economic problems posed by such untoward incidents. Many governments have responded by taking additional measures to improve road safety and more effectively enforce traffic laws. Bosch has committed to helping the cause by using its engineering capabilities to come up with safety systems that suit the region's climate and geography



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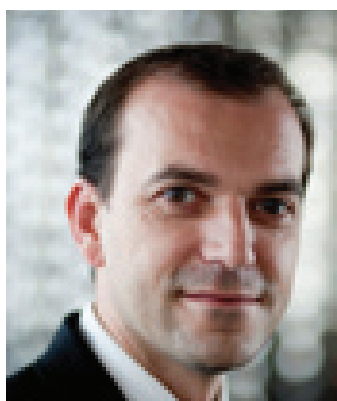
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Middle East is untapped market for auto modification and specialty products

SEMA participation at Automechanika Middle East spearheads drive by leading players to tap into growing regional demand



Mr. Ahmed Pauwels, Chief Executive Officer, Epoc Messe Frankfurt GmbH

Specialty Equipment Market Association (SEMA) – the US trade association serving the motor vehicle aftermarket – are spearheading this trend with their continued partnership with Automechanika Middle East. The event, which takes place at the Dubai International Convention and Exhibition Centre from May 25th to 27th is the region's premier networking event for the automotive aftermarket industry.

"In this high-income region with a large number of car owners, the demand for modification, tuning and specialty products has great potential,"

said Mr Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt GmbH

Countries in the Middle East region, especially the GCC, represent one of the largest untapped markets for automotive modification, tuning and specialty products in the world with approximately 8.7 million vehicles in the Gulf region alone.

Realising this, leading players in this specialised field have been turning their focus to the region with increased presence at trade events and forums. Participation and greater visibility at these networking events are an integral part of their aim to gain a greater foothold into what is a potential high-growth sector.

"The market has been relatively un-tapped as yet and many potential users of modified and performance-enhanced vehicles are keen to learn more about this appealing industry."

Automechanika Middle East, with its acknowledged reach across the region's automotive aftermarket spectrum, is ideally positioned to give international manufacturers of accessories and performance products a comprehensive insight into the business in the Middle East. It also enables local companies to access a wider export market for their specialised products.

According to Mr Mahmut Gazi Bilikozen, Senior Show Manager, Automechanika Middle East: "Of late, there has been a big shift in the specialisations and modifications industry in the Middle East. With the advent of the Formula 1 in Bahrain, and more recently Abu Dhabi, there is increased interest in high-performance cars. Residents want unique models which are on par with, or even better than the unusual ones they see on the tracks or on display in the garages."

He added: "We are happy to provide a networking platform through Automechanika Middle East, where industry leaders such as SEMA and other modifiers, tuners, performance-enhancers and specialty equipment manufacturers can network with regional industry professionals and decision makers."

The SEMA Association consists of a diverse group of manufacturers, distributors, retailers, publishing companies, auto restorers, restylers, car clubs and more.

Automechanika Middle East 2010 will feature products and suppliers from across the aftermarket spectrum including Parts and Systems, Accessories and Tuning, Tyres and Batteries, Repair and Maintenance, IT and Management and Service Stations and Car Wash to name a few.



Leo Sterling-Yellow Hat classic car auction generates more than AED 340,000

1968 model Mercedes Benz 280SL fetches 150,000; part of auction proceeds being donated to Dubai Autism Center

The "2010 Dubai Classic Car Auction" organised recently by Leo Sterling, UAE's premier select property portfolio managers, in collaboration with auto accessory superstore Yellow Hat, generated a total of AED 343,000 through the sale of four cars and a motorcycle. The organisers revealed that a percentage of the proceeds is being donated to Dubai Autism Center, in line with efforts to raise awareness about Autism. The auction was organised under the patronage of Mohammed Bin Sulayem, FIA Vice President and President of the Automobile and Touring Club of the UAE (ATCUAE).

Held at Times Square Center (TSC), the "2010 Dubai Classic Car Auction", featured everything from antique, vintage and classic cars, to trucks and motorcycles, 4x4s, historically significant vehicles, military vehicles, and all other unique and/or custom vehicles. The cars that were auctioned off included a 1968 model Camaro SS, a 1990 Bentley, a custom-made Porsche and a 1968 model Mercedes Benz 280SL convertible which fetched AED 150,000. The motorcycle that was auctioned off was an 883CC Sportster engine Old School.

Anthony J O'Donnell, General Manager, Times Square Center, said: "The overwhelming response generated by this auction goes to show that there exists a relatively untapped market for classic cars in Dubai. Given the favourable outcome of this auction we are seriously considering making this an annual affair, especially since it also benefits a charitable organisation."

Bruno Martorano, Managing Director of Leo Sterling, said: "The 2010 Dubai Classic Car Auction was, more than anything, a celebration of UAE's reputation of being a car lover's paradise. The success of this auction, in terms of the range of cars that were part of the auction and the sales that took place on the day, was truly inspiring. We are also pleased to donate part of the proceeds from the auction to Dubai Autism Center, which we believe will help the Center in its efforts to create greater awareness about Autism among children."

The "2010 Dubai Classic Car Auction" was supported by Desert Warriors Dubai, a leading motorcycle club in the UAE that is committed to driving awareness for social causes, while Russian Radio was the media sponsor for the event.

A selection of the cars that were part of the auction was showcased at TSC three days prior to the auction day. The auction concluded with a large group of bikers representing Desert Warriors Dubai proceeding on a parade from Times Square Center along Sheikh Zayed road.

KETCHUP

A VOLKSWAGEN MODEL THAT SELLS OVER 425,000 UNITS A YEAR?

Asked to name a Volkswagen model that sells in excess of 425,000 units a year and most people would choose the Golf. Of course they'd be right. But if they guessed ketchup? They'd still be spot on.

At the Techno Classica 2010 in Essen alongside a limited edition ketchup Volkswagen is presenting a raft of diverse classic and historical vehicles ranging from the K70 which debuted over 40 years ago and the Iltis all-wheel drive icon which was first seen 30 years ago, to the Golf Country Crossover produced 20 years ago and the Tarek off-roader which preceded the Touareg.

It is also using the occasion to commemorate another 40-year-old success story and launch Volkswagen Classic Ketchup, of which just 1,000 bottles will be available. Volkswagen Spiced Ketchup was born back in the 1970s, the ideal complement to Volkswagen's world-famous curry sausage. It has a thicker consistency than standard ketchup and a unique flavour, the recipe for which is, like that of the curry sausage itself, as closely guarded a secret as any classified automotive R&D project.

In 1997, Volkswagen began officially bottling and selling the Spiced Ketchup. In that year, 20,000 bottles were sold. Since then the sauce has gone from strength to strength

(numerically speaking): in 2009, over 425,000 bottles were sold and in the first 10 weeks of 2010, 100,000 bottles have already been sold. The difference between Volkswagen Spiced Ketchup and Volkswagen Classic Ketchup? Imagine the culinary equivalent of the first and sixth generation Golf GTIs.

Apart from the Ketchup, other highlights of the Techno Classica 2010 include:

Iltis: all-wheel drive icon debuted 30 years ago, winning the 1980 Paris-Dakar race

Type 181: open 'bucket' design has inspired individualists for 40 years

Apal Buggy: beach cruiser for Europe based on the Beetle

Golf Country: crossover trendsetter launched 20 years ago

Tarek: rear-wheel drive through the desert to Dakar

T3 and its successors: 25 years of Bulli with front-wheel drive

K70: the front-wheel drive era began 40 years ago

Later this month, on 25 April, the Volkswagen AutoMuseum will be a quarter of a century old. To mark the occasion, the museum will be hosting a special exhibition named '25 years of the Volkswagen AutoMuseum – from 25 April 1985 to 25 April 2010'. This exhibition covers the evolution of Volkswagen cars and features a number of classic and significant vehicles from the years 1985 and 2010.



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PARTS



smart fortwo owners to be

stuck

on new accessories

Smart fortwo enthusiasts can now put the power into flower power, fly the flag for the iconic brand and even give their car wings with the new smart art stickers.

The new adhesive foil stickers comprise six striking motifs that enable owners to customise their smart with designs that include a classic black, white and blue racing pattern along with variations on flowers, skylines and even birds' wings and stars.

Designed by acclaimed German artist Timo Wuerz in collaboration with Mercedes-Benz Accessories GmbH, the stickers are applied to the tridion safety cell to provide an attractive contrast to the other body panels. When correctly affixed the stickers last for approximately five years but they can also be removed at any time without leaving any traces.

The stickers are available from all smart retailers and are priced at £182 (including VAT). The retailer can apply the stickers on request and fitting takes approximately one hour.

smart owners can also personalise their car's interior with the new range of BRABUS interior contrast components. Featuring a carbon-fibre look, the eight-piece set comprises trims and covers for the dashboard instruments, steering-column stalk, instrument cluster, door handles and centre console. The package costs £256 (including VAT) and can be ordered and fitted at any official smart retailer.

Completing the new additions to the stylish range of BRABUS accessories is the new BRABUS LED daytime driving lights. These can be retrofitted and not only look good, but enhance safety too. These advanced lights can be combined with all standard main headlights and smart owners can choose between two versions in chrome or black, both of which are priced at £486 (including VAT). The impressive lighting technology can be retrofitted at the back too, the BRABUS third LED brake light now being available for £178 (including VAT) and incorporated into the integrated rear spoiler.

Dermot Kelly, Managing Director Mercedes-Benz Cars UK said: "smart owners love to personalise their cars and these accessories mean that they can make their smart ownership experience even more unique.

"Like the smart, these new stickers and BRABUS accessories are innovative in their design and made to a very high standard. What's more, all are completely reversible too, meaning that owners can easily change their car back to standard specification should their tastes change or if they are upgrading to another smart and wish to sell their existing model."



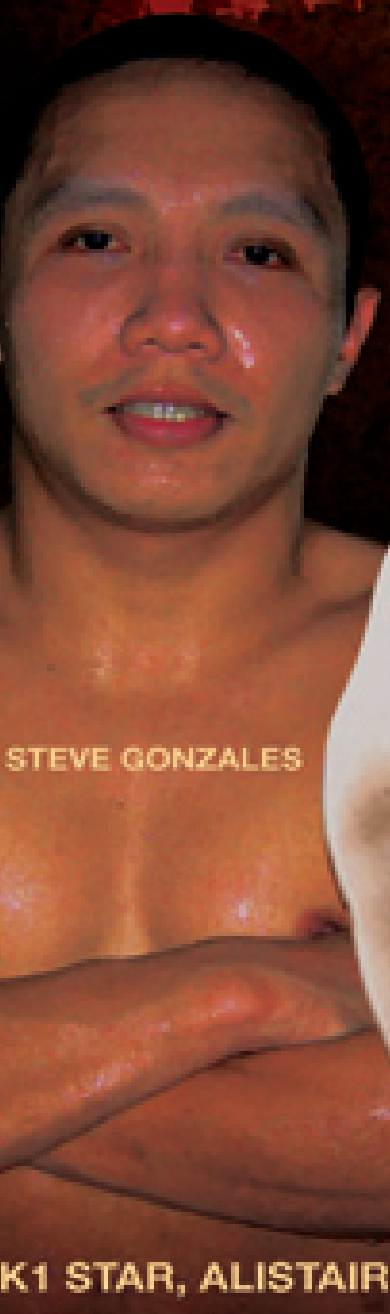


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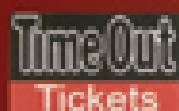
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Unique Forged Anodized is the name of the latest light alloy wheel by the manufacturer HAMANN-Motorsport. And the name says it all. A unique design produced with most modern forged technology with an anodized surface – the name and the quality hallmark in one word.

The dynamic shape and delicate cross spokes do not only render a dynamically striking appearance, but also an even weight balance and therefore ensures highest bearing loads. Moreover, the forged technology saves 38 percent of weight compared to a traditional cast rim.

The rim Unique Forged Anodized is available for BMW models in the dimensions 11.0 x 23 inches and 12.0 x 23 inches at a price from € 2,070.

For the latest Ferrari model range F599 and California, it is available in 9.0 x 21 inches and 12.5 x 21 inches at price from € 2,075.



New XD Amplifiers from JL Audio



JL Audio set a new benchmark for fidelity and efficiency in mobile amplification with the XD amplifiers. In 2010, the company has taken amplifier design to a new level taking with the introduction of an even more affordable and compact design that allows for even the most difficult installation options. The new XD Amplifiers now take the leadership position as JL Audio's newest and most creative amplifiers ever.

The new XD amplifiers will feature five models that employ JL Audio's hyper-efficient NexD™ technology to unleash huge, audiophile-grade performance from an amazingly compact package. Achieving total efficiencies about 80% and employing an unregulated power supply, XD amplifiers strike an impressive balance of fidelity, power and size while also putting far less strain on your vehicle's electrical system than conventional "big" amplifiers.

A compact unitary cast alloy chassis provides ample cooling for the efficient circuitry and is monitored by our Advanced Rollback System to eliminate annoying thermal shut-down events.

Beneath a removable control cover, the XD's feature studio-grade signal processing with fully variable crossover filters. Also included are JL Audio's noise-killing, highly flexible differential-balanced inputs with remote level control capabilities via the optional HD-RLC remote level control. Small in size and designed for auto sound enthusiasts who appreciate great audio.

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3D TV Experience



Offering the most 3D TVs in the industry, MDEA brings an unparalleled, immersive 3D experience home with its cinema-like 60, 65, 73 and mammoth 82-inch screen sizes.

MDEA has been selling 3D-ready TVs since 2007, was the first to demonstrate 3D TV at retail, and has been showcasing 3D directly to consumers for over two years running. The 2010 line-up represents the fourth generation of 3D-ready TVs from MDEA. Its large screen 3D DLP Home Cinema TVs utilise the same core DLP technology that is used in the vast majority of 3D movie theatres. DLP technology is up to 1,000 times faster than LCD technology, providing for a more realistic, sharper 2D and 3D viewing experience.

"With the advent of the unprecedented box office success of 3D feature films such as Avatar and Alice in Wonderland, it is clear that consumers have fully embraced the large screen 3D experience," said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. "The thrill of 3D is to feel as though you are a part of the action, and our mammoth 82-inch 3D DLP Home Cinema TV delivers that immersive experience in the home by featuring three to four times the viewing area of a small screen 46-inch flat panel 3D TV."

CH Men



CH Men was inspired by the notion of travel, and based on five concepts: adventure, savoir faire, passion, eccentricity and elegance. Concept of the fragrance is 'unity of the opposites' intertwined of elegance and eccentricity. Top notes incorporate luminous bergamot and grapefruit skin, adding a spicy heart full of saffron and nutmeg blended with woody notes, jasmine and violet. A base is composed of amber, vanilla, leather, moss and sugar. The fragrance is available as 50 and 100ml EDT. This fragrance tops our list for this month.



P'6780 Diver

The P'6780 Diver is Porsche Design's second diving watch in more than 25 years. This brand-new timepiece is powered by an automatic movement, handles depths of up to 1000 metres and features a dial that offers excellent readability in the dark. The Diver's three-part case design is both unique and particularly intricate: acting as the housing for the dial and the movement, a circular stainless steel container hinges back into a bead-blasted titanium bridge structure held on the wrist by means of a caoutchouc strap. The P'6780 Diver succeeds the well-known Ocean 2000 – Porsche Design's first diving watch, designed by company founder Prof. F. A. Porsche in 1983. The P'6780 Diver is scheduled for launch in summer 2010.

When it comes to diving, the choice of equipment is crucial. What is needed underwater is a timepiece that is both reliable and accurate so that the dive can be properly managed. The P'6780 Diver's reliability is assured by the mechanical ETA 2892-A2 calibre automatic movement.

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Iconic Auto Inspired Watches

Equipe is a unique and powerful brand of timepieces unlike anything else on the market today. These high-performance watches, born in Detroit, automotive capitol of the world, are geared for those who are passionate about classic cars, collectible automobiles and auto racing in general.

Never before has so much original design reality converged in a watch brand. Like the cars they represent, Equipe watches own the road, and enable the wearer to proudly display his passion on the wrist. Much like the muscle cars of half a century ago still so coveted, and the classic cars of yesteryear so beloved today, Equipe watches evoke the same emotions for a car enthusiast, and tell a similar story.



PlayStation Move motion controller

The newly announced PlayStation Move sub-controller is a one-handed controller, developed to further expand the game play options that PlayStation Move games can offer*2. PlayStation Move sub-controller features a sleek curved design that pairs with the motion controller and comes with an analog stick and directional buttons that allow users to easily control the game when moving characters or choosing a direction. Like all other Wireless Controllers for the PS3 system, it comes with a built in lithium-ion rechargeable battery as well as Bluetooth® technology, enabling the controller to transfer the input information wirelessly to the PS3 system without a cable.



Portable Audio for Your Laptop

Logitech announced the Logitech® Laptop Speaker Z205 — a lightweight speaker with a clip-on design that lets you pump up the volume wherever you take your laptop.

"While people love the portability of their laptop computer, they are often missing out on the immersive listening experience that external speakers provide," said Mark Schneider, vice

president and general manager of Logitech's audio business unit. "When designing the Logitech Laptop Speaker Z205, we wanted to help people get better audio while enjoying their favourite shows or music without sacrificing portability. The Laptop Speaker Z205 is tiny enough to toss in your bag, but delivers big sound." Whether you use a Mac® or a Windows®-based laptop or a netbook, the Logitech Laptop Speaker Z205 securely attaches to the top of most laptop screens.





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