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# TIRES & PARTS Magazine

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

## BMW develops the world's Fastest Pickup



## Duncan Hill

Regional Aftersales Manager McLaren Automotive, Middle East and Africa.



The New Asus  
Lamborghini notebook

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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](http://www.tireindustry.org)



**Tell us more about your roll at McLaren Automotive**

I am the Regional Aftersales Manager McLaren Automotive in the Middle East and Africa. We will launch the new McLaren MP4-12C in these markets later this year.

I have been working for McLaren for 14 years. I previously worked on the McLaren F1 road car, but am now based in Bahrain with my family. My job involves everything from managing warranty claims to training technicians. I am well qualified to work on the car myself if needed.

Through an internal system that we have at McLaren Automotive, I can remotely link to McLaren Automotive diagnostic tools at all of our regional retailers and diagnose technical issues relating to a car from my office. In addition to that I also look after the bodyshops and parts departments. It's a great new challenge for me.

**You were recently moved to work in the Middle East, how do you compare working here to working at the McLaren Technology Centre?**

In regards to the culture, it is without a doubt, very different. However, in terms of work, I can't claim that anything has changed. At McLaren Automotive we are driven by excellence, pride and passion, and we keep the same high McLaren standards wherever we go, and our retailers in the region share the same work ethics as us. It is very encouraging to see how eager everyone at the retailer is about working with us, I am proud to have the chance to work with people that share the same values as all of us at McLaren, for together with our retailers; we aspire to be the best in everything we do. We want the experience our customers have to be just as revolutionary as the new 12C.



# Duncan Hill

Regional Aftersales Manager McLaren Automotive, Middle East and Africa.



**The car has not arrived to the region yet, so what are you/ the McLaren technical team doing in preparation for the MP4-12C's arrival to the region?**

We are in important preparation phase before the MP4-12C goes on sale. We are preparing regional retailers and their technicians to work on the cars, as well as increasing their McLaren knowledge. We are also preparing the workshop, bodyshop and parts departments of retailers to ensure it matches the McLaren Automotive corporate image.

We are very busy organising a comprehensive training program for our retailers' aftersales specialists. This program will ensure they are synchronised with McLaren Automotive aftersales procedures; are customer-focused and provide the best customer service imaginable. The training will take place in the UK at the McLaren Technology Centre. The trainees will spend valuable time being immersed in the McLaren brand and up close with the MP4 12C.

We have further training planned for our retailers. This will be a parts warranty and retailer system training which will take place in each dealership as we install new McLaren Automotive systems. .

**What special measures have been taken to prepare your regional retailers for the arrival of the car?**

In addition to preparing the retailer buildings to fit the McLaren Automotive corporate image and training the retailers' team members, we have been working closely with them to manage action plans, marketing events and car launch events.. It is an important process involving new regional partners. McLaren Automotive has very strict standards that have to be met.

As the Regional Aftersales Manager for the Middle East and Africa, I will visit each retailer when their first car arrives and go through the pre-delivery inspection with them. We will install retailer systems in each dealership and train recovery staff on loading and unloading the car.

We are working with our retailers to have every single component of the MP4-12C available in stock from the first day, allowing us to react quickly and get the car back to the customer and on the road as quickly as possible where necessary.

We will ensure that any contact our clients have with the retailer is on a totally different level to anything they have experienced before, which is in line with McLaren Automotives' policy of outstanding customer service; driven by excellence, pride and passion.

**Tell us more about the training that McLaren automotive gives the regional dealers and their technicians, and how often is this training going to take place?**

Every McLaren Automotive retailer is required to send its technicians, workshop and bodyshop specialists and sales representatives to the McLaren Technology Centre (MTC) for a special training ahead of car delivery to their country. This is to ensure all the retailer teams are knowledgeable about the 12C, and are able to present all McLaren Automotive customers with the best service possible. The training will take place throughout May and June 2011 for 35 retailers worldwide.

The McLaren Technology Centre is the McLaren Group headquarters, and it is every car technicians dream to visit it.. It is where the McLaren F1 was built, and is home for McLaren Formula 1 cars.

When the technicians leave after training, they will have a deep understanding of McLaren DNA. In addition to practical training, they will RECEIVE a tour of MTC, from the 'Boulevard' where historic McLaren race cars are presented, to the wind tunnel used for Formula 1 testing. They will also visit McLaren Electronics, where the electronic control units for every car on the F1 grid are made., The tour continues to the production line of the MP4 12C and the Formula 1 race team workshop. During this time they will learn the history of McLaren, seeing all the trophies McLaren has won since it started motor racing in 1963. Simply, they will learn everything about the company, and will become part of the McLaren family.

Following this intensive training, shorter training sessions will be conducted across the region on a regular basis .All intensive training courses will be held in the UK at the McLaren Group head Quarters.

**The MP4-12C can use two different sets of tires, could you tell us if the location (i.e: Europe/ Middle East) will determine which type of tire customers use? And how will these tires affect / benefit the handling?**

We do have two tyre types, both are Pirelli, the standard tyre is the P Zero and is a very capable tyre. The second option is the Pirelli PZero Corsa tyre – this is a more track biased tyre and allows extra grip and feel for the driver, as an example 0-100km/h is 3.3 seconds on the P zero, but drops to 3.1 seconds with the PZero Corsa, so you can imagine the difference in the corners.....! Both are used in the Middle East, as well as all other global markets.

**Last but not least, are you also looking after the McLaren F1 Road cars that are in this region?**

Yes, this is what I used to do before the change to my current role here in the region, so it's logical to take responsibility for one of arguably the greatest sports car ever made.



# Mercedes Concept A-Class

## The beginning of a new compact generation

Looking as though it might have come from another planet, the Concept A-Class features an expressive and athletic design. Technical highlights include a new turbocharged four-cylinder gasoline engine, a dual clutch transmission and a radar-based collision warning system with adaptive Brake Assist.

The aggressive appearance of the Concept A-Class, with its long hood, low silhouette and slim side windows, is given depth by the interplay between lines and surfaces. Inspiration was drawn from the wind and the waves, as well as aviation engineering.

The Concept A-Class previews a new compact classera at Mercedes-Benz. This front-wheel drive model is powered by a four-cylinder gasoline engine from the new M270 series. It was designed for transverse installation and thanks to direct injection and turbocharging, offers high performance together with minimal emissions and fuel consumption. The Concept A-Class is equipped with the two-liter variant of the new engine, developing 210 hp. This BlueEFFICIENCY engine is mated to the new Mercedes-Benz dual clutch transmission.

As a world first in the compact class, the concept car features a radar-based collision warning system with adaptive Brake Assist, which lowers the risk of rear-end collisions. This assistance system gives a visual and acoustic warning to an inattentive driver and prepares Brake Assist for a precise braking response. Braking is initiated as soon as the driver forcefully operates the brake pedal.

The exterior design of the Concept A-Class features the combination of defined edges and free interplay with the body surfaces that Mercedes-Benz first showed in the F800 Style. The side view is structured with three prominent lines: the front structural edge above the front fender forms a dropping line, while the prominent shoulder muscle above the rear axle underlines the car's coupe-like character. A further line extends upwards from the rear wheel arch in a sweeping curve.





The front end of the Concept A-Class immediately catches the eye with the Mercedes-Benz star logo surrounded by what looks like a star-filled sky. Where there are usually openings or louvers, the radiator grille consists of numerous metallic silver hexagons on black stems. This theme is reflected in the design of the wheels.

The headlights of the Concept A-Class continue this design element with innovative full-LED high-performance headlamps repeating the starry sky motif with numerous light points. The daytime running lamps consist of 90 optical fibers with aluminum sleeves which are arranged in a wing-shape within the headlamp.

In the interior, the eye is immediately drawn to the dashboard which has the shape of an aircraft wing and a translucent, stretchable fabric lining. This enables the bionic, cellular structure of the dashboard to remain visible.

The shape of the air vents in the dashboard is reminiscent of a jet aircraft. The prominent dials in the instrument cluster are in red, inspired by the afterburner of a jet engine. The center console is designed as a modern flight control panel, with the shift lever designed as a "reverse thrust control".

A smartphone is fully integrated into the Concept A-Class. All functions are shown in the display as applications, and can be operated using the rotary/push control. The visual presentation of the display screen elements is unique, with a deep, three-dimensional appearance created by laser-like magenta-colored lines.







## Sprinter Provides Sumptuous Den Office and No Interruptions

Only 13 months ago, Richard Fertig started Brilliant Transportation (<http://www.go-brilliant.com>) with a small fleet of specially-equipped Mercedes-Benz Sprinter vans, and now the fast-growing company operates chauffeur-driven Sprinter-based Brilliant Vans and Mini Buses up and down the East Coast as well as in the Los Angeles area. Fertig says a large part of Brilliant's success is due to the unusual design of their Sprinter van interiors, which feature a clean aesthetic with neutral colors and include rich hardwood floors, oversize leather seats, refrigerators, stowaway desks and built-in cabinets.

The tastefully integrated technology in the Brilliant Van includes a premium eight-speaker audio system, two 32-inch flat-screen TVs with satellite-based Direct TV and wireless headphones. In particular, business travelers appreciate its 3G Wi-Fi capability, color printers and a hands-free conference call system.

Fertig, Brilliant's Founder and President, says, "Our versatile Sprinter vans appeal to corporate management, entertainers and well-to-do families who want to reclaim that dead in-transit time and who appreciate the size, height and overall comfort of a large van. Most NBA basketball players can stand up inside with room to spare. Additionally, our drivers are impressed with the Sprinter's quality, reliability and especially the fuel economy of its proven clean-diesel power. Getting 20 miles per gallon in a vehicle of this size is phenomenal, which gives us a range of about 400 miles – our clients usually need to stop before we do."

### Addressing the "Are We There Yet?" Syndrome

Whether it's helping with childrens' homework, working out a complex business deal or eating a meal together, families and corporate travelers alike appreciate the comfort, convenience and productivity of Brilliant's Sprinter vans. They welcome the privacy and lack of interruption that's increasingly rare in today's hectic work and family life.



Fertig says, "We're introducing a new mode of travel we call Private Motoring" that often replaces air and rail transport. Although a number of our clients didn't realize at first that Mercedes-Benz makes large vans, they know and love Mercedes, which makes our chauffeur-driven Brilliant Vans a natural extension of the way they choose to travel. Our New York-based Sprinters offer a distinct environment for business trips to Boston and DC, social events in Manhattan such as Lincoln Center or family weekends to the Hamptons and the Vermont ski country. With a similar range of use, our just-opened L.A. operation makes frequent trips to Las Vegas, Santa Barbara and San Diego."

#### **It's Brilliant for the Bottom Line**

Clients ask specifically for the Mercedes-Benz vans, and the comfort, convenience and privacy of Brilliant Vans has helped produce 100 percent repeat business. In addition, the impressive fuel economy and reliability of their Sprinters mean relatively low operating costs for Brilliant Transportation. In response to client requests for short, around-town transportation, Fertig added Brilliant Mini Buses based on the 11-passenger Sprinter Passenger van. The company operates five Brilliant Vans and two Mini Buses based in New York City, with three Brilliant Vans and one Mini Bus in L.A.

Performers on tour, athletes and even royalty enjoy Brilliant's Sprinter vans. Recently the entire board of directors for one of the top 50 global corporations spent four days together, touring their regional network of sales offices and warehouses utilizing Brilliant's entire fleet of Brilliant Vans and holding a series of mobile meetings en route.







AUTOMOTIVE



auto fact

What was Porsche's first car when the company opened?

356.



■ Dr Shayma Nawaf Fawwaz, awardee Mohammed Maher & Jeff Mannering

## Audi supports START Children's initiatives in the Middle East

Audi Middle East announces its partnership with START, a non-profit organization established by Art Dubai and the Al Madad Foundation. START provides art education to heal, educate and empower refugee, orphaned and special needs children from the Middle East.

As part of their partnership Audi presented the first START Awards and scholarship program. Jeff Mannering, Managing Director of Audi Middle East, presented the Jordan scholarship to 17-year old young artist Mohammed Maher, who has been raised at an orphanage since he was 11 months old and has since become an inspiration and mentor to other young students. Maher will now enroll into the University of Jordan, at the Faculty of Arts and Design, with tuition fees, accommodation and living expenses covered by the scholarship.

Furthermore, Audi Middle East provided an Audi TT Roadster, which has been transformed into a unique piece of art by internationally acclaimed artist and painter Sacha Jafri. Jafri is considered one of the most exciting British painters on the contemporary art scene with his recent paintings selling for as much as USD 1,000,000. The proceeds of the one-of-a-kind Audi - an undisclosed amount by a generous benefactor - will go to the START children's initiatives in the Middle East.

"Our job is to deliver great cars, but just as importantly we are also part of the community we operate in. START's commitment to the children of the Middle East couldn't be closer to our heart. Art crosses borders and speaks to the soul of everybody" commented Jeff Mannering.



■ Artist Sacha Jafri (left) and Jeff Mannering with Audi TT Roadster



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# The Project Kahn Silver Jeep Wrangler

Afzal Kahn and his team at Project Kahn recently got their hands on a black Jeep Wrangler and promptly transformed the vehicle into a visual icon.

And now the principal British designer have decided to go one step further by introducing a sportier and aggressively smoother version of the vehicle entitled: The Project Kahn Silver Jeep Wrangler.

The vehicle's comprehensive contour and lowered suspension will no doubt wet the intellectual taste buds of Kahn's many admirers.

Adorned with RS wheels (9 X 20) – the wheels sit perfectly with the vehicle, conveying the essence of the vehicle's identity – accommodating original Jeep centre caps, with 275 x 55 x 20 tire sizes recommended by Kahn and his team.

Inside is the expected 'bespoke touch' with a whole new personalised bespoke leather treatment complete with an entire interior tailor-made to the customer's own specifications.



Afzal Kahn believes Project Kahn's Silver Jeep Wrangler portrays a way of life synonymous with off-road prowess, eccentricity and style:

He said: "This is not only an adventurous vehicle it is a style icon – well groomed and bursting with aggression. The vehicle ascertains personality and strength, and would not look out of place in both rough terrain and the city centre."

Project Kahn is for the individual who will not submit to a life of uniformity and who will only accept perfection. Dedicated to the creation of luxury bespoke vehicles, we redesign the ordered monotony of mass produced vehicles and rebuild them into individually tailored creations for celebrities and discerning customers who enjoy the finer things in life.



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AUTOMOTIVE

# Infiniti supplies safety car to the Spanish rally championship

Infiniti is working with the Royal Spanish Motorsport Federation by supplying a G37 Coupe S for the 2011 season to be the Work Car Zero in the Rallies Championship of Spain.

This collaboration expands on Infiniti's involvement with the GT Championship of Spain for which the performance brand also supplies a Safety Car to work in all events.

"Infiniti is a brand that offers high performance products and impressive technology, values that lend itself to motorsport support", explains Polo Satrustegui, general director of Infiniti Spain and Portugal. "The agreement with the Spanish Federation allows us to collaborate with the important task of providing event safety. And to extend Infiniti brand awareness."

The model chosen to support the Rallies Championship, a G37 Coupe with six-speed manual gearbox, may seem an unlikely choice. But the Infiniti G37 S Coupe sports an all-aluminium six-cylinder engine giving 320 horsepower at 7,000 rpm, maximum torque of 360 Nm at 5,200 rpm and, with a standard limited slip differential, offers tremendous handling.

The Infiniti Car Zero is near in standard specification with a few modifications. The preparation was done in the Meycom facilities in Madrid where a roll bar by VIMESA, Bilstein dampers, brake pads and liquid by GALFER, outdoor lights and siren, communications equipment and GPS were added. A collaboration with SPARCO brought further safety features including racing seats and seatbelts, a fire extinguishing system and equipment for the drivers. Finally Michelin has fitted the car with high performance Pilot SuperSport tyres.

"The Spanish Federation always works for the safety of the races and this is why for consistency, government bodies decided several years ago to employ the same Car Zero in all races", says Carlos Gracia, President of the RFEA. "Therefore, the crew is as important as having a vehicle that is both fast and reliable, two virtues that certainly belong to the Infiniti G37 Coupe S."



The car will be driven by Marc Blázquez, World TT Champion driving for Nissan, with Salvador Belzunces alongside as co-pilot who will be vital for assessing the state of the route before the competition.

In addition to the sponsors of the RFEA, the car also has the colours of the Royal Automobile Club of Catalonia which, like Infiniti and the RFEA, works towards safety on the roads.







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AUTOMOTIVE



## Largest Rolls-Royce showroom in the world opens in Abu Dhabi

The largest Rolls-Royce showroom in the world has opened in the Umm Al Nar area of Abu Dhabi, United Arab Emirates. The new state-of-the-art facility was unveiled by Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars.

The new 900 square metre showroom provides space for displaying five Rolls-Royce motor cars, a coffee bar and a customer configuration lounge including colour and trim samples. The showroom is also directly linked to a new dedicated Rolls-Royce service facility.

Torsten Müller-Ötvös said, "The showroom opening in Abu Dhabi represents one of a line of new and expanded Rolls Royce showrooms which have been unveiled throughout the Gulf region in the last 18 months. These investments underline the continuing confidence that the company sees in the Rolls-Royce brand across the Middle East." He continued, "The Middle East region continues to be an important driver in the global growth of Rolls-Royce Motor Cars. Last year the region contributed over 15% of our global sales. Abu Dhabi is no exception and continues to demonstrate remarkable year on year growth."

The occasion was marked by the unveiling of a Spirit of Ecstasy Centenary Collection Phantom Drophead Coupé. One of a collection of 100 highly bespoke Rolls-Royce Phantom models, the cars were built to mark the Centenary of the Spirit of Ecstasy, 100 years since the world's most instantly recognisable bonnet figurine was first fitted to Rolls-Royce cars. The beautiful Collection cars were designed with a suite of bespoke design details including a special white-on-black double-R badge, Spirit of Ecstasy inspired coachlines and an inscribed figurine bathed in white light emanating from its base. Discerning collectors across the world, especially in the Middle East, have shown great interest in these unique cars.





# NEW GENERATION BEETLE

## REVEALED AT SHANGHAI SHOW

Volkswagen has unveiled the latest generation Beetle in Shanghai on the eve of the city's motor show, marking a new era in this iconic car's history. The latest generation moves away from design of the New Beetle of 1998 and instead draws on cues from the original and Beetle Ragster concept shown in Detroit in 2005. As such it's longer, wider and lower, giving a more masculine and dynamic appearance.

The Beetle now measures 4,278 mm in length (+152 mm), 1,808 mm in width (+84 mm) and 1,486 in height (-12 mm). The track width front and rear, as well as the wheelbase at 2,537 mm, are also increased. Overseen by Walter de Silva (Volkswagen Group) and Klaus Bischoff (Volkswagen Brand), with Marc Lichte the team leader for exterior design, the car's new proportions mean the roof extends back further, the windscreen is shifted back and the rear section is now more akin to that of the original Beetle. The boot capacity is a practical 310 litres, up from 209 litres in the 1998 model. The Beetle has four seats, with a split-fold rear seat for added versatility.

Inside the cabin, the Beetle's designers created a modern, practical and distinctive appearance with easy to identify and ergonomic controls. Certain features, such as the glovebox and colour accent panels hark back to the original.

Three trim levels will be available – Beetle, Design and Sport – and each will be endowed with its own individual character and features. A wide range of innovative optional equipment will also be available, ranging from Keyless Access through satellite navigation systems and a panoramic sunroof to bi-xenon headlights and LED daytime running lights – all of which are available for the first time on a Beetle.

In the UK, a choice of four engines will be offered: three petrol – a 1.2-litre TSI 105 PS, a 1.4-litre TSI 160 PS and a 2.0-litre TSI 200 PS; and one diesel – a 1.6-litre 105 PS with BlueMotion Technology. Thanks to the addition of Stop/Start and battery regeneration systems the Beetle 1.6-litre 105 PS is estimated to have a combined fuel consumption of 65.7 mpg and carbon dioxide emissions of 112 g/km.

As well as being economical and environmentally sound, the Beetle is also built to be one of the safest cars on the road thanks not only to features such as standard ESP and six airbags but also a laser-welded and galvanised body structure which has one of the highest torsional rigidity values in the segment at 26,000 Nm/?. In addition the range-topping engine, the 2.0-litre 200 PS, will feature standard XDS electronic differential lock as fitted to the Golf GTI.

The new car will be available to order in the UK in the summer, with first cars arriving in showrooms early in 2012. More details will be available closer to launch.

When the original was launched in 1938, it was known simply as 'the Volkswagen', quickly acquiring a raft of nicknames from across the world. Whatever the name, its popularity is not in question, with 21.5 million sold in the past 73 years.





# BMW Brilliance Automotive presents prototype of a plug-in hybrid sedan.



In the run-up to the international automobile trade show Auto Shanghai 2011, BMW Brilliance Automotive presents the concept of a premium-segment plug-in hybrid sedan. In collaboration with its joint venture partner Brilliance China Automotive Holdings Ltd. BMW Group has thus taken the next step of the way towards creating the new energy vehicle for China. The prototype is based on the long wheelbase version of the BMW 5 Series Sedan, developed exclusively for the Chinese automobile market and produced at the Shenyang site. It is the first vehicle in its segment in China to provide a fully fledged combination of exclusive style and environmental awareness. In this way, it closes the gap in the high-end area while at the same time laying the foundation for the future development of a Chinese new energy vehicle in the premium segment. Its drive parallel hybrid drive set-up combines a combustion engine featuring BMW TwinPower Turbo technology with an electrical motor. The innovative concept also includes special battery technology which includes the possibility of charging from a mains power supply.

The prototype of a plug-in hybrid sedan is part of the BMW Group's electromobility strategy for China. The road map for a new energy vehicle presented at Auto China 2010 in Beijing includes the consistent expansion of both development expertise and value-creation potential in China. The BMW Group is running a number of projects to support the market launch of electrically powered vehicles in China. The very first German-Chinese research project, a co-operative venture with Tongji University in Shanghai, saw the development of a purely electrically powered BMW 5 Series in the long wheelbase version. The worldwide MINI E fleet trial was extended to China at the beginning of the year, involving the sites of Peking and Shenzhen. The MINI E is being tested for everyday use at these locations by a consortium made up of the energy partners State Grid Corporation and Southern Grid as well as the China Automotive Technology and Research Corporation (CATARC). This also applies to field testing of the BMW ActiveE. This purely electrically powered vehicle based on the BMW 1 Series Coupé will be put to use in China in the course of this year.

With its extensive field testing in the most important automobile markets, the BMW Group is gathering insights into user behaviour and the requirements of local supply infrastructure. The experience thus gained is being fed both into the BMW Group's global electromobility strategy and the development of the new energy vehicle for China.

With the plug-in hybrid vehicle based on the BMW 5 Series Sedan in the long wheelbase version, BMW Brilliance Automotive now has the concrete outcome of this strategy. Series production of the automobile is to start in China in 2013.

The properties of the plug-in hybrid vehicle are geared closely towards the demands of the Chinese automotive market. The prototype provides ride comfort, luxurious ambience and interior space at the same level as the long wheelbase version of the BMW 5 Series Sedan which has been so successful in China. When running purely on electrical power, it is possible to travel emission-free for up to 75 kilometres m/h at a constant speed of 60 km/h. Use of the combustion engine provides a minimum additional range of 400 kilometres, which is in line with the driving profile of Chinese customers in the premium segment.

The parallel hybrid set-up consists of a 160 kW combustion engine featuring BMW TwinPower Turbo technology and an electrical motor with a maximum output of 70 kW, thereby ensuring characteristic BMW driving dynamics and ground-breaking efficiency. The electrical motor draws its energy from a high-voltage battery housed in the luggage compartment which can be charged via the mains power supply.

The model-specific components for the plug-in hybrid drive, power electronics and high-volt battery were developed in close collaboration between the joint venture partners BMW Group and Brilliance China Automotive Holdings Ltd. The project drew intensively on the drive expertise of the BMW Group as well as the know-how built-up in China in the field of electromobility so as to take account of the latest technological innovations and also tap into scientific insights regarding the potential uses of a new energy vehicle.



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# Starting gun for sales of the Porsche 918 Spyder hybrid super sports car



Production development is proceeding apace in the wake of the outstanding customer response to the 918 Spyder hybrid super sports car unveiled at the Geneva Motor Show 2010. Thanks to its unique hybrid technology, the 918 Spyder is estimated to consume a mere three litres of fuel per 100 kilometres based on the New European Driving Cycle (NEDC). Its V8 engine delivers more than 500 hp, assisted by two electric motors with a total of at least 160 kW (218 hp). The 918 Spyder is available for immediate order with a price tag of 897,550 USD in the GCC markets.

To ensure a 918 Spyder's exclusivity, the two-seater is limited to no more than 918 units. The earlier a customer orders his vehicle, the earlier it will be delivered, as production is initialised in the same sequence in which orders are received. Production of the 918 Spyder is scheduled to commence on 18 September 2013 in a manufacturing operation at Porsche's main plant in Stuttgart-Zuffenhausen. Delivery of the initial vehicles will commence in November 2013.

The design's DNA is derived from the Carrera GT and Porsche 917 sports car as well as the RS Spyder and is very closely modelled on the 2010 concept car. Unlike the concept car, however, the production version of the two-seater, based on a carbon fibre-reinforced plastic monocoque, features a manual roof system with removable roof panels that can be stowed in the front luggage compartment.

The 918 Spyder is driven by a unique type of plug-in hybrid system. It comprises a high-revving V8 engine with a displacement exceeding four litres and output of more than 500 hp. The mid-engine power unit is based on the racing engine of the successful Porsche RS Spyder, which provided impressive proof of its efficiency with its multiple victories in the Michelin Green X Challenge in the American Le Mans Series, the Le Mans Series and the 24 Hours of Le Mans. Power transmission to the rear wheels is by means of a compact, seven gear Porsche-Doppelkupplungsgetriebe (PDK). This is complemented by two electric motors – one each on the front and rear axle – with a joint mechanical output of at least 160 kW (218 hp). This configuration offers an innovative, variable all-wheel drive with independent control of the propulsion force on both axles. The energy storage unit is a liquid-cooled lithium-ion battery that can be charged from a conventional domestic power socket, delivering a range in excess of 25 km in the NEDC on purely electric power. The charging time depends on the country-specific mains network, being approximately three hours in Germany, for example. A quick charging option is planned to reduce charging time yet further.





The 918 Spyder's combined total fuel consumption in the NEDC (ECE-R 101) is anticipated to be 3.0 l/100 km, equating to CO2 emissions of 70 g/km. Despite that, the super sports car offers performance of the highest order. It accelerates from a standing start to 100 km/h in a maximum of 3.2 seconds and has a top speed of more than 320 km/h. That means the Spyder will be able to manage a lap of the Nürburgring Nordschleife in less than seven minutes and 30 seconds – trumping the Porsche Carrera GT, which needs seven minutes and 32 seconds. The top speed on purely electric power is 150 km/h.

To shorten the time the customer has to wait for the 918 Spyder, Porsche is offering everyone placing an order the exclusive opportunity to acquire a 911 Turbo S "Edition 918 Spyder", also limited to no more than 918 units. Visually, both inside and out, the special edition is inspired by the 918 Spyder's characteristic individual features. That includes the distinctive acid green features such as the specific and part-embroidered model logos and seams, the instrument cluster needles, the specific PCM screen and illuminated door entry guards. The limited edition badge on the glove compartment lid bears the same number as the 918 Spyder the customer has ordered. The 911 Turbo S "Edition 918 Spyder" can also be ordered in the same colour.

Both the technology and basic equipment of the new 911 Turbo S "Edition 918 Spyder" are based on the 530 hp 911 Turbo S. In the case of the special edition, the already comprehensive standard equipment is complemented in particular by an enhanced leather interior, a special instrumentation version and additional carbon elements both inside and out.

The 911 Turbo S "Edition 918 Spyder" is being offered to coincide with the commencement of sales of the 918 Spyder with deliveries starting in September 2011. In the GCC markets, the Coupé version of the special edition costs 170,988 USD and 182,791 USD as a Cabriolet.



# BMW M GmbH develops the world's Fastest Pickup

Following the BMW M3 Coupé, BMW M3 Convertible and BMW M3 Sedan, a fourth body variant of this globally successful high-performance sports car is about to cause a stir. Under the strictest secrecy, the world's first high-performance pickup has been created at the BMW M GmbH development centre. The sportiest example by far in this vehicle category, the BMW M3 Pickup will fire the imaginations of all motorists with a deep appreciation of top performance matched by a keen practical twist.

420 hp under the bonnet and a rear-axle load capacity of up to 450 kilos take the hallmark BMW M relationship between race-oriented driving pleasure and everyday utility to an entirely new level.

With this vehicle, BMW M GmbH once again furnishes evidence of its exceptional competence in developing and building high-grade, individual dream cars. With a high-revving V8 engine at the front, a generously sized load area behind and a removable Targa roof above, driver and passengers in the BMW M3 Pickup will relish an unprecedented take on the familiar M feeling.

Yet this spectacular new development is unmistakably recognisable as a member of the BMW M3 model family. Corroborating this kinship is not just the inimitable power of the engine, but also fine-tuned aerodynamics and a tailored suspension set-up. Measurements in the wind tunnel at the BMW Group's Aerodynamic Test Centre showed a Cd factor on a par with that of the BMW M3 Coupé. Like every BMW M model, the BMW M3 Pickup has also demonstrated its dynamic potential on the North Loop of the Nürburgring. Official lap times have not yet been released, but the needle in the dial vouched for a top speed of 300 km/h.





The kerb weight of the world's fastest pickup undercuts that of the BMW M3 Convertible by around 50 kilograms. Removing the Targa roof shaves off a further 20 kg while at the same time lowering the car's centre of gravity. This most unusual experience of top-down driving pleasure in a BMW M3 thus goes hand in hand with further optimised dynamic handling.

The practical features of the BMW M3 Pickup are no less impressive. Maximum load capacity has been raised to 450 kilograms. The load bed of the BMW M3 Pickup is clad in high-grade structured aluminium sheeting and provides the biggest cargo capacity ever offered on a BMW M vehicle. In terms of the unit of measurement generally applied to premium automobiles, that gives the loading area of the BMW M3 Pickup the capacity to carry up to 20 standard 46-inch golf bags. What's more, the BMW M3 Pickup is the first BMW M3 variant in the 25-year-plus history of this model range to come with a trailer tow hitch.

Notwithstanding these unquestionable stand-out qualities, the BMW M3 Pickup will not be heading for the golf course or series development, but will retain its status as an exclusive one-off. It is earmarked for use as a workshop transport vehicle for BMW M GmbH. With this in mind, the current BMW M3 Pickup – unlike a similar predecessor built back in the 1980s – has gone through the requisite procedures to earn its road certification. Which makes it officially a truck – but one that puts a whole new spin on the meaning of the word.





## Michelin sweeps 2011 J.D. Power and associates awards for original equipment tire customer satisfaction

Michelin tires have once again ranked highest in satisfaction in the J.D. Power and Associates Original Equipment Tire Customer Satisfaction Study™. The 2011 honors, brings Michelin's lifetime total of J.D. Power and Associates awards to 66, more awards than any other tire manufacturer since the study launched in 1989.

Michelin received the industry's top honors in the Luxury, Passenger Car, Performance Sport and Truck/Utility segments, posting improvements over 2010 and scoring significantly above the industry average in each segment.

"Michelin's success in the J.D. Power and Associates study is the result of relentless commitment to innovation and technical performance, working in a true collaborative partnership with automotive manufacturers to provide the right tire for each vehicle," said Rob Murray, vice president of operations for passenger and light truck original equipment tires, Michelin North America. "We are always pleased to see owner response confirming our success in delivering outstanding products with the highest levels of satisfaction."

Michelin is the highest-volume brand in the Luxury segment and the only brand in this category to perform significantly above average. The Pilot® HX MXM4® is Michelin's highest-volume tire in the segment, fitted on Acura, Cadillac, Lexus, Mercedes-Benz and Volvo vehicles. In the high-volume Passenger Car segment, where Michelin fitments include Honda Accord, the brand scores 68 points above segment average.

Michelin regained top honors in the Performance Sport segment with a 99-point improvement. Michelin fitments in the category include BMW 6-Series, Chevrolet Corvette, Cadillac CTS-V and Porsche 911. While the average score in the Truck/Utility decreased, Michelin's performance improved.

## Toyo Tires Adds New Sizes to Commercial Tire Line-Up



Toyo Tire announces three new sizes in its line-up of commercial tire products. Medium truck tire products by Toyo Tires® are available in a broad range of sizes and applications for: all-position, drive-axle, free-rolling, steer and on/off road.

A new M122™, size 285/75R24.5, expands the possibilities for all position local delivery and regional haul applications. It is designed for steer and trailer applications and well suited for spread axle set-ups.

Two new 19.5-inch sizes of the M608Z™ premium drive tire are now available to augment local and regional over-the-highway offerings. The aggressive tread of the M608Z provides traction in the drive position, yet is ideal for daily service all year round. The two new sizes are 215/75R19.5 and a 265/70R19.5.

"Toyo Tires continues to develop new sizes of our premium commercial tire products to meet the needs of U.S. truck operators," said Marty Furman, coo, Toyo Tire U.S.A. Corp. "Our products have been created to meet demanding and specialized service applications required for today's commercial truck use."

To learn more about the commercial line of tires by Toyo Tires, log on to [www.toyotires.com](http://www.toyotires.com). Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.



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# Marangoni retreading systems expands its presence in the Middle East

The reawakening of quality retreading in the Middle East, together with the considerable progress Marangoni Retreading Systems has made in aligning its organisation to customer needs, has driven growth in the number of Marangoni partners in the area.

Expansion of operations in the Middle East is part of a strategy to extend RINGTREAD sales into countries with strong market growth and cost competitiveness. These are countries that are geographically small yet wealthy due to their oil reserves, and where governments are trying to diversify the economy away from petroleum by developing other sectors, such as transport.

In recent months, Marangoni Retreading Systems has stipulated new partnership agreements with several important Middle Eastern retreaders, including Al Zahem Industries in Kuwait.

Through this contract, Marangoni Retreading Systems has been able to enter the Kuwaiti market and will be backed by the significant experience and skills acquired by the country's sole retreader.

Kuwait, with its modern road network and long transport corridor connecting Iraq in the north to Saudi Arabia in the south, is considered a hub for all transport into Gulf countries.

With 150,000 units sold, both new and retreads, the country is currently seeing a strong shift to radial tyres in the latest sizes.

Al Zahem Industries has over twenty years' experience and believes that this partnership with the Italian company will represent an important source of growth and profits, through the possibility to offer users an exclusive and high quality product with state-of-the-art RINGTREAD technology. The retreader's mission is, in fact, to help end users keep costs down by

using highly reliable tyres that can guarantee improved efficiency and prevent the risk of vehicle downtime. They don't "just" sell retreaded tyres. Mrs. Haifa Abdulla Al-Zahem, General Manager of Al Zahem Industries, stated: "The partnership with Marangoni will provide our customers the best that retreading has to offer: RINGTREAD is the only circular retread. It adheres perfectly to the tyre casing, without joints and any tension or deformation, while ensuring faster processing, less waste and performance that is the same if not higher than offered by a new tyre". Mrs. Haifa Abdulla Al-Zahem continued: "The tests conducted have shown how RINGTREAD guarantees the same or even higher mileage than the original tread, reducing the cost per kilometre, decreasing vibrations, giving greater balance, better heat disposal and with an identical appearance to the original tyre; moreover, with shearographic inspection we can now detect and identify any problems in the casing".

The partnership signed with Marangoni is aimed at maintaining future leadership in the sector, offering end users a high level of service and growing the value of Al Zahem Industries for shareholders.

The collaboration with Marangoni is thus an investment in the future, a platform that allows the business to grow through products, technologies, services and programs developed jointly, within a framework of flexible and customised cooperation that allows retreaders to offer users a product that is unique and of the highest quality available anywhere in the world.

## Nankang raises funds for Japanese disaster relief

The management and employees of Nankang Rubber Tire Corp. voluntarily raised 2,000,000 JPY for the Japan Red Cross for victims of the earthquake and tsunami in Japan. "After the March 11 earthquake hit, our eyes, hearts and browser windows have been trained on Japan. As one of global citizens, we just do our responsibility to express our deepest condolences to the suffered people," reports Nankang.

To jumpstart the campaign, the president of Nankang has initially sent a 1,000,000 JPY donation to the Japan Red Cross to help with earthquake and tsunami relief efforts in Japan. Inspired by this action, thousands of Nankang's

employees personally used their social network accounts, including Facebook, to urge their friends and relatives to support the fund to Japan Red Cross with small donations. The labor union has gathered 1,000,000 yen and stated that they really appreciate the participation and support of our employee-partners who volunteered their money to this worthy cause.

"It is not the largest celebrity donation to the Red Cross since the disaster struck; however, Nankang's charity was a large contribution to appeal people to give their hands to Japan," the president of Nankang shared in its statement.



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TIRES

# Continental focuses on direct tire pressure monitoring systems



Directly measuring tire inflation offers enhanced benefits to the vehicle manufacturer, to the driver, and to the environment. Therefore Continental has decided to focus on direct tire pressure measurement technology.

International automotive supplier Continental recommends car manufacturers worldwide the consistent use of direct measuring technology in their new car models to ensure that vehicle tires are always inflated to an optimum level. This recommendation is owed to steadily rising requirements to tire pressure measurement. It also reflects the significant potential of direct measuring technology, making it possible to exploit the greater contribution to CO<sub>2</sub> reduction.

Looking at the total system benefits of direct Tire Pressure Monitoring Systems (TPMS) technology, Helmut Matschi, Member of the Executive Board of Continental AG and Head of the Interior division, said: "Direct tire pressure monitoring is a showcase of how many benefits a vehicle manufacturer and driver can harvest when the technology choice is made taking the whole system into account. Direct measuring technology is superior in speed and accuracy on an immediate function level. But when you look at the additional driving safety and comfort that can be created on the system level if using sensors inside the tire, this builds a strong case for direct pressure measurement."



"Direct" Tire Pressure Monitoring Systems are based on a sensor inside each tire to collect fast, direct and accurate readings of the air pressure and temperature at any time, under any road condition, and at any driving speed. Instead of actively measuring the air pressure, indirect systems calculate it, based on information from the wheel speed sensors. According to Continental this indirect principle will not be sufficient to ensure the intended fuel economy levels and is therefore not capable enough to help to meet the European CO2 targets.

#### **To reduce CO2 emissions, TPMS becomes mandatory in more and more countries**

In addition to the existing passenger vehicle legislation in the US, now, Phase 1 of tire pressure monitoring shall be mandatory in the European Union (EU) as of 2012 and in Korea in 2013. The Phase 1 was a first step to help car drivers to reduce fuel consumption. A European Phase 2 is planned to further ensure that the overall plan to reduce CO2 emissions and to raise the safety level is followed by using all reasonable available measures. The drive behind both Phases of the legislation is to improve the status of properly inflated tires and thus vehicle safety, reduced fuel consumption and emissions. While this is good news, the final benefit to the driver may differ depending on the type of tire pressure monitoring technology fitted in their car. Why is this so? Statistics reveal that most tire failures, for instance, are caused by a slow, gradual, and thus unnoticed loss of air. Direct systems can recognize gradual pressure loss with faster reaction time and higher precision. Direct tire pressure measurement reveals that problem quickly because it can work with much tighter thresholds. Giving the driver critical, accurate tire information enables the driver to react in timely manner. By taking quick, corrective action, the vehicle safety is increased because proper tire inflation ensures optimal vehicle handling and helps to keep tire rolling resistance down. This directly translates into reduced fuel consumption and maximization of the tire's life.

#### **Direct tire pressure monitoring offers additional potential for driver assistance**

The Continental Tire Pressure Monitoring System improves the quality of driver information but it can also be used to increase driving safety and comfort beyond "just" ensuring proper inflation. Once each tire is equipped with a sensor, the information on inflation can be made available to driver assistance systems via networking. In combination with a Continental app named the Filling Assistant, the tire sensor can contact the driver's smart phone to communicate the current pressure level – irrespective of the filling station equipment's precision. Further, Continental's next generation intelligent tire modules go the next step by delivering information about the instantaneous distortion of the rolling tire. Within a sensor fusion approach this can be used, for example, to detect the early stages of aquaplaning.

Continental is in a perfect position to drive this technology as the company has the combined expertise of a leading automotive electronics supplier and a leading tire manufacturer. "Already today tires are high-performance and high-tech products" says Dr. Burkhard Wies, Vice President Tire Line Development of Continental's Passenger and Light Truck division: "Fitting tires with sensors takes the functional scope and the contribution of tires with correct air pressure to driving safety and to reducing rolling resistance plus emissions to a whole new level. With the perspective of adding other functionalities like detecting the load on each wheel, further enhancements of safety are possible by combining this information with vehicle control systems." Continental will be ready for series production with the first passenger cars tires with the tire module mounted inside the tire in 2013.

Building on ten years of experience with developing and making direct tire pressure sensors, Andreas Wolf, Head of Continental's Business Unit Body & Security, confirmed: "Looking back on ten years of development and manufacturing of tire pressure sensor hardware and algorithms our bottom line is very clear. It will take direct systems to meet the future CO2 and safety targets and to make valuable new functions such as the Filling Assistant available to drivers – Continental's technology path underpins this vision."

## **PIRELLI TO RAISE EMEA AREA TYRE PRICES FROM 1 JUNE**

Pirelli announces price increases in all Emea area markets (Europe, Middle East, Africa) for car, moto, scooter, light industrial and heavy industrial vehicle tyres.

This is a consequence of the rising cost of key raw materials, in particular natural rubber and oil.

The increases, which come into effect on 1 June 2011, will be up to 6% for summer tyres, up to 12% for winter tyres in Europe, and up to 10% for all tyres in the Middle East and Africa.



TIRES

# Desert Dream!!

## Yokohama Dealer Get-together 2011

Juma Al Majid Est., the sole distributor of Yokohama Tires had organized a dealer event on 03rd March, 2011. The event witnessed a glamorous celebration of Yokohama's felicitations to the dealers of UAE for their outstanding performance in 2010 for promoting Yokohama tires in UAE. About 100 dealers participated in this event. The gathering was held at a Desert Camp offering the guests with a typical Arabic ambience. The other highlight of this party was the majestic motorcade of twenty 4-wheel drives of Yokohama-equipped Land Cruisers which gave the entire guest a treat of an adrenalin-gush, while cruising and bashing the gorgeous dunes. The guests had a first hand experience of the live performance of Yokohama Geolandars (4x4 tires) maneuvering and bashing the dunes with pomp & valor.



All Yokohama staff attended the event including M/s Hassan El Haj, (Divisional Manager, JAM Est), Jiro Nobe (General Manager, Yokohama Rubber), Longie Nazareth (Mitsubishi Corporation), Shunsaku Watanabe (Yokohama Rubber), Tomatsu (Yokohama Rubber), Rajesh. P (Product Manager, JAM Est.).

A felicitation ceremony was organized whereby all the dealers of UAE were awarded with a memento recognizing their respective achievements in relevant product categories in 2010. Mr. Hassan El Haj, presided over the function and handed out the awards to the dealers. A special trophy was also awarded to select category of dealers highlighting their business support to Yokohama and exceeding the targets. Mr. Nobe also addressed the gathering and expressed Yokohama Rubber Company's appreciation to all the dealers for expanding UAE business. Mr. Hassan El Haj, in his statement thanked all the dealers, Yokohama Rubber Company & Mitsubishi Corporation for their continued support and enabling Juma Al Majid Est., to surge ahead with a grand success in UAE market. Mr. Haj also stated out his strong intentions of keeping Yokohama's lead in UAE market intact in the future with exploring more and more business opportunities and ultimately attaining customer satisfaction.

All the dealers came up together with an uproar & pledge of absolute support to Yokohama as Mr. Rajesh thanked all the dealers for their remarkable performance in 2010 for expanding Yokohama business in UAE and upholding Juma Al Majid Est.'s business objectives.







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**TIRES**



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## Toyo Tire sponsors UFC

Toyo Tire announces the sponsorship of UFC® Lightweight fighter, Anthony "Showtime" Pettis as a Team Toyo® Athlete for 2011. A native of Milwaukee, Wisconsin, Pettis is a top contender for the UFC Lightweight Championship in 2011 with a solid 11-1-0 record.

The 5-foot 9-inch Pettis fights in the 155 lb. weight class and is a third degree black belt in Taekwondo utilizing Brazilian Jiu-Jitsu and Muay Thai as additional elements in his fighting style. Pettis will wear the Toyo Tires® logo on his fighting shorts while also promoting the Toyo Tires brand through appearances and additional marketing efforts.

"I am proud to represent Toyo Tires," said Pettis. "Toyo has always been a major supporter of mixed martial arts and I am honored that they have selected me as an ambassador of their brand."

"We are excited to have Anthony Pettis as one of our Team Toyo Athletes for 2011," said Stan Chen, manager of events and motorsports, Toyo Tire U.S.A. Corp. "Pettis is a great personality in the sport of mixed martial arts and is a top contender for the UFC lightweight championship."

Pettis will face Clay Guida on June 4, 2011 at The Ultimate Fighter® 13 Finale. To learn more about Team Toyo Athletes, and to learn about the full line of products from Toyo Tires, log onto [www.toyotires.com](http://www.toyotires.com). Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

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## Pirelli launches Cinturato P1, the premium tyre for small and medium-sized cars

Pirelli presents Cinturato P1, the high-tech "green" tyre developed for small and medium-sized cars, which guarantees lower fuel consumption, performance on every surface and is environmentally friendly. The new addition to the Cinturato family was tested at its world premiere by the European media in Puglia, on a route winding through olive trees, beautiful villages and the Adriatic coast. Cinturato P1, soon to be launched also in Latin America and Asia, will be available on the European spare parts market by the end of 2011 in sizes ranging from 14" to 16" and has already been selected as original equipment by BMW.

Cinturato P1 expands Pirelli's "green" range, launched three years ago with Cinturato P4 and P6, for city cars and small-sized cars, and then enhanced by Cinturato P7, for medium-sized cars. The new Cinturato includes Pirelli technology developed for its Ultra High Performance tyres: Cinturato P1 was designed according to the already successful state-of-the-art standards of Cinturato P7, winner of major tests carried out by European certification bodies and the most influential specialized magazines. Cinturato P1 was, in fact, developed at Pirelli's Research and Development center in Milan, where its Formula 1 tyres are also devised. The new tyre represents a synthesis of the eco-friendly experience gained by Pirelli through its "Green Performance" strategy and the technology developed by engineers to ensure top performance.

The DNA of Cinturato P1 thus summarizes the "green" characteristics of Cinturato and Scorpion Verde, the eco-friendly tyre studied for Suvs and Crossover vehicles, and the technology studied for the P Zero family.

Safety, driving pleasure, attention to the environment and versatility are the four key characteristics of Cinturato P1, perfectly in line with new market requirements: performance seen as safety, energy efficiency and low environmental impact. Cinturato P1 is the tyre designed to comply with the coming 2012 UE Directive and label: in the first official tests, the new Pirelli tyre distinguished itself in terms of fuel savings and noise reduction, two key parameters to ensure a high "environmental score". Thanks to its 15% lower weight and the choice of innovative technological solutions, the new Cinturato achieves a reduction in rolling resistance of up to 25%. Also in "green" terms, Cinturato P1 reduces external noise by 1,5 dB and inner noise by 1dB, improving ride comfort and driving pleasure. The P1's eco-friendly character is matched by its high technological content: in some sizes, the new tyre is available also in the Run Flat version, which provides continual mobility.

The new Cinturato reinforces Pirelli's "Green Performance" strategy – "green" products accounted for 36% of sales in 2010 – and accounted for 27% of the total sales worldwide. This makes the Cinturato eco-friendly range the Group's most important and one that is destined to grow, in line with the expected growth of the "Green Performance".



The eco-friendly Pirelli products have recently won awards in several markets and from the most influential magazines. Cinturato P7, in particular, received "best tyre" rating from the German magazine *Autobild* distinguishing it for wet and dry performance. Cinturato P7 obtained the highest overall evaluation out of 50 different tyre models taken into consideration for the tests. Cinturato P7 received also the "exemplary" rating from *Autobild*, distinguishing it for its durability and the "very recommended" rating from the European Auto Club (ACE) in collaboration with GTU in tests carried out in February. The tests, involving 7 different producers' tyres, crowned Cinturato P7 as the best summer tyre in the category, for overall performance, safety and driving pleasure.

The Scorpion Verde has also been successful and was judged tyre of the year in the 4x4 and SUV categories by the Spanish magazine *Neumáticos y Mecánica Rápida*. Scorpion Verde is the first eco-friendly high performance tyre developed by Pirelli for high environmental impact cars, such as Suv and Crossover vehicles.

The performance and eco-friendly characteristics of Pirelli tyres are recognized and appreciated by major car manufacturers. The latest acknowledgment came from Toyota, which judged Pirelli as its best supplier in South America. Pirelli produces tyres for the Japanese car manufacturer in Brazil, where the Italian Group has five factories and a leading position in the production of original equipment and spare parts.





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# Futuristic Superbus rides on Apollo Vredestein tyres

Apollo Vredestein BV, an established and recognised specialist in the field of ultra high performance tyres for premium and luxury vehicles, has yet again proved its ability to come up with tyre solutions that inspire confidence and ensure safety even at speeds beyond 250 kmph (155 mph) for a new bus system that weighs around 9000 kg.

Since existing buses usually do not travel faster than 80 to 100 kmph, a bus tyre suitable for speeds of up to 250 kmph had never been designed before – till Vredestein took up the challenge of making this technologically advanced and innovative product!

Developed by Apollo Vredestein, Ultrac Sessanta Superbus tyre is one of its kind in the world and has been tested extensively not only for speed and load, but also durability and rolling resistance. The maximum speed achieved to date during tests is 340 kmph, more than enough for Superbus.

The Giugiaro designed, Ultrac Sessanta Superbus tyre has the dimensions and load carrying capabilities of a truck tyre, but with the aesthetics and speed requirements of an enlarged high performance car tyre. It was developed by Vredestein engineers in the size 315/50 ZR22 XL 124W (the speed code W indicates a maximum approved speed of 270 km/h). The number 124 specifies the load index of the tyre, which means that one Superbus tyre can support a weight of 1,600 kg. This tyre has a total diameter of 875 mm and a width of approximately 328 mm.



The first Superbus prototype was presented in Dubai, on the opening day of the World Exhibition of the International Association of Public Transport (UITP) hosted by Dubai Roads and Transport Authority (RTA), on April 10, 2011. Superbus is a futuristic and greener public transport vehicle system developed by the Delft University of Technology, the Netherlands. It combines existing aerospace, Formula 1 and logistical technologies in an attempt to address the growing needs for a flexible, efficient and sustainable mode of commuting in various cities of the world.





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EVENT	DATE	INFORMATION	LOCATION
Western States Tow Show	02- 04-June-2011	The event started by towing company owners provides unparalleled solutions and resources that empower towing companies to be more professional and progressive within the industry while serving the motoring public	Silver Legacy Resort Casino, Reno, Nevada, United States Of America
Small & Medium Enterprise Workshops Exhibition & Conference	02- 04-June-2011	Small & Medium Resource Centre (SMERC) is a capacity building centre working with mainly SMEs & Various industry stakeholders with vetted interest in working, empowering & growing SMEs into sustainable Successful companies	Kenyatta International Conference Centre (KICC), Nairobi, Nairobi Area, Kenya
KLASSIKWELT BODENSEE	02- 05-June-2011	Klassikwelt Bodensee is the one leading exhibition for classic cars and vintage cars. The event will attract thousand of visitors form different part of the world. This is the only trade show in Germany,	Venue: Friedrichshafen Messegelände, Friedrichshafen, Germany
Autoexpo East Africa - Tanzania	04- 06-June-2011	The exhibition attracts exhibitors from more than 20 countries and visitors from all over East & Central Africa, thus giving exhibitors an excellent opportunity to explore several countries in one time.	Feria Valencia, Valencia, Spain
Autosalon Brno	04- 09-June-2011	Autosalon Brno is the leading trade fair of its kind in Central Europe, and is listed in the prestigious calendar of motor shows. It is an excellent platform for automobiles-maker to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present their proposition to consumers.	Brno Exhibition Centre, Brno, Jihomoravsky Kraj, Czech Republic
Automechanika Middle East	07- 09-June-2011	The reasons for the show's popularity are as a consequence of strong international business and an increasing trend to maintain vehicles. UAE is a great market for us as it combines car-mad enthusiasts with serious business opportunities, fleet operators and traders. This spells out a great opportunity for suppliers to the maintenance, retailing and body care sector.	Dubai International Convention & Exhibition Centre



EVENT	DATE	INFORMATION	LOCATION
Autotech Hanoi	09- 12-June-2011	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.	Hanoi International Center for Exhibition (I.C.E. Hanoi), Hanoi, Vietnam
Automotive Engineering Show	10- 12-June-2011	Automotive Engineering Show is a showcase of processes, systems & technologies or 'enablers' in automotive manufacturing. This is the first exclusive fair focusing on Automobile engineering & vehicle manufacturing processes.	Chennai Trade & Convention Centre Chennai, Tamil Nadu, India
Motor Show Sofia	10- 19-June-2011	Motor Show Sofia will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories	Inter Expo & Congress Center, Sofia, Bulgaria
Auto Expo-Kenya	11- 13-June-2011	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
Auto Moto Show-Sosnowiec	17- 19-June-2011	Auto Moto Show-Sosnowiec is a premier exhibition on automotive equipments, parts, components, accessories, technologies and services related to the automotive industry.	Expo Silesia, Sosnowiec, Katowice, Poland
Newark Kit Car Show	18- 19-June-2011	Newark Kit Car Show is one of the biggest destinations where we can see huge collections of kit cars. With the advancement of technology, kit car industry has evolved to a large extent, and this show is certainly the outcome of that surging demands. This year this extraordinary car show is going to be held in Newark.	Newark & Nottinghamshire Showground, Newark-on-Trent, England, United Kingdom



# ARB Under Vehicle Protection

ARB 4x4 Accessories is proud to release a new range of under vehicle protection panels following months of extensive research and field testing.

ARB has recognised the importance of providing protection not only to the front, side and rear of a vehicle, but also to the vulnerable underside. Vital components such as steering, engine sump, transmission and transfer case can be susceptible to debris such as rocks and stumps, causing serious damage and leaving an off road trip in disarray. ARB's under vehicle panels work to create a barrier between such objects and provide an unrivalled safeguard for any vehicle.

Each vehicle set includes either three or four protection panels, which are directly bolted onto the chassis to provide continuous protection from the ARB bull bar to the transfer case.

Manufactured from laser cut, pressed and folded 3mm steel, ARB under vehicle protection panels are up to 56% stronger than folded steel alone, providing optimum strength to weight ratio. The panels are supplied in a hard-wearing zinc plated and powder coat finish, and the panel mounting bolts have been recessed to protect them from damage.

The range has also been designed for practicality, with owners easily able to remove the panels prior to vehicle servicing. Extensive research and development showed that this option was more desirable than access holes which proved to be a weak link in the armour and thus reduced overall effectiveness.

Just like ARB's range of bull bars, each panel employs a vehicle specific design resulting in optimum fit and functionality while ARB engineers have ensured compatibility with all ARB products, eliminating the need for accessory removal or modification.



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# RAK Ruler inaugurates the Gulf region's largest Industrial battery plant



Eternity Technologies FZ LLC was officially inaugurated by H.H. Sheikh Saud bin Saqr Al Qasimi Supreme Council Member Ruler of Ras Al khaimah.

Eternity Technologies is to invest AED 200 million in a new state of the art industrial battery plant in Ras Al Khaimah. The company established to service the Global Electric Truck Industry which is currently estimated to be growing at over 10% per year.

The company is focused on designing and developing industry leading Motive Power batteries to meet the ever changing demands of the Global Motive Power market which includes applications like:

- Electric Fork Lift Trucks
- Industrial Cleaning Equipment
- Access Platforms
- Personnel Transport

To meet the increasing global demand for improved quality and performance of Motive Power batteries Eternity Technologies has invested in Industry leading Chemical Laboratories and Electrical test laboratories to facilitate the innovative product design that Eternity Technologies will be promoting to the global market.



Eternity Technologies manufacturing facility also incorporates the most modern and innovative battery manufacturing equipment available on the world market – including 'state of the art' machinery from Germany, Austria, Italy and UK.

Dr. J. Mark Stevenson, C.E.O. of Eternity Technologies said, "The investment by Eternity Technologies in this modern Motive Power battery Plant in Ras Al Khaimah is a testament to the excellent local trading conditions available in the U.A.E. and the strong local support we have received."

From its base in Ras Al Khaimah Eternity Technologies will service the Global Motive Power market in the U.A.E. and other G.C.C countries as well as through distribution partners in Europe, North America and Asia. It is estimated that approximately 85% of production will go for export outside of the U.A.E.



The Eternity Technologies plant will have a capacity for around 1 million 2 volt cells – putting it at the forefront of the Global Motive Power market – this aligned with Eternity Technologies innovative design and state of the art manufacturing processes means that the inauguration is the first step on a dynamic future for the business.

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## Audi brings progress and innovation to two wheels with launch of duo hardwood bicycles

Audi of America announced that it has teamed up exclusively with Renovo Hardwood Bicycles, the only all-hardwood bike manufacturer in the world, to create the duo – an Audi-inspired bicycle collection that embodies the best of both worlds: luxury and performance. An evolution of the ongoing Audi commitment to progressive ideas, the duo serves as both a work of art and a mode of transportation that blends beauty and craftsmanship with performance and technology.

The all-new duo bicycle from Audi features a monocoque frame made of hardwood. Wood offers the smoothest ride of any bike frame material thanks to its superior ability to absorb shock and vibration. Since the weight per cubic inch of wood is about one-fourth the weight of aluminum, the duo is lighter than most bicycle frames, while offering equal or superior stiffness, durability, and toughness. Unlike other mainstream frame materials, and reflecting the Audi commitment to sustainability, the duo is also recyclable and biodegradable. Audi is the first automaker to recognize the benefits of, and offer a bicycle made from, wood.

Audi is also the first automaker to offer a bicycle, not as a design exercise or a mere rebadging of a commonplace bicycle. Instead, Audi is launching the duo as an embodiment of its core principles of progressive innovation that also blends craftsmanship and styling with performance and technology.

The duo features innovative drive train components such as a belt drive, aluminum and carbon fiber components, disk brakes and LED lighting, as well as woods selected to match the look of Audi vehicle interiors. Hand-made one by one at Renovo's Portland, Ore., studio, the Audi duo is lightweight, strong, durable and smooth, and available in three models to suit different cycling styles and needs, including:

- duo City – A cafe/leisure bike, urban explorer and all-weather commuter; the most approachable bike for casual cyclists. Features include an upright position for short distances, comfort and traffic vigilance; wide puncture-resistant 32mm tires; LED lights; fenders; rack; The duo City drivetrain features the smooth, quiet and grease-free Gates CenterTrack belt drive coupled to the Shimano Nexus 8-speed internal hub gear, for effortless and maintenance-free shifting.

- duo Sport – A fitness, long-distance all-weather commuter, perfect for cyclists seeking long-distance comfort and safety. The Sport drivetrain features the smooth, quiet and grease-free Gates CenterTrack belt drive coupled to the Shimano Alfine 11-speed internal gear hub, for effortless and maintenance-free shifting. Other features include drop bars for long distances; minimum fenders; medium width and puncture-resistant 28mm tires for less rolling resistance.

- duo Road – A performance road bike, good for club and century rides. Features include narrow tires; no fenders; minimal accessories; and SRAM Red, compact 20-speed gear train.





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## Ford's Rear Inflatable Seat Belts, MyFord Touch and MyKey Take Home the Gold as 2011 Edison Award Winners

With pioneering technology, forward-thinking innovation and market success behind them, three of Ford's latest industry-exclusive technologies – rear inflatable seat belts, MyFord Touch™ and MyKey® – took Gold at the internationally known 2011 Edison Best New Product Awards™ gala in New York last month.

Joining the Ford family of 2011 Edison Award Gold winners was a Silver award for SYNC® AppLink.

"We are pleased that our latest consumer technologies have been recognized as Edison Award winners, a testament to our skilled and motivated teams that are passionate about and committed to developing industry-first innovations our customers want and value," said Derrick Kuzak, group vice president, Ford Global Product Development.

The distinguished awards program symbolizes the persistence and excellence personified by Thomas Alva Edison, inspiring America's drive to remain in the forefront of innovation, creativity and ingenuity in the global economy.

This year's winners were chosen by around 2,000 members of the not-for-profit Marketing Executives Networking Group, an organization comprising America's top marketing professionals and academics. The comprehensive peer-review process judged nominees on marketplace innovation, marketplace success, technological innovation, market structure innovation, societal impact and design innovation.

MyFord Touch, MyKey, SYNC AppLink and rear inflatable seat belts – each an industry-first innovation – were announced as Edison Award finalists earlier this year, joining an impressive yet compact list of nominated products and services from innovation powerhouses such as Nike, Disney, Logitech, The Coca-Cola Company and Lockheed Martin.

MyFord Touch and SYNC AppLink were finalists in the Transportation – In-Car Driving Aids category. MyKey was a finalist in the Transportation – Remote Driving Aids category. The rear inflatable seat belt system was a finalist in Applied Technology.

### Mulally honored

In addition to recognizing Ford technologies with multiple Best New Product Awards, the Edison program also presented Ford CEO Alan Mulally with the prestigious Edison Achievement Award for his significant and lasting contributions to innovation throughout his career.

Mulally joins an esteemed group of colleagues from leading organizations such as design firm IDEO, research epicenter MIT and Genentech, an industry leader in biotechnology.





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# It's full speed ahead for Automechanika Middle East

The largest international automotive aftermarket trade fair in the Middle East will take place from June 7 to 9

## automechanika MIDDLE EAST

After a record year in 2010 in terms of exhibitor numbers and square metres occupied, Automechanika Middle East has truly established itself as an international trade fair of global acclaim. Due to the show's exponential growth since its inception, Automechanika Middle East was recently awarded title of "Fastest Growing Show in the Middle East/Africa" by Trade Show Executive's Fastest 50.

An exhibition is a reflection of an industry as a whole, and as such the growth of Automechanika Middle East is reflected by the steady growth in the automotive parts industry in the region. For example, the total direct trade in Dubai's Automotive Parts and Accessories sector for 2009 registered at an impressive US \$2.5 bn, for Automotive Batteries it was US \$184 mn, for Automotive Engine Parts it was US \$459 mn, for Tyres (buses and lorries) it was US \$576.9, and it was approximately US\$ 1 bn for Tyres for Passenger Cars. With Dubai considered to be the leading trade hub for the wider Middle East and North Africa (MENA) region, these strong import and export figures within the automotive aftermarket sector reflect its depth across the region.

Automechanika Middle East brings together international manufacturers and suppliers with regional distributors and buyers, across this diverse sector. The event has been divided into specific dedicated areas in the fields of parts & systems, repair & maintenance, tyres & batteries, service station & car wash and accessories & tuning for the ease of access of trade visitors and the ultimate convenience of exhibitors.

This international trade fair also has a large representation of government bodies supporting the event, encouraging bi-lateral trade between specific countries and the region at large. The 2011 edition will once again enjoy the support of the U.S. Department of Commerce as part of the U.S. Commercial Services Trade Fair Certification Program and as such expects to welcome over 25 exhibitors from the U.S., including world leading brands Firestone Industrial Products, Diesel Parts of America and Tire Group International Inc. This year's event will feature over 20 country pavilions, with the French, Singaporean, South African, Turkish, Moroccan, German and Tunisian pavilions larger than the previous year and an addition of a Polish and Dutch pavilion for the 2011 edition.

First time exhibitors in 2011 include Gates Engineering, bin Dasmal, Firestone Industrial Products, Iveco and NSK/Rolman World. Other key names in the industry will return once more such as: Robert Bosch Middle East, Mustang Dynamometer, AEV, Schaeffler Middle East FZE, part of Schaeffler Group, Firestone Industrial Products, Liquimoly, Wolf Oil, BG Products and Axxon Oil, to name only a few.

Running from 7 to 9 June, 2011 at the Dubai International Convention and Exhibition Centre, this will be the 9th edition of the annual trade fair. The event will be held in Halls 1 to 8, occupying an estimated 32,000 sqm gross exhibition space.

Automechanika Middle East is one of 14 global Automechanika fairs held in Asia, Europe, North America, South America and Africa. For further information visit [www.automechanikame.com](http://www.automechanikame.com) or e-mail [automechanika@uae.messefrankfurt.com](mailto:automechanika@uae.messefrankfurt.com).



Photo from 2010 Automechanika





# MOBIADO CPT002 ASTON MARTIN CONCEPT PHONE

## DESIGN IN MOBILITY

The CPT002 exemplifies what a concept phone can be, combining existing technology and software with state-of-the-art advances in electronics to create a realistic vision of luxury mobile phones.

The CPT002 is the key to your Aston Martin vehicle, automatically unlocking the doors as you approach, however this is just the beginning as the phone also connects directly to the car display while remaining in your pocket. The CPT002 software combines with the vehicle GPS providing a new level of social network experience:

- FourSquare will show your current location as well as the location of your friends and nearby venues all integrated on a GPS map of the Aston Martin car display, to help you plan your night and organize parking locations.

- Cameras integrated into the vehicle can be set to periodically update FaceBook and Twitter with pictures, video, and information of passing cities/landmarks during road trips, or can update your social sites in real time with your progress during race track days.

- At the time of an accident, the vehicle Airbag will receive accelerometer information from the CPT002 in the driver's pocket. These readings will give the car information of the driver's acceleration movement from within the car seat, allowing for more responsive control over safety deployments such as airbag sequence, timing, and seatbelt stiffening.

Mobiado is consistently guided by a philosophy of doing things differently, and this principle has now given rise to the CPT002 Aston Martin Concept Phone. Staying on the cutting edge of design required the freedom to push the limits of what a luxury phone can be. The heart of the CPT002 is the solid sapphire crystal, see-through capacitive touch screen. The sides of the CPT are crafted from platinum; they incorporate the battery, electronics, and SIM card allowing for the screen of the phone to be transparent giving the phone a simple modern look while maintaining a luxurious appearance.

The purpose of a concept is to push the boundaries of invention, allowing concept ideas to be identified for future production designs. Mobiado's passion for the avant-garde is an essential element of its DNA and history, and the driving force of its R&D strategy.





# Development objective

Identify road profile, understand driver's wishes.



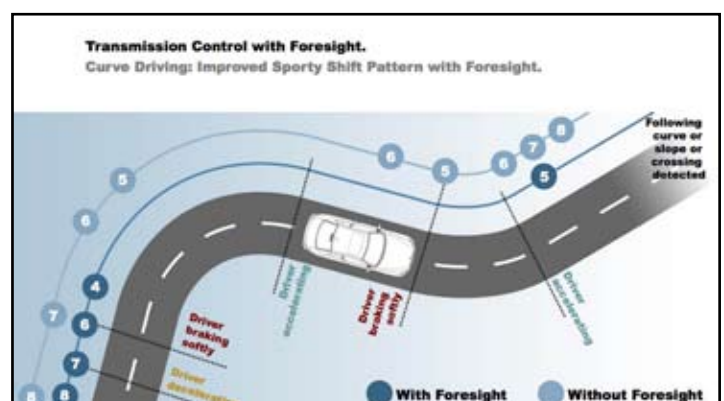
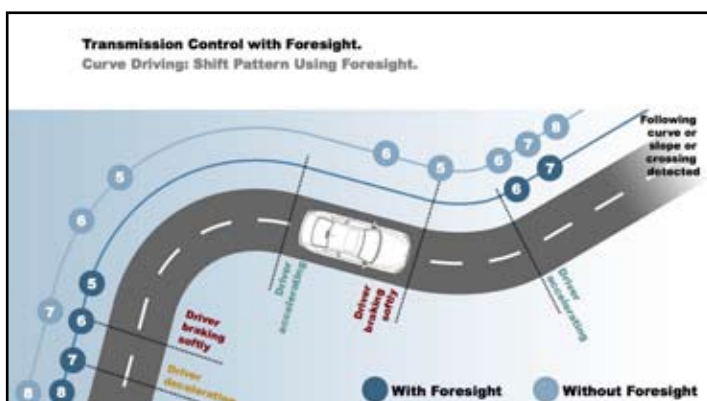
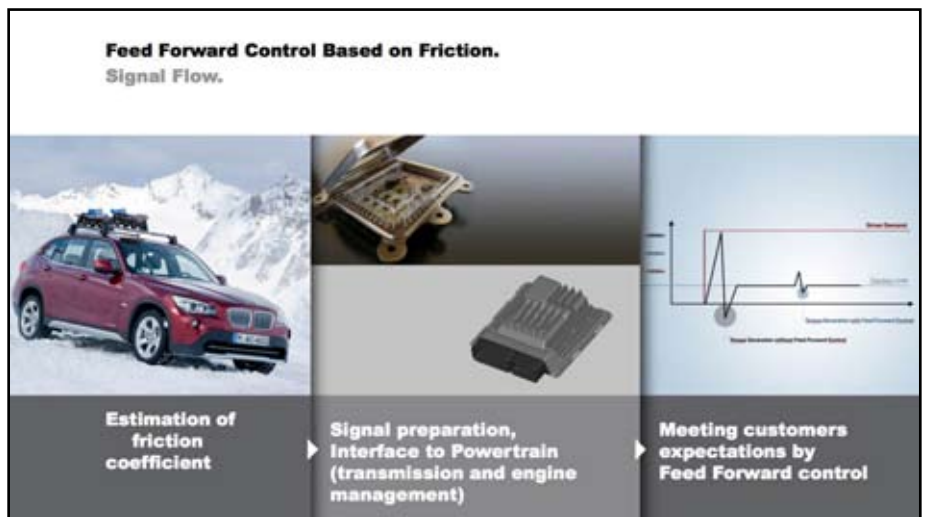
**Transmission Control with Foresight.**  
The Electronic Horizon.

As a result of further development there is now the possibility to adapt gearshift commands given by the transmission control system to each driving situation even more flexibly and at the same time more accurately. The anticipatory transmission control system currently in the advance development stage utilises, in addition to the driver's intention, further information to take into consideration road surface conditions, road topology as well as the traffic situation when selecting the ideal gear. For this purpose, the transmission control system is linked to both the DSC (Dynamics Stability Control) function as well as the navigation system in the initial stage. In the configuration levels that follow, a link-up with the cameras utilised for the driver assistance systems or radar and additional sensors respectively is under consideration.



The data provided by the DSC sensors pertaining to the road surface friction coefficient help the system particularly in the case of low friction coefficients to prepare optimally for the typical control intervention during the acceleration phase that follows. Using the data provided by the navigation system, it is possible to determine the radius of a bend long before it is approached. Based on this information the transmission control system then determines with even greater accuracy the gear required for a smooth driving manoeuvre and confident acceleration out of the bend. Moreover, using information provided by cameras and radar sensors and pertaining to the traffic situation ahead of the vehicle, it will in future be possible to determine for example the required amount of deceleration and adapt the drive management to each specific situation.

In practice and thanks to this anticipatory control system, the automatic transmission adapts remarkably accurately to the situation-related requirements and demands of the driver. As a result of the complexity of the factors taken into consideration by the control system, the automatic transmission selects the appropriate gear similarly as foresighted as an experienced driver using a manual gearbox. It assists the driver with fast and appropriate response, which immediately leads to an increase in driving pleasure and optimised efficiency. Hence, the interaction between driver and vehicle reaches a new dimension.



# New Continental Display and Control Concept for Center Stacks



The new Continental module facilitates smooth harmonious surfaces and great freedom of design for display and control elements. It uses highly appealing black panel technology.

Displays play an ever increasing part in the instrumentation of vehicle cockpits. The international automotive supplier Continental has developed a new display and control concept that has already found its way into the first pre-development projects with vehicle manufacturers.

Displays offer great freedom of design and are thus ideally suited for a multitude of ways to show information even including photorealistic representations. As the display surface can be used to show whatever information is of instantaneous relevance, it helps to communicate a lot of information in an easily digestible way without overburdening the cockpit with instruments. However, it is a challenge to integrate a display well because the transition between display surface and the adjacent surfaces should be smooth. Due to their rectangular shape and flat surface, current displays are not easily integrated into the typically curved shapes of modern cockpit designs. Continental's new center stack module now offers car maker's designers and engineers globally a wealth of added freedom in the cockpit design language of shape.

## **New approach – seamless unit of display and surrounding hardware**

With the center stack module Continental has developed a new way to fully visually integrate an 8"-color display plus all control functions in a center stack. Design and ergonomics can thus remain highly compatible priorities. The new module uses black panel technology to smoothen the transition from display surface to control elements, such as virtual switches and slide controls. Display and control elements are only visible when the illumination is activated. The center stack's surface consists of a tinted and three-dimensionally shaped front cover with definable tint level. Under this front cover lie the 8"-color display, the illumination, and the capacitive foils which recognize the driver's or front passenger's input. The display area itself is also touch-sensitive which makes it a combined display and control element, called a touch screen. The backlighting of the center stack and display is done with energy efficient light emitting diodes (LEDs). Thanks to a combination of RGB LEDs and white LEDs practically any color can be generated.

## **Ergonomic control**

The driver can make all input with the touch of a fingertip. In the current concept the entry menu level is accessed by five menu switches to the left of the display. By organizing the contents clearly, just two context-sensitive sub-menu levels suffice to use the most important functions. Separate control elements give direct access to the climate control. Several modes of operation ensure that the visual

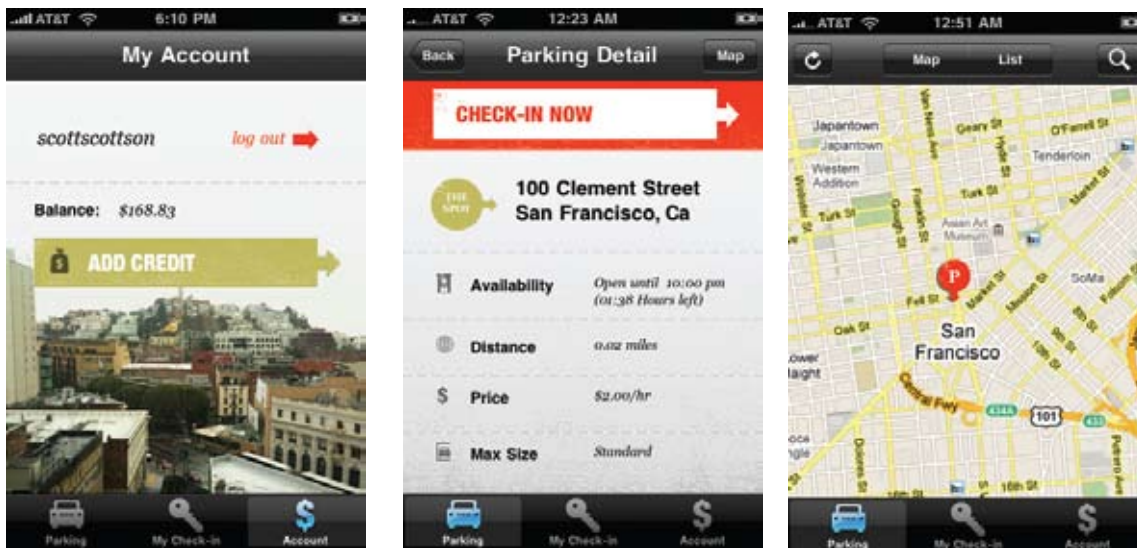
information is ergonomically optimized. For instance inactive functions are faded out ("fade effect") to direct the driver's attention. The possibility to choose a consistent and harmonious range of colors for display and control elements together with a uniform set of shapes is another benefit to further optimizing center stack ergonomics. If the driver, for instance, activates temperature control as part of HVAC, capacitive slide controls light up to the side and beneath the display. As the control color varies between blue and red the driver will intuitively perceive the corresponding temperature level. Using color coding of this type makes handling the controls more easy and makes the stack appear bigger. The capacitive area's control behavior also changes: Temperature control has been consciously given very fine steps, so it takes several sliding movements to trigger great temperature changes (relative level control). Fan control works differently, though: In this function all steps are contained within the physical length of the sliding area of the control (absolute control). To support an ergonomic way of operation and to make input with little or no eye-hand coordination easier, the keys and slide controls are equipped with a haptic feedback function which also blends in harmoniously with the center stack's overall design.

## **Complete and functionally scalable module with low height**

The new center stack concept integrates all the electronic components within a pre-configured module: This includes the functional printed board and the microcontrollers which interpret the capacitive fields, the display control, the light-guiding plate with LEDs, the capacitive foils, and the front cover. In the vehicle the center stack is either connected to a central head unit that serves as higher-level data source or to an HMI controller – both options are standard practice these days. Thanks to the capacitive technology that has replaced hard keys, a center stack with Continental technology can be designed with lower height and lower weight than conventional center stacks. With some cockpit geometries that make it tough to integrate a flap display the new concept also offers an alternative. Consumer electronic interfaces can be integrated into the center stack as well. Always using the same hardware, the function content can be scaled up and down within wide limits, which is why Continental is expecting an economy of scale despite varying equipment levels. Owed to the RGB LED backlighting the new center stack is especially suited to blend into a consistent brand-specific cockpit color strategy. For instance, it will be easier to achieve a homogeneous color representation in the instrument cluster and the center stack.




# Peer-to-peer Parking




Peer-to-peer communities are increasingly providing value and convenience to consumers in a wide range of markets, from car-sharing to currency exchange. New online community Park Circa is now bringing the concept to parking, creating public parking spaces in otherwise off-limits driveways.

If you're tired of losing 30 minutes of your life to the parking-space hunt every time you go out, this is the App for you. What if your friends living downtown said you could park in their driveway while they were at work or gone for the weekend, as long as you were out by an agreed time?

Park Circa connects people who have empty parking spaces during a set time to people that need them. We enable coordination between neighbors and friends, so that your community resources are optimized for everyone's benefit. We help organize and publish parking schedules and we facilitate payment between parties, so that people can find parking when they need it and where they need it. Drivers find a place to park, and space owners make some money on their empty driveways. Everyone wins. This service is currently available in limited areas in the United States but would be great to see such innovations in our region too where needed.



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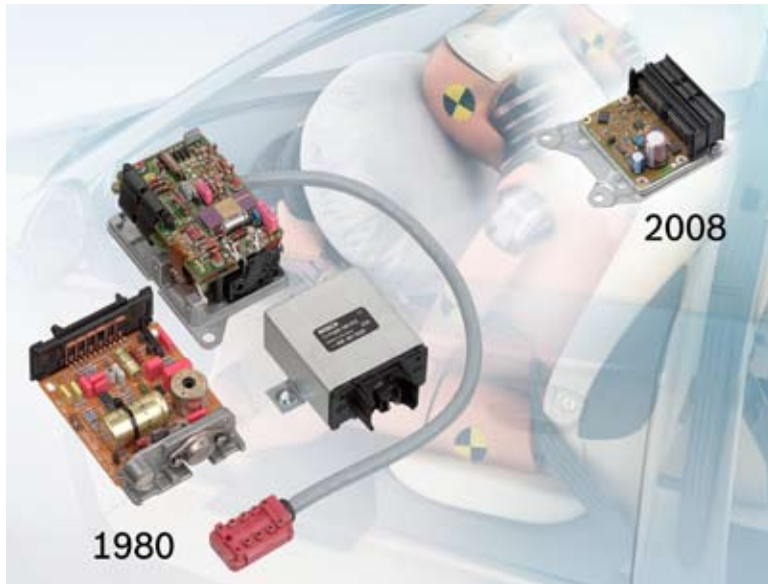
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## Passive protection in accidents

# Over 111 million Bosch airbag control units

## Restraint systems now standard in most parts of the world



Precisely 111,111,111 Bosch airbag control units have been manufactured since 1980, when they first went into series production. They deploy the restraint devices based on the kind and severity of the accident, as measured by their sensors. Airbags have been standard equipment for a number of years in all vehicles sold in Europe, the United States, and Japan. On average, some 80 percent of new vehicles manufactured in the world are equipped with at least one airbag. In the BRIC states (Brazil, Russia, India, and China), however, the proportion is currently only one in two. Bosch started to manufacture the world's first electronic airbag control units in 1980. The next year, they were incorporated for the first time into a series-production car, the Mercedes-Benz S-Class sedan, where they controlled the activation of the driver airbag and a seat belt pretensioner. Many cars today contain as many as nine airbags, together with belt pretensioning mechanisms that complement the action of the airbags, by further limiting the consequences of an impact for passengers.

The risk of fatal injuries to occupants of vehicles involved in road accidents in Europe was twice as high in the 1990s as in 2008. "The widespread introduction of airbags had a major impact that the number of road fatalities has been cut by nearly half since then," says Werner Struth, the president of the Bosch Chassis Systems Control division. Driver airbags are also becoming increasingly common in emerging markets such as those of Asia and South America. In 2009, the governments of Brazil and Argentina adopted a resolution making it compulsory for all new passenger vehicles and light commercial vehicles to have front-seat airbags as of 2014. Bosch manufactures restraint systems in Europe, Asia, and North America.

Lower space requirements, enhanced performance, and reduced costs In 1977, Bosch started development of an electronic airbag control unit equipped with centrally positioned sensors. The first patent application with the title 'trigger device circuit (alternative release mechanism) for a vehicle occupant restraint system', was filed in March 1978. When the first system was installed in the Mercedes-Benz S-Class sedan, it consisted of three separate components: an electronic control unit, a voltage converter, and an energy storage unit. In its basic configuration, the latest generation of the system, dubbed Airbag 10, takes up some 70 percent less space and consists of a single control unit.

Airbag performance has improved steadily over the years. Deployment systems now include additional sensors installed in the side panels of the vehicle that make it possible to determine the force and direction of impact more quickly. Other sensors installed inside the passenger cell provide information on the weight and seating position of the driver and front-seat passenger. If the vehicle occupants do not weigh much or are leaning forward, the airbag release mechanism is inhibited or fired in gradual stages, reducing the risk of injuries. Additional functions to prevent injury to pedestrians, such as automatically raising the hood in the event of a collision, can also be integrated into the safety system. Current control units are capable of controlling up to 32 restraint devices including airbags and seat belt pretensioners.

Since airbag technology first went into series production 31 years ago, Bosch engineers have never ceased to refine it. The size and weight of the control units have been reduced by some 70 percent. The reduction in costs over the same period means that passive safety systems have become an affordable feature for buyers at all levels of the market. Bosch has even introduced a "light" version of its airbag control unit to meet the needs of the low-cost vehicle market in countries such as China, India, and Brazil.

Yet more safety functions can be introduced when airbag control units are linked with the sensors and systems used to provide driver assistance and vehicle communication. An example of such a safety function is Secondary Collision Mitigation, which links the airbag system with the ESP® electronic stability program. If the collision sensors detect an impact, the ESP® automatically applies the brakes to slow down the vehicle, reducing its kinetic energy and thus minimizing the force of a possible second collision.



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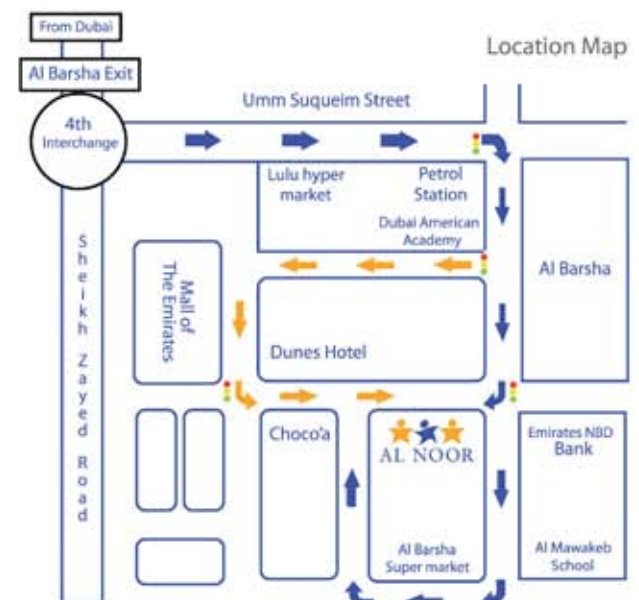
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## Revolutionizing future of watch wear



Citizen Watch Company, which is renowned for "the fusion of Technology and Beauty", has been innovating with futuristic environment-friendly concepts such as Eco-Drive that constantly keeps running anytime and anywhere as long as there is light.

Citizen Watches Super Titanium is the latest generation of a material with low weight and exceptional resistance already being used in many industries. For other watchmakers, transforming titanium with techniques used by NASA might seem extravagant. At Citizen, it's expected. Citizen, the makers of the world's first titanium watch brings you Super Titanium Watches.

The Super titanium collection is a synergy of lightweight titanium material, and Citizen's original technology in ion plating – a key technology used in space program. Using this technology, the watch surface rate is 1200 on the Vickers hardness scale, resulting in a watch which is five times harder and 40% lighter than other stainless steel watches.

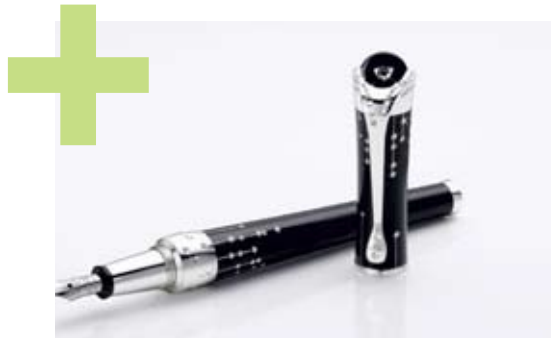
The Super Titanium watches are characterised by exceptional design with quality materials and advanced technology. A development period of two years speaks for itself! The Citizen team has created a collection that comprises top-grade materials, combines advanced technology and superior design at a reasonable and yet affordable price.

## Aqua Di Gio Fresh, transparent, sparkling...



A resolutely modern men's cologne, a cool ocean breeze blowing over warm sand; emerging from the waves, the sun and the earth of the volcanic Mediterranean island of Pantelleria, where Giorgio Armani has his summer villa. The success of Aqua di Gio, Gio being Armani's nickname used by family and friends, lies in its transparency, its contemporary expression of masculinity, and its serene aromatic aura of herbs, woods and marine notes; but also the brilliant black & white advertising images which have tapped into our collective unconscious, making it the epitome of the fresh, watery, exhilarating cologne for warmer weather and casual wearing.

## Radiant jewel which just happens to write



A functional luxurious writing jewel that will overlast a lifetime, like every Montblanc writing instrument, Etoile Mystérieuse has been created with rigorous standards of quality and exceptional skill that have made Montblanc the bench mark for writing culture. A keepsake imbued with emotion, this is a jewel that performs a manual function, and so, as if by magic, it "just happens to write."

With the creation of Etoile Mystérieuse, the Etoile de Montblanc collection comprises a quartet of writing bijoux - including Etoile de Montblanc, Etoile Précieuse and Etoile de Montblanc Collection Joaillière. Originally launched in September 2008, the design philosophy inspiring the Etoile de Montblanc collection is to conceive stunning, exclusive handcrafted writing instruments that are a tribute to a modern, discerning woman. She values her "individuality" as well as "extraordinary and unique" ideas and objects. So refined hallmarks define each Etoile de Montblanc model including a voluptuous form, a magnificent "sweeping silhouette" and the "crowning feature" - a Montblanc Diamond intriguingly positioned in the top of each pen's cap (too female).

Bright, elegant and timeless, the Montblanc Diamond is uniquely cut in the shape of the Montblanc star, with strong brilliance and a second star deep "at the bottom" of the diamond itself. This painstakingly crafted, unusual stellar cut magically enables light to "dance" from within the stone, creating extraordinary fire and sparkle. Innovated in 2006, after eight years of research and development, the Montblanc Diamond pays homage to Montblanc - a symbol of the highest standards of perfection and art.

The Montblanc emblem also defines the shape of the heart hole upon which the rhodium-plated 18 K gold nib of the Etoile Mystérieuse fountain pen.

A masterpiece of contemporary craftsmanship, Etoile Mystérieuse captivates from every angle. The beauty of its design displays a rare cohesion of expertise, uniting the inimitable mastery of Montblanc's renowned makers of writing instruments with modernity devised by its experienced jewellers.



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## The New Asus Lamborghini notebook



Computer-maker Asus has a bright idea: make your laptop look like a Lambo.

This is the Lamborghini VX7 gaming laptop, a high-performance notebook computer with a design inspired by the Murcielago LP640 model. Notice how the back end of the computer looks very much like the rear section of the Fighting Bull.

The computer will come in two colors, orange and carbon black, echoing the look of current Lambo models with the use of orange livery and carbon-fiber body panels.

The specs look pretty good, too. The VX7 comes with a full HD (1920 x 1080) 15.6-inch LED-backlight screen, an i7 Intel processor (the 2.0 GHz Core i7-2630QM quad-core), 16GB of RAM, two hard disks good for 1.5 TB of storage, a GeForce GTX 460M graphics card with 3GB of dedicated memory, a Blu-ray disk drive, a 2.0 megapixel webcam and an 8-cell battery. Operating system is Windows7.

## Alpecin Double-Effect Shampoo



The two most frequent scalp problems affect men: hair loss and dandruff. Dr. Wolff Research has developed a shampoo that simultaneously counteracts both problems: Alpecin Double-Effect Shampoo.

1st effect:

In the first step, this Double-Effect Shampoo loosens scaly, keratinous cells and thoroughly removes dandruff from the scalp. From a dermatological standpoint, the combination of the two effective anti-dandruff substances, salicylic acid and octopirox, is recommendable, because it takes into account all dermatologically relevant aspects of cosmetic dandruff:

- Gentle dandruff removal
- Anti-inflammatory action
- Antioxidant effect, i. e. improved resistance
- Antimicrobial properties

2nd effect:

The removal of dandruff from the scalp has prepared the way for the caffeine complex. Alpecin Double-Effect Shampoo contains highly dosed caffeine that penetrates into the hair roots already during hair washing. It can be detected after just 120 seconds of residence time. In the hair root, the active ingredient forms a 24-hour depot, thereby protecting the hair root from premature inactivity.

## Montante for Maserati 8CTF



Unique details and an exclusive design for the new limited-edition bike made by Montante Cicli for Maserati

The new Montante for Maserati 8CTF was designed to celebrate the 70th Anniversary of Wilbur Shaw's victory of the 500 miles of Indianapolis behind the wheel of a Maserati 8CTF.

The Sicilian company, famous for the amazing bikes it produces, has teamed up with Maserati in order to deliver a product which embodies the excellence and the Italian style from both brands.

The Montante for Maserati 8CTF is produced in a limited edition of just 200 pieces individually numbered. Montante for Maserati bicycles are made-to-measure to fit the rider perfectly. As sizes vary from person to person it is important, when purchasing the frame, to choose the perfect size.

Developed and produced by Montante Cicli in Italy, the Maserati 8CTF is embellished by unique and distinctive details: the silver Trident on a grey background on the hubs are inspired by the Maserati's supercharged three-litre engine; the Maserati logo in a Thirties' style on the frame reprises the metallic plate identifying the car's chassis; the enamelled oval is a faithful reproduction of the one on the car's bonnet.

And last but not least the number 1 is the same as the one featured on Shaw's car with which he won, twice in a row, the world's most famous American race. From the Montante-Maserati collaboration, a new bicycle has been produced for all the admirers of the Trident Marque.





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