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# CHARGE ON THE GO



## Jean Atik

Marketing Manager, Land Rover

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# Jean Atik

Marketing Manager, Land Rover



### **What are the new developments in Land Rover since we spoke a little over a year ago?**

It has been an extremely busy year for Land Rover, with a lot of activity around the Range Rover Evoque in particular. To add to that, Land Rover has just showcased its strongest ever product line-up at the 2012 Geneva Motor Show this month, with two stellar vehicles – the Range Rover Evoque Convertible Concept, the DC100 Land Rover Concept and we also had our one millionth LR4 to roll off the production line in our Solihull Manufacturing plant near Birmingham in the UK.

### **What is your favorite part of the new Evoque?**

There's a lot to choose from when it comes to the Evoque! I have to say the masculine, almost muscular shoulder running the length of the car, and that distinctive taper to the roofline that I feel, gives the Range Rover Evoque a very dynamic, almost athletic stance. Pushing the wheels out to the four corners helps give the car its purposeful stance I would say. The wheel arches are wide, but softly integrated into the body, while the carefully sculpted corners dramatically reduce the car's visual overhangs front and rear. From a performance perspective, the Evoque offers a smooth and responsive turbocharged powertrain line-up, the most impressive being the advanced new 240PS 2.0-litre Si4 turbocharged engine with direct fuel injection and twin variable valve timing. It has exceptional drivability and fuel efficiency, delivering 0-100 kph in 7.6 seconds.

### **Evoque has been called by some a distant relative to the Land Rover brand- Your comments?**

Of course Range Rover is a part of the Land Rover brand and the Range Rover Evoque does not compromise the core brand values of interior luxury, refined performance and all-terrain capability. The Range Rover Evoque takes its inspiration directly from the LRX concept car which drew worldwide acclaim for its exciting new interpretation of classic Range Rover design cues. True to the Land Rover brand, the Range Rover Evoque effortlessly delivers premium levels of craftsmanship, luxury and performance, but shrink-wrapped into a more compact package. The vehicle demonstrates our commitment to building sustainable, yet highly desirable products and helps to define a new segment for premium compact SUVs that are more sporting and stylish. The lightest and most fuel-efficient Range Rover ever, the Range Rover Evoque demonstrates the marque's commitment to environmental sustainability, bringing sub-145g\* CO2 capability to the premium SUV class. It makes a strong statement about the future direction of the Range Rover brand and has a powerful appeal to a very broad range of customers worldwide.

### **What is the Range Rover Evoque's competition?**

We developed the new Range Rover Evoque for "white space" which means a completely new concept that none of our competitors are currently offering. When the original Range Rover was introduced in 1970 it created the luxury SUV segment and has really never been matched. In 2005, we introduced the Range Rover Sport; again it created a new luxury sport tourer segment. The Range Rover Evoque is a small, luxury and more urban SUV and will naturally expand the breadth of appeal of the Range Rover brand to a younger and more style conscious customer.

### **When can we expect the full scale production of the evoque cabrio?**

The Range Rover Evoque Convertible Concept has just made its world motor show debut at Geneva and will explore the potential for the world's first premium convertible SUV. This bold concept builds on the global success of the Evoque and continues Land Rover's tradition for creating and leading new market segments. The concept is being shown to gauge reaction and to assess the market appetite for a premium convertible SUV. At present, there are no plans for a production line Evoque Convertible.

### **Will the evoque have bigger engine options in the future?**

There are currently no plans for bigger engine options as we have a fantastic engine in the Range Rover Evoque. The 2.0-litre 4 cylinder petrol engine in the Range Rover Evoque produces an impressive 240PS and powers it from 0-100kph in just 7.6 seconds. The engine has a unique calibration developed by our engineers to deliver this power output whilst also meeting targets of fuel economy, NVH and the drivability requirements appropriate for Range Rover's all-terrain capability. The engine has also undergone stringent levels of testing for all off-road conditions - including wading up to 500ml, extreme hot and cold temperatures and durability in environmental conditions including dust/sand/mud.

### **What new marketing strategies were used for the New Evoque (social media)?**

We worked with Ali Mustafa, the acclaimed Emarati director on some action led film footage shot exclusively with the Range Rover Evoque around Dubai, Abu Dhabi, Bahrain and Saudi Arabia. Ali is passionate about the city he grew up in (Dubai), and has a deep connection with the people living here – he also holds a strong appeal across the region due to the success of his debut film City of Life.

Ali is a perfect example of our 'City Shaper', creative influencers who have made an impact on the cities they live in, and have interesting points of view that people resonate with. He was open to creative collaborations to create great content that would engage the Range Rover Evoque target audience, which made it really appealing for us to work with him on the launch.

From this emerged the 5 series short film 'Classifieds' which has been a phenomenal hit on YouTube. In addition, we also have the interactive blog and facebook campaigns, which really give owners and fans the opportunity to open dialogue with the brand experts, and of course with like-minded Range Rover Evoque owners!

### **Have any apps been developed for Land Rover? And what makes them different than other companies' apps, for example Mercedes used augmented reality for the launch of the new C class.**

In today's cluttered environment, brands have an even harder job to grab the attention of their target audiences and sustain this over a long period of time so they become advocates. This is even important with the proliferation of digital and social media channels and the amount of time people are now spending online. For me, it's about creating compelling or 'sticky' content that not only has genuine relevance for our audience, but also makes them want to engage in an ongoing conversation with us – this is true for all marketing channels, but especially online. We have recently created I-phone and I-Pad apps for Land Rover which enables customers to access the websites and get in touch with the dealers on any queries by just one click.

### **What has been the funkiest or most innovative way that you have marketed Land rover or any of its vehicles?**

The Evoque's design is inspired by city architecture and a big part of a city is the people within it, their journeys and their conversations. Land Rover has brought together 50+ influencers across key cities worldwide to join the Range Rover Evoque's launch journey, e.g. New York, London, Paris etc.

City Shapers come from different aspects of culture that make up the varied nature of their cities, from arts, the creative industry, film, music, fashion, media - anywhere where they've made their own mark and shaped the cities they live in. And importantly they appreciate the design thought that has gone in to producing the new Range Rover Evoque.



Ali Mostafa is the first City Shaper in the region, and one of over 50 influencers in major cities from around the world. For example we are working with the likes of iconic fashion designer Henry Holland in London as well as numerous other DJs, bloggers and those working in the film, TV, design, music and media industries.

Our partnership with Ali will give us the opportunity to incorporate his personal creativity and filmmaking expertise into various elements of the communications campaign to ensure a fully integrated and truly unique collaboration that is unlike traditional brand ambassadorships.

#### **Will Land Rover vehicles maintain their off-road capabilities in new designs?**

Land rover will always stay true to its core values of off-roading capabilities. All our vehicles deliver the all-weather, all-surface capability which is a hallmark of the brand. They feature a suite of technologies to maximize performance and safety in challenging on and off-road conditions.

A fleet of Range Rover Evoque development vehicles were subjected to twelve months of grueling tests, covering millions of miles between them to ensure that the Range Rover Evoque achieves the same standards of ruggedness and all-terrain versatility as every Range Rover before them. Over 100 engineers carried out over 16,700 tests on prototype development and testing, travelling to over 20 countries worldwide to test in extremes of climates over a variety of road surfaces and altitudes. From the frozen extremities, to the searing heat and dust, to the Autobahns and city traffic, the Range Rover Evoque was validated against every element the earth can throw at it.

Range Rover seems to be losing its approach angle with each refresh, and the Defender seems to be in the discard bin.

As a true Range Rover, the Evoque delivers the all-weather, all-surface capability which is a hallmark of the brand. In common with its larger siblings, the new model provides formidable all-terrain potential, enhanced by the latest version of the company's signature Terrain Response system.

The Land Rover Defender is a very important part of our line-up and we have also recently revealed the DC 100 concept at the Dubai International Motor Show last year which is the potential future design direction of the iconic Defender.

The Defender is one of the most adaptable vehicles on the planet and has been put to use by any number of industries and organisations from explorers, ecologists, UN aid workers and Red Cross medics. Its replacement will lose none of this versatility and Land Rover is actively exploring future variants with the help of its customers.

#### **After how many years does the range rover usually get a facelift?**

We don't comment on future products.

#### **What was the reaction of the DC100 launch at the Frankfurt motor show?**

The DC100 is a concept and represents the company's thinking on how to reinvent the Defender for a new generation. It is one of many ideas that we have and we received an unparaled volume of feedback from Land Rover enthusiasts, media and new customers. Defenders, with their ability to go anywhere have always represented the ultimate in automotive freedom and the DC100 takes that spirit and reinvents it for the 21st century in the form of a performance vehicle with all-terrain capabilities. The design brief was to create a vehicle that would be capable, versatile, and configurable. It must work for our existing customers and capture the hearts and minds of a new generation of customers. At the heart of the current Defender is capability and design for the new Defender is as important as it is for every other new Land Rover. We can't imitate our past. We can't produce a pastiche. It's important to move forward with design integrity. For design and engineering to work together hand in hand to create a Defender that demonstrates longevity and functionality in a desirable contemporary design – not retro – to create a vehicle relevant for the 21st century. I believe the feedback we received was valuable and indeed offered a great insight into the demands of our customers both current and future.

#### **Would the DC100 be a replacement for the Defender?**

The Land Rover Defender has been in production for more than 60 years and represents the bedrock on which the brand has been built. It remains a steady seller thanks to its breadth of capabilities and the two millionth vehicle is set to come off the production line in late 2012. Legislation changes however for EU Light Commercial Vehicles CO2 emissions means that the current Defender will eventually not be able to meet the standards. Legislation will not change until probably the middle of the decade, so this should enable current Defender to continue until 2015 with a successor vehicle to comply 2015+.

#### **What's the best part of your job?**

I would say the best part of my job would be the level authority I have at Jaguar Land Rover. The company has invested their trust in my abilities and the need to consistently deliver a high standard of work is what keeps me motivated. I also like the fact that I get to drive some of the best machines in the world!

#### **What do you do personally that you enjoy?**

I am a self confessed health and fitness fanatic! I spend a lot of time in the gym during the working week, then at the weekends; I can't resist a good night out with friends, and enjoy discovering even more great night spots in Dubai. Besides that I am also an avid reader, especially when it comes to non-fiction and historical accounts – I believe we are the products of our past and we can learn such a lot from our predecessors.



# ***SUPERIOR CORNERING***



## **Superior Cornering**

Out side tread shoulder uses high-stiffness curved patter design to increase the cornering force and enhance the steering ability.

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# THE NEW MKZ

## Lincoln's Future Begins

"The new Lincoln MKZ represents the future of Lincoln in both style and substance," said Jim Farley, Group Vice President, Global Marketing, Sales and Service. "It is proof of our commitment to deliver a new breed of Lincolns for a new generation of Lincoln clients – motor cars that are distinctive, elegant, full of technology and a delight to own."



### Camera- and Radar-Based Driving Aids

The new Lincoln MKZ offers the Lane Keeping System, a suite of advanced driving aids that helps drivers avoid drifting from their lane due to distraction or fatigue. Consisting of Lane Keeping Aid, Lane Keeping Alert and Driver Assist, the Lane Keeping System utilizes a mono-vision camera integrated into the rearview mirror to read the lane markers ahead.

Available radar-based (ultrasonic) driving aids further enhance the driving experience. Adaptive Cruise Control and Collision Warning with Brake Support each use a long-range radar system that scans in front of the vehicle, automatically adjusting to traffic speed and providing a visual and audible alert when a potential front end collision is detected.

Active park assist, Blind Spot Information System (BLIS®) with cross-traffic alert use multiple short-range wide-angle radar sensors. Each function provides a distinct benefit, ranging from making parallel parking easier to warning of oncoming vehicles while backing out of a parking space.

### SYNC with MyLincoln Touch

SYNC with MyLincoln Touch is standard in the new MKZ. The combined system makes it easier to use the entertainment, climate and available navigation features as well as devices brought into the car (e.g., phones, PDA, MP3 players). Twin five-way controls on the steering wheel manage essential systems, and many functions can be voice-activated via SYNC.

Standard SYNC Services make turn-by-turn directions available via one-button push and simple voice commands. Continually improving voice recognition software learns user voices, improving the efficiency of voice commands.



## MKZ Dynamic Driving Technologies

The new MKZ offers Lincoln Drive Control as standard. Lincoln Drive Control is an automatic system that delivers an ideal balance of a smooth ride with confident handling as it intuitively responds to driver commands and the road, making the 2013 model the most refined and engaging MKZ ever.

Always on, Lincoln Drive Control orchestrates the performance of the Continuously Controlled Damping (CCD) adjustable suspension, electric power-assisted steering (EPAS), engine, transmission, Active Noise Control (ANC), traction control and stability control systems.

The result is an unsurpassed combination of refined ride and engaging driving dynamics. CCD offers three modes (Sport/Normal/Comfort) that are accessible using MyLincoln Touch. Selecting "Sport" on the Push Button Shift gear selector enables a decidedly more sporty driving experience.

CCD contributes to Lincoln Drive Control's transparent action by monitoring the car's suspension settings up to 500 times per second. The real-time system adjusts the suspension up to 50 times per second to deliver more controlled handling with a smoother ride. CCD augments a highly developed chassis that includes a refined strut front suspension and an all new integral link rear suspension.

The new MKZ is the only sedan in its class to include Continuously Controlled Damping and Active Noise Control as standard equipment.

## MKZ Engines, Transmissions and Drive Systems

The 2013 Lincoln MKZ offers three distinct powertrains. The standard 2.0-liter four-cylinder EcoBoost delivers the performance of a traditional V6 along with expected segment-leading fuel economy that is at least 3 mpg better than the closest competitor. This engine delivers a projected 20-percent increase in highway fuel economy versus the 2012 MKZ.

Emphasizing performance and efficiency, the optional 3.7-liter V6 produces significantly more power (37 horsepower and 28 lb.-ft. of torque) than the previous MKZ V6 while improving fuel economy approximately 5 percent.

Maximizing fuel efficiency, the optional 2.0-liter four-cylinder hybrid powertrain is expected to enable the 2013 MKZ Hybrid to remain North America's most fuel-efficient premium sedan. The 2012 MKZ Hybrid is rated at 41 city mpg, 36 highway mpg.

Non-hybrid models utilize a six-speed automatic transmission. Standard paddle shifters mounted behind the steering wheel add to the performance driving experience of the MKZ.

2.0- and 3.7-liter gasoline engines are equipped with six-speed automatic transmission; 2.0-liter Hybrid is equipped with a continuously variable transmission. Horsepower, torque and fuel economy figures all are projected, not certified.



Improving grip on slippery roads, the available all-wheel-drive (AWD) system anticipates and adjusts the power delivery to the front and rear axles in as little as 16 milliseconds, faster than the blink of an eye.

The new MKZ is the only sedan in its class to offer inflatable second-row outboard seat belts. Rear-seat passengers – often children or mature passengers – can be more vulnerable to head, chest and neck injuries. The available inflatable second-row, outboard seat belts spread impact forces across more than five times the area of conventional belts, reducing pressure on the chest while helping to control head and neck motion and helping reduce the risk of injuries.

## Retractable Panoramic Roof

The Retractable Panoramic Roof is a new signature feature for Lincoln. The 15.2-square-foot glass panel offers one of the largest openings available on any current sedan. The design maintains the structural strength of a steel-roof vehicle.

Nearly identical to the MKZ Concept shown at the North American International Auto Show in January, the production 2013 Lincoln MKZ embodies a design language that is subtly distinctive.

"We call it elegant simplicity," said Max Wolff, Lincoln Design director. "We wanted the new MKZ to be inviting and approachable. We moved away from traditional luxury cues and complex designs. We came up with something warm that is rich, yet still intentionally restrained."





# The new Cayenne GTS

## SUV style, sports car driving

The SUV with all the prowess of a sports car is entering its second generation. In Beijing, at Auto China 2012, Dr. Ing. h.c. F. Porsche AG, Stuttgart, is celebrating the world premiere of the new Cayenne GTS.

The latest version of the Cayenne concentrates on sporty performance, with a more powerful engine; more dynamic power development; a tauter chassis with lower ride height and sporty equipment. In the process, the new Cayenne GTS doesn't just fill the gap between the Cayenne S and the Cayenne Turbo, but stands out from the other models with its own special character.

The Cayenne GTS's bonnet conceals a 420 hp uprated V8 engine, based on the Cayenne S power unit. Power transmission is ensured by the eight-speed Tiptronic S with integrated auto start/stop function. The dynamically-tuned engine and transmission design reinforces the sporty characteristics, enabling short bursts of speed just when needed. The Cayenne GTS sprints from a standing start to 100 km/h in 5.7 seconds, reaching 160 km/h in 13.3 seconds. Top speed is 261 km/h and NEDC fuel consumption is 10.7 litres per 100 kilometres.



The Cayenne GTS's looks openly proclaim its pronounced sportiness with eye-catching features such as the front-end - borrowed from the Cayenne Turbo.

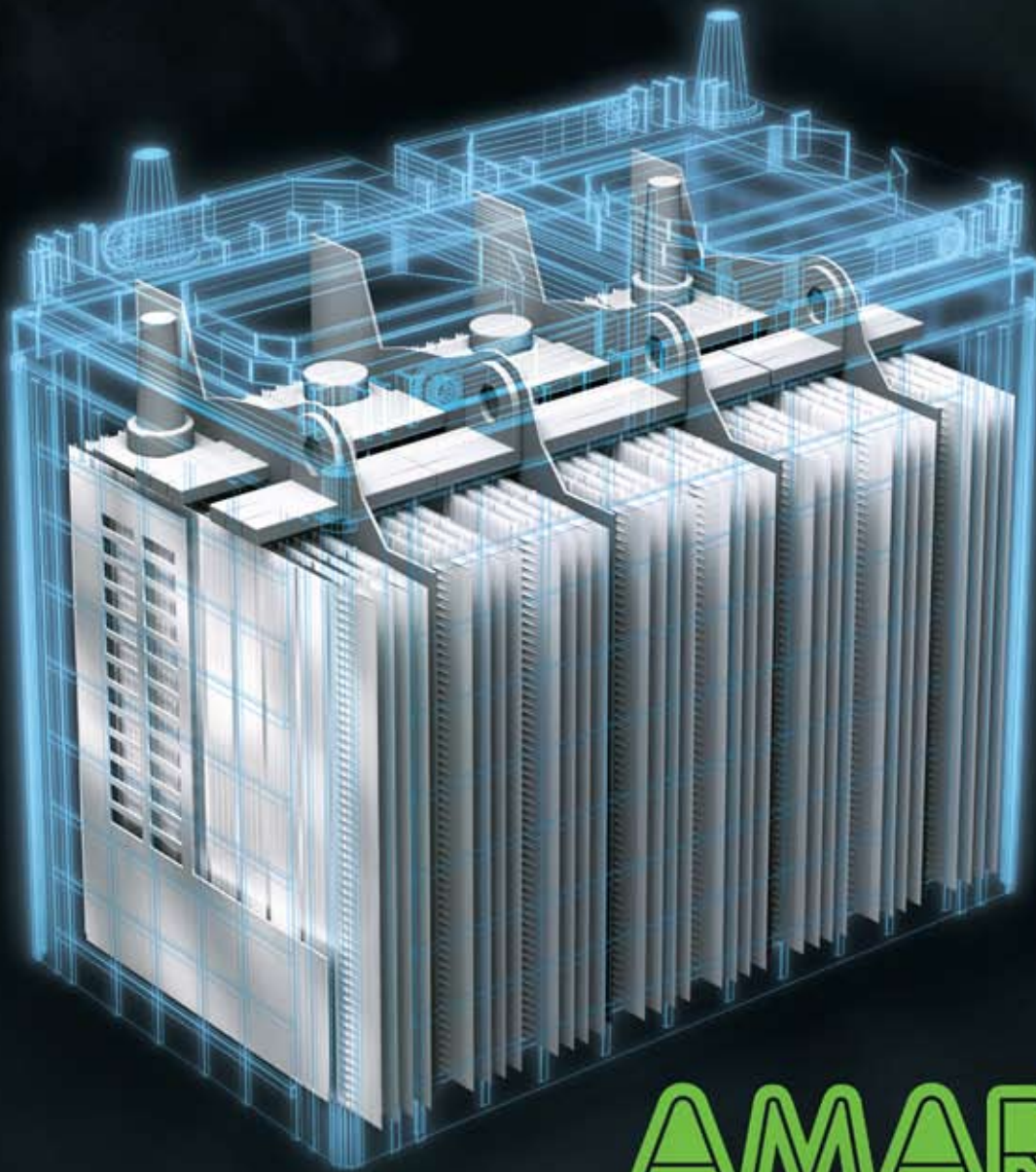
It features frames and trims in high-gloss black, prominent side skirts and wider wheel arches, as well as a distinctive roof spoiler with twin-wing profile.

The interior exudes sporty elegance, the leather interior features Alcantara elements as standard. Front sports seats with eight adjustment options are featured as standard in the new Cayenne GTS.





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# The new generation G-Class Forever Young



Mercedes-Benz has once again significantly upgraded the G-Class. The interior is characterised by high-quality appointments finished with exquisite materials. The instrument cluster and centre console have been completely redesigned. The driver's field of vision now encompasses a colour screen, between two new round dials. The car features as standard the sophisticated COMAND Online infotainment system, including a navigation system. New LED daytime driving lamps and new exterior mirrors bring a few discreet changes to the exterior appearance of the luxury off-roader. The range of safety features can be optionally enhanced with the addition of Blind Spot Assist, the parking aid PARKTRONIC and the adaptive cruise control system DISTRONIC PLUS. New to the range are the G 63 AMG with an eight-cylinder biturbo engine and the ECO start/stop system as standard, and the G 65 AMG with twelve-cylinder biturbo engine.

Since it was originally conceived in 1979, as a vehicle to be used primarily in tough off-road terrain, the G-Class has undergone an astounding process of evolution. Over the course of 33 years Mercedes-Benz has refined what was initially a very practically-oriented off-road specialist by giving it a high-class interior and road-going qualities on a par with those of the premium saloons emanating from Stuttgart. The G-Class today is considered the top model among luxury-class cross-country vehicles, and has provided the gene pool for the other very successful SUVs built under the Mercedes-Benz brand. The G-Class has been voted off-roader of the year countless times over the past years – as also once again this year.

A comprehensive range of measures ensures that this classic cross-country vehicle remains in a class of its own in the off-road sector. These measures include new engines, a significantly extended range of appointments, a new, even more luxurious interior and a few discreet external modifications that nevertheless manage to preserve the timeless, classic design – virtually unchanged since 1979 – that has made the G-Class a true automotive style icon.

Frank Bernthaler, Director, Sales & Marketing, Mercedes-Benz Cars, Daimler Middle East & Levant, said: "Our G-Class has been a force to be reckoned with for the last 33 years. In its latest evolutionary stage, it offers state-of-the-art, powerful engines, a further improved range of luxurious appointments and the very latest safety features, as well, of course, as its now legendary off-road capabilities. At the same time the design remains true to its down-to-earth, unmistakable style."

## Discreet exterior modifications, a complete new look inside

The external modifications include LED daytime running lamps and new exterior mirrors for all engine variants. The AMG versions also feature a new, characteristic AMG radiator grille with double louvres, plus distinctive new bumpers with large air intakes. Red brake callipers and 20-inch wheels, available here for the first time, complement the emotive appeal of its exterior.

The instrument panel and centre console have been completely redesigned to include new controls and generously proportioned, exclusively designed trim elements. These give the interior of the car a fresh and classy look. Drivers will now find a TFT colour display in the instrument cluster between the two round dials. A further large colour screen, conveniently positioned in the centre, is part of the COMAND Online system and incorporates a DVD changer and the COMAND Controller, which are standard on all G-Class models. This new infotainment generation offers, amongst other features, a navigation system with special additional off-road functions, the LINGUATRONIC voice-operated control system and Bluetooth wireless connectivity. In order to ensure that the G-Class nevertheless does not lose any of its character, certain specific design elements in the interior have been preserved. The G-Class thus retains the grab handle on the front-passenger side, the switches for the three differential locks – clearly aligned within the driver's field of vision and highlighted in silver-coloured trim – and the redesigned shift lever in the lower section of the centre console.

New optional extras include safety features such as DISTRONIC PLUS, Blind Spot Assist and the parking aid PARKTRONIC with reversing camera. The ESP® system has been completely revised and now includes Trailer Stability Assist and a HOLD function.

Further individualisation options from the exclusive designo range are available as enhancements to what is already a very high-quality interior package.

## Sophisticated engine with high power reserves

The G 500, with its powerful 5.5-litre V8 petrol engine, has an output of 285 kW (388 hp) and offers excellent torque of 530 Newton metres.

The G 500 features the 7G-TRONIC PLUS automatic transmission as standard. This sixth generation of the stepped automatic transmission that has been developed and produced by Mercedes-Benz since 1960 has once again been thoroughly revised, and optimised with regard to both consumption and comfort.

New to the range are the G 63 AMG with V8 biturbo engine (400 kW/544 hp and 760 Nm of torque), which features the ECO start/stop system as standard. The engine range has been extended by the addition of the G 65 AMG with V12 biturbo engine (450 kW/612 hp and 1000 Nm of torque), making this the most powerful series-produced cross-country vehicle in the world.





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# Flying Car

## Second Generation Transition Street-Legal Airplane Takes Flight



The Transition® Street-Legal Airplane is now a significant step closer to being a commercial reality. The production prototype of the Transition® Street-Legal Airplane completed its successful first flight at Plattsburgh International Airport in Plattsburgh, NY on March 23, 2012. The same vehicle has also successfully conducted initial drive and conversion testing, demonstrating the Transition's capability to provide unmatched freedom, flexibility and fun in personal aviation. Developed by Terrafugia, Inc., the Transition® is a two seat personal aircraft capable of driving on roads and highways, parking in a single car garage, and flying with unleaded automotive fuel.

"The successful first flight of this Production Prototype Transition® marks a critical move toward initial production and first delivery," said COO Anna Mracek Dietrich. The Production Prototype phase of the Transition® program follows Proof of Concept work which included a flying, driving Proof of Concept vehicle and was completed in 2009. The Production Prototype program includes two vehicles and is being used to develop and inform the manufacturing tool-up and compliance program necessary to begin commercial deliveries. Terrafugia will continue its testing program in preparation for first delivery, which is expected to occur within the next year.

Regarding this first flight, Terrafugia CEO/CTO and co-founder Carl Dietrich said: "The first flight of the Transition® Production Prototype is a major milestone for Terrafugia. With this flight, the team demonstrated an ability to accomplish what had been called an impossible dream. We look forward to continuing to show that the challenges of bringing a practical street legal airplane to market can be overcome. This is a very exciting time for Terrafugia. We are on our way up – literally and figuratively!"



The Transition's first flight reached an altitude of 1400' above the ground and lasted eight minutes while staying in the vicinity of Plattsburgh International Airport. It demonstrated the controllability and safe operational characteristics of the aircraft. Six phases of flight testing are planned to continue development and demonstrate compliance to the Light Sport Aircraft standards.

Speaking about the first flight, Terrafugia Chief Test Pilot Phil Meterer said: "It's a remarkable vehicle both on the road and, now, in the air. When I drove it into the shop, literally from the road through the garage door, I was amazed that I had just flown it at Plattsburgh a few days before. A long-overdue mode of transportation and fun is just around the corner. I can't wait for the upcoming flight tests and the chance to 'wring it out,' demonstrating how safe and enjoyable the Transition® is to fly."

The Transition® Production Prototype is on display at the New York International Auto Show April 6-15th at the Jacob Javits Convention Center in New York City. Terrafugia would like to thank Giora Guth, Chief Chase Pilot, as well as the teams at Plattsburgh International Airport, Sheltair Aviation, and Lawrence Municipal Airport, for their support of our ground and flight testing operations.

Terrafugia (terra-FOO-gee-ah), based in Woburn, MA, is a growing aerospace company founded by pilots and engineers from MIT and supported by a world-class network of advisors and private investors. The company name is Latin for "escape the earth." Terrafugia's mission is to design and deliver revolutionary, practical air and land vehicles that provide freedom, flexibility and fun to their loyal customers.





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## AUDI AG acquires sports motorcycle manufacturer Ducati Motor Holding S.p.A.

AUDI AG is acquiring from Investindustrial Group the tradition-steeped Italian sports motorcycle manufacturer Ducati Motor Holding S.p.A., which has its registered office in Bologna. The transaction will be completed as quickly as possible once authorized by the competition authorities. The Supervisory Boards of AUDI AG and Volkswagen AG approved the acquisition 18 April in Hamburg. Ducati is known worldwide as a leading brand in motorcycle manufacture, with outstanding expertise in engine development and lightweight construction.

Alongside the traditional Italian brands Lamborghini and Italdesign, Ducati is now a third pillar for AUDI AG in Northern Italy. Another building block in the Company's growth strategy thus falls into place. Rupert Stadler, Chairman of the Board of Management of AUDI AG, declared: "Ducati is known worldwide as a premium brand among motorcycle manufacturers and has a long tradition of building sporty motorcycles. It has great expertise in high-performance engines and lightweight

construction, and is one of the world's most profitable motorcycle manufacturers. That makes Ducati an excellent fit for Audi." The progressive control systems and special combustion chamber process of Ducati engines, their resulting sporty character, and Ducati's extensive know-how in lightweight construction thus offer great potential for AUDI AG and the Volkswagen Group.

Peter Mosch, Chairman of the General Works Council of AUDI AG, explains that the employee representatives of AUDI AG support the Company's sustainable, codetermined growth strategy. "We must use the opportunities offered by globalization for Audi – and that's exactly what we're doing. Everyone at Audi is looking forward to working with our new colleagues from Ducati," commented Mosch.

Ducati is a globally active company and has manufacturing operations at its headquarters in Bologna and at its own factory in Thailand. It maintains a series of importer companies in strategic markets. Experts predict that the motorcycle market will enjoy strong growth over the next few years, especially in Asia. In 2011, Ducati sold around 42,000 motorcycles and generated revenue of some €480 million, employing around 1,100 people.

The company was founded by Adriano and Marcello Ducati in Bologna in 1926. Known originally as Società Scientifica Radiobrevetti Ducati, it initially built parts for radios. It ventured into the manufacture of motorcycles in 1949.

Ducati has been actively involved in motorcycle racing for many decades through its racing division Ducati Corse. Its racing activities are currently focused on the Ducati official factory team in the MotoGP class of the Motorcycle World Championship and in the Superbike World Championship, supporting competitive private teams. Ducati won the manufacturers' championship in this latter class 17 times in 21 championships and the pilots' 14 times.



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# HH Sheikh Saud Bin Saqr Al Qasimi inaugurates world's largest armoured vehicle facility in Ras Al Khaimah

**Streit Group's new facility can produce 400 armoured vehicles a month**



His Highness Sheikh Saud Bin Saqr Al Qasimi, Member of the UAE Supreme Council and Ruler of Ras Al Khaimah, inaugurated today the world's largest privately-owned armoured vehicle facility at Ras Al Khaimah.

The new facility, owned by Streit Group (SG) – one of the world's largest armoured vehicle manufacturers – is located at the Technology Park of Ras Al Khaimah Free Trade Zone (RAK FTZ), one of the fastest-growing and most cost-effective free trade zones in the UAE.

SG's expansion plan is divided into three consecutive phases, of which the main production facility, occupying 1.4million sq feet, has been completed at a cost over AED 80 million – making it one of the biggest investments of its kind at RAK FTZ. SG, which has been operating from RAK FTZ since 2005, started with a 1,615 square feet (150 square metre) warehouse facility at Technology Park, and today, has grown to develop the world's largest armoured vehicle facility.

Part of the Phase I of the development, the new facility boasts a state-of-the-art design and houses full range amenities for research and development, manufacturing, testing, training, and storage of the armoured vehicles in a single complex.

Phases II and III of the project, estimated at over AED 120 million cumulatively, will include a glass factory, pre-fabrication facilities, expansion of the employee accommodation facility, fuelling stations, helipad, and support manufacturing. These facilities are expected to be completed by 2014.

HH Sheikh Saud said: "To have the world's largest privately-owned armoured vehicle facility is an achievement for the UAE and Ras Al Khaimah. We have always believed in putting our best efforts towards supporting our local economy, by

attracting big businesses and investments to the UAE and we are happy to have this facility of Streit Group here at RAK FTZ. We wish to extend our congratulations to Streit Group for their expansion and completion of this new facility, and wish them all the success."

The new facility, can produce and test 40 different models of armoured vehicles for commercial, semi-military and military use, has a total capacity to manufacture 250 armoured vehicles per month under normal loads. The production capacity can be raised to 400 units, when required.

"We are delighted with the inauguration of our new facility, and the support that the leadership of Ras Al Khaimah has offered in our operations. The emirate offers a range of public services, such as: easy access to transport infrastructures like ports and airports, flourishing community, cost-effective housing facilities and access to other support services. With our new facility, Streit Group is looking to further penetrate the market for armoured vehicles in the UAE and the region by leveraging superior engineering and world-class design to create the products known for its safety and endurance," said Guerman Goutorov, CEO of Streit Group.

In his comments, Oussama El Omari, CEO of RAK FTZ, said: "We are extremely privileged to have this wonderful facility of Streit Group at RAK FTZ. This is ample testimony to the growing importance of RAK FTZ as a strategic hub for industries across multiple sectors, with top companies choosing the free zone, thanks to our investment-friendly regulations and transparent policies. We look forward to a mutually-beneficial partnership with Streit Group in the years to come."

The manufacturing facility is equipped with the latest Computer Numerically Controlled (CNC) laser-cutting technology, with automated and semi-automated production lines. All procedures are ISO certified, and the facility can craft all the components required for an armoured vehicle with the input of steel sheets and raw materials. The manufacturing facilities are sufficiently large to enable the storage of 120 million auto parts in the warehousing facility, and the entire project brings together a truly multinational workforce from over 20 countries that has worked together for over the last 20 years to create high-quality and extremely safe armoured products.

"The new facility will help us offer a wide range of production options for various uses in the region, and help us cater to large orders and customisations with minimum lead time. We are looking to expand the use of semi-military vehicles, for instance for ferrying aid staff and relief supplies to conflict areas, and are also looking to introduce a new range of Military Police vehicles," said Goutorov.

The new facility currently employs 400 people, and the staff strength is expected to increase to over 2,000 as the new facilities come online and the output expands. The group is estimating sales of AED 150 million over the next five years. "Streit Group's core values revolve around excellence, reliability and meeting the increasing market needs, and our facility in Ras Al Khaimah will serve as an added proof to the reputation and image that the group has built over the years. The facility puts us at the centre of the transport links, raw material sources and expertise that we need to successfully grow our operations locally and regionally," added Goutorov.



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# The same car in the same place but 85 years later



On 14 April 1927, the first mass-produced Volvo car rolled off the production line at the Lundby factory in Göteborg. Now, 85 years later, the Volvo Group is one of the world's largest manufacturers of commercial vehicles and Volvo Car Corporation sells almost 500,000 cars each year.

At 10 in the morning on 14 April 1927, sales manager Hilmer Johansson drove the first mass-produced ÖV4 model through the factory gates in Lundby in Göteborg. Now, 85 years later, the same model will pass through exactly the same gates to celebrate Volvo's birthday. Stefan Jacoby, President and CEO of Volvo Car Corporation, and Olof Persson, President and CEO of the Volvo Group, will be behind the wheel. "It's a fantastic car, but it's easy to see how much has changed over the last 85 years," says Stefan Jacoby, who recently premiered the new V40 at the Geneva Motor Show.

The Volvo Group and Volvo Car Corporation are two companies with a long shared history. However, what was at that time one company began as a very unpromising project, because Volvo's founders Assar Gabrielsson and Gustaf Larson had no direct experience of cars or the automotive industry. During its first year of production, Volvo sold a very modest 300 cars. However, in the following year business really began to take off, when the company also started manufacturing trucks and buses. Even back then Volvo realised that the key to success lay in exports. "Our roots are still very important to us. Around 30,000 of the Volvo Group's 120,000 employees work in Sweden, but 95 percent of our products are sold outside the country," says Olof Persson. The equivalent figures for Volvo Car Corporation are 14,500 employees in Sweden out of a worldwide total of 21,500. Around 87 percent of all Volvo Car Corporation's sales take place outside Sweden.

In 1999, the Volvo Group sold its car business. Since then, the two companies have continued to grow in different directions. Volvo Car Corporation is now in the premium segment and last year sold around 450,000 cars in 120 countries, with the USA as its single largest market. The Volvo Group produces trucks under the Volvo, Renault Trucks, Mack and UD Trucks brands, together with buses, construction equipment, drive systems for marine and industrial applications and components for aircraft engines. With a turnover of SEK 310 billion, the Volvo Group is the world's second largest manufacturer of heavy trucks and Sweden's largest company. The group has production sites in 20 countries and sales organisations in 190.



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## Al-Futtaim Motors launches the first-of-its-kind **TOYOTA OFF-ROAD SAFETY PROGRAM**

In keeping with its commitment towards responsible driving, Al-Futtaim Motors, exclusive distributors of Toyota in the UAE, launched the Toyota Off-road Safety Program – the first initiative of its kind in the UAE aimed at raising awareness on driving safety on off-road and desert terrain.

The weekend program, that began in March 2012 and runs every Friday and Saturday, consists of two morning and afternoon 5-hour sessions. Participants can look forward to briefing and practical lessons covering familiarization and best use of transmission and 4WD, recommended driver positioning and safety rules, acceleration techniques, braking and cornering in sand, as well as slope safety and danger guidelines.

The experience allows participants to compare their vehicles' performance on road and off-road and get a hands-on demonstration of the car's centre of gravity.

The session also tackles basic off-road recovery and usage of different rescue equipment, in addition to desert etiquette and environmental ethics.

"Our objective is to educate our customers on safe driving and the best ways to drive their SUVs in the toughest terrains across the UAE. We know how intimate the relationship between the UAE people and their land is. But we also know that not everybody has enough knowledge and skills to explore its toughest terrains without risk. We aim at compiling the best desert driving tips and demonstrations in the most professional yet fun atmosphere," said Simon Frith, Managing Director, Al-Futtaim Motors.

"Toyota SUVs make the majority of cars used for desert safaris in the UAE. We feel it is our responsibility to let our customers explore their cars' off-roading capabilities within the safest conditions possible. This is a complementary program targeting all our SUV owners from Sequoia, our largest vehicle, to Land Cruiser, Prado, FJ Cruiser, Fortuner and RAV4," he added.

The program targets all Toyota customers who own an SUV. Customers will be reached through invitations by Al-Futtaim Motors Sales and Service teams to inform them about the program. Those wanting to participate will have to be present at the Dubai Festival City Toyota showroom at either 8.00 am for the morning session or 12.30 for the afternoon session.

The program only allows individuals above 12 years of age and is run by a team of professional desert driving marshals, backed up by a rescue team.





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# Ferdinand Alexander Porsche dies

Dr. Ing. h.c. F. Porsche AG, Stuttgart, is mourning Professor Ferdinand Alexander Porsche. The Honorary President of the Supervisory Board died on 5 April 2012 in Salzburg, aged 76. Matthias Müller, President and Chief Executive Officer of Porsche AG, paid tribute to Ferdinand Alexander Porsche's services to the sports car manufacturer: "We mourn the death of our partner, Ferdinand Alexander Porsche. As the creator of the Porsche 911, he established a design culture in our company that has shaped our sports cars to this very day. His philosophy of good design is a legacy to us that we will honour for all time."

Ferdinand Alexander Porsche was born in Stuttgart on 11 December 1935, the oldest son of Dorothea and Ferry Porsche. Even his childhood was shaped by cars, and he spent much of his time in the engineering offices and development workshops of his grandfather Ferdinand Porsche. In 1943 the family accompanied the Porsche company's move to Austria, where he went to school in Zell am See. After returning to Stuttgart in 1950, he attended the private Waldorf school. After leaving school, he enrolled at the prestigious Ulm School of Design.

In 1958, F.A. Porsche, as he was known by his colleagues, joined the engineering office of what was then Dr. Ing. h.c. F. Porsche KG. He soon proved his great talent for design by sculpting the first model of a successor to the 356 model line out of plasticine. In 1962 he took over as head of the Porsche design studio, creating a worldwide furore one year later with the Porsche 901 (or 911). With the Porsche 911, F.A. Porsche created a sports car icon whose timeless and classical form survives to this very day in what is now the seventh 911 generation. However, in addition to passenger cars, F.A. Porsche also concerned himself with designing the sports cars of the 1960s. His best-known designs include the Type 804 Formula One racing car or the Porsche 904 Carrera GTS, now considered to be one of the most beautiful racing cars ever.

In the course of the conversion of Porsche KG into a joint-stock corporation in 1971/72, Ferdinand Alexander Porsche, along with all the other family members, stood down from the company's front-line business operations. In 1972 he founded the "Porsche Design Studio" in Stuttgart, the head office of which was relocated to Zell am See in Austria in 1974. In the decades that followed, he designed numerous classic gentlemen's accessories such as watches, spectacles and writing implements that achieved global recognition under the "Porsche Design" brand. In parallel, with his team, he designed a plethora of industrial products, household appliances and consumer durables for internationally renowned clients under the brand "Design by F.A. Porsche". A strong and clear design concept typifies all product designs created in his design studio to date. The credo of his design work was: "Design must be functional and functionality has to be translated visually into aesthetics, without gags that have to be explained first." F.A. Porsche: "A coherently designed product requires no adornment; it should be enhanced by its form alone." The design's appearance should be readily comprehensible and not detract from the product and its function. His conviction was: "Good design should be honest."

Ferdinand Alexander Porsche received numerous honours and awards both for his work as a designer as well as for individual designs. For example, in 1968 the "Comité Internationale de Promotion et de Prestige" honoured him for the outstanding aesthetic design of the Porsche 911 while the Industrial Forum Design Hannover (iF) voted him "Prizewinner of the Year" in 1992. In 1999, the President of Austria bestowed on him the title of Professor.

Ferdinand Alexander Porsche retained a close lifelong association with Porsche AG as a partner and member of the Supervisory Board. For example, even after stepping down from front-line business operations, he contributed to the design of Porsche's sports cars over many decades and repeatedly steered the company in the right direction. This was especially the case for the difficult period Porsche experienced at the beginning of the 1990s. From 1990 to 1993, F.A. Porsche served as President of the company's Supervisory Board, thus playing a major role in Porsche A.G.'s economic turnaround. In 2005, he stood down from his Supervisory Board role in favour of his son Oliver and assumed the mantle of Honorary President of the Supervisory Board.

Ferdinand Alexander Porsche will be buried in the family grave at Schüttgut in Zell am See, attended by his immediate family. An official funeral service will be held in Stuttgart at a later date.





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# 2012 DODGE CHALLENGER

## RALLYE REDLINE



Evolving into the largest homecoming of modern Dodge rear-wheel-drive performance cars, the seventh annual Spring Festival of LXs marked the perfect opportunity to reveal the new 2012 Dodge Challenger Rallye Redline. With its powerful and efficient 305 horsepower engine, paddle-shifting transmission, performance suspension designed to maximize the muscle car's near 50/50 weight distribution for improved handling, and all-new red hot styling enhancements - this new Challenger delivers exactly what Dodge fans want.

"Infused with Dodge DNA, the new Challenger Rallye Redline adds even more excitement to our iconic muscle car, and to show our appreciation to our most hard-core enthusiasts, we revealed this new model at Spring Fest," said Reid Bigland, President and CEO, Dodge Brand - Chrysler Group LLC. "With its unique Redline Red accented exterior details, available Radar Red leather, performance suspension and brakes, and 305 horsepower V-6 with paddle shifters getting 27 mpg - this new Challenger fuses the nameplate's iconic heritage with modern Dodge styling and performance."

### New red hot styling details

Based on the 2012 Dodge Challenger SXT Plus, the new Challenger Rallye Redline model adds even more 'bad boy' attitude and head-turning style to the brand's iconic coupe.

Flanking the center of the Dodge Challenger Rallye Redline's performance hood scoops, roof and deck lid is its signature Redline Red stripe with two thin side stripes for added detail. A body-color painted deck-lid spoiler adds to the performance look, while continuing the Redline Red triple stripe pattern at the center.

Filling the wheel wells, the Dodge Challenger Rallye Redline features new 20-inch Pitch Black wheels with a Redline Red lip and inner drum for a one-of-a-kind look. In addition, wider P245/45R20 Firestone Firehawk all-season performance tires provide greater contact with the road and a lower sidewall profile for improved steering precision and at-the-limit handling.



All-new to the Dodge Challenger Rallye Redline model is the availability of heated front performance seats in Radar Red leather. In addition, Dodge Challenger's class-exclusive seating for five may be wrapped in Dark Slate Gray leather.

The Dodge Challenger Rallye Redline is available in four colors, including Bright Silver Metallic, Tungsten Metallic, Bright White and Pitch Black.

### Track-tuned performance

The new 2012 Dodge Challenger Rallye Redline combines world-class ride and refinement with its 305 horsepower aluminum Pentastar V-6 engine and track-tuned performance suspension to deliver a thrilling driving experience.

The Dodge Challenger's 3.6-liter Pentastar V-6 engine features a cold-air induction system and dual exhausts from the headers back to the exhaust tips for maximum output. The result is 305 track-ready horsepower (227 kW) at 6,350 rpm and a responsive 268 lb.-ft. (363 N·m) of torque at 4,800 rpm. The engine's torque exceeds 90 percent of its peak value from 1,800 to 6,400 rpm, which provides outstanding drivability and responsiveness. Thanks to its all-aluminum design, the 3.6-liter Pentastar V-6 engine provides the new Dodge Challenger Rallye Redline with a 52.4 / 47.6 front-to-rear weight distribution for improved balance and handling.

Enabling even more spirited driving with its five-speed Auto Stick transmission are die-cast zinc steering-wheel mounted paddle shifters. Race-inspired with precision feel, Dodge Challenger Rallye Redline's paddle shifters are ergonomically located behind the sporty thick-rimmed three-spoke Dodge steering wheel for maximum control.



And to deliver improved all around acceleration, the Dodge Challenger Rallye Redline replaces its 2.65:1 rear-axle ratio for a more responsive 3.06:1 unit.

Upping the ante, the Dodge Challenger Rallye Redline features the Super Sport Group as standard equipment and includes: performance-tuned suspension with 42 percent firmer front and 22 percent firmer rear monotube shocks. A larger 1.18-inch (30 mm) front and a 0.78-inch (20 mm) rear-sway bar replace 1.06-inch (27 mm) and 0.62-inch (16 mm) bars, respectively and add to the Dodge Challenger's cornering capabilities. A performance-tuned steering calibration delivers 25 percent quicker steering and 20 percent heavier on-center feel. Topping off the handling upgrade are larger and wider 20 x 8.0-inch (replacing 18 x 7.5-inch) wheels with wider P245/45R20 all-season performance tires (replacing P235/55R18 tires).

Making sure the Dodge Challenger Rallye Redline delivers world-class levels of stopping power, larger performance disc brakes replace the standard set. At the front, dual-piston front calipers replace single-piston units and larger 13.6 x 1.26-inch (345 x 28 mm) vented rotors replace 12.6 x 1.1-inch (320 x 28 mm) vented rotors. At the rear, 12.6 x 0.87-inch (320 x 22 mm) vented rotors replace 12.6 x 0.4-inch (320 x 10 mm) solid rotors.

Dodge Challenger Rallye Redline also includes a tremendous level of standard equipment found on every 2012 Challenger SXT Plus, including: Uconnect™ hands-free phone, six Boston Acoustic Speakers with 276-watt amplifier, premium Nappa leather faced seats, heated front seats, SIRIUS/XM satellite radio with 12-month subscription, fog lamps, dual exhausts, automatic temperature control, power 10-way driver's seat, cruise control, Electronic Stability Control (ESC), Keyless Enter 'n Go, and six standard airbags.



# Lotus establishes Bespoke partnership with Mansory

Group Lotus has selected Mansory to be Lotus Cars' official customization studio.



The German specialist in craftsmanship on luxury vehicles has already worked with Lotus on a range of special editions, and will offer Lotus enthusiasts the ultimate tailoring service. At the Paris Motor Show in September this year, Lotus will unveil an exciting new model variant in collaboration with Mansory.

Assigned to special projects, Mansory will contribute bodywork, trim and special finishes for Lotus' acclaimed model range; the Elise, Exige and Evora. As the official customization studio, Mansory are working closely with Lotus' engineers and designers to produce modifications that scream individuality and quality.

Since the exciting reaction to the Evora Concept Bespoke at the 2011 Geneva expo, Lotus and Mansory have collaborated on several projects together, principally the road-going Evora GTE – the most powerful Lotus yet - which prompted a deluge of international orders.

'Specials' followed: The chrome-orange Evora GTE by Swizz Beatz and, most recently, the raw carbon-fibre Lotus F1 Team Evora GTE, have claimed poster space on teenagers' bedroom walls and sparked frenzy among supercar collectors desperate to get their hands on these extremely limited-edition models.

Eponymous founder Kourosh Mansory has always been passionate about British luxury and sports cars. He spent many years in England in order to absorb vehicular values such as tradition, craftsmanship, and state-of-the-art engineering.

Kourosh Mansory, Owner, Mansory Design and Holding GmbH: "At Mansory, we have always been passionate about British cars, and the cooperation with Lotus is the perfect partnership as it meets our quality standard of production on the highest technical level combined with masterly craftsmanship and the most precious materials. As the official Lotus customization studio, we amplify the existing options with harmonically designed aerodynamics and ultra-light aluminium rims. High-quality accessories and stylish interior fittings complete the Mansory assortment."

Wolf Zimmerman, Chief Technical Officer, Group Lotus: "Mansory are leaders in their field, and having worked closely with them on the Evora GTE and the special editions we've unveiled recently we wish to now take the partnership to an official level. Together, I am confident we will continue to produce outstanding sports cars, with the bespoke qualities that many of our discerning customers look for."

Maurizio Parlato, Commercial Director, Group Lotus: "There's a strong market for official customization, and Mansory is the perfect partner in ensuring the quality and style we strive to maintain at Lotus. For customers who are seeking Lotus' principals of speed, innovation and fun, but with added exclusivity, our official customization studio is the answer. The Lotus Evora GTE is a great illustration of what is to come. The car has already prompted around 250 orders and leads between China and Europe and we expect it to have a very successful future as the top of the range Evora."



# The complete BMW Welt experience

The BMW Welt, The BMW Museum and the BMW Munich Plant

## The complete BMW Welt experience

The BMW Welt “ensemble” – formed by the BMW Welt, Museum and Plant – has quickly become one of Bavaria’s top attractions. The success of all three realms of discovery lies in their diverse range of regularly changing exhibitions and focus topics, as well as their exciting programme of events. The BMW Welt combines technology, design and innovation with lifestyle, dynamism and culture to create a public space for meeting and discussion.

The BMW Welt. The heart of the brand – the beat of the city.

Since it opened in 2007, the BMW Welt has provided its roughly two million visitors a year with a wide range of unforgettable experiences – and, today, is one of Bavaria’s most popular attractions. Visitors from all over the world come to admire the latest trends and exhibitions, technology and design, or even experience the excitement of collecting their new car at the BMW Welt. Both as a building and an institution, the BMW Welt serves as an important interface between the company, the brand, its products and the visitor. This is the only place where it is possible to experience the company’s past, present and future as a whole.

Besides personal delivery of up to 100 cars a day to their new owners from all over the world, exclusive presentations of the latest vehicle model series and motorcycles, combined with interactive exhibits, offer insights into BMW research, development, design and production – and allow the visitor to experience the BMW brand and the company from virtually every perspective. The BMW Welt’s Junior Campus for children and teenagers is a comprehensive

and exciting programme designed especially for younger visitors. It allows them to explore the world of mobility in a highly creative way and implement it in many different scenarios. The BMW Welt also has its own Events Forum, equipped with state-of-the-art technology for all kinds of company and other events. This makes it an ideal venue for concerts, exhibitions, conferences, live broadcasts, receptions and seminars as well as for the sparkling array of events the BMW Welt hosts itself: From readings by best-selling authors to jazz contests, parties and improvisational theatre, through to New Year’s Eve parties – this is a place where guests can truly feel the beat of the city.

## BMW Museum. History up close.

The BMW Museum was built right next door to the BMW Group Headquarters – which Munich residents soon dubbed the “Four-Cylinder” – in 1973. The concept behind the BMW Museum, which reopened on 21 June 2008 following an extensive expansion, focuses on the fascination of the BMW brand. Around 120 original exhibits showcase more than 90 years of BMW brand history along a central route, or “road” that guides 400,000 visitors a year through 25 separate exhibition areas. Special junior programmes for children and teenagers round off the Museum’s offering.







### **BMW Plant. A passion for technology.**

The BMW Plant Munich is the original BMW Group Plant. As part of the BMW Group's global production network, the plant builds up to 1,000 BMW 3 Series (Touring and Sedan models) and more than 1,000 power units a day, including four, eight and twelve-cylinder petrol engines and high-performance engines for the M3, M5 and M6. The Munich plant employs a workforce of around 9,000 people from more than 50 countries and accommodates all automobile production technologies. It belongs to the Group's global production network of 24 plants in 13 countries and, as part of the BMW Welt, also serves as a "window on the world of BMW production". Individual tours provide a unique and authentic insight into automobile production.

### **The BMW Welt. The heart of the brand – the beat of the city.**

The BMW Welt hosts more than 50 different events a year, from Brazilian carnival, to improvisational theatre and poetry slams, through to Sunday matinees and the finale of the renowned BMW Welt Jazz Awards. Since the vehicle collection process is such an integral part of the BMW Welt, visitors who are taking one of the fascinating tours or viewing the changing vehicle exhibitions, can also share in the new car-owners' joy as they receive their BMW fresh off the production line.

The BMW Welt's Junior Campus Portal invites younger visitors to enter a fascinating universe for them to discover. The BMW Welt's wide range of educational programmes allows young guests to try their hand at being an engineer or a car designer, for example. All of the content is closely tied in with the Bavarian school curriculum and designed to appeal to youngsters' curiosity. Specially trained staff assist with the individual programmes.

Besides the diverse programme of events and regularly changing exhibitions on BMW technology, design and innovation, visitors are also fascinated by the building's extraordinary architecture. Professor Wolf D. Prix's award-winning design makes the BMW Welt one of Munich's most exciting locations – both inside and out. The Viennese architect and his team, COOP HIMMELB(L)AU, consider themselves part of the deconstructivist tradition – together with famous international figures, such as Zaha Hadid,

Daniel Libeskind and Rem Koolhaas. The roof of the BMW Welt could easily fit over Saint Mark's Square in Venice. But the entire roof construction is supported by just eleven pillars, so that it almost appears to be floating. Some 3,600 solar cells were installed on this same roof, over a total area of 6,300 square metres, creating the impression of a single entity. Photographers and camera teams have also discovered its exciting architecture for themselves: The BMW Welt is regularly used as a location for TV productions and photo shoots.

The BMW Welt also offers an exceptional fine-dining experience. A large team of expert staff takes care of visitors' well-being, serving everything from light meals to three-course dinners, and making a visit to the BMW Welt a real culinary highlight.

At its opening in 2007, Christian Ude, Lord Mayor of Munich, the Bavarian state capital, commented that: "In this day and age of growing competition among industrial locations, it is by no means a given for such a large, dynamic and, in particular, global company to put down deeper roots in the city. The BMW Welt not only benefits Munich in visual and architectural terms – it is also a highly significant project through which BMW is once again pledging its commitment to its home city."

The latest information on opening hours, events and guided tours can be found in the internet at [www.bmw-welt.com/en](http://www.bmw-welt.com/en).

### **3. The BMW Museum. History up close**

Munich is where BMW's history all began. The Museum also reflects the ongoing history of the company in the city. Visitors are able to experience and learn about the brand's technological horizons and design history: from the very beginnings early last century all the way into the new millennium. The Museum's collection of historical cars, motorcycles, racing and aircraft engines,

combined with a glimpse of the technology and designs of the future, have been the foundation of its success since 1973. With its unique range of original exhibits, the BMW Museum appeals to visitors from all over the world and has established itself as one of Munich's most popular attractions.

Since it reopened in 2008, the BMW Museum has continued not only its own success story, but also that of the company – in a new space, with new content: With its new approach, and five times the exhibition space, the BMW Museum highlights BMW's competence and innovative strength.

Over an area of 5,000 square metres, vehicles, themes, architecture, design and media concepts combine to provide an unmistakable brand experience and form a unique composition of exhibits from past, present and future. The range of topics comprises the history of the BMW Company, its brand and products, and combines all of these with a broad range of developments in design, technology and motor sports. Strolling through 25 focus topics, visitors from all over the world walk along "Museum roads" and submit to an intense brand experience.

### **The concept of the museum of the future.**

The museum concept focuses on the fascination of the BMW brand. Special emphasis has been placed on using the latest presentation techniques to showcase the more than 120 original exhibits and present information on BMW vehicles, their sporting successes and the design development process in an interesting way. A central "road" leading through the Museum creates an urban setting and guides the visitor through space and time. The "Bowl" is an ideal new venue for any kind of temporary exhibition as well as a wide range of cultural events.



# Bridgestone wins Daimler special supplier award

**One of key Japanese companies recognized for its special efforts to keep business running after the March 2011 catastrophe**



Bridgestone has been awarded the "Special Award for Partnership" in the Daimler Supplier Award 2011. The award was presented at the Daimler Supplier Award presentation ceremony at the Mercedes Center, Stuttgart, Germany, on 15th March 2012 in the presence of Daimler top management and representatives of key global Daimler suppliers.

The award was received on behalf of Bridgestone by Edwin Van der Stad, Director, OE Business, Bridgestone Europe who said: "Bridgestone is honoured to receive this special award after the extremely difficult situation caused by the catastrophe in Japan. Daimler has ambitious goals for the future and Bridgestone looks forward to working closely with this premium car manufacturer in all regions of the world, in both the commercial vehicle and passenger car markets."

Daimler awarded its Special Award for Partnership to a group of 34 Japanese key suppliers in recognition of their exceptional efforts to overcome the disruption caused by the catastrophe and find solutions to keep the supply chain running, with minimal effect on Daimler business.

Bridgestone supplies a wide range of Daimler passenger cars and commercial vehicles with original equipment tires. Two of the most recent passenger car fitment contracts are with the new Bridgestone Turanza T001 touring tyre for the Mercedes B-Class.

## The new MICHELIN ENERGY E-V tire to equip the RENAULT ZOE in a world first



A new car featuring new technologies and new tires - everything about the Renault ZOE is new, including its MICHELIN ENERGY™ E-V tires. Developed through a four-year research and innovation program conducted jointly by Renault and Michelin, the new, highly energy-efficient tires help increase the car's overall range.

All Renault ZOE models equipped with 15 and 16-inch tires will be fitted with the new MICHELIN ENERGY™ E-V tires. These innovative products are in line with the carmaker's Range OptimiZER approach for the Renault ZOE, which integrates an array of innovations designed to improve the vehicle's range in all driving conditions. In near-urban use, for example, the MICHELIN ENERGY™ E-V tires increase the ZOE's range by up to 6%, depending on the type of use.

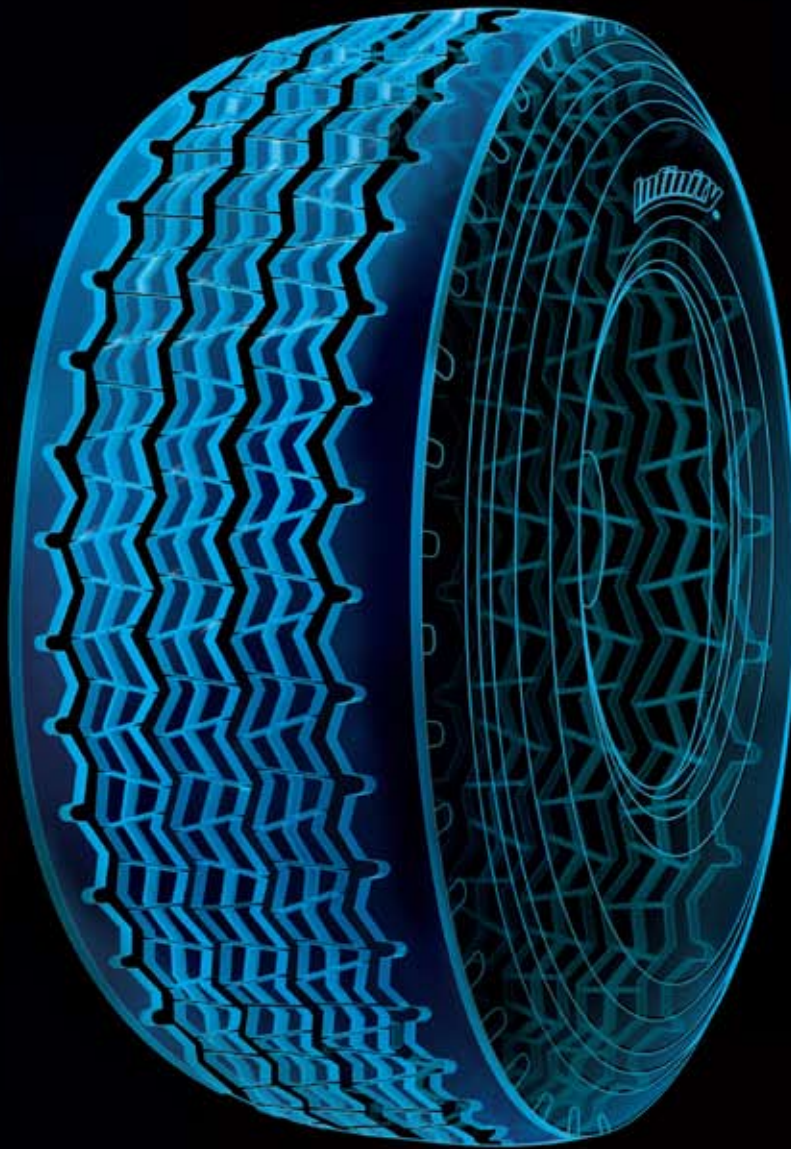
Michelin's goal is to design tires that help to reduce energy consumption while maintaining the same high performance in the areas of safety - especially wet grip - and longevity. Michelin is deeply committed to simultaneously improving tire quality in different areas. This constant focus on balanced performance was an important reason behind Renault's decision to forge the development partnership.

Based on more than 20 years of research to develop solutions that save energy and reduce carbon emissions, the MICHELIN ENERGY™ E-V integrates Michelin's most advanced technologies and applies them to deliver cleaner, safer electric mobility, which is exactly what the Renault ZOE offers.



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# APOLLO TIRES LAUNCHES CONCEPT RETAIL OUTLET IN DUBAI

First Apollo Super Zone outside India, marks next step in regional growth strategy. Leading Indian tire major, Apollo Tires, launched its first premier branded retail outlet in the region, the Apollo Super Zone in Dubai.

Designed to provide customers with an enhanced retail experience and a better feel for the brand and its products, the Apollo Super Zone is located in Al Qiyada, near the Dubai Police General Headquarters and is operated by Middle East Tires LLC, Apollo Tires' business partners. The Apollo Super Zone was inaugurated by Chairman of Apollo Tires, Onkar S Kanwar.

Apollo Tires' foray into specialised retail outlets is part of the US\$2 billion company's ongoing expansion strategy for the Middle East region, which already provides around 30% of its export earnings out of India. Apollo Tires already enjoys a considerable presence in the region through its distributors and business partners spread across 14 countries, which has been enhanced considerably by the establishment of a regional headquarters in Dubai, almost a year ago.

"The launch of the Apollo Super Zone in Dubai, the first of its kind outside India, underlines the importance of Dubai as a regional commercial hub and as a focus of our Middle East operations," said Satish Sharma, Chief, India Operations, Apollo Tires Ltd. "The launch of the concept store is the next stage of our progress in the region building on the success of our Dubai headquarters. The Super Zone will enable us to interact more closely with our customers and get a better feel for the unique requirements of this market," he added.

The Apollo Super Zone is a premier branded concept store spaciouly designed laid to allow customers to browse through various ranges of Apollo products on display and learn more about the brand and its development with the aid of the highly trained staff in attendance. The store is designed to allow customers a premium retail experience and comes complete with a play area to keep accompanying children occupied.

Apollo Tires Ltd has a range of specialised concept retail formats which range from a Super Zone, the largest format, to Apollo Zones and the Apollo Points, which are scaled down versions inspired by the shop in shop concept. Currently the company has two Super Zones, 25 Apollo Zones and 44 Apollo Points spread out across India. Apollo Tires' office in Jebel Ali is the company's largest office outside its operations in India, Southern Africa and The Netherlands. This functions as the reporting hub for its employees operating in Iran, Saudi Arabia and Turkey.

Apollo Tires also maintains considerably warehousing facilities in Dubai in order to expedite the regional supply chain. Apart from an office, the company has also taken up an expandable 10,000 square feet of warehousing space in Dubai, to stock its tires locally for speedy demand fulfillment in the region. This also enables Business Partners to have low inventories, cutting down on stocking costs; the ability to pay in local currency with no bank charges, and of course faster demand fulfillment to the end customer.

"The office, network of employees and local warehousing facility will allow us to address customer demands effectively; while our entire range of tires tuned to this market, along with our service proposition, will allow us product leadership over time," mentioned Satish Sharma, Chief, India Operations, Apollo Tires Ltd.

Apollo Tires has already invested around US\$ 2,50,000 in creating appropriate permanent infrastructure for its business needs in Dubai; and is projecting investments and expenses of around US\$ 1.5 million on an annual level, starting last year.



## tire fact

Always drive the recommended speed limit. Increase in speed cause higher tire temperature thus extra tire wear.

## Firestone launches first Run-Flat Technology tire



Firestone has launched the Firehawk SZ90 RFT for the replacement market, the brand's first tire with Run-Flat Technology in Europe. The tire's reinforced sidewall rubber construction enables the driver to continue driving safely if the tire deflates or suffers a total loss of pressure.

The Firehawk SZ90 RFT will appeal to value-oriented drivers whose cars were originally fitted with Run-Flat Technology tire when new and now require 2nd or 3rd replacement tires. The SZ90μ RFT therefore aims to attract new Firestone users in this segment and complement the brand's existing line-up of Firehawk SZ90μ, TZ300a touring tire and all-round performer Multihawk.

"The new Firehawk SZ90 RFT will enable the company to increase its market share in a maturing RFT segment" says Tomio Fukuzumi, Director Consumer Products, Bridgestone Europe.

Run-Flat Technology has been added to the existing Firehawk SZ90 tire which has built up a solid reputation for well-balanced wet and dry performance. With the addition of its reinforced sidewall construction, the new Firehawk SZ90 RFT now adds extra safety and convenience to the list of benefits – for an excellent quality/price ratio.



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## KUMHO WET WEATHER ABILITIES EXCEL ON WORLD'S MOST DEMANDING CIRCUIT



Kumho has proven its wet weather performance capabilities at Germany's famed Nürburgring in the opening round of the VLN Endurance Championship helping the works backed Team Peugeot RCZs to a class win on debut in the series.

Team Peugeot RCZ praised the Kumho tires for their grip and longevity in wet and demanding conditions on the testing Nordschlieffe circuit as part of the team's lead up to the famed Nürburgring 24 hour event.

Rain and drizzle set in early in the race and only got heavier as the race went on before fog prematurely ended the race with approximately 80 minutes left on the clock.

According to French Peugeot RCZ driver Julien Piguet, the Kumho tires provided speed and confidence around the tricky 25km circuit despite the prevailing conditions.

"On rain tires I was able to overtake much more powerful competitors. A big 'well done' to our partner Kumho. The tires provided perfect grip in any condition," said Julien Piguet.

Team Peugeot RZC, made up of Frenchmen Julien Piguet, Julien Rueflin, Steven Palette and Germany's Paul Englert are competing in the entire VLN Endurance Championship in a factory developed, Peugeot Sport built endurance adaptation of the RCZ used in the RCZ Racing Cup using Kumho Tires to keep them on the track.

Kumho Tire Australia's national marketing and training manager, David Basha, says the technology on the track is the same technology Kumho road tires boasts.

"Every vehicle is just as important in the eyes of Kumho - be it a race car in Germany or a road car in Australia," said David Basha.

"The research and development we do on the track is utilized across all of our passenger car and commercial tires sold around the world."

A tire test in 2011 by Australian motoring publication Wheels saw the Kumho Ecsta Le Sport KU39 excel in the wet, taking the top prize for wet braking and a close second in wet cornering, confirming David Basha's sentiments about Kumho's wet weather capabilities.

"Team Peugeot RCZ had confidence because of the wet weather characteristics of Kumho Tires and Australian Drivers can feel the same confidence by purchasing Kumho next time they visit their local tire dealers," David Basha concluded.

## TOYO TIRES GOES ANOTHER ROUND AS THE OFFICIAL TIRE OF THE UFC



Toyo Tire U.S.A. Corp. (Toyo Tires®) announced the company will continue as the Official Tire of the Ultimate Fighting Championship® (UFC®) in 2012. A long-time supporter of the UFC and MMA athletes, Toyo Tires has become a regular presence inside and outside The Octagon®.

In 2012, TV viewers and event attendees alike will see the Toyo Tires logo inside The Octagon during six UFC Pay-Per-View television events and several UFC® on FX and FUELTV events.

As the Official Tire of the UFC, Toyo Tires will also have an increased presence on UFC.com this year and plans to again incorporate UFC and MMA fighters into its marketing efforts. SEMA Show attendees will recall Octagon-inspired display, photo opportunities and fighter appearances at the 2011 event. The company also promotes the affiliation and activities through its consumer website and social media sites.

"Toyo Tires is proud to continue its association with the UFC, and to connect with its passionate fans who expect performance at the highest level," said Amy Coleman, senior director of marketing, Toyo Tire U.S.A. Corp. "This is a huge, year-round sport that is highly visible. We have received an overwhelmingly positive response regarding our association with the UFC, both from our dealers and consumers, many of whom are avid UFC fans."

Toyo Tires first became the Official Tire of the UFC in 2006 and has maintained a strong relationship since, sponsoring the UFC and individual athletes such as Middleweight Mark Munoz, Lightweight Anthony Pettis and Light Heavyweight Brandon Vera. During that same time, the UFC expanded globally and cemented its place as the fastest growing sport in the world. Today, UFC programming is broadcast in over 149 countries and territories, reaching almost a million homes worldwide, in 20 different languages.



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# Nissan Chooses Dunlop Tires for 2013 GT-R



When the 2013 Nissan GT-R rolls into dealer showrooms this spring, it will arrive with more horsepower, a retuned suspension system and ultra-high performance Dunlop tires.

According to Nissan, major refinements to the 2013 GT-R's 3.8-liter twin turbo V6 engine resulted in an increased output of 545 horsepower—15 hp over the 2012 model. Similarly, torque has been increased to 463 lb-ft from 448 lb-ft. The engine is even hand-assembled in a special clean room, similar to racing powerplant construction.

To put that power into motion, Nissan worked with Dunlop to develop a tire exclusively for the R35 GT-R which would maximize the all-wheel-drive supercar's performance. The result was Dunlop's SP Sport Maxx GT 600 DSST CTT—the exclusive original equipment tire of the 2013 Nissan GT-R.

The SP Sport Maxx GT 600 builds upon Dunlop's strong track record of building ultra-high performance tires. It features a high-grip, silica-reinforced tread compound, solid center rib to help enhance steering response and driver feedback, an asymmetric tread pattern to provide a balance of performance in wet and dry conditions, and circumferential grooves to help evacuate water for enhanced wet traction. To strengthen the link between the tire and rim, a unique bead shape was developed.

## The SP Sport Maxx GT 600 also incorporates many innovative Dunlop technologies, including:

- Dunlop Self-Supporting Technology (DSST): a patented, reinforced sidewall construction designed to temporarily support the weight of the car after a loss of air pressure.

- Combined Tire Technology (CTT): allows for less tire weight and a rounder cavity shape which helps improve ride comfort.

- Jointless Band Technology: a continuous spiral fabric ply helps maintain the tire's shape, enabling smooth performance at high speeds.

- Multi-Pitch Tread Design Technology: helps reduce noise for a quiet ride.

"The Nissan GT-R represents one of the ultimate achievements in automotive performance and innovation," said Jonathan Lee, Dunlop brand general manager. "Nissan's choice of the SP Sport Maxx GT 600 is evidence that Dunlop delivers the tire technology and performance to match."

The race-inspired tire, tested at Germany's famed Nurburgring, will appear on the 2013 Nissan GT-R in sizes P255/40ZRF20 (front) and P285/35ZRF20 (rear).

## FORMULA 3 EURO SERIES EXCLUSIVELY ON HANKOOK TIRES



Premium tire manufacturer Hankook will be the exclusive tire partner to the Formula 3 Euro Series. The Monoposti in the most competitive junior racing series in Europe will enter the 2012 season on Hankook's high-performance Ventus racing tires. In 2011 already DTM, during which all events of the Formula 3 Euro Series are taking place, choose Hankook as their exclusive tire partner.

"After having been chosen as the exclusive tire partner for DTM, we are delighted to now also become the tire partner to the most important junior series in European motorsport, the Formula 3 Euro Series," says Manfred Sandbichler, Director Motorsport Hankook Tire Europe. "Supporting young talent in motorsport is very important to Hankook, and we are excited to provide the young talent in the Formula 3 Euro Series with our successful Ventus race tires. We look forward to our first joint season and wish all the teams and drivers the best of luck," adds Sandbichler.

Tire manufacturer Hankook will benefit from synergy effects of this dual partnership. The Formula 3 Euro Series will ride on Hankook Ventus F200 racing tires and Z206 as the rain option on the front axle respectively Z207 on the rear axle in the dimensions 180/550R13 (front) and 240/570R13 (rear). Thus, the world's most competitive junior racing series and their talented pilots will now be provided with racing tires of the highest quality. Hankook will benefit from their extensive experience in international formula racing: In 2002, the company was chosen as the official tire partner of the Italian F3 followed in 2005 by the German F3. Four years later Hankook also became the official tire partner to the Japanese Formula 3.

"In the DTM, the partnership between Hankook and ITR was exceptionally successful right from the beginning! The quality of the tires, the development expertise and service - the package as a whole - could not have been any better. The ITR as a long-time promoter and supporter of the F3 Euro Series is delighted to have Hankook as their proven partner join them in the promotion of young talent and also equip the young drivers with high-end tires," says Walter Mertes, ITR Director for Marketing and Sponsorship and CEO Formula 3 Euro Series.





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## A bonus for economic fleets

# Continental presents the HSL2+ and HDL2+ tires

Continental has further developed its successful second generation of long-distance tires. The new tires from generation 2+ allow greater overall mileages and offer optimized driving properties and handling thanks to new micro-sipes in the longitudinal grooves.

"The new tread on the HSL2+ long-distance tires perfects the handling and the overall mileage. Four front-axle variants of the successful long-distance tire will be launched as XL versions for front axle loads up to eight tons," explains Bernd Korte, head of Commercial Vehicle Tire Development at Continental.

The newly developed HDL2+ and HSL2+ tires are the continuation of Continental's second generation for international long-distance transport that was introduced in 2010. The steering axle tires are particularly important for fleets since this axle position accounts for over 35 percent of the replacement requirements. During development, the focus was placed on handling and thus even better wet braking and steering performance. Good wet grip has been achieved with broad drainage channels in conjunction with a new sipe design. Continental's tire developers have integrated new micro-sipes into the longitudinal grooves on the HSL2+ steering axle tires. These sipes, which are positioned at a right angle to the rolling direction, further improve the handling.

A newly configured rubber compound is used for the drive axle tires in generation 2+ to further reduce the rolling resistance compared with the previous model.

The tread was developed for optimum pressure distribution in the ground contact area in order to ensure high mileages.

In addition to excellent tracking and precise steering, the HSL2+ offers a high level of ride comfort and, in the sizes 295/80R22.5 (standard and XL) and 315/80R22.5, is equally suited for all axles on coaches. The new steering axle tires have a new groove design in the tread base of the outer tire shoulder area. This ensures an even distribution of tension across the groove base and improves tread durability.



Continental HSL2+: The new tread with micro-sipes integrated into longitudinal grooves ensures improved driving properties and handling.

The new XL types account for the increasing load on the front axle resulting from more complex and heavier engines with new exhaust gas treatment systems. The new types of tire with the XL label can carry up to eight tons per axle and are thus well equipped for future Euro 6 trucks with greater front-axle loads. The low-profile tires in the size 355/50R22.5 are ideally suited for large-volume vehicles.

In generation 2+, the innovative casing structure again forms the heart of the tire with four-ply triangular belts, increased air volume, a new steel cord chafer and the patented AirKeep® technology. The 355/50 R22.5 XL, 315/70 R22.5 and 315/70 R22.5 XL sizes feature the visual alignment indicator (VAI) for the steering axle tires that allows you to quickly and simply check for early signs of uneven wear and to prevent increased consumption due to greater rolling resistance.

The low-profile size 295/55R22.5 of the HDL2+ drive axle tire is new and particularly interesting for large-volume trucks. It will be available from May of this year. The extremely robust casing design and the low rolling resistance of this tire should also be highlighted.

Tires make an important contribution to the competitiveness of fleets. The tires may account for only about five percent of the costs, but they do influence around 45 percent of the overall running costs through the fuel, maintenance and repair costs. Continental's tire generation 2+ allows top mileages to be achieved with constantly low fuel consumption.







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# Tire popping is eye-popping!

## Goodyear DuraSeal Tire Survives 367 Punctures Without Losing Pressure



Goodyear DuraSeal Tire Survives 367 Punctures Without Losing Pressure

While this year's Mid-America Trucking Show in Louisville, Ky., drew a record number of attendees, The Goodyear Tire & Rubber Company set its own record of sorts during the three-day event thanks to its DuraSeal Technology.

Mid-America Trucking Show attendees drove approximately 367 nail holes into a Goodyear G394 SST wide-base trailer tire at the tire manufacturer's booth – without any impact on tire inflation.

Attendees punctured the tire using Goodyear's "DuraSeal Popper," a device that enables users to pierce the tread area of a tire by pulling down on a handle. (The tire was mounted on the DuraSeal Popper but not under a load at the time.)

"The results were eye-popping," said Tim Miller, marketing communications manager, Goodyear Commercial Tire Systems. "DuraSeal Technology is the industry's first and only built-in tire sealant, and is designed for multiple punctures while maintaining tire pressure."

DuraSeal is a yellow, gel-like rubber compound that instantly seals punctures of up to ¼-inch in diameter in the tread area of the tire. (It does not seal sidewall punctures.) As a nail enters the tire and reaches the tire's inner liner, DuraSeal immediately surrounds the puncture to seal the leak.

"If the nail is pulled out, DuraSeal can instantly fill the hole and keep air from escaping," said Miller. "People are amazed that a truck tire can seal itself."

Goodyear's DuraSeal Technology is available in drive and trailer tires for over-the-road applications, plus in all-position tires for mixed service and waste-haul applications.

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EVENT	DATE	INFORMATION	LOCATION
Swiss Tuning Show	02-03- June 2012	Organizing by Geneva Palexpo, the Swiss Tuning Show is a dedicated event to the automobile tuning. Held at GENEVA PALEXPO, Switzerland, the event will offer unparalleled exposure to automobile fraternity	GENEVA PALEXPO, Geneva, Switzerland
Amicom	02-06- June 2012	For 5 days, Amicom will be held at Leipzig Exhibition Centre and will prove to be highly effective in displaying Car Audio, Mobile Media, Navigation/Telematics, Telecommunications / Mobile Telephony, Security Technology and varied other related items.	Leipzig Exhibition Centre, Leipzig, Sachsen, Germany
Motorsport Expo	05-06- June 2012	Motorsport Expo is one of the leading events for the sector of motorsports. This is the only event of its kind in Czech Republic where motorsport is one of the most popular and renowned sports. This event brings in professionals from the entire spectrum of the motor sport industry and serves to be an excellent platform for communicating with professionals from this community.	Brno Exhibition Centre, Brno, Jihomoravsky Kraj, Czech Republic
Reifen	05-08- June 2012	Organizing by Messe Essen GmbH, the Reifen is highly prioritized event tire manufacturing technology exhibition and conference. Held at Messe Essen, Nordrhein-Westfalen, Germany, it is 4 days event which unveils tire manufacturing process.	Essen Exhibition Centre (Messe Essen), Essen, Nordrhein-Westfalen, Germany
Collision Claims Expo	07-09- June 2012	Collision Claims Expo will offer demonstrations of crash tests for the attendees. This event will also provide the attendees with opportunities to learn from experts in the field on various matters like crash data recovery, insurance applications that utilize crash data and that are related to crash data retrieval issues. This event will also enlighten the attendees with important information on what would be the outcome for the misapplication of crash data in the claims process.	Palace Station Hotel & Casino, Las Vegas, Nevada, United States Of America



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EVENT	DATE	INFORMATION	LOCATION
Auto Chongqing	07-12 June 2012	As the first auto show integrating the display and trading of imported and domestic passenger cars in West China sponsored by China Association of Automobile Manufacturers, after 12 years development, Auto Chongqing has grown into one of the professional fairs with great influence in China auto industry and has made great contribution for the development of automotive industry in West China.	Chongqing International Convention & Exhibition Center, Chongqing, China
London Motorexpo	11-17 June 2012	London Motorexpo is going to be most eye appealing expo of the entire nation of London. The expo will be held for a week at Canary Wharf in London. The expo will be visited by the leading manufacturers and retailers of the world who will display the most updated motor vehicles to the commoners of the fair. The expo will see visitors interested in the field of motor manufacturing.	London Canary Wharf, London, England, United Kingdom
Autopar	13-16 June 2012	The Autopar is recognized as one of the largest exhibition of Brazil for Automotive Industry. Organized at Expotrade Convention Center, Brazil, the event attracts eminent trade visitors from both Brazil and across the world. This 4 days event is expected to see visitors from Automotive Accessories, Body/Chassis Component, Brakes & Braking System, Electrical & Electronic Systems, Engine & Engines Components industry etc.	Expotrade Convention Center, Curitiba, Parana, Brazil
Stirling Truck Show	16-17 June 2012	Stirling Truck Show event will be a true reflection of the changing face of the trucking industry with an ideal blend of cultural extravaganza. The event will include plenty of activities including Inside & Outside Trade Show, Show & Shine Competition, Job Fair, Educational Seminars, Family Entertainment, Ethnic Food and much more.	TBA, Ontario, California, United States Of America



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# AW Rostamani Group opens new parts distribution centre in Dubai Industrial City

A facility to house various brands under one roof



As part of its growing investment, AW Rostamani Group today opened a state-of-the-art spare parts warehouse and distribution center to support its automotive-related businesses. Located at Dubai Industrial City (DI), the facility delivers 600,000 square feet of storage capacity and will house over 90,000 line items for Nissan, Infiniti, Renault, MG & ZNA spare parts.

The facility was inaugurated by Abdul Wahid Al Rostamani, Chairman of AW Rostamani Group in the presence of Michel Ayat, CEO of Arabian Automobiles, Atsuo Kosaka, Managing Director, Nissan Middle East and Mustansir Lakdawala, Managing Director, Renault GCC.

Arabian Automobiles Company (AAC) currently ranks as a leading dealer for Nissan genuine spare parts globally. The AAC Aftersales department has witnessed record sales year on year with increasing spare parts stock levels and growth in its corporate fleet servicing offering. The new parts warehouse is designed as a multilevel facility with large operational areas. The warehouse also houses a training facility within the premises.

Michel Ayat, CEO of Arabian Automobiles commented, "The AW Rostamani Group continues to grow its investment in the automotive sector and the newly opened parts distribution centre at Dubai Industrial City is another milestone towards achieving continuous excellence in our products and services. This facility has been designed to deliver a quality spare parts logistics service in the minimum amount of time and monthly will handle over 100 containers of incoming spare parts shipments and 250 outbound deliveries by the 200 members of our dedicated and professional logistics team."

Abdulla Belhouli, Managing Director, Dubai Industrial City, said, "We are pleased that Arabian Automobiles has established its warehouse and distribution center at Dubai Industrial City. A seamless process of import and supply of spare parts is integral to a quality service network, and a facility such as the Arabian Automobiles has set high industry standards in this space. We are confident that leveraging DI's inherent advantages of proximity to the emirate's sea and air ports, excellent road connectivity and the high standards of our storage offerings will make the process even more efficient for Arabian Automobiles."

Arabian Automobiles continues to champion a customer-centric approach across its business. It maintains a 99% spare parts 'fill rate', stocks AED 150 million of spare parts lines at any one time, operates 16 spare parts branches in Dubai and the Northern Emirates and supplies 103 approved independent spare parts dealers in the UAE.

MK Rajkumar, Director – Aftersales & Trading also added, "As part of our continuous efforts to maintain our leading position in the aftersales sector, we have adopted the theme of 'Pursuing Parts Excellence' which we will also incorporate into all our communications henceforth. With the right technology, staff and processes, we are confident we can maintain the high standards Arabian Automobiles is recognized for by Nissan Motor Company globally."

Arabian Automobiles Company was recently awarded the ISO 14001\* certification by Lloyd's (LRQA), making it the first automobile distributor in UAE to receive ISO 14001 certification for its sales, service and parts operations. The Aftersales department of Arabian Automobiles also created a world record among Nissan dealers with its fourth successive win of Nissan Motor Company's 'World Aftersales Progress Club' (WAPC) Global Award in December 2011. The WAPC Award is one of the most prestigious honours awarded to a Nissan distributor by Nissan Motor Company. The criteria for the WAPC award include stringent checks and evaluations on Parts Sales, Parts Logistics, Labour Sales, Nissan Competitive Advantage Map (N-CAM) and customer service. AAC won the Grand prize in the 'Large National Sales Company' (NSC) category. Renault France also recognized AAC Renault operations as its 2011 dealer of the year.





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# Garmin Enters In-Car Infotainment Market with Factory-Installed Suzuki System



BusinessWire - Garmin® International Inc., a unit of Garmin Ltd. the global leader in satellite navigation, announced that it will provide a fully integrated, factory-installed infotainment system for most American 2013 model year Suzuki vehicles. Garmin's infotainment system combines a 6.1-inch high-resolution touchscreen display with a full-featured infotainment platform, including AM/FM/CD radio, multi-media playback, backup camera support, Bluetooth® hands-free connectivity, Pandora radio and Garmin's award-winning navigation. The intuitive user interface with advanced voice control makes it easy to operate the system and switch between functions.

"We're pleased to extend our cooperation with Suzuki Motor Corporation by providing our fully integrated infotainment platform that goes beyond GPS navigation and provides a whole range of information and entertainment functions," said Matt Munn, Garmin's managing director automotive OEM. "By leveraging our long-standing experience in developing navigation software, user interfaces and hardware design, we created an integrated system that is easy to use and makes driving more enjoyable."



## Garmin's Suzuki system includes the following functionalities:

**Media and music integration:** Music and media is integrated in multiple ways, providing users a wide range of options to choose from. This includes an integrated AM/FM radio and CD player as well as several interfaces that allow user to play music from external devices such as a mobile phone or iPod, including a USB and AUX jack, Bluetooth and a SD card slot. Also included is an integration with Pandora (via a connected smartphone[1]) that allows users to easily browse and select their personalized radio stations, skip a track or give a song a thumbs-up or down.

**Navigation:** The system integrates Garmin's intuitive and award-winning navigation, providing premium road guidance with spoken turn-by-turn directions and street names, PhotoReal Junction View with lane guidance, optional traffic via TMC, speed limit and current speed displays, millions of points of interest, a customizable data menu and many other features. The navigation system has access to vehicle speed sensors to provide precise location information even when a GPS signal

is not available, for example in tunnels. When switching to other menus, such as the music player, navigation directions will continue and visual cues will be displayed at the top of the screen. Map updates can easily be downloaded to a SD card from a Garmin Web portal.

**Full voice control:** Users can control the system with voice commands, which helps reduce driver distraction. This includes all the integrated functions, such as navigation, radio, CD player and Pandora. Garmin's one-shot address entry technology allows user to speak a full address at once without going through multiple steps. Additionally, the system includes steering wheel control buttons on selected vehicles to activate voice recognition or directly control certain functions, such as the volume, switching between radio stations or accepting and ending calls.

**Connected services:** Real-time information, such as traffic, dynamic parking, weather and fuel prices, will be available through Garmin Smartphone Link[2]. This app can easily link an Android phone to the Suzuki infotainment system via Bluetooth. It utilizes the existing data connection of a smartphone to bring live services to the vehicle, so users don't have to pay for an extra data plan.

**Backup camera support:** When backing up, the system automatically displays the backup camera on the screen, so drivers get a better view of what's behind the vehicle.

**Hands-free Bluetooth:** The integrated Bluetooth calling function allows users to make calls hands free. A phone can easily be synced via Bluetooth and then controlled with voice commands.

The hardware of the Suzuki Infotainment System is designed and built by Garmin and includes a 6.1-inch touchscreen display, Bluetooth, an AM/FM tuner, a CD player, a USB and an AUX jack, a SD card slot and internal flash memory. Garmin's infotainment system will be available for selected Suzuki vehicles in Australia and New Zealand, Europe, North America and Russia.

Garmin's automotive OEM business segment provides a broad range of in-vehicle electronics for the automotive industry, including automotive grade infotainment and telematics systems, navigation software, location-based services, and integrated portable navigation systems. Garmin has agreements with leading brands in the automotive sector such as BMW, Chrysler, Honda, Kenwood, Panasonic, Suzuki and Toyota, among others.



# Smart Drivers Told to Get Ready for Summer Conditions

Tires Take the Greatest Strain from Summer Heat and Cause the Most Accidents, Says UAE Auto Expert



During the upcoming hot summer months, car parts are strained to their maximum tolerance levels, particularly tires, says a UAE auto expert.

The simple fact is that summer heat in the Gulf, which can some days hit 50 degrees Celsius, means that it is absolutely critical that UAE drivers regularly maintain their vehicle's tire conditions, to include replacing them before they give out and lead to an accident.

What is recommended for all drivers is that they get into the habit of checking their tire pressure at the same time every week while the tires are cold; for example, every Friday morning.

This simple and easy-to-remember approach to tire maintenance virtually ensures the drivers will never be running on tires that have either not got enough air pressure, or are worn bald to the extent that they lack necessary traction to properly and safely maneuver the vehicle.

"It really is surprising that most UAE drivers do not fully appreciate the critical role of the car's tires in the overall driver experience," said A-MAP Managing Director Asad Badami. "Driving particularly long distances, such as Dubai to Abu Dhabi, at high speeds in the summer heat with the under-inflated or worn tires is a 'disaster waiting to happen'. At best, the driver will suffer a substandard ride, cause irreparable damage to the structural integrity of the tire, increase fuel consumption, and affect braking effectiveness; at worst, the driver will cause a very serious accident."

A-MAP, one of the UAE's leading automotive part suppliers. Headquartered in Dubai, A-MAP is a genuine 'made in the UAE' success story, having expanded by an astonishing 300 per cent since 2009 and established operations in Africa, Asia, and North America - an achievement largely down to a burgeoning reputation as a go-to supplier and re-exporter of world-class stock such as Solite batteries, Asimco brake pads, Fenix tyres, and RBI rubber products..

## Three, quick summer time tire tips:

- Check your tire pressure regularly. If not every week, then at least every month. At least once each month, take time to 'air up' at the petrol station. Also, make sure that each tire has its valve cap safely in place.
- Inspect the tire's treads and sidewalls for abnormal wear - bulges and cuts are signs of excessive wear and may require you to replace your tire.
- Be nice to your car tires; respect your tires. It sounds obvious, but there are too many UAE drivers who are 'hard on their cars'. If you brake hard and skid your tires, over time, you will wear them down much, much faster than if you drove your car more responsibly.

# Technology on XTS, ATS Can Help Avoid Crashes

Control and alert strategy assists drivers and can take action if needed



Cadillac will introduce a network of cameras, radar and ultrasonic sensors on the all-new 2013 XTS and ATS luxury sedans designed to help drivers avoid crashes by improving their vision and awareness of road hazards, even braking automatically if sensors predict the vehicle is at risk of crashing.

"New technology in the XTS and ATS is intended to extend the vision around the car to help drivers identify obstacles. When necessary, the vehicle may take action to help them avoid a collision," said Don Butler, vice president of Cadillac Marketing. "Cadillac expands its lineup dramatically in 2013, and these technologies are an important component."

The Driver Awareness Package, available for the launch of the XTS this spring and ATS this summer, and Driver Assist Package, available on XTS and ATS this fall, includes:

**Safety Seat Alert** – Uses auto industry-first directional seat vibrations on either the left and/or right side of the driver's seat cushion, depending on the location and nature of the impending concern, alerts the driver to a potential collision. Threats from the front and rear trigger pulses on both sides of the seats. It works with other visual alerts, and research shows it can quickly and accurately

focus driver attention to the direction of potential crashes. It also may help drivers who may be annoyed by or not hear beeping alerts. The driver may also program the system to replace seat vibrations with beeps.

**Forward Collision Alert** – Radar and camera technology detect a possible front-end collision threat and alert the driver, giving him or her additional time to react. The driver can set the alerting time to far, medium or near settings.

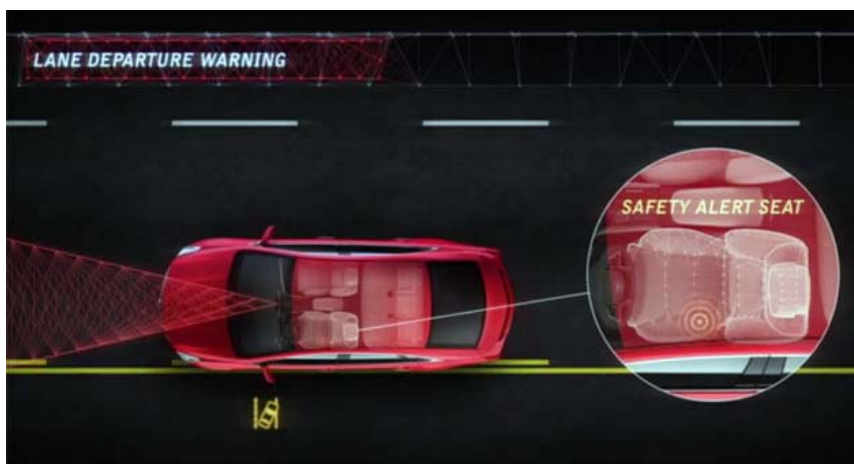
**Lane Departure Warning** – A camera-based lane detection system alerts the driver of unsignalled lane changes. If a turn signal is used, it will not send a warning. The camera, mounted near the inside rearview mirror, identifies traffic lane markings. Lane Departure Warning activates at speeds above 35 miles per hour.

**Side Blind Zone Alert** – Using radar sensors on both sides of the vehicle, the system "looks" for other vehicles in the blind zone areas and indicates their presence with symbols lit in the outside mirrors. This technology alerts drivers to vehicles that otherwise might escape their vision. If the driver activates the turn signal in the direction of the detected vehicle, the symbol will flash to provide extra warning not to change lanes.

**Rear Cross Traffic Alert** – Using radar sensors, it warns the driver of approaching cross traffic when backing out of a parking spot. Left or right-side alerts are triggered if moving vehicles are detected. The system helps give drivers more time to react to obstacles that may be difficult to see in the side mirror.

**Adaptive Forward Lighting** – With adaptive forward lighting, the projector headlamps swivel in the direction of the front wheels to maintain forward lighting in concert with vehicle steering. Heading into a curve or turning around a corner, the headlamps swivel up to 15 degrees at varying speeds, depending on the severity of the curve and the vehicle speed. The system works with both low- and high-beam headlamp settings. The system improves visibility at night and in inclement weather compared to traditional headlamps, making driving easier.

**Rear Vision Camera With Dynamic Guidelines** – With a display in the center stack, the camera provides a natural view of objects directly behind the XTS or ATS. Dynamic guide lines laid over the video image assist in parking maneuvers by showing the vehicle's path and available space.







**Full-Speed Adaptive Cruise Control** – This system uses radar and vision sensing to detect a vehicle ahead and calculate its distance and relative speed, and then sends a message to the onboard computer to maintain a driver-selected following time/distance. When the traffic has cleared or the object has moved, the system will accelerate the vehicle back to the previously set speed. Like conventional cruise control, the driver can always control the system by applying the brakes or accelerator.

**Front and Rear Automatic Braking** – Using radar and ultrasonic sensors, this feature can help prevent or mitigate front and rear collisions at low speeds via a progression of alerts that extends to complete braking if necessary. In effect, the system works like a “virtual bumper.” For example, if the vehicle is in stop-and-go traffic, the system will alert if the lead vehicle slows unexpectedly and, if needed, brake the vehicle to help prevent an impact or reduce impact speed.

**Automatic Collision Preparation** – When the XTS and ATS sense a collision is imminent, braking is applied to lessen the impact severity with the vehicle detected ahead, or even enable the driver to avoid the crash.

**Intelligent Brake Assist** – Detects a panic-braking situation and assists a braking driver by automatically applying added brake force to help slow the vehicle more quickly. This system uses radar and vision sensors to help the driver avoid or mitigate damage caused by a front-end crash.

The Driver Assist Package uses sensor fusion, which integrates a broad range of sensing and positioning technologies. Sensor fusion is a key to Cadillac’s ongoing work in developing sophisticated, self-driving systems able to do things such as automatically maintain lane position and adapt to surrounding traffic. Semi-autonomous or even fully autonomous driving systems could be available by the end of the decade.

**Beyond the new technologies, XTS and ATS have a strong body structure and 10 standard air bags. Other standard safety features include:**

- Dual-stage frontal driver air bag
- Dual-stage frontal passenger air bag with passenger sensing system
- Driver and front passenger side-impact air bars
- Driver and front passenger knee air bags
- Outboard head curtain air bags, front and rear, with rollover sensing
- Outboard rear thorax air bags
- Safety belt pretensioners and load limiters
- Child seat LATCH system
- StabiliTrak electronic stability control
- Four-wheel disc brakes with four-channel antilock brakes.

## MONROE SHOCK ABSORBERS EXTEND COVERAGE FOR GERMAN CAR APPLICATIONS



### New parts featured in the 2012 Monroe® online catalogue

Tenneco Inc., a manufacturer of Monroe® suspension systems, is extending its applications to provide even more coverage for European cars. The new applications feature a range of replacement shock absorbers for Audi, BMW, Mercedes-Benz, Opel and Volkswagen. New extended coverage will be featured online in the Monroe® 2012 electronic catalogue, which provides the motor trade with up-to-date information at the click of a button.

“We are delighted to expand our aftermarket coverage of European car models,” said Samy Mahta, senior sales and marketing director of emerging markets for Aftermarket Europe. “As a leading supplier to OE vehicle manufacturers worldwide, we continue to expand our aftermarket product coverage, leveraging Monroe®’s OE quality to our aftermarket replacement products.”

Currently, Monroe® offers the widest product range on the market, featuring applications for all types of vehicles - from passenger cars and SUVs to off-road and light commercial vehicles.

Highlights include the Audi 80, 100/200 and 400/500; the Audi A3, A4, A5 and A6; the Audi TT, Q5 and Q7; the BMW 1, 3, 5, 6 and 7; the BMW X3, X5 and Z3; the Mercedes-Benz 110/111, 114 and 115 series; the Mercedes-Benz A, B, C, E, M, S, SL/SLC, SLK, Sprinter, Viano and Vito; the Opel Ascona, Astra, Calibra, Combo, Corsa, Kadett, Monza, Meriva, Omega, Record, Commodore, Senator, Vivaro and Zafira; the Porsche 924/944; the VW 1500/1600; all VW Beetles; the VW Jetta 1/Citi, Jetta 2, 3, 4 and 5; and the VW Caddy, Crafter, Golf 6, VW Kombi/Microbus/Caravelle, VW LT, Passato, Polo, Sharan, Tuareg and Touran.

The company also plans to introduce additional applications, which include the Audi A1 (front and rear shocks) and the VW Amarok (rear shock) by the end of the first quarter of 2012.

The addition of these applications completes an extensive suspension product offering that includes Monroe® Reflex, Original, Quickstrut®, Adventure and Rancho® (for 4x4 vehicles); Monroe® Magnum (for heavy-duty vehicles); and a range of Mounting, Magic Camber and Protection Kits.



## Safer and Less Stressful Reversing out of a Parking Space

Accidents when moving into or out of parking spaces drive up insurance companies' costs; reversing out of a parking space often leads to serious accidents involving personal injuries. When reversing out, the usual reason for these accidents is because drivers either fail to see a vehicle or cyclist approaching from the side or they see them too late. In order to avoid such accidents, Continental, the international automotive supplier, has developed an electronic aid for this maneuver as part of its ContiGuard® safety concept. The Rear Cross Traffic Alert (RCTA) system uses the same radar infrastructure used for detecting vehicles in the blind spot (Blind Spot Detection (BSD)). The BSD sensors have been suitably upgraded in order to be able to meet the requirement for greater precision. "This new driver assistance system makes use of our unique signal processing capability which has been upgraded so as to offer additional functions. Multiple use of the sensor hardware makes new advanced driver assistance systems more economical. And the more vehicles which are fitted with these systems, the safer our roads will become overall", said Wolfgang Fey, director development advanced driver assistance systems of Continental's Chassis & Safety Division. Initial series production of the new RTCA advanced driver assistance system is planned for 2013.

Continental has upgraded its warning system which detects vehicles in the driver's blind spot; when reversing out of a parking space, a new generation of sensors warns the driver of a potential collision with vehicles passing behind

### Upgraded sensors detect the collision trajectory of another vehicle

Like today's BSD systems, the 'Rear Cross Traffic Alert' (RCTA) is based on two short-range radar sensors. These two eyes, which are not visible behind the plastic bumper at the right and left rear corners of the vehicle, can each monitor a 120 degree angle. In addition to the BSD function, this relatively wide arc can also be used to detect vehicles crossing behind. This assumes, of course, that the vehicle is fitted with Continental's powerful radar sensors, which generate a precise image of the vehicle surrounding.

This is why Continental has specifically upgraded its existing BSD sensors and made them more accurate. "The challenge for an electronic aid like the RTCA is being able to reliably calculate the collision trajectory of the crossing vehicle", explained Norbert Hammerschmidt, head of advanced driver assistance systems customer

programs. "What we need is precise data on the crossing vehicle's direction and speed and how far away it is. The new sensor generation provides us with this basic data. If it assesses a collision between the vehicles as probable, the system will warn the driver."

In the current demonstration vehicle configuration, the RTCA is designed to detect cars, motorcycles and bicycles that are within at least 35 meters and traveling at a speed of somewhere between 5 km/h and up to around 30 km/h. It will detect pedestrians, but only those who are walking quickly and directly towards the vehicle will trigger the warning. One of the RTCA's technical subtleties is that it can also detect vehicles which are turning while passing behind. If the advanced driver assistance system detects an imminent collision, a warning will sound and LEDs will light up in the interior rear view mirror to alert the driver. The warning strategy employed can, of course, be modified in agreement with the vehicle manufacturer. One possibility might be an additional warning light in the rear roof lining, for example. Another possible action could be for the vehicle's brakes to be automatically applied.



## Automechanika Middle East celebrates ten successful years of facilitating automotive aftermarket industry in the region

Event is the key window to growing automotive aftermarket that spans wider Middle East and Africa

Automechanika Middle East, the foremost trade exhibition for the wider Middle East and Africa, is celebrating ten years of success. The past decade has seen the event, which started off as a one-hall show that attracted just 119 exhibitors in 2003, transform into a region-encompassing comprehensive business platform in Dubai which now features more than 1,200 exhibitors from across the world, spread over 9 halls.

"Automechanika Middle East has not only grown remarkably over the years, but its success has reflected the development of the automotive sector in the region," said Ahmed Pauwels, Chief Executive Officer of organiser, Epoc Messe Frankfurt. "The event has benefited enormously from being situated in a high-growth region and has enjoyed tremendous support from our partners, international trade associations and local authorities."

"Today, Automechanika Middle East is much more than a pure trade fair. Situated at the hub of a thriving region, the event is recognised as the 'not-to-be-missed' professional networking platform for the regional trade as well as an interactive discussion forum for the latest trends, developments, challenges and requirements of the industry in the wider region," Pauwels stated.

As the automotive aftermarket trade gained in size and prominence riding on a growing re-export market, more and more international manufacturers and distributors of automobile, truck and bus spare parts & accessories and batteries & tires began to see Automechanika Middle East as a crucial component in their regional expansion plans.

By 2011, the event drew in 17,310 trade visitors, key decision makers and buyers from 130 countries as the total automotive trade in Dubai mounted over US\$ 9 billion, with 41% of it being headed for export and re-export. In 2003, the total automotive trade was valued at \$3.4 billion, underlining the tremendous growth over the last decade.\*

Vertexcel Dieselectra SpA, from Italy, is one of the many exhibitors who has been part of Automechanika Middle East since its inception. "We specialize in spare parts for diesel injection pumps and fuel lift pumps. We have had extremely good results from our participation at the event over the last decade. Being here has helped us gain considerable traction in a vibrant market for our entire product range," said Mr. Alessandro Lovati, President of Vertexcel Dieselectra SpA.

"Automechanika Middle East continues to bring manufacturers, suppliers and service providers in touch with one of the world's most lively markets," said Mr. Hani Arwani of Arwani Trading, UAE, who has exhibited at all nine editions of the show and will return once more for the 10th edition. "Over the years we have benefited tremendously from the event and we hope to continue our partnership in the future," he added.

Automechanika Middle East will run from May 22nd to 24th at the Dubai International Convention and Exhibition Centre. This year's exhibition is already estimated to be about 17% larger than last year's edition. The trade exhibition reflects the entire scope of the automotive aftermarket industry and attracts trade visitors from across the globe and mainly from the wider Middle East region, including buyers, key decision makers, garage and workshop owners, professional tuners and modifiers and all those involved in automotive sport, work-shop equipment, parts & systems, repair & maintenance, service station & car wash, tires & batteries and accessories & tuning.

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With Handpresso Wild, the pleasure of a true espresso is more reserved at home or cottage. This ingenious lightweight (476 g) allows you to prepare the divine nectar in a few moments where you are. « The Handpresso Wild is the ideal companion for mobile espresso lovers. This is the ideal solution for those who do not want to compromise on the taste of their coffee, whether in leisure or work », says Francois Ouellette, President and founder of Equinnov Globe Trotter, the Product distributor in Canada.

Take pleasure in Stylish, compact and easy to use, the Handpresso Wild is available in two versions:

- The Handpresso Wild ESE (Easy Serving Espresso), which is used with pods;

- The Handpresso Wild Domepod, which is used with the coffee of your choice.

Several accessories are also offered trend, as the carrying case, unbreakable cups, and the case for grinds, the filter holder intense, or the whole outdoors, home in his leather device Handpresso Wild four cups unbreakable, a thermos flask and two towels.

Chrysler Group LLC Introduces Industry first In-vehicle Wireless Charging

# CHARGE ON THE GO

Charges iPhone, BlackBerry, MP3 Players and Droid-based devices

After being the first to eliminate heavy, bulky owner manuals from its vehicles, Chrysler Group LLC, through its Mopar® division, will now be the first to eliminate unsightly dangling power cords in its vehicles by offering in-vehicle wireless charging.

The company will first make the technology available on the all-new 2013 Dodge Dart that arrives in dealerships in the second quarter of this year.

"At Mopar, we look for every single opportunity to make our customers' lives easier," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "Our industry-first in-vehicle wireless charging system is the perfect solution for those connected customers who are always on the go."

For easy access, a seamlessly integrated power bin, measuring 8.27 inches by 9.5 inches by 3.25 inches, is installed just below the center stack and in front of the center console. The bin has a built-in charging grid that is activated when customers place in their battery-powered device. The unit begins to charge when the vehicle is started. A phone case, specifically designed for a variety of smartphones, is required and included with the feature.





## Ferrari S.p.A. Selects Movado Group, as a global license partner for their Scuderia Ferrari watch collection

Movado Group, Inc. announced that it has signed a multi-year, worldwide license agreement with Ferrari S.p.A., the iconic sports car manufacturer and race team, to design, produce and market a collection of watches under the Ferrari and Scuderia Ferrari brand names. This collection of Ferrari fan watches will be priced up to 1,500 euros and will be sold globally through select wholesale distribution outlets as well as Ferrari stores and the Ferrari online store.

Efraim Grinberg, Chairman and Chief Executive Officer of Movado Group, Inc., said, "We are extremely pleased to announce this new agreement with Ferrari and believe this will prove to be a mutually rewarding venture for both companies. The Scuderia Ferrari watch collection will feature compelling, identifiable designs combined with the high quality craftsmanship that Movado Group is known for. The Ferrari Formula 1 cars and Ferrari Road cars will provide great inspiration to our design group. We look forward to collaborating with them to design an innovative collection and to satisfy the requests of Ferrari enthusiasts around the world."

The collection will be launched at the Annual Watch & Jewelry Fair held in Basel, Switzerland in 2013.

Luca di Montezemolo, Chairman of Ferrari, commented, "I am very pleased to be collaborating with the Movado Group. This agreement is the perfect complement to our branded watch business in an innovative and highly competitive segment. We look forward to benefitting from Movado's expertise in design, development and distribution in order to reach our fans around the world."



# LONGMARCH



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# Vehicle Mover increases capacity to three metric tonnes

The capacity of the Stringo 450 vehicle mover was recently upgraded 50% to three metric tonnes, meaning that the Mover can now also move Vans and light Trucks as easily, safely and efficiently as it moves lighter vehicles. With increased capacity, all company operations can be improved while retaining and improving time and surface area efficiency.

"All our Models are designed to increase efficiency in moving and utilisation of floor space and to improve work environments and safety," says Anders Bergkvist, Marketing Manager at Famek AB, Developer and Manufacturer of the Stringo Movers. "Bridging the gap between lighter and slightly heavier Movers like the Stringo 450 helps meet our customer's needs and gives them considerable economic advantages."

Since you don't need spaces to open the Vehicle's driver door, surface area can be used more efficiently, even for heavier vehicles. According to Bergkvist, the surface area for parking can be decreased up to 25%.

## Six hours of Operation

The Mover can turn on its own Back wheel's axis, which provides efficient use of surface areas. For the Stringo 450, the turning radius needed, is the Vehicle's length plus 700 mm. Since January of this year, the Product has also been furnished with an audible warning when the Battery needs to be charged. Normally, the Battery provides six hours of continuous operation and can then be charged in the nearest Electrical outlet.

Like the other Stringo Models, the Stringo 450 has many Options that further enhance Vehicle handling. One such option is a Ride-on Platform for the Operator that enhances Safety, is ergonomically beneficial and increases efficiency.

Increases efficiency no matter what the task's are

Since you don't have to use the Vehicle's own Engine, there is no risk of Exhaust Emissions. All Stringo Models are very easy to handle with Push buttons. Transporting Vehicles with its own Electric motor eliminate the risk of stress injuries.

Various Models of the Stringo are used by Auto makers throughout the World as well as Machine shops, Garages, Parking ramps, Auto paint shops, Museums and Exhibition halls. In several countries, Police Departments are using Stringo to transport Vehicles in order to not destroy Forensic evidence.





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# HOT PRODUCTS



## SmartWatch

Sony Mobile Communications announces the availability of its new SmartWatch, a wearable device that extends the power of Android smartphones by sending timely and personal information from your smartphone straight to your wrist. A vibration and screen alert notifies you of key events, like an incoming call. It also allows you to read texts and emails as well as receive Facebook™ and Twitter™ updates – all from your wrist. SmartWatch from Sony connects to Android smartphones via Bluetooth™ giving you the ability to control key functions without removing your smartphone from your pocket or bag. With just a tap, touch, and swipe, SmartWatch turns from a watch displaying the time to a remote information center for your Android smartphone. At launch, SmartWatch has a suggested retail price of \$149.99 and will be available at <http://www.sony.com/smartwatch> and Sony stores. SmartWatch availability at additional retailers will be announced soon. SmartWatch is part of Sony Mobile Communications' strategy to create Smart Extras that make Android smartphones smarter.



## Dropcam

Dropcam DVR is the online monitoring camera video recording service that ensures you can access your HD video anywhere, anytime - even when Dropcam HD is unplugged or offline. Optional Dropcam DVR recording plans provide massive cloud storage for every single Dropcam HD, with up to a month of wireless HD video storage for everyone. Dropcam DVR handles motion detection, audio detection, and even light detection for automatic night vision. Paired with mobile email and iPhone alerts, you won't miss a thing with Dropcam HD and Dropcam DVR.

## AirPlay Speaker

Logitech introduces the Logitech® UE™ Air Speaker with Apple's AirPlay®. Now you can stream uncompressed music from iTunes or an iPhone, iPad or iPod touch connected to your home's Wi-Fi® network to a Logitech UE speaker that delivers high-quality audio with a big sound stage boosted by dual tweeters and woofers. With Logitech UE, it's about delivering pure, undiluted music wherever you want to listen. Combining Logitech's experience in home audio with the Ultimate Ears heritage of delivering great quality sound directly into music lovers' ears, the new Logitech UE Air Speaker offers superior functionality in a stylish design. The Logitech UE Air Speaker's subtle curves and handsome piano-black finish look great in any room, while its custom-tuned acoustics deliver a big soundstage with impressively detailed stereo sound.







## VEZDA AST KR26

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# HOT PRODUCTS



## Big Pony 2 Cologne for Men

A provocative idea composed by perfumer Antoine Lie, reminding us of the endless possibilities hiding in the realm of men's colognes. The smooth chocolate opening segues to an unusual, balanced spicy and silky gourmand heart that is both delectable and outside-of-the-box; an invitation to ditch our preconceptions on what a virile cologne should smell like! But rest assured that it won't offend anyone coming into contact with you either, its fresh, dependable base being classically handsome. Big Pony 2 comes in a bright red bottle following the flask shape of the classic Polo cologne embossed with the number 2 on it.



## Nike Free Run +3

Since its debut in 2004, the wildly popular Nike Free has since evolved and been refined to further enhance the barefoot running experience for a variety of levels and preferences.

Featuring the Dynamic Fit construction that wraps the arch of the foot for a glove-like fit, the Nike Free Run +3 has a seamless upper that provides lightweight support where you need it most. This construction provides ventilation, comfort and a second skin fit. The sole's natural movement is enhanced with trans-tarsal diagonal cuts through the arch which enhance natural motion flexibility and increasing foot strength. The Nike Free +3 offers a unique balance of flexibility, comfort and support.

## Montblanc Alfred Hitchcock Limited Edition 3000

Many of Alfred Hitchcock's scenes remain the most memorable in movie history – just remember the pivotal scene in Hitchcock's "Vertigo" (1958), when the character races frantically up the stairs of a tower and experiences a crippling bout of vertigo – looking down stairs. This famous cinematographic innovation known as the "Vertigo Effect" of the dizzyingly dark staircase influences the overall design of the pioneering Alfred Hitchcock Limited Edition 3000. In the spiralling, black lacquer finish one remembers the staircase and the special effect that Hitchcock invented.

The film "Psycho" (1960) on the other hand provides the inspiration for a key design element in the knife-shaped clip, whose sinister gleam brings the famous shower scene instantly to mind. The notes engraved on the 925 sterling silver cap and barrel fittings refer to the original "Psycho" film reel while the cone features 53 hatch marks symbolising the 53 movies that Hitchcock directed during his impressive career spanning almost six decades. Hitchcock's self-portrait sketch, a caricature of his profile, adorns the rhodium-plated 18 K gold nib. With the Alfred Hitchcock Limited Edition 3000 presents its latest Great Characters Edition, which since 2009 honours the great figures of the 20th century who created history with their groundbreaking work.





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