

TIRES & AUTOMOTIVE PARTS MAGAZINE

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

SPECIAL PROMOTION ON PAGE 57.

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THE FIRST IN-CAR VACUUM BY HONDA

2014 Honda Odyssey Touring Elite Makes World
Debut in New York with Host of Safety Upgrades and
Innovations Including HondaVAC, the First In-Car Vacuum



Y.EMRE KARAER

Sales & Marketing Director of Volvo Cars Middle East

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Sony Xperia SP



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The BMW Concept X4

The next chapter in the Sports Activity Coupe story.



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Y.EMRE KARAEER

Sales & Marketing Director of Volvo Cars Middle East

As Volvo has been founded more than 80 years ago, how does the company maintain its solid position and reputation worldwide?

Swedish iron was at the very foundation of Volvo. Our logo, the "ironmark" on the front of our vehicles, a circle with an arrow pointing diagonally, depicts strength and exceptional quality and promises premium quality. Since its inception in April 1927, that iron badge has been Volvo's signature that marks our solid reputation.

With Volvo, "once you drive it, you'll love it."

Since Volvo is considered a high-end car, what inspired you to produce the V40 model?

The all-new Volvo V40 can be considered as a lifestyle product, inspired by Volvo's human-centric "Designed Around You" strategy. With its R-design and Cross Country variants it is the most intelligent and safest car in the world, boasting unprecedented safety and driver support features, which makes it, the closest it can be to humans. The V40 signifies a new segment to Volvo's innovative line of cars that focuses more on the usefulness and functionality that can cater to the needs of drivers.

What are the advantages of buying this car compared to other Volvo models?

Volvo V40 is a convenient, stylish, sporty car that comes with cross country (AWD) features as well as full safety elements that could be used by everyone. It has characteristics from larger Volvos wrapped in a sleek, compact package. It is a modern, expressive car, combining trendsetting design with class-leading driving dynamics. Let alone the unique features including Park Assist Pilot, Lane Keeping Aid, Enhanced Blind Spot Information System, Cross Traffic Alert, Pedestrian Detection with full auto brake as well as the world's first Pedestrian Airbag Technology.

What marketing strategies are you venturing to reach your expected sales target of 800,000 units for Volvo V40 by 2020?

We are undertaking extensive strategies to promote our cars as we are in the progressive stage of creating new showrooms. Moreover, the company is focusing its major growth in China wherein we aim at producing 300,000 cars in 2 years.

How can you compare Volvo V40 to S40?

Basically, Volvo S40 is a family sedan car while V40 is designed around customer's needs and can be considered as the "great drivers' car while answering family needs as well".

Why did the company come up with the idea of incorporating a Pedestrian Airbag Technology and an automatic Pedestrian Detection System in Volvo V40?

Our company believes that this is our corporate responsibility. We are aware that safety must be experienced by all. We thought of bringing protection not just with the people or passengers inside the car but we must be mindful of the environment as well such as the pedestrians.

Can you tell us more about IntelliSafe with regard to parallel parking?

This feature can truly assist drivers in a parking bay that measures 1.2 times the length of the car. When the driver pushes a button (park assist pilot), the sensors can begin to scan the side of the car, in this way parallel parking could be easy.

Volvo is prominent in integrating a contemporary Scandinavian design in all Volvo cars; can you further explain this principle?

Design is a priority in making our cars. We recognize the remarkable style profile in Sweden that is both unique and strong. So we keep on utilizing the contemporary Scandinavian design in all our car models.

Which do you think will be more saleable in the market; would it be V40 T4 or V40 T5?

Within the Middle East, I believe that T5 (all-wheel drive) will be more saleable while in Europe, T4 and Diesel versions will be preferred.

As Volvo V40 is billed as the most significant model in the past 20 years, what strategies are you undertaking to compete with your up-market rivals such as with Audi A3, Mercedes A-Class and the already established BMW 1 Series?

V40 is a unique product that could get its mark to the A-Class competition. Part of our strategies in reaching the market is to "test-drive" the car.

What makes Volvo distinctive from other car manufacturers?

In addition to design features, Volvo is sticking to its core values, such as quality, safety and environmental care. Recognized as no. 1 in its safety performance, Volvo takes pride in the recent test result that the company received from the European New Car Assessment Programme, otherwise known as the Euro NCap.

In a rate of 1 to 10, wherein 1 is the lowest and 10 is the highest, how will you rate Volvo V40 in terms of the following:

- a. Features 10
- b. Exterior Design 9
- c. Interior Design 9
- d. Price 8
- e. Safety 10
- f. Fuel Efficiency 8

.What is Volvo's next goal after promoting Volvo V40?

After featuring its V40 model, Volvo would be introducing its 6 new cars by July 2013.

In just a few words, how will you assess Volvo's position in the current global automotive market?

As there is a tough competition in the automotive market, Volvo is committed to continually adhere to its image perception. As people drive our car, they will see the difference. Just to give you an update, we are delighted to get the best customer assessment in Germany. Also, the company envisions joining the Top 3 among car premium brands by 2020. Furthermore, in UAE, we are aiming to target 10% segment share by 2015 as we currently have our 4.3% segment share.





JAGUAR F-TYPE DECLARED 2013 WORLD CAR DESIGN OF THE YEAR

The Jaguar F-TYPE has been declared the 2013 World Car Design of the Year.

Ian Callum, Director of Design, Jaguar, said: "No design project has given me greater pleasure than the creation of the F-TYPE. It's a project I've looked forward to from the moment I joined Jaguar, and it's one that's given my team and I great satisfaction.

The F-TYPE is a sports car that is true to Jaguar's design values – beauty of line and purity of form – and I'm honoured that the World Car of the Year jury has recognised our work with this award."

Some 43 cars were considered for the award, this selection being reduced to a shortlist by an advisory panel of design experts* before final consideration by the 66 World Car of the Year jury members.

On the F-TYPE, the advisory panel said: "The long wheelbase, short overhangs and flared fenders give this car a good stance. The contour in plan view tapered toward the door emphasises the muscular rear fender that houses the driven wheels.

The F-TYPE exterior maintains Jaguar's own elegance in its horizontal proportion and rounded surfaces, yet it looks very dynamic. But I would like to say the interior design is even more attractive. It is clearly driver-oriented, and a grip bar for the passenger is nicely integrated into the big centre console. The seat design is superb, too."

The award was collected by Adrian Hallmark, Global Brand Director, Jaguar, at the New York International Auto Show. Commenting from the show, he said: "The F-TYPE is the first full-blooded Jaguar sports car to be launched for more than 50 years. Its architecture and technology are world class, wrapped in an evocative and progressive design that could only be a Jaguar – 'Callum unfiltered', as we call it in-house. It is as dynamic yet refined as any Jaguar sports car should be, and is a unique proposition from a performance and price perspective. This combination of factors has clearly inspired this year's jurors, and we are delighted and honoured to collect this award."



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HENNESSEY VENOM GT SETS NEW TOP SPEED RECORD

The World's Quickest Production Vehicle Becomes The World's
Fastest Production Vehicle

Hennessey Performance announced that on its street-legal Venom GT accelerated to 265.7 mph (427.6 km/h) during testing, establishing the exotic hypercar as the world's fastest production vehicle available for public purchase. The top speed run was accomplished over a distance of two miles using a full-production Venom GT. All testing was validated by (2) VBOX 3i GPS-based data logging systems and VBOX officials were on hand to certify the numbers.

"While a Veyron Super Sport did run 267.8 mph, Bugatti speed-limits its production vehicles to 258 mph," said company founder and president, John Hennessey. "Thus, at 265.7 mph the Venom GT is the fastest production car available to the public."

The Venom GT acceleration runs were conducted at the United States Naval Air Station (NAS) Lemoore in Central California using the seventh production Venom GT- a street-legal supercar that makes use of Michelin Pilot Super Sport DOT-approved radial tires, Brembo 4-wheel carbon ceramic disc brakes, and a full interior (replete with high-end stereo, air conditioning, and leather seats). NAS Lemoore was chosen for testing as is home to one of the longest paved runways in North America.

On hand during testing was Captain Eric "Snake" Venoma, Commanding Officer at NAS Lemoore, who was watching over the nearly 200 battle-ready fighter jets (including the largest concentration F/A-18 jets in the world) that were located nearby during the Venom GT top speed runs. In addition, TopGear US Editor, Pat Devereaux was present to witness the top speed testing as part of a story produced for the May 2013 issue of TopGear magazine.

"While the 2.9 mile long runway is more than enough acceleration distance for a F/A-18 fighter jet, it was far too short for the Venom GT to reach it's true top speed," said Hennessey Performance CEO, Don Goldman.

Designed to operate on premium unleaded pump fuel, the Venom GT is powered by a 7.0-liter (427 cubic inch) V-8 engine fed by twin Precision turbochargers that team to produce 1,244 horsepower and 1,155 lb-ft of torque at 19 psi (1.3 bar) of boost pressure. Weighing just 1,244 kg (2,743 lbs), the rear-wheel-drive Venom GT delivers a power-to-weight ratio of 1 horsepower per kilogram of vehicle weight.



In July 2010, a Bugatti Veyron Super Sport (propelled by a 1,200 horsepower quad-turbo 16-cylinder engine) attained a speed of 267.8 mph- 2.1 mph faster than the Venom GT. However, the top speed was achieved using a state of tune that is not available to customers paying the \$2.5 million dollar purchase price as a production Veyron SS is speed limited to 257.8 mph. Furthermore, the Veyron SS top speed testing was conducted over the 5.6 mile long straightaway that is part of Volkswagen Group AG's private test track located near Ehra-Lessien, Germany. "Afforded the same distance to accelerate, the Venom GT would exceed 275 mph," said John Hennessey.

In February of 2013, the Venom GT officially became the quickest accelerating production vehicle in the world as it ran 0-300 km/h in 13.63 seconds, thus establishing a new Guinness® WORLD RECORD- a record that was previously held by the Koenigsegg Agera R. While conducting the Guinness® World Record runs, despite marginal traction (due to three days of previous rainfall), the Venom GT accelerated from 0-60 mph in 3.05 seconds, 0-100 mph in 5.88 seconds, ran the standing quarter-mile in 10.29 seconds at 158.83 mph, and ran the standing half-mile in 15.22 seconds at 204.65 mph.

Although Guinness® only recognizes runs made in kilometers per hour (km/h), the Venom GT also set a new unofficial acceleration record of 0-200 miles per hour (mph) in 14.51 seconds as verified by VBOX data. The 0-200 mph record was previous held by the Koenigsegg Agera R that required 17.68 seconds time- 3.027 seconds slower than the Venom GT. By comparison, the Bugatti Veyron Super Sport (powered by a 1200 horsepower, quad-turbocharged, 8.0-liter, 16-cylinder engine channeling power through an all-wheel-drive system) ran 0-200 mph in 22.20 seconds during an AUTOCAR test- 7.69 seconds slower than the Venom GT.

Hennessey plans to only build a total of 29 Venom GTs, with one-third of the production run already being sold. Thus, the Venom GT is not only the quickest and fastest production car in the world, but it is also one of the most exclusive. The heavily carbon-fiber Venom GT costs \$1.2 million (USD) plus shipping, not including options. Each vehicle is custom built to order and requires six months for completion.



A DEEPER VOICE FOR THE PORSCHE CAYENNE

GEMBALLA presents sports exhaust system with sound valve control

The sound a car makes is a significant part of its character, and as we tend to hear a powerful, sporting car before we see it, its engine and exhaust note tell us that something interesting is coming.

At GEMBALLA, consideration for car's sonic signature is given as much thought as the rest of the vehicle, and the V8-petrol engined Porsche Cayenne (958) is the latest model to receive a distinctive sounding sports exhaust system.

"To achieve the ideal balance between strict noise limits in town and a throaty roar on the open road, our engineers incorporated a variable exhaust valve into the system," explained GEMBALLA CEO, Andreas Schwarz.

For the naturally-aspirated Cayenne S and GTS models, this system consists of new rear silencer boxes that fit straight on, while the Turbo and Turbo S comes with adaptors that slip over their larger pipes. An electronic module controls the exhaust valves.

Made in Germany from high quality stainless steel, this exhaust system uses a larger diameter internal tubing to reduce back-pressure. The system helps the engine to breathe more freely, liberating up to an extra 10hp (7.35 kW), depending on the engine variant.

With the issues of power and sound resolved, the designers set about giving the end pipes the distinctive GEMBALLA look, using the triple outlets per side design first seen on the GEMBALLA AVALANCHE supercar that stunned the automotive world in the 1980s.

After extensive testing on the engine dyno, the exhaust was installed on a test car and driven thousands of kilometers on both road and track to prove its durability. It now goes on sale with full EC type-approval as well as German TÜV approval.



The triple outlet pipe design is offered with the "BLACK MAGIC" finish, while less flamboyant GEMBALLA clients will appreciate the more conventional twin outlet-per-side end pipe design in polished stainless steel. Whichever way you look at it, the GEMBALLA sports exhaust delivers great sound and style.



ALPINE-WHITE MISSION

HAMANN introduces the most ferocious BMW M5 of all times

BMW decided to make its top 5 Series more powerful; however, but cut back on its cultured, luxurious image. Conclusion: The fifth generation of the M5 has grown up but is more conservative. Now, HAMANN turns on the tap again. "MISSION" makes no compromises, and the top-notch racer finally looks how he always was meant to look.

It starts with the front spoiler, where the high-voluminous air intakes, deep front splitter, and LED daytime running lights are not enough. Up front, the new dual kidney-shaped grille pushes daringly into the wind and covers the headlights completely, which duck deeply inside the cavities.

The perfect, tailor-made wider body of the 5-series adds 30 mm on each side and at the same time receives some weight treatment. After all, the components are made completely of real carbon but bring no more than 3.2 kg to each side to the scale. This includes the sporty wings, the side skirts, the door fixtures, and the broad rear wheel housings. The latter flow smoothly into the new rear apron with the air exhaust behind the fender wells. The integrated diffuser houses two stainless steel tailpipes on the left and right of the new rear silencer, which delivers just the right sound for the car's ferocious looks. The roof spoiler bravely faces into the wind, providing much better contact with the pavement.

The new, much wider wheel housings are now filled with 21-inch forged wheels – the "Anniversary Evo Hyperblack" or as an option, rims of the type „Unique Forged Formula“. In front, the "MISSION" boasts 265 mm wide tires, while the drive axle is fitted with 305 mm wide. The wheels fit perfectly into their housings since the sport suspension brings the HAMANN M5 35 mm closer to the asphalt.

In partnership with Vredestein, HAMANN found the ideal tire for the "MISSION" to maintain contact with the road. In a trade-off, Vredestein Ultrac Vorti R are now mounted onto the forged rims, which is a perfect match for the more powerful bimmers.

Grip, steering precision, and cornering are guaranteed; even beyond the 300 km/h mark. How important the partnership between HAMANN and Vredestein is attested by the HAMANN logo on the tire's wall.

The leather in the cockpit presents itself with the same alpine-white as the MISSION's exterior paint. A special highlight is the carbon embossing, which flawlessly fits with the exterior design. The pedals including footrest and door sill trim are made of aluminium and don't lack on sporty looks either.

This total package summarises the HAMANN M5 – a sporty saloon with the baddest temper and the prettiest face.

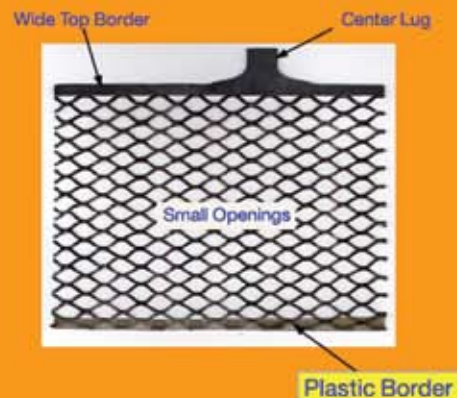




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ROLLS-ROYCE FLIES IN LIMITED EDITION ART DECO CAR FOR ART DUBAI EXHIBITION

Rolls-Royce Motor Cars and AGMC, the sole dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates, have flown in a limited edition Art Deco vehicle exclusively for display at Art Dubai, as part of the solo exhibition by Reza Darakshani at the Salsali Private Museum (SPM).

The special edition Bespoke Rolls-Royce Phantom Art Deco was brought in as part of AGMC and Rolls-Royce Motor cars participation in the SPM's exhibition for the renowned Iranian artist, who is showcasing a selection of abstract-representational paintings especially commissioned for the Museum.

Taking inspiration from one of the defining movements of the 20th century, the Art Deco Phantom model was first unveiled at the Paris Motor Show 2012, in homage to the 1925 Paris Exhibition or Exposition Internationale des Arts Décoratifs et Industriels Modernes that gave the movement its name.



The elegant simplicity of the Phantom is presented in a breathtaking Arabian Blue exterior, and black interior featuring Arctic white piping, and is finished with an art deco bespoke coach line and illuminated Spirit of Ecstasy. Interior styling includes embroidered Art Deco headrest embroidery.

"Rolls-Royce has elegantly captured the essence of one of the great periods in 20th century design with this collection," said Stathis I. Stathis, Managing Director of AGMC. "As part of our commitment to bringing the latest and most exclusive Rolls-Royce vehicle to this market, we worked hard to ensure that the Phantom Art Deco would be present here in Dubai for people to see during Art Dubai, and the Salsali Private Museum is the perfect place to display it, as its popularity among locals and tourists alike has made it a must-visit in the city."


Commenting on the vehicle, Giles Taylor, Design Director Rolls-Royce Motor Cars in Goodwood, UK, said: "For over a century a Rolls-Royce motor car has taken inspiration from the prevailing style of its time whilst retaining the marque's unique design aesthetic. Art Deco was defined by theatre, glamour and a sense of excitement. Working to create contemporary interpretations of these classic themes has been enormously rewarding for everyone in my bespoke design team."

Akin to the artisans of what is sometimes called high Art Deco, only the very finest materials are employed and painstakingly crafted in every model leaving the home of Rolls-Royce in Goodwood, England. Exquisite cashmere and finest leather combine to create an interior ambience that cossets passenger and driver in hallmark Rolls-Royce luxury. Specially sourced wood veneers, selected for richness and complexity of grain, are adorned with mother of pearl or silver inlays - the form and structure of the pieces reminiscent of the fine cabinet making so prevalent in the Art Deco period.

In early 20th Century design, Rolls-Royce cues provided inspiration for Art Deco's leading designers in fields beyond automobile manufacturing. The Spirit of Ecstasy, the mascot that has graced the prow of every Rolls-Royce motor car for 101 years for example, influenced Marcel Bouraine's Papillon. His 1928 figurine in glass featuring flowing lines and outstretched wings helped define the decorative elegance of the era.

Founded by Ramin Salsali, the Salsali Private Museum opened its doors on the 13th of November 2011, and is the first private museum for contemporary art in the region. His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai has recognized and honored Ramin Salsali as Patron of the Arts for the consecutive years, 2010, 2011 and 2012, for his sustained support of the art community in Dubai.

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THE ALL-NEW SUBARU WRX CONCEPT

DEBUTS AT THE 2013 NEW YORK INTERNATIONAL AUTO SHOW



SUBARU WRX CONCEPT hints at next generation WRX design language

The SUBARU WRX CONCEPT was unveiled at the 2013 New York International Auto Show at the Jacob K. Javits Center. The design concept hints at the design language of the next generation WRX.

The bold and muscular design emphasizes turbocharged power and AWD grip in a more agile and athletic form. The SUBARU WRX CONCEPT blends the WRX's famous power and road-holding prowess with an even greater focus on sharp handling, steering and communicative chassis. To further improve handling dynamics, the SUBARU WRX CONCEPT features a carbon-fiber roof to enhance the already low center of gravity and reduce weight.

Considerably lower, sleeker and wider, the SUBARU WRX CONCEPT delivers even more street presence than previous generations of WRX. The new grille design is larger and bolder and sets off the classic WRX hood scoop. A pronounced powerbulge provides clearance for the new turbocharged engine and intercooler. A prominent hexagonal grille form and deep lower valences with air intakes are designed to enhance aerodynamics, add downforce and aid engine cooling.

The three dimensional mesh pattern of the grille denotes the sporting nature of the SUBARU WRX CONCEPT and sets the Subaru star cluster apart, while the new hawk-eye headlights integrate the Subaru family design heritage.

A sharp character line runs from the front corner through to the taillights, intersected by the boldly flared wheel arches emphasizing the Subaru's AWD system. The compact cabin greenhouse draws attention to the power and solidity of the body and focuses attention to wide stance that provides a visual link between body and chassis.

The rear design echoes the hexagonal design motif from the front grille and features a dramatically curved trunk lid that also acts as a rear spoiler. The distinctive wide rear bumper of the SUBARU WRX CONCEPT adds to the powerful street presence of the car and is off-set by large quad tailpipes denoting the powerful turbocharged engine. The aggressive rear diffuser improves vehicles aerodynamics.

The all-new SUBARU WRX CONCEPT features a new paint color, "WR Blue Pearl III", which modernizes the iconic WRX look. Fluorescent Yellow is used as an accent on the WRX badge on the front grille, the brake calipers and the exhaust tip finishers, adding character notes to the design.

Filling out the broad fenders are BBS "RI-D" One Piece Forged Duralumin wheels and featuring 245/40ZR20 Dunlop tires with an exclusive tread pattern.

Key Dimensions

(Overall Length x Width x Height): (178.0in x 74.4in x 54.7in),
Wheelbase: (108.7 in.)

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His Highness Sheikh Sultan Bin Mohammed Bin Sultan Al Qassimi inaugurates AWRostamani's Arabian Automobiles new Sharjah facility



Arabian Automobiles today opened the largest facility of its network in the presence of His Highness Sheikh Sultan Bin Mohammed Bin Sultan Al Qassimi, Crown Prince and Deputy Ruler of Sharjah. Located on Mohammed bin Zayed Road, Sharjah, the 150million AED development is a significant contributor to Arabian Automobiles' growth strategy for the Nissan, Infiniti and Renault brands in Dubai, Sharjah and the Northern Emirates.

The event also witnessed the opening of the region's first HiQ facility, a fast fit service operation delivering 'while-you-wait' maintenance for all makes of vehicle, and a substantial expansion of Arabian Automobiles certified pre-owned car section. Adding even further to the facility's offering, is a dedicated sales training centre for Sharjah and the Northern Emirates.

Commenting at the inauguration, HH Sheikh Sultan Bin Mohammed Bin Sultan said: "We are delighted that Arabian Automobiles has invested in Sharjah and supported our vision of a major automotive offering for our people in one centralized location. New car and service facilities are highly prized, but the significant organized and warrantied used car operation Arabian Automobiles brings is equally valued.

"This new showroom underlines the potential our emirate offers to large businesses while expanding the choices in the marketplace for residents. We will continue in our efforts to attract partners of the same caliber as Arabian Automobiles to Sharjah."

"The launch of Arabian Automobiles' latest facility in Sharjah is an important milestone," said Abdul Wahid Al Rostamani, Chairman of AWR Group. "The new showrooms and service centre offer our customers in Sharjah and the Northern Emirates a new level of service standard and convenience. This stunning new landmark on Mohammed bin Zayed Road stands as testament to our commitment to quality and customer-focused approach."

This facility is Arabian Automobiles' fifth in the Emirate of Sharjah after Al Khan, Al Wadha areas, Dhaid and Khorfakkan offering 35,000 sq. m. area (over 375,000 sq. feet) and capacity for over 225 display cars in the Nissan, Infiniti, Renault & Pre-owned showrooms.

An international hallmark of Goodyear, Arabian Automobiles presents HiQ, a fast fit Automotive service brand with a team of experts, offering a full range of tires of all brands and multi-brand car services ranging from Quick lube service, maintenance service, air conditioning service, brakes, suspension, batteries, wheel alignment, balancing, express body repair and more with best quality at competitive price, all under one roof.

HiQ, situated behind the Nissan showroom on Mohammed bin Zayed Road, Sharjah, provides a one-stop-shop facility for quick and quality services with its technologically advanced equipments and highly skilled professionals. HiQ is an international automotive service brand originating from Europe having its presence across three continents, Europe, Africa and Asia with outlets in six countries including UK, South Africa, United Arab Emirates, Sultanate of Oman and Kingdom of Saudi Arabia.



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12.00R24	Tube Type	PRO S10	160 / 156K	20	1206	313	14

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WONDER WOMAN-INSPIRED KIA SPORTAGE LASSOS NEW YORK



World's Most Iconic Female Super Hero Pairs with Kia's Capable and Stylish Crossover to Raise Awareness for "We Can Be Heroes" Giving Campaign

Kia Motors America (KMA) has teamed up with DC Entertainment and Super Street magazine to build a head-turning Kia Sportage inspired by Wonder Woman's power, inspiration and sense of equality. Unveiled in conjunction with the 2013 New York International Auto Show, this uniquely customized Sportage signals the continuation of a 10-month, eight vehicle partnership between Kia and DC Entertainment based on the iconic characters that make up the Justice League – Superman, Batman, Wonder Woman, Green Lantern, The Flash, Aquaman and Cyborg. An eighth and final vehicle will be an amalgamation of all seven Super Heroes in one. Influenced by the artistry of comic book visionary, Jim Lee, the Justice League-inspired Kia vehicles serve as a force for good in the world by raising awareness for DC Entertainment's "We Can Be Heroes" giving campaign, a relief effort to bring help and hope to people affected by the hunger crisis in the Horn of Africa (www.WeCanBeHeroes.org).

"As one of the most well-known Super Heroes in the world, Wonder Woman portrays an impressive balance of power, agility and confidence, all of which are inherent characteristics of the Kia Sportage crossover," said Michael Sprague, executive vice president, marketing & communications, KMA. "Like the rest of the Justice League-inspired vehicles, this customized Sportage signifies a meaningful collaboration between cars and pop-culture. And for the first time, here in New York, all seven vehicles are standing together in one place to raise awareness for DC Entertainment's very worthy 'We Can Be Heroes' giving campaign."



The Wonder Woman-inspired Sportage features a sleek and stylish look thanks to an aero kit which grants a streamlined but powerful appearance. The red and blue exterior color scheme, accented with stars, was derived directly from Wonder Woman's outfit, while the gold trim wrapped around the vehicle represents the heroine's weapon of choice, "The Lasso of Truth." Up front, Wonder Woman's eagle chest-plate emblem was creatively integrated into the production grille and is flanked by blue headlight beams, which reflect her piercing blue eyes. The Sportage's windshield features a banner portraying Wonder Woman's tiara, and the chrome side panels on the vehicle are graphical interpretations of her invisible jet. Beneath, the 5-spoke wheel design was chosen to match the stars on the exterior of the vehicle.

Within, red upholstery and dash pieces combined with blue LED lighting were added to continue the Sportage's exterior color scheme into the cabin. The custom seats were inspired by Wonder Woman's signature garb and embroidered with her logo, while the cargo area of the vehicle is adorned with stars and an eagle and features a see-through panel, which displays Wonder Woman's tiara, bracelets and glowing Lasso of Truth.

"It's exciting to join Kia in revealing the final car to represent a member of the Justice League, Wonder Woman, at the New York Auto Show," stated Jim Lee, co-publisher of DC Entertainment. "This joint effort to raise awareness for the 'We Can Be Heroes' giving campaign continues to be a huge draw for fans across the country, and I'm sure New Yorkers will agree that the new Wonder Woman-inspired Sportage is a 'must see' feature at the show."



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Friend-ME

NISSAN SAYS **FRIEND-ME** AT AUTO SHANGHAI 2013 WITH NEW CONCEPT CAR

Nissan unveiled their new concept car, Friend-ME at the Auto Shanghai show. Chinese designers working at Nissan Design China in Beijing were fully engaged in the design and development process of Friend-ME, which features an unique center console that allows "Four Seats, One Mind Connectivity" - equal information sharing among all aboard. Friend-ME is designed for the vibrant, young generation in China, one of most exciting segments in the fastest-growing automobile markets in the world.

Among the 20 vehicles displayed, Nissan (China) Investment Co., Ltd., together with Dongfeng Nissan Passenger Vehicle Company (DFL-PV) and Zhengzhou Nissan Automobile Co., Ltd. (ZNA), showcased new and exciting models such as the Nissan GT-R, Quest and Murano. Also featured at Nissan's booth was its recently-launched global sedan, Teana.

Besides the car displays, an interactive technology wall allowed visitors to develop a deeper understanding of the technologies behind the wheels, and experience the unique driving sensation that Nissan vehicles have to offer. In a special Teana technology corner, all-around details of the new luxury sedan, from driving performance to comfort and safety, will be highlighted.

Auto Shanghai 2013 marked Nissan's first deployment of its new global exhibits space design for motor shows in Asia. The new design was first used this January at the North American International Auto Show 2013 in Detroit. The booth is designed to immerse guests completely into a Nissan world, appealing throughout with sight, sound, touch and even smell, with a new green tea-inspired "Nissan fragrance."

2013 will also mark a commemorate year for Nissan. Since the first Nissan vehicle arrived in China, Nissan has grown deep roots in the country. This year, ZNA and DFL achieve key milestones, marking their 20th and 10th anniversaries, respectively. Nissan looks forward to many more years ahead in the country and is committed to continue delivering innovative and exciting products to the Chinese community.

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The BMW Concept X4

The next chapter in the Sports Activity Coupe story.

Every new BMW X model is a trailblazer. Indeed, the world premiere of the first BMW X model (the BMW X5) in 1999 saw the BMW Group call into being the Sports Activity Vehicle (SAV) segment – one in which BMW X models remain the market leaders. The BMW X3 and BMW X1 were likewise the first SAVs in their class and continue to set the pace among their rivals today. This development took on a new dimension in May 2008 with the introduction of the BMW X6 – the first Sports Activity Coupe (SAC). This still unique concept brought together the rugged looks of a BMW X model with the emotional aura and sporting character of a BMW Coupe for the first time. The enduring popularity of BMW's first SAC is borne out by its consistently high sales figures. The short history of the BMW X range is already a successful one. Since the first BMW X model took to the stage, average sales across the BMW X line-up have progressed on a constant upward curve: one in four new BMW cars is now a BMW X model.



With the BMW Concept X4, the BMW Group offers a preview of the future of the BMW X family. It takes no more than a first glance to see how smoothly the qualities of a BMW X model can blend with the genes of a BMW Coupe. The new Sports Activity Coupe concept from BMW is poised to continue the success story of the BMW X6 in a new vehicle class. Eye-catching proportions, tight contours and numerous high-quality details produce an unrivalled product character brimming with emotional appeal, dynamism and the sturdiness you would expect from a BMW X model, while at the same time holding out the promise of outstanding performance and driving dynamics. All of this can be experienced when the BMW X4 production model rolls out of the factory for its market launch, scheduled for as early as 2014. The second Sports Activity Coupe in the brand's model range will be built at BMW Plant Spartanburg in the USA, the competence centre for BMW X models which also produces the BMW X5, BMW X6 and BMW X3.

The sporting character of the BMW Concept X4 is articulated by its dynamic line work as well as its proportions. With a body length of 4,648 mm, a width of 1,915 mm and a height of 1,622 mm, its exterior dimensions signal sporting elegance and powerful robustness. In addition to a long bonnet, short overhangs and set back passenger cell, its signature BMW features include a long wheel-base measuring 2,810 mm, while 21 inch light alloy wheels lend an added flourish to the athletic bearing of this Sports Activity Coupe.

A front end with an urban sporting presence

The front-end styling of the BMW Concept X4 exudes hallmark BMW dynamics and the rugged purpose and presence of a BMW X model in equal measure. Classical BMW features such as the kidney grille and stylised twin circular headlights give the front end a clear identity and ensure it shines out as a BMW the first time you set eyes on it. The BMW Concept X4 lavishes both these front-end design icons with meticulous detail and three-dimensional depth. The large kidney grille stretches out within a solid-looking surround. The high-gloss frame is open to the sides and at its lower extreme, lending it an almost "floating" appearance in the centre of the

front end. The grille features prominently sculptured bars with ultra-stylish detailing. The hollowed out, high-gloss black bars have a milled lower third with a matt finishing, which lends the kidney structure extra visual depth. And the grille also comprises additional air apertures to ensure an increased supply of cooling air to the engine.

Side view with an extrovert edge.

The qualities of a BMW X model merge with the values of a BMW Coupe in the muscular silhouette of the BMW Concept X4. Its proportions present a persuasive case for the BMW Concept X4 as the most dynamic vehicle in its segment. In hallmark BMW style, a longer wheelbase, relatively long bonnet, short overhangs and a set-back greenhouse lend the car an undeniable dynamism even when standing still. The striking interplay of surfaces creates a vibrant contrast of light and shadow that exudes a feeling of agility and power. Prominently rising lines mould the flanks into a wedge shape and give the car as a whole a forward-surging momentum.

The coupe-style roofline sweeps elegantly downwards and makes the car appear longer. Below, the windows extend well to the rear, where they are bordered by a dynamic interpretation of BMW's signature Hofmeister kink. The stretched and shallow band of glass creates a persuasively dynamic link between the greenhouse and vehicle body, the slim glass surface giving the body an impressively powerful appearance. At the same time the visual centre of gravity is lowered, underlining the sporting mission statement summed up by the car's flanks.

The BMW Concept X4's contours include a new interpretation of the familiar BMW swage line, a pair of dynamic lines defining the eye-catching impact of the side view. A concave area under each swage line lends the flanks an almost sculptural expression – at once robust and dynamic. The surface volumes and definition of the contours deepen as they extend towards the tail and imbue the rear end with added stature. Here, the powerfully flared wheel arches team up with the concave surface below the rear swage line to visualise the power rippling through the rear wheels. The radiant exterior paint shade Long Beach Blue is a perfect match for the elaborately structured volumes and contours, and brings particular depth to the expressive design language.

Cutting-edge presence for the rear

The rear of the BMW Concept X4 takes the sporting, width-accentuating elements of the front-end design and reproduces them with an emphatically horizontal flavour. The body's lines and the slim LED tail lights positioned at the outer edges of the rear emphasise the muscular wheel arches and wide track. Below, horizontal lines split the rear visually into sections, while light surfaces reduce the car's visual height and underline its width. The shallow rear window gives the vehicle body an even more powerful impression and its broad shoulders a show-stealing presence. Looking further down, the L-shaped rear lights of the BMW Concept X4 underscore its consummate stance on the road. A full-sized inner element in the tail lights, meanwhile, replicates the signature BMW "L" shape in three-dimensional form and with impressive depth.



The most striking element at the back of the car is the rear apron, which provides a wide, full-length interpretation of the front apron's large outer air intakes. The apron's cut-out picks up the two exhaust tailpipes in a dynamic sweep before diverting the gaze to the wheels. Body-colour elements reaching well down towards the road surface provide a high-quality border for the rear end and re-emphasize the road-focused proposition of the BMW Concept X4.

The under ride protection acts as the body's lowest edge. Matt black surfaces lower the car's perceived height and accentuate the robust BMW X character of the rear. As at the front of the car, three milled elements in gleaming chrome add a sophisticated touch to the under ride protection.





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Vilner Enhances The Interior Of Mercedes-Benz SL

When it comes to interior, the Bulgarian luxury tuning specialists at VILNER are among those who always deliver the best. This time they have worked on the emblematic Mercedes-Benz SL model and made it even more exceptional than before.

Vilner reveals that this is one of their bravest projects. The reason lies in the fact that during the work they have worked with five different materials which were carefully chosen in one tonality. In addition, through this they have proved that with the utilization of several exotic materials and exotic leather in one project, the end result might not seem that flamboyant.

In general, the floor mats, the ceiling, the leather, the seat belts and the plastic elements in the original Mercedes-Benz are in grey and are combined with brown wooden applications.

In order to enhance the unique feeling that the car leaves in the occupants, Vilner decided to use in this project Nappa leather with antique effect, crocodile leather and brown Alcantara. They were sewed with a contrast stitching.

Furthermore, after the modification of the steering wheel, it now has more aggressive stance and it is more ergonomically viable. The ceiling on the other hand as well as the rearview mirror and all plastic elements on the seats and the thresholds are wrapped in Alcantara.

The floor mats and the carpet are changed with brown-grey ones. Something very impressive in this project is that all wooden applications, some of the plastic elements and the gearshift lever are hand-painted in order to give them a look of patinated steel.

What is even more, the audio system has been entirely replaced with DLS speakers and amplifiers. In addition, the interior was made noiseless which contributes towards better comfort and now even the slightest vibrations felt in the coupe are tamed. At last in the doors have been incorporated lasers that project Vilner's logo.

If you want to stay updated with what is going on in Vilner's garage (including work in progress) you can like their official facebook Page and of course – visit us daily where all the exclusive news around the tunings will be published!



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2014 CAMARO Z/28 THE MOST TRACK-CAPABLE CAMARO EVER



Chevrolet introduced the restyled 2014 Camaro line at the New York Auto Show, including the return of the Z/28, the most iconic model in Camaro history.

The 2014 Camaro models feature a revised exterior design that integrates high-performance aerodynamics for more efficient cooling and stability at high speeds. The new Camaro Z/28 also features a full aerodynamics package that creates downforce at speed, which helps make it the most track-capable offering in Camaro's history.

"As the ultimate track-capable Camaro, this car restores the mission of the original Z/28, and serves as a testament to the expertise of Chevrolet as the best-selling brand of performance cars," said Mark Reuss, president, GM North America. "The build sheet is the wish list of any racer: lightweight, high-revving, dry-sump LS7 engine; carbon-ceramic brakes; integrated coolers for track use; true aerodynamic downforce, and a significant reduction in curb weight. This car could only come from Chevrolet, and could only be called the Z/28."

The first Camaro Z/28 was introduced in 1967, created to compete in the Sports Car Club of America's Trans-Am 2 class. It featured a smaller, lighter, 302-cubic-inch V-8 for improved weight balance, as well as quick-ratio steering and a heavy-duty suspension for track use. In keeping with its road-racing focus, the 1967 Camaro Z/28 was not available with an automatic transmission or air conditioning.

While the new Camaro Z/28 is not intended to compete in a specific race series, it is solely focused on track capability. In initial testing, the Camaro Z/28 is three seconds faster per lap than the Camaro ZL1. That extra speed comes from three areas:

- Increased grip: The Z/28 is capable of 1.05 g in cornering acceleration, due to comprehensive chassis revisions
- Increased stopping power: the Z/28 features Brembo carbon-ceramic brakes capable of 1.5 g in deceleration, and consistent brake feel, lap after lap
- Reduced curb weight: The naturally aspirated Z/28 weighs 300 pounds less than the supercharged Camaro ZL1, with changes ranging from lightweight wheels to thinner rear-window glass
- Like the original, the 2014 Camaro Z/28 is offered only with a manual transmission. In a nod to modern convenience, air-conditioning is available, but only as an option.

High-performance aerodynamics highlight changes for 2014 Camaro

The 2014 Camaro represents the most significant redesign since the introduction of the fifth-generation Camaro as a concept car in 2006.

The Camaro Z/28 also features a full aerodynamic package designed to produce downforce at track speeds. At the front, the Z/28 features a large splitter, connected to an underbody panel that further reduces lift. In profile, the Z/28 features fender flares over the front and rear wheels, as well as extended rocker panels that contribute to aerodynamic stability. An aggressive rear spoiler and functional diffuser complete the aerodynamic package.

On the interior, the Camaro Z/28 features trim in a distinctive, matte-metallic finish named Octane, the ZL1 flat-bottomed steering wheel, and standard Recaro seats with microfiber suede inserts. The new seats (also available on the coupe versions of the SS and ZL1 models), feature aggressive bolsters for high-performance driving, as well as seat cutouts inspired by the five-point harnesses found on racing seats. To save weight, both front seats incorporate manual adjustment.

In 1967, the most-powerful engine available in a factory Camaro was a 396 cid V-8 with 375 horsepower. To prepare the Camaro Z/28 for road racing, engineers specified a lighter, 302 cid V-8, officially rated at 290 horsepower. While the 302 was not the choice for drag racers, it proved ideal for sports-car racing.

The most-powerful engine offered is the Camaro ZL1's supercharged 6.2L LSA, which delivers 580 horsepower. The heart of the 2014 Camaro Z/28 is the lighter, naturally aspirated 7.0L LS7 first introduced in the Corvette Z06.



"The LS7 is ideal for road racing because it delivers amazing performance in a compact, lightweight package," said Jordan Lee, Small Block chief engineer and program manager. "The broad torque curve and high redline of the LS7 mean fewer shifts are required for each lap, while the lightweight design improves the front-to-rear weight balance for better handling."

The Camaro Z/28 is exclusively offered with a Tremec TR6060 manual transmission. The six-speed features close-ratio gearing and 3.91:1 final drive ratio, both optimized for the power characteristics of the LS7.

Power is distributed to the rear wheels via a limited-slip differential featuring a helical gear set, rather than traditional clutch packs. The new design enables the driver to apply more power and get through corners faster, by continuously adjusting the torque bias to maximize available traction.

The differential works in unison with Chevrolet's proprietary Performance Traction Management system, which allows drivers to adjust the level of throttle and brake intervention to match their capability and driving environment.

Unlike some competitors' "track package" offerings, the Camaro Z/28 makes standard all the cooling systems required for track use. This includes the dry-sump oiling system for the LS7, which is connected to an integral liquid-to-liquid cooling system for engine oil.

A second liquid-to-liquid system provides cooling for the transmission and differential. This system pumps overcooled transmission fluid to a heat exchanger in the rear differential before traveling to the transmission. This reduces differential temperatures as much as 100 degrees F.

The Camaro Z/28 is the one of the first production cars fitted with race-proven, spool-valve dampers.



Compared to a conventional damper that offers only two-way tuning for bump and rebound, a spool-valve damper allows four-way adjustment to precisely tune both bump and rebound settings for high-speed and low-speed wheel motions. The wider tuning range allowed engineers to dramatically increase the damper stiffness on the Camaro Z/28 without a significant change in ride quality. Additional chassis changes include stiffer spring rates and suspension bushings for improved cornering response.

The Camaro Z/28 features 19-inch diameter wheels and tires, which reduce unsprung weight by 42 pounds (19 kilograms) per car compared to the 20-inch wheels standard on Camaro SS and ZL1. In addition, the smaller diameter wheels lower the center of gravity by 33 millimeters, further improving handling.

At all four corners, the lightweight, forged aluminum wheels are wrapped in massive 305/30ZR19 tires. This is the first production application of ultra-high performance Pirelli PZero Trofeo R tires, and believed to be the widest front tire on any production car.



MINI Middle East takes a slice of the marketing pie with its Design with Bite MINI Paceman launch campaign

Urban style, pop art and interactivity play a part in MINI's latest unconventional campaign. MINI has been up to its old tricks again following various unconventional appearances across the region, like parachuting MINI's in malls across the region and swimming along Abu Dhabi's Corniche in the UAE. The cheeky brand with a fun personality has now gone unmistakably underground and urban in order to engage shoppers with the seventh MINI family member. The world's most successful small premium car brand is bringing a small piece of the MINI world to life with urban-themed stands at high-traffic areas to promote its latest family member – the

MINI Paceman. Entitled "Design with Bite," the road show began in the UAE and includes visits to six countries across the region. Visitors will get to enjoy a host of fun, creative, eye-catching stunts, including pop art and interactive drawing screens test drive experiences.

The irresistible MINI Paceman, the world's first Sports Activity Coupé, embodies sportiness and agility, and bares all the hallmarks of MINI's go-kart driving experience. True to the brand's experiential marketing roots, the vehicle displays aim to remind audiences that the playfulness of MINI extends far beyond vehicle design, and highlights the urban inspired positioning of this sporty MINI model. Commenting on the road show, Sarah Klippert, MINI Manager, BMW Group Middle East, said, "MINI is an unconventional brand so the marketing activity we use always has an unconventional approach that promotes the brand in a cool, engaging, fun and creative way."

Additional marketing activities to support the MINI Paceman's regional launch included English and Arabic print, cinema, bill board advertising, showroom POS, direct mailers, and online social media activation – all of which promoted the urban look and feel of the model and its dynamic nature.

Joining the MINI Hatch, MINI Cabrio, MINI Clubman, MINI Countryman, MINI Coupé and the MINI Roadster, the new MINI Paceman will be the seventh model to join the MINI family and is now available at MINI showrooms across the UAE.



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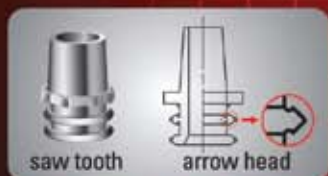
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Is Your Vehicle Overweight? Continental Sensors Provide an Early Warning!

In the future, Smartphones will help users calculate the correct tire pressure

Is your back seat too full for your road trip? Or are the building materials you're hauling around in the trunk for your new home too heavy? Intelligent tire sensors detect whether the vehicle is too heavy. If it is, they warn the driver with a signal. In the future, Continental, one of the world's leading automotive suppliers, will install intelligent sensors on the inside of the tire treads with electronics that identify how large the ground contact patch is and then use this to calculate the payload. The greater the load weight, the larger the contact patch.

"In the past, it was more or less up to drivers to 'guesstimate' to the best of their abilities whether or not the maximum permitted payload of a car had already been reached," says Andreas Wolf, head of the Body & Security business unit at Continental. In the future, the vehicle will be able to inform the driver whether the payload has already exceeded the maximum limit or whether only the tire pressure needs to be adjusted. Tire pressure sensors therefore not only help the driver to save fuel, but also actively help to guarantee driving safety. Before driving a car or truck, it is important to ensure

that the tire pressure is correct. It must be appropriate to the total weight of the vehicle. "Otherwise a large part of the excess weight puts the outer tread of the tire—the tire shoulder—under strain," Wolf continues. "This compromises optimum grip."

Incorrect tire pressure can have further negative consequences, such as premature wear of tires and chassis components, non-smooth running, and reduced traction.

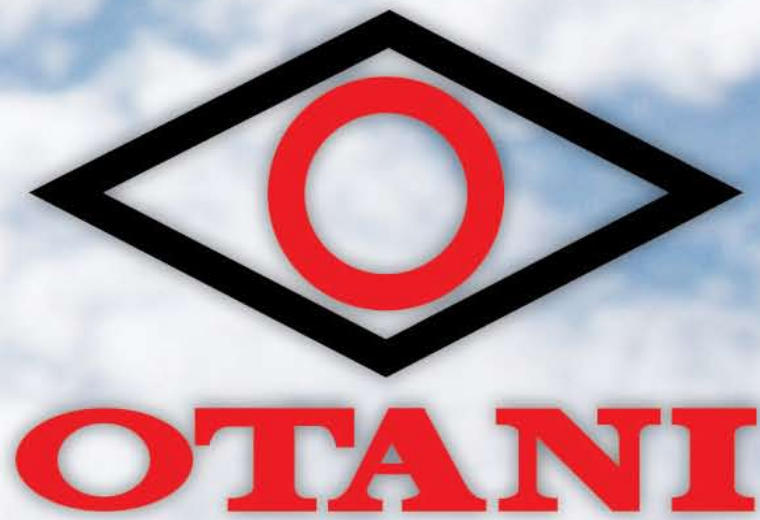
A practical feature: In the future, smartphones will also help drivers to calculate the correct tire pressure with the Filling Assistant. The first step has already been completed and one Asian automotive manufacturer is installing a subfunction of the Filling Assistant developed by Continental as standard. While the

tire is being filled, a signal informs the user automatically that the correct tire pressure has been attained. In the opinion of Daniel Tinhof, test engineer at TÜV SÜD, improved support of driver assistance systems will also be possible in the future thanks to intelligent tire sensors. "The electronic stability control system ESC and the emergency brake assistant can function with even more precision if the parameters from the tires are taken into consideration," says Tinhof.

Smartphone calculates tire pressure
Is the tire pressure correct? Is the vehicle too heavy? In the future, car and truck drivers can check whether the values are correct using their smartphones. This is possible thanks to an intelligent sensor on the inside of the tire tread that warns the driver if the vehicle is too heavy.

Smartphone calculates tire pressure





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HiQ - International Automotive Servicing Centre Opens Flagship Store in the Middle East



HiQ, the established international multibrand car servicing brand has opened its first flagship store in the Middle East in partnership with Arabian Automobiles Co. LLC. Customers can expect to receive premium services with HiQ's technologically advances, equipment and highly experienced professionals.

An international hallmark of the Goodyear brand, HiQ offers a wide range of services including professional tire and fast fit services with a one-stop-shop for expert advice on car services and repair.

"One of the main issues that most Middle East residents face is finding a trustworthy tire expert with open and honest pricing. With HiQ's international expertise and professional service and advice, we plan to raise the bar for what vehicle owners should expect from their service centers," commented Mitchell Peeters, General Manager for Goodyear Middle East and Africa.

The flagship store in Middle East, HiQ in Sharjah joins more than 300 point of sales in the UK and South Africa. The HiQ brand belongs to Goodyear and was launched in the 90s and is the first of a number of planned service centers set to launch across the Middle East over the coming years.

"The name HiQ is derived from the words 'High Quality' and it is at the heart the outstanding service and end consumer oriented approach taking the uncertainty and stress out of the service process - something that we promise worldwide. We aim to radically change the way automotive and fast fit services are perceived in the Middle East" added Peeters.

Federal Tires gets ready for 2013 Autopromotec

For the second successive year, Federal Tires is going to take part in the 2013 Autopromotec running May 22-26 in Bologna Exhibition Centre, Italy. The Taiwan Tire manufacturer will take front and center at Hall 20, stand A 28 to further promote its extended product range, while introducing our flagship line-up of Formoza AZ-01 through a seminar to public.

On display will be the latest products and technology of Federal, including 595RPM featured to be worn by the ultimate super cars; 595EVO FRF ultra high performance tire; Himalaya ICEO studless snow tire to satisfy most demanding and severe wintery conditions ; Couragia FX asymmetric SUV tire to suit the need for supporting the 3H of LSUV: High horse power, High center of gravity, and High chassis; as well as Couragia XUV A new SUV All-season Touring tire delivering excellent stability and comfort for pleasant handling, especially for drivers of sport utility vehicles / crossover utility vehicles travelling among urban cities roads.

Highlighting the international event, Federal Tires will also host a seminar to foster relations and trade exchanges between Federal and its distributors from across the world, the occasion will also provide a strong platform to officially launch Federal's newest Formoza AZ01 touring product, which is the best combination of performance, comfort, security and efficiency designed to target European markets. Meanwhile, Federal will have sales and marketing representatives on hand to communicate directly the value and benefits achieved by replacing them with pleasure.

Commenting on the new initiative, Geoffrey Chang, Manager of Marketing Dept., Federal Corp. said "Autopromotec is a grand and growing industry event, and also a great opportunity to meet many international visitors out there to expand and develop new networks, as it is a key part of the company's global growth strategy. Thus, we sincerely encourage visitors to join our new initiative in May."



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MICHELIN LAUNCHES MICHELIN X LINE ENERGY T

Line Haul trailer tire meets SmartWay® requirements and is the next generation for fuel economy, mileage and durability

Michelin Truck Tires, a division of Michelin North America, Inc. announced the launch of the MICHELIN® X® LINE™ ENERGY T, a dual trailer tire for line haul operations that meets U.S. Environmental Protection Agency (EPA) SmartWay® verified requirements. The dual trailer tire has been submitted to SmartWay® for formal verification and delivers industry leading fuel efficiency, mileage and durability. The MICHELIN® X® LINE™ ENERGY T tire will be available for fleets in May.

The MICHELIN® X® LINE™ ENERGY T tire is engineered with Advanced Technology™ Compounds that provide a cool running tread rubber which minimizes internal casing temperatures for low rolling resistance and extended casing life. Compared to the MICHELIN® XT-1®, the MICHELIN® X® LINE™ ENERGY T tire will deliver a 10% reduction in rolling resistance bringing improved fuel efficiency.

"By utilizing state of the art compounding and an engineered shoulder groove, MICHELIN® X® LINE™ ENERGY T tire provides a no compromise answer for fuel efficiency with exceptional mileage and durability," said Ted Becker, vice president of marketing for Michelin Americas Truck Tires. "Michelin is delivering a no compromise fuel efficient trailer solution by providing the mileage and durability that attracted fleets to our MICHELIN® XT-1® in an energy trailer tire that also delivers 10% improvement in rolling resistance. The durability needed in a trailer application remains an important part of our no compromise platform. In the MICHELIN® X® LINE™ ENERGY T trailer tire, the MICHELIN® exclusive rectangular bead bundle and curb guard features deliver exceptional durability."

The MICHELIN® X® LINE™ ENERGY T trailer tire has a special curb guard feature to protect the sidewall and shoulder areas, promoting a longer casing life and retreadability. The rectangular bead bundle reduces heat and fatigue. The four circumferential grooves provide excellent water evacuation for optimized traction and exceptional handling. The MICHELIN® X® LINE™ ENERGY T tire utilizes a shoulder groove that reduces irregular wear.

The MICHELIN® X® LINE™ ENERGY T tire will be available in four sizes including: 11R22.5, 275/80R22.5, 11R24.5, and 275/80R24.5. This tire is replacing both the MICHELIN® XTA® Energy tire and the Michelin® XT-1® tire.

New Bridgestone ECOPIA trailer truck tire increases fuel savings



Bridgestone presents the new ECOPIA H-TRAILER 001, a dedicated trailer product designed to achieve increased fuel saving in highway operations.

This tire is the latest addition to its ECOPIA highway line-up – the most economical truck tire range Bridgestone has ever developed.

Improved rolling-resistance and wet grip

The ECOPIA H-TRAILER 001 has excellent performance in terms of mileage and durability which strongly contributes to lowering the cost per kilometre for fleets. It combines the superior levels of durability, wear, handling and retreadability of its predecessor, the R109 Ecopia, while also providing substantially lower rolling resistance, and enhanced grip and braking response in wet-weather conditions.

By incorporating Bridgestone's exclusive NanoPro-Tech™ compound which reduces energy loss the ECOPIA H-TRAILER 001 has improved rolling resistance without compromising other tire performance areas such as drive traction, wet grip and mileage. The tire also features a waved belt, which

increases casing stability and durability allowing for higher load capability and casing retreadability.

Reduced fuel consumption

Independent road tests* show that ECOPIA H-STEER 001 and ECOPIA H-DRIVE 001 provide 18.9% and 26.5% lower rolling resistance respectively than the previous ECOPIA series, leading to 4.4% lower fuel consumption. Together with the ECOPIA H-TRAILER 001, highway operators can save up to 5% fuel with the combination of the new trailer tire with the ECOPIA H-STEER 001 and ECOPIA H-DRIVE 001 compared to the previous ECOPIA series. This is an important advantage when considering that fuel represents around 25% of total costs in long-haul transportation.

"Thanks to an optimum balance between rolling resistance and mileage durability the new ECOPIA tires are the answer for fleets that want to reduce their operating costs, both in fuel cost reduction and for lowering the cost per kilometre" says Harald Van Ooteghem, Senior Manager Marketing Planning, Commercial Business Unit, Bridgestone Europe.






ZEETEX



ZT1000

An Environment friendly tire from Zeetex, a new revolution.

FEATURES:

-  Eco friendly because of the curved edge of pattern blocks that ensures efficient wear resistance, increasing tire service life
-  Outer shoulder blocks help increase stability while cornering & inner shoulder dissipates water and heat quickly
-  Well positioned wider grooves & slightly curved lateral grooves help in quicker dissipation of water thereby enhancing braking & stability on wet conditions
-  Continuous 3 center ribs with optimal block distribution provide steering stability performance at a high speed
-  Unordered and optimal pitch design provides exceptional driving comfort and also lower the noise

Performance Rating



To learn more about how well ZT1000 has done in IDIADA performance test, please visit www.zeetex.com

Nexen Tire N8000 attains **Very Recommendable** from German Magazine Tire Test

Nexen Tire's ultra high performance (UHP) tire, the N8000, was highly rated for its quality in a test conducted by a leading magazine in Europe. Autobild Sportcars, a German auto magazine, labeled the tire as "Very recommendable" (Autobild Vorbildlich) following the test. As the sister publication to Autobild, which is cited by many as one of the most prestigious auto magazines in the world along with ADCA, Autobild Sportcars regularly tests ultra high performance products, especially sport cars.

This test involved the products from the top 8 global brands, including Nexen's, which were assessed on both wet and dry surfaces for various performance indicators, including handling, braking, and noise. The N8000, thanks to its mix of a short braking distance, side stiffness, quietness and ride comfort, was rated "Very recommendable" with a special note on its exceptional stability on wet roads.

The N8000 is the asymmetric UHP tire launched by Nexen to meet the needs of high speed drivers, featuring unparalleled maneuverability and responsiveness.

"These test results are testament to Nexen's improved product quality and technological capability," said Han Hyun-min, Vice President, Research and Development. "Nexen will devote greater R&D effort to becoming a leading global brand with higher competitiveness."



Having been awarded a prize at the IF Design Awards, one of the top three awards ceremonies of its kind in the world, right after its launch, the N8000 has now had both its performance and design recognized in the global market with the release of Autobild Sportcars' test results.

Last year, Consumer Reports, a leading U.S. consumer magazine, and Auto Express, the largest auto magazine in the UK, also rated CP 672 and N'blue HD, respectively, highly for its exceptional quality after as shown through their tests. With the ability, now proven, to tailor its tires to different road conditions in different markets, Nexen will continue to expand its presence across the globe.

Sumitomo Rubber Industries to Establish Production Facility for Radial Motorcycle Tires in Thailand

In response to the growing demand for tires for full-size motorcycles in Asia, Sumitomo Rubber Industries, Ltd. has decided to install equipment for the production of radial tires for motorcycles at its Thailand Factory. With a total investment of approximately 1.4 billion yen, the new facility is scheduled to begin production in January of 2015.

In recent years, there has been a growing demand for motorcycle tires in Thailand, a major motorcycle producer, to match the global recovery in demand for full-size motorcycles. At present, Sumitomo Rubber Industries produces radial tires for motorcycles at its Nagoya Factory (located in Toyota, Japan) and, with the establishment of this new production facility as part of our Thai manufacturing subsidiary, Sumitomo Rubber Thailand, our Group is working to meet rapidly growing demand throughout Asia.



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Varga Hosts a Lavish Dinner Appreciation Gala at Radisson Blu



As a leading auto parts distributor, Varga Trading L.L.C. held another successful Appreciation Dinner Gala on March 30th, 2013. The notable social event also acted as a platform for the grand launch of the Taiwan-made Kenda tire known as KR 30.

With over 120 attendees, and held at the Radisson Blue in Dubai, the Gala opened the night with an opportunity for attendees to network among their colleagues and friends, while also enjoying delectable delicacies served at the grand buffet within the plaza ballroom.

Entertainment was also on the agenda where guests enjoyed a vibrant and energetic Tanoura dance. Following this, Managing Director of Varga Trading Co. L.L.C., Mr. Alireza Moaref, officially welcomed guests and wished all an enjoyable evening. In his speech, he acknowledged the prominent guests and explained the importance of creating and maintaining strong relationships, one of which Varga has kept with Kenda Corporation for over 20 years. In particular, Mr. Moaref acknowledged the hard work of Dr. Hongder Chang, who recently announced he will be taking on the role of Chief Advisor after many years as the company's Vice President.

Also in attendance was the Director of Kenda, Mr. James Lo, who showcased a video presentation that featured the history of Kenda from the past 50 years. The video was both creative and informative. It was a look into Kenda's existing factories, tire productions, employees and their diversified projects. Also noted in the video were the company's core values - honesty, quality, innovation and customer service - which they credit for their successes. Kenda also took the opportunity to announce their new eco-engineered tires, the newest Taiwan-made features for the company's tires. As mentioned by Mr. Lo, "KR 30 has superb attributes such as energy conservation and carbon reduction capabilities, low noise feature, unique pattern design and excellent handling performance."

Two prominent Kenda agents also attended the Gala, Mr. Mohammad Shahid, from Pakistan and Mr. Nassib Daher

from Lebanon, shared their esteemed working experiences with Kenda. Mr. Shahid noted that his work with Kenda has spanned over 25 years.

Later in the evening, Kenda and Varga presented a number of awards to their valued customers. Furthermore, appreciation and recognition awards were given to Varga employees who have given service for over 10 years, 15 years and 20 years.

Before boarding the Dhow Cruise for the Gala dinner, attendees took part in a session to ask and answer questions in a group setting among their colleagues. This idea sharing exercise proved to be affective and well received.

Varga Trading Co. L.L.C. has offered exceptional service to its valued customers since 1977. It is the company's mission to utilize its extensive experience to support the growth of its business partners as well as provide customers with timely deliveries, customized service and quality products. The remarkable partnership between Kenda and Varga, which has spanned over 20 years now, is considered a pillar to Varga's progressive tire business within the UAE market.



Bridgestone partners with Red Bull Car Park Drift



Bridgestone Middle East and Africa (BSMEA) announced its partnership with Red Bull for this year's Red Bull Car Park Drift. Bridgestone Middle East and Africa (BSMEA) are now official sponsors of the drift tournament, and will supply Red Bull athlete Abdo Feghali with Bridgestone tires during his races and demonstrations.

"We are really excited to be sponsoring the Red Bull Car Park Drift as it was one of the best platforms to connect with consumers in a thrilling environment," said Mr. Daisuke Hotta, General Manager - Consumer Tire Marketing, Bridgestone MEA. "The sponsorship couldn't have come at a better time, as we recently witnessed Abdo Feghali obliterate the world record for longest vehicle drift using Bridgestone tires. We would also like to wish all the qualifiers the best of luck as they take to the tracks to battle it out in true drift style, and look forward to meeting the next drift king."

Feghali doubled the previous Guinness World Record by continuously drifting 11,180 meters, which took 14 minutes and 18 seconds to drift 43 laps around a custom track at YAS Marina Circuit in Abu Dhabi.

The 2013 series will start with two qualifiers and a final in the UAE will kick off the series. Then, six qualifiers and a final in KSA along with events in Bahrain, Kuwait, Jordan, Lebanon, Egypt, and Oman will determine which drifters are worthy of competing in the energy-intense regional final and represent their nations in a quest to discover the next King of Drift.

And for the first time ever to increase the competition, the Red Bull Car Park Drift regional final will feature a Double Drift Nations Cup. To top it up, judging will take on a whole new level with a state-of-the-art app to mark each drifter's performance in speed traps, clipping points, car appearance, crowd reaction, and tire smoke.

The sponsorship also follows Bridgestone recent announcement as the Official Tire of Dubai International Motor Show 2013 which will take place from 5th till 9th November at the Dubai World Trade Centre.

An advertisement for the TIRES & PARTS app. It features a tablet and two smartphones, all displaying the app's interface. The background is a light blue gradient with white wavy lines. In the top right corner, a blue box contains the text "Available on". Below this, the Android logo is shown next to the word "ANDROID". To the right of the Android logo is the App Store logo. At the bottom right, there are logos for Facebook and Twitter, and the website address "www.tirespartsmag.com" is displayed in the bottom center.

Car Tire Maintenance as Important for Safety as Wearing a Seat Belt

Under or over-inflation can affect road holding, braking, and lead to excessive wear and tear

Looking after your car's tires is as important for your safety as wearing a seat-belt when driving, so says a local car tire expert.

According to Asad Badami, Managing director for A-MAP, a leading UAE distributor of automotive spare parts and accessories, allowing their tread to become worn or running them on incorrect pressures can result in serious mishap and even lead to death or injury.

The aftermarket specialist, who retails FENIX high performance tires through his company's outlets in Dubai, as well as through branches in Asia, Africa, and North America, believes that most drivers are unaware about just how much their vehicle's tires influence its performance and safety.

"It is vital that drivers understand how car tires function because they are designed to work properly under specific operating parameters. Driving with one or more tires improperly inflated is as dangerous as driving without a seatbelt," said Badami. "It can affect the balance of the vehicle and alter its road holding characteristics, something that can be a serious problem, particularly if the vehicle is being driven at speed. Breaking distances are also compromised if tires are over or under inflated," he added.

Badami explained that the reason why tires are the single most important safety feature of a car is because they are the medium through which the vehicle interacts with the road. They work by creating friction, known as 'grip' between the rubber of the treads and the road surface, thereby preventing the tires from skating across the road surface. The amount of air in the tires affects the amount of contact that the tire makes with the road, with under-inflated tires particularly dangerous.

"If a tire is under-inflated, it will have a greater surface area making contact with the road. This is hazardous as a larger surface area means more friction; which in turn generates more heat. This heat causes the tire to wear faster and in extreme circumstances can lead to tread separation, where the tread detaches from the tire body, or even blowouts," said Badami.

Badami advises that tire pressures should be checked at least once a month, as air slowly leaks from the tires through the valve and through a natural, slow process of diffusion through the rubber. He says that the checking needs to be performed when tires are cool, so that means at allowing at least three hours to elapse after the car has been driven. If testing them in the summer months, this should be done in an air conditioned environment.

"You can usually find the correct tire inflation values on a sticker in the door sill next to the driver's seat, or in the glove compartment," said Badami. "It is imperative that you ensure that the right amount of air is in each of your tires, as they are designed to function under very specific conditions. Setting out on a journey with wrongly inflated tires is as dangerous as traveling without having your seat-belt buckled up – the consequences of both can be fatal," he added.

A-MAP's European-engineered FENIX branded tires are produced to the strictest safety standards and are certified for the UAE. With the UAE's climate one of the detrimental factors affecting tire performance, FENIX tires are engineered using cutting edge technology to withstand the heat.



Yokohama's Tire Production Base in China Receives Governmental Grants-in-Aid for Regional Contribution Activities



The Yokohama Rubber Co., Ltd., announced that Hangzhou Yokohama Tire Co., Ltd., its tire production base in China, had received grants-in-aid totaling 13.47 million yuan (about 210 million Japanese yen) for the period from December 2012 to March 2013 from Hangzhou City and the Hangzhou Economic and Technological Development Zone (HEDA). The grants are in recognition of the company's economic and environmental activities, and represent the largest amount awarded to a single company (not a group of companies) among about 340 located in the HEDA.

As part of their efforts at industrial promotion, the city and the HEDA make grants to companies located in the city and zone every year. The purpose is to help those making contributions to accelerating industrial and economic growth to further develop their businesses.

The current grants reflect Hangzhou Yokohama's multiple achievements, including, in the economic aspect, the earlier accomplishment of expanding its production capacity faster than initially scheduled, and application of Yokohama's original small-scale production method enabling flexible capital investment according to specific demand.

Included among its environmental contributions are introduction of a system to purify exhaust from the mixing/vulcanization process, construction of a sewage treatment facility, and energy conservation efforts whereby energy consumption in FY2012 was reduced by more than 15% from the previous year. It was also evaluated that Hangzhou Yokohama had also planted 24,000 trees by the end of 2012 under the Yokohama Forever Forest Project - a tree-planting initiative that the Yokohama Rubber group has been carrying out since 2007. With these activities, the company was recognized as not only an environmental protection model in the HEDA, but a company positioned to be an educational base to enlighten and improve environmental protection awareness of neighboring industries and local residents.

Established in January 2002 with operations begun in May 2003, Hangzhou Yokohama Tire Co., Ltd., manufactures and sells replacement tires and tires fitted as original equipment (OE) for passenger cars and SUVs. With a total site area of 12.3 hectares and 1,250 employees (as of March 2013), its current annual production capacity is 5.1 million tires, after expansions in four phases.

KKR to Acquire Alliance Tire Group from Warburg Pincus

Global investment firm KKR announced it has entered into an agreement to acquire a controlling stake in Alliance Tire Group ("ATG" or "Company"), a global tire maker specializing in producing off-highway tires, from an affiliate of Warburg Pincus. Yogesh Mahansaria, founder of ATG, will continue to maintain an ownership stake in the Company and partner with KKR to continue to grow the business. Terms of the transaction were not disclosed. The transaction is subject to customary closing conditions, including receipt of regulatory and third-party consents.

Employing more than 2,500 people worldwide, ATG is a global developer, manufacturer and supplier of a wide range of off-highway tires, catering primarily to the agricultural, forestry and construction industries. ATG's tires are manufactured at dedicated facilities in Israel and India, with R&D facilities in Israel, India, the United States and South Africa. The Company's products are available in more than 120 countries, and it sells under the brand names Alliance, Galaxy and Primex.

"We would be delighted to have KKR as our new incoming partner. Our team is impressed by KKR's franchise and its strong track record. KKR's investment will enable us to continue to expand into new markets, make strategic acquisitions, and help scale our global presence" said Mr. Mahansaria. "We would also like to thank Warburg Pincus for its support during the past six years as it helped create and build ATG into the global industry leader that it is today."

"ATG is a leader in an attractive industry with strong underlying growth drivers. We are thrilled to be partnered with Yogesh and his management team and look forward to leveraging our global network to support their continued growth," said Sanjay Nayar, Member of KKR and Head of KKR India.

"From funding the initial acquisition of Israel-based Alliance Tire Company to the development of a global player in the off-highway tire sector, our partnership with Yogesh and the entire ATG management team has been an extremely successful one. We are confident that ATG's success will continue with its new partners," said Vishal Mahadevia, Managing Director and Co-Head of Warburg Pincus India.

KKR's investment in ATG is being made through KKR's investment funds and will be supported by a financing tranche led by Crescent Mezzanine with additional participation by the Ivy High Income Fund. Credit Suisse served as the financial advisor to ATG and Nine Rivers Capital advised the Founders. Barclays Bank PLC and JP Morgan served as advisors to KKR for this transaction.

Falken Tire Invites Forza Motorsport Online Community to Race and Design Team Falken's ALMS Porsche

In conjunction with Turn 10 Studios and the American Le Mans Series, Falken Tire, a manufacturer of high performance on- and off-road tires, has become an active participant within Forza Motorsport 4, an internationally popular racing videogame designed for the Microsoft Xbox 360 console.

During the month of April, gamers from around the world were invited to set their quickest lap time in the Forza Motorsport ALMS Challenge, while driving the #17 Team Falken Tire Porsche 911 GT3 RSR which competes in the GT class of the American Le Mans Series. Entrants will challenge each other and potentially real-world Team Falken Tire drivers on the thrilling Bernese Alps Festival Circuit.

In addition to the Forza Motorsport ALMS Challenge, Falken Tire was reaching out to the Forza Motorsport online community to encourage individuals to create their own one-of-a-kind Falken livery for Team Falken's Porsche. The corresponding contest – which started April 1, 2013, and ran through the month – asked players to submit their in-game designs via screenshots to Falken Tire's Facebook page. The winning livery will be duplicated on the real Falken Porsche race car for the ALMS Petit Le Mans race in October.

"Our livery contest blurs the lines of gaming and reality and actually inverts the order of design replication. Typically, players are recreating real-life vehicles in Forza, but this contest will allow one lucky winner's design to appear on our GT3 RSR for what most consider the biggest race of the ALMS season," stated Nick Fousekis, Falken Director of Motorsports Marketing and Events. "We appreciate our fans and how better to have them be part of the team than allowing them to modify our historic motorsports livery."

"Forza Motorsport fans have racing in their blood. Partnering with Team Falken Tire on this Forza Motorsport ALMS Challenge contest taps into the passion and creativity of the Forza community, giving them the chance to express their love of cars through one of the most successful teams in sports car racing," said Turn 10 Studios studio manager Alan Hartman.

Livery Design Guidelines: Falken Tire logos must remain in their current positions (rear quarter panels and front/rear bumpers) and Falken partner logos must be integrated into the submitted designs. Falken partners include HPI Racing, Battery Tender, Mobil 1, Sparco, Penske Shocks and Forza Motorsports. Incorporating the iconic "Falken Scallops" is also encouraged, but should be done in a creative and non-traditional form.

Select contest winners will have a chance to receive one of a kind Falken Motorsports memorabilia, autographed by the team.

Forza Motorsport 4 presently enjoys a partnership with the American Le Mans Series. The critically acclaimed racing game was released in 2011 and features more than 500 cars and 26 tracks.





Summer is just around the corner! Don't forget to have your tires checked!

Goodyear builds on leading positioning with the launch of EfficientGrip Performance

Goodyear has renewed its summer passenger tire offering with the introduction of the EfficientGrip Performance range. The new EfficientGrip Performance, available in 39 sizes, delivers some of the highest performance and safety capabilities commercially available on the market today.

The new EfficientGrip Performance is packed with advanced technology. Amongst these is the company's WearControl technology, which manages a balanced wear across the tire, delivering a more optimized road grip and rolling resistance through-out the tire's life. Low rolling resistance, and thus lower fuel consumption is also driven by the tire's compound formulation, which reduces heat in the lower side-wall, reducing resistance between tire and road. An advanced CoolCushion Layer also ensures heat is managed and reduced across the tire's surface area. An optimized shoulder-block arrangement and extra-thin shoulder grooves deliver additional noise reduction to the tire.

"When we develop a tire, we strive to deliver a product that's not only right for the region it's available in, but one that will continue to perform its best throughout its life", comments Ersin Ozkan, Marketing Director, Goodyear Middle East and Africa. "Technologies like our CoolCushion Layer are designed with regional hot weather conditions in mind and ensure safety and security."



Building on Goodyear's drive for improved safety, the tire design includes Goodyear's advanced 3D Block design technology called ActiveBraking. The technology enables an improved contact with the road and the tire blocks during braking, shortening the required distance. The use of continuous circumferential ribs increases cornering stiffness, which translates into excellent handling and vehicle control.

As with previous Goodyear tires, thorough tests were run on the EfficientGrip Performance by independent German specialists TÜV SÜD Automotive evaluating the different safety margins of the tires. The tests found that the tires not only performed above the specified speed index, but performed admirably under extreme hot weather conditions, making them ideal for the Middle East market.

"Our engineers also developed a new chafer compound formulation optimized for low rolling resistance that result in reduced fuel consumption. And with the ActiveBraking Technology, we succeeded in increasing the contact of the tire with the road under braking. Performance is very important, but our driver's security is our DNA, and we will not compromise on this", adds Ozkan.

The new tire, is in the process of being launched across Europe, the Middle East and Africa has already been awarded several top spots in recent European magazine tests of its new EfficientGrip Performance.

Available from 14" to 18", the new EfficientGrip Performance is offered in 39 sizes in Europe, the Middle East and Africa. The introduction of the EfficientGrip Performance along with the new EfficientGrip Compact range complements the recent introduction of the EfficientGrip SUV effectively completing the range offering to vehicles in all categories.

PIRELLI LAUNCHES THE FIRST 2.0 FORMULA ONE APP

RACES, TEAMS AND DRIVERS, MINUTE BY MINUTE,
WITH JUST ONE TOUCH



Formula One at your fingertips, ensuring that fans of the fastest championship in the world stay in constant touch with everything happening both inside and outside the paddock. Thanks to Pirelli PZero – Formula One's first 2.0 app, now downloadable for free from the App store – this becomes a reality.

Designed by the Italian tyre firm for all tablet computers, the new app allows race fans keep themselves constantly informed, as well as share their passion and comment on the latest car and driver developments with friends via social networks.

With just one touch, Formula One fans can create their own personalised screen, selecting real-time information sources such as online news, magazines and blogs as well as integrating favourite Twitter and Facebook profiles.

The Pirelli P Zero screen can be interactively combined with television images, or used as a mobile device to follow races and the latest news from the paddock at any time in any place, thanks to live news, films, Pirelli's 3D videos, interviews and comment.

Pirelli's app also offers exclusive content that reveals the secrets of the teams and drivers as well as the tyres: which are once more set to become a decisive factor in this year's championship.

The Pirelli P Zero app offers tyre information as well as graphics with pre and post race data regarding pit stops, lap times and team strategies, not to mention the latest news and interviews from the world of Pirelli.

GT Radial Renews Its Presence For 2013 Soccer Stadiums In Italy

In continued efforts to increase brand awareness in consumer market, GT Radial renews the advertising presence for the 2013 Italian football league.

During all the second round of the "Serie A" Italian Soccer Championship Season 2012-2013 (starting from the match played on February 10th and till May 19th), GT Radial brand was visible for 16 home matches in the following Clubs' stadiums: Lazio, Cagliari, Genoa, Sampdoria, Palermo and Catania.

GT Radial brand logo was displayed all around the fields, with 6 full 360° advertisements around the whole pitch during every match. With this new and important advertising strategy, GT Radial once again showed the commitment to engage consumers in the Italian market.

"The investment in the Italian stadiums is perfectly suitable for GT Radial goals" - said Mr Roberto Pizzamiglio, Sales Manager for Italy - "In fact, the brand has to be visible not only to cars' lovers: through this kind of communication, we can reach a wider audience."

Construction Begins for Newest Goodyear Blimp

Iconic airships will become larger, faster, more maneuverable.

The Goodyear Tire & Rubber Company announced that it has begun construction of the first of a new generation of airships to replace its fleet of world famous blimps.

The new Zeppelin LZ N07-101 airship, manufactured by Germany's ZLT Zeppelin Luftschifftechnik, will be assembled at Goodyear's Wingfoot Lake Hangar near Akron, Ohio. An agreement with ZLT Zeppelin to supply Goodyear with the new airships was announced in May 2011.

"The start of this construction project marks the beginning of a new era for the Goodyear blimp, one of the world's most recognizable brand icons," said Nancy Ray, Goodyear's director of Global Airship Operations. "With this investment, we are renewing Goodyear's commitment to our airship program and our continued leadership role in providing aerial coverage and support to the most watched news, sports and entertainment events around the world."

Construction of the new airship will take about 6-7 months, including the structural build and the installation of advanced on-board avionics and flight control systems. Certification of the new airship and training of flight personnel will follow during the first half of 2014. The new airship will be larger, faster and more maneuverable than the current generation of blimps and capable of carrying more passengers.

During its long operational history, Goodyear has built and operated more than 300 lighter-than-air vehicles since 1917, including two large rigid airships – the U.S.S. Macon and U.S.S. Akron.

New SUV high-performance tire Hankook Dynapro HP2

In Spring 2013, Hankook presented a new high-performance summer tire for the ever thriving range of Sport Utility Vehicles. Developed mainly for on-road use, the Hankook Dynapro HP2 also meets the increased requirements for rolling resistance and rolling noise applicable in the SUV segment. Special value was placed on the high wet grip and good comfort levels too. The line-up of the pattern, which has been designed for both the original equipment and spare parts markets, mainly covers sizes from 15 to 19 inches, many of which have XL markings for increased load-bearing capacity.

Premium tire manufacturer Hankook launched a newly developed high-performance tire for SUVs, which enters the market in Spring 2013. The new Dynapro HP2 is a road-oriented tire for the thriving and ever more popular range of Sport Utility Vehicles. Developed for modern all-wheel road cruisers, the Hankook Dynapro HP2 also does justice to the increased requirements for rolling resistance and rolling noise applicable in this segment.



The noise level of the Dynapro HP2 was able to be reduced by an average of four per cent compared with the predecessor tread, for example, by means of kerfs in the shoulder blocks extended into the sidewall. This also has a positive effect on the overall ride comfort.

As always at Hankook, special attention was paid to the issue of driving safety during development of the Dynapro HP2. By using a full-silica tread compound combined with the tread design, which has been optimised in detail particularly on the block level, both the wet grip performance (eight per cent) and directional control have been significantly improved.

Together with the wide belt package, the extra-wide contour design guarantees a very even distribution of ground pressure. This not only ensures significantly improved dry-braking properties (four per cent) but also optimises the handling properties overall and enhances the total tread life. The high-strength casing together with the sturdy tread centre rib guarantee precise handling and very good steering feedback even at higher speeds.

The line-up of the pattern, which has been designed both as original equipment and for the spare parts market, covers the main sizes for this segment ranging from compact crossover models to luxury SUVs.

Kontrol Technology

Derived from the English terms Kinetic (for movement) and Control (for control), Hankook Tire Kontrol Technology reflects the best possible controllability of the interaction between the driver, the vehicle and the road by the tyres during the journey. Kontrol Technology has been developed in order to provide the vehicle driver with all currently available benefits of the latest Hankook tire technology in terms of safety, driving characteristics, comfort and environmental compatibility.

Michelin confirmed as official tire supplier for FIA Formula E Championship

The Fédération Internationale de l'Automobile (FIA) has confirmed that Michelin will be the official tire supplier for the FIA Formula E Championship.

The FIA Formula E Championship, the new city-centre electric racing FIA championship making its debut in 2014, is promoted by Formula E Holdings. It aims to bring electric racing to the people, with city centres around the globe playing host to an electric energy World Championship designed to promote interest and investment in electric vehicles and sustainable motoring.

An open championship, the FIA Formula E Championship gives car manufacturers the opportunity to showcase their electrical energy innovations in a racing environment, designing cars to the technical specifications set out by the FIA.

The debut season will see a street circuit race calendar designed to take in famous landmarks, with events so far confirmed in London, Rome, Miami, Los Angeles, Putrajaya, Beijing, Buenos Aires, and Rio de Janeiro. Expressions of interest were received from 23 host cities keen to play a role in the future of motorsport.

Two teams representing Britain and China have become the first candidates of what will become a 10-team and 20-driver grid for the first Formula E season. Drayson Racing and China Racing were attracted to the championship by the opportunity it affords designers and manufacturers to showcase the ability of electric vehicles on a global stage.

Final ratification of the 2014 FIA Formula E Championship calendar will take place at the September meeting of the World Motor Sport Council.

FIA President Jean Todt said: "I am delighted to welcome Michelin to Formula E, an innovative new motor sport concept which will highlight the commitment of all participants to what will be an exciting racing championship delivered to the public in city centres with particular attention devoted to sustainable and environmentally friendly solutions. Michelin have a long and relevant history of performance allied with technical invention and are therefore ideal partners for Formula E."

Florent Menegaux, Director of the Automobile tire Product Line of the Michelin Group said: "The Michelin Group is very honoured to have been accepted by the FIA for the new FIA Formula E Championship. We are constantly seeking to introduce innovations into our tires, in order to assure a more efficient and durable mobility. Competition is a formidable testing ground in which to experiment and develop future technologies. The FIA Formula E Championship, which focuses on new forms of energy and will take place in an urban setting, will give us the opportunity to apply the very best of our technological know-how."

Formula E Holdings CEO Alejandro Agag said: "As a brand new championship we are thrilled to be partnering with such a trusted brand as Michelin, with over a 100 year history of leadership and innovation in motorsport. FIA Formula E Championship and Michelin both share the same commitment to ensuring safety, innovative technology and sustainable mobility. Now with Michelin joining McLaren and Dallara to create the future Formula E customer car, I am more confident than ever that next year we'll be seeing spectacular electric racing across global city centres from Beijing to Los Angeles."

EVENT	DATE	INFORMATION	LOCATION
Gauteng Motor Show	01-02 June 2013	Gauteng Motor Show is going to be an important event that can be stated as the largest, most action packed motor-ing event in South Africa and promises to bring the visitors more action packed excitement in the years to come	Gauteng, South Africa
China (Zhengzhou) International Car & Mini Auto Parts Expo	01-03 June 2013	China Zhengzhou International Car and Mini Auto Parts Expo is designed to become an extensive exhibition of the latest automobile parts and accessories. The automobile industry is at the height of its popularity and everyday newer cars are rolling out of the factory floors...	Zhengzhou, China
Automotive Testing Expo-Europe	04-06 June 2013	Convoked at Messe Stuttgart, Germany, the Automotive Testing Expo-Europe is a prioritized event for automotive test and quality engineering. For 3 days, it will prove to be one of the largest gateway for welcoming manufacturers, importers, exporters, dealers etc...	Stuttgart, Germany
Automotive Engineering Expo	04-06 June 2013	Automotive Engineering Expo is the largest automobile fair that covers up the relevant equipments, tools, machineries and services required by this sector.	Nuremberg, Germany
China (Guangzhou) International Auto Accessories Expo	05-07 June 2013	The 11th China (Guangzhou) International Auto Accessories Expo 2013 will involve the participation of members from auto engineering society, automobile industry which includes professionals, researchers, engineers, etc...	Guangzhou, China
AutoSib	06-09 June 2013	AutoSib is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers...	Novosibirsk, Russia

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EVENT	DATE	INFORMATION	LOCATION
Automotive Engineering Show - Chennai	06 - 08 June, 2013	It is one of the main automotive manufacturing sector business events in India. This three day show performs a crucial role in acquainting participants with the latest technological advancements and prevailing market trends...	Chennai, India
Autoexpo East Africa	06 - 08 June, 2013	The 16th AUTOEXPO 2013 - International Trade Expo on Automotives, Spare parts, Accessories & Transportation is the largest trade event held annually in Tanzania.	Dar es Salaam, Tanzania
Automechanika Dubai 	11 - 13 June, 2013	Automechanika Middle East is one of the most eagerly anticipated automobile sector trade events in United Arab Emirates. The show is attended by over 1102 professional exhibitors, coming in from more than 52 countries...	Dubai, United Arab Emirates
Durango Motor Expo	14 - 15 June, 2013	Automobile: Durango Motor Expo is the first session which will showcase from Passenger cars, car trailers, toy cars, racing cars, equipment and accessories, power train, running gear, chassis and vehicle equipment...	Colorado Springs, United States Of America
Sofia Motor Show	14 - 23 June, 2013	Motor Show Sofia will be an excellent platform for gathering manufactures, dealers and suppliers. It will be an exciting event for many fans of cars, and visitors whose business is related to the automotive industry...	Sofia, Bulgaria
Vietnam AutoExpo	19 - 22 June, 2013	Vietnam AutoExpo is known to be the largest and the most important motor and car show where the attendees will get to see a comprehensive range of automotive equipments and repairing accessories which are very much appreciated by the global customers and professionals...	Hanoi, Vietnam

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THE FIRST IN-CAR VACUUM BY HONDA

2014 Honda Odyssey Touring Elite Makes World Debut in New York with Host of Safety Upgrades and Innovations Including HondaVAC, the First In-Car Vacuum



The 2014 Honda Odyssey Touring Elite® is making its debut at the 2013 New York International Auto Show (NYIAS), setting the new 'ultimate family vehicle' standard. Thoroughly refreshed for 2014, the Odyssey Touring Elite® provides core safety upgrades, sharpened exterior styling and a revised interior with a host of new features and technologies designed to make the segment's benchmark minivan even better.

Demonstrating trademark Honda innovation, the 2014 Odyssey Touring Elite® will also mark the debut of HondaVAC™, the first-ever in-vehicle vacuum system. Available exclusively in the Odyssey Touring Elite® trim, the all-new HondaVAC™ system is part of a thorough refresh of the Honda Odyssey for the 2014 model year, adding to its already class-leading fuel economy ratings and unmatched safety ratings. The 2014 Odyssey will go on sale at Honda dealerships nationwide this summer.

"The Odyssey is already the leader in its segment, and for 2014, Honda has made the modern family hauler even better," said Michael Accavitti, vice president of marketing operations at American Honda. "Honda is once again showcasing its reputation for innovation with HondaVAC, and its ability to provide true value to our customers."

The 2014 Honda Odyssey brings an array of improvements to Honda's minivan, including structural upgrades expected to help it achieve top marks in the Insurance Institute for Highway Safety's (IIHS) stringent new small-overlap frontal crash test, which is part of IIHS's new TOP SAFETY PICK+ protocol. The

refreshed Odyssey Touring Elite® will also come equipped with advanced Honda driver assistive and visibility technologies such as an Expanded View Driver's Mirror, Forward Collision Warning (FCW) and Lane Departure Warning (LDW).

The 2014 Odyssey features sleeker, more sophisticated exterior styling with a new, more deeply sculpted aluminum hood, new aluminum front fenders, a new bolder twin-bar grille, and a revised lower front fascia with integrated chrome-trimmed fog lights. New two-tone mirror housings, darker-finish projector-beam headlight housings, LED taillight bars and new badging add to the 2014 Odyssey's premium look.

Inside the 2014 Odyssey, new finishes brighten the cabin and an all-new center stack showcases a host of new features. Additional standard technology on the Odyssey Touring Elite® brings new levels of ease and connectivity to owners, including keyless Smart Entry with Push Button Start, HD Radio®, an SMS text messaging function, and HondaLink™ featuring Aha™ Mobile interface. HondaLink™, which debuted on the 2013 Honda Accord, enables Odyssey owners to connect quickly and easily to a wealth of cloud-based content. The free HondaLink™ smartphone app uses the owner's favorite online content to create live, personalized radio stations, allowing drivers to put away their phones and hear updates and news feeds from Facebook and Twitter, as well as check out restaurant reviews or find the closest coffee shop.

Standard on the 2014 Odyssey Touring Elite®, the all-new HondaVAC™ was developed in conjunction with industry-leader Shop-Vac®, and is composed of a powerful vacuum, replaceable filter and canister bag, with nozzle accessories neatly integrated into a dedicated space on the driver's side bulkhead of the rear cargo area. HondaVAC™ makes quick cleanups a snap no matter the location, offering powerful cleaning suction and an integrated hose and cleaning attachments that reach into every corner of the Odyssey's cabin. The HondaVAC™ system's powerful electric motor never needs an outlet or recharging, can operate continuously when the engine is running, and will continue to operate for up to eight minutes when the vehicle is turned off for additional family duties.



Already one of the most lauded vehicles in its segment, the current 2013 Odyssey has earned IIHS TOP SAFETY PICK and NHTSA 5-Star Overall Vehicle Score crash safety ratings. The Honda Odyssey is an AutoPacific Ideal Vehicle Award winner, an ALG Residual Value award winner, recipient of the Best Family Cars of 2012 designation from both Parents Magazine/Edmunds.com and Kelley Blue Book's kbb.com, and a Best Cars for Families award winner from U.S. News and World Report. The Odyssey represents Honda's robust product development capabilities in North America with its design, engineering and assembly all taking place in the U.S., using domestically and globally sourced parts. Currently, 95 percent of all Hondas sold in the U.S., are built in North America.

Along with the 2014 Odyssey Touring Elite® and Honda's complete lineup of fun-to-drive cars and trucks, the 2014 Accord Plug-In Hybrid and 2013 Fit EV also will be on display at the Honda booth during NYIAS press and public days. The 2014 Accord Plug-In and the fully-electric Honda Fit EV both recently became available in New York.



Total signs agreement with Kuwait University

Energy giant offers university's students with range of learning opportunities with three-year Memorandum of Understanding

Students at Kuwait University's College of Engineering & Petroleum now have further opportunities to gain firsthand industry knowledge with the signing of a three-year Memorandum of Understanding (MoU) between the university and TOTAL. The MoU, which was signed by today at dean meeting room, provides the opportunity for selected qualified students to access scholarships and internships, along with the chance to participate in specially designed conferences on about oil and gas, chemical and petrochemical science and energy technology. Furthermore, it opens the door for the organization of specific courses as well as lectures and conferences related to the oil and gas industry.

This initiative is part of TOTAL's on-going commitment to fostering partnerships with leading universities, which develop local human capital and contribute to further economic growth in its host countries. TOTAL, through these targeted initiatives, also seeks to fulfil its anticipated human resource needs by ensuring the sufficient availability of qualified recruits in its key markets.

Established in 1966, Kuwait University is the country's first public research university. Its College of Petroleum & Engineering awards Bachelors of Engineering degrees in Chemical, Civil, Computer, Electrical, Industrial & Management Systems, Mechanical and Petroleum Engineering, and Architecture, and offers graduate programmes in Chemical, Civil, Electrical, Mechanical, Computer and Petroleum Engineering.

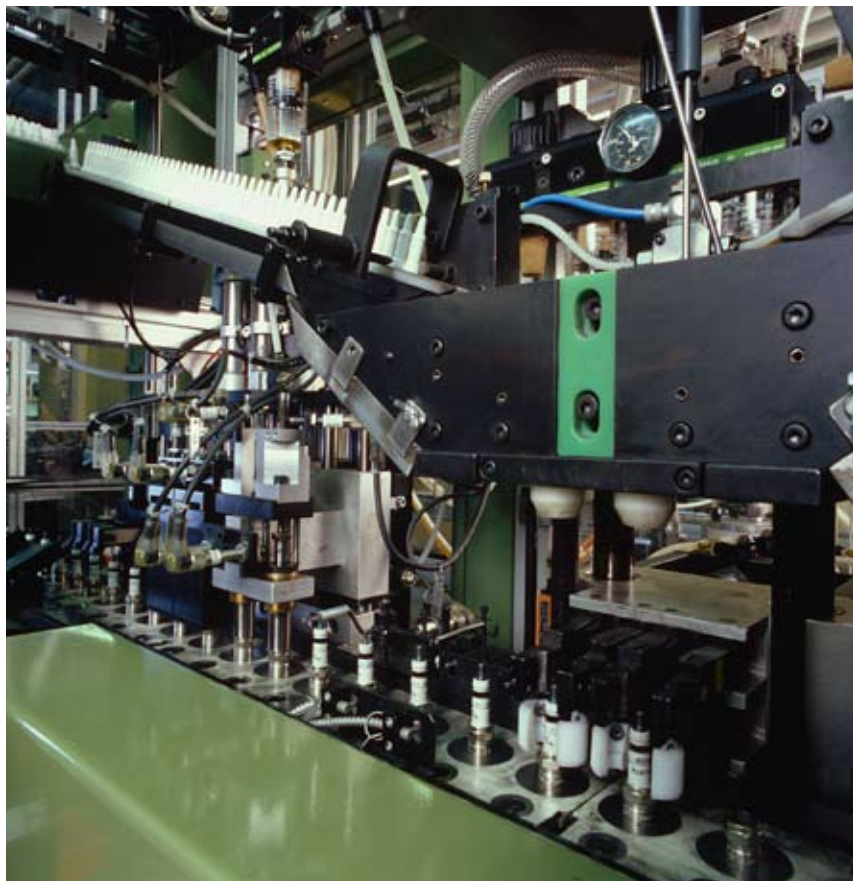


"At TOTAL, education is one of our highest priorities," said Lionel Levha, TOTAL's General Manager in Kuwait. "We are fully committed to facilitating economic and human development in our host countries, while broadening knowledge access and fostering diverse and valuable talent. By partnering with Kuwait University, we seek to empower and nurture students by deepening their knowledge of the industry and developing the many skillsets that the energy sector will require over the coming years."

TOTAL is the world's fifth-largest publicly traded international oil company and is a leading chemicals producer. The company has operations in more than 130 markets and employs a staff of over 96,000. It currently conducts exploration and production operations in more than 40 countries across the globe.

BOSCH CELEBRATES 111 YEARS OF SPARK PLUG EXCELLENCE

More than 11 billion spark plugs manufactured worldwide, as MENA 2012 sales grow 7.5 per cent



Bosch, one of the leading international suppliers of automotive technology and services has marked another milestone, celebrating 111 years of producing the world's most reliable and trusted spark plugs for internal combustion engines.

The story began on January 7, 1902, when the German based company was granted the patent for a high voltage magneto in combination with a spark plug, meaning Bosch was the first to guarantee ignition of combustion engines, achieving a breakthrough in the global automotive industry.

Since then, Bosch has produced more than 11 billion of 20,000 different types of spark plugs, with their current range of 1,250 spark plugs used by almost every vehicle manufacturer in the world.

The important 111 year milestone comes as sales of Bosch spark plugs for the Middle East North Africa (MENA) region grew by 7.5 per cent in 2012.

Guido Gring, Vice President of Bosch Automotive Aftermarket, Middle East and Africa commented: "For 111 years, Bosch spark plugs have played an essential role in the development of high performance, economical and environmentally friendly engines."

"In the MENA region, most Original Equipment Manufacturers and independent workshops put their trust in Bosch spark plugs for their equipment, while boat engines, jet skis, garden and forestry equipment, stationary gas engines, water pumps and emergency generators also use our spark plugs."

In addition to factories in Stuttgart and Bamberg in Germany, Bosch has manufacturing locations for its highly sought after spark plugs in the major emerging economies of Brazil, Russia, India, and China.



Due to innovative material combinations, complex construction details, and state-of-the-art manufacturing techniques, Bosch spark plugs enable clean and efficient fuel combustion in gasoline engines, protecting both the engine, and the catalytic converter – a device in the exhaust system of vehicles that converts pollutant gases into less harmful gases.

Added Gring: "Working closely with engine manufacturers worldwide, Bosch engineers have consistently developed the spark plugs since their conception. Among motorists, Bosch spark plugs have been synonymous with reliability and quality for many years, and it's this reputation that is the driving force behind our sales growth in the MENA region every year."

Bosch was recently nominated in the famous "Auto Bild" poll of the world's best brands, as voted by around 100,000 readers. Bosch appeared in six categories, winning the car batteries, windshield wipers, workshop chains and spark plugs categories. Furthermore, the company enjoyed another double success for its car batteries, with readers confirming that Bosch batteries offer the best quality and service life, as well as the best price to performance ratio.

Captions:

1. The year 2013 marks a special milestone for Bosch, celebrating 111 years of manufacturing the world's most reliable and trusted spark plugs for internal combustion engines.

2. From left to right: The first Bosch spark plugs were sold in 1902. The 1950s to the 1970s saw the "W" type family become the most frequently installed spark plug size. In 2012, Bosch introduced spark plugs with extended isolators and the new cup connection technology.

CHEVROLET OFFERS TWEETS FOR TOYS



At this year's Canadian International AutoShow in Toronto, toy car makers Hot Wheels, together with Chevrolet Canada and marketing firm TrojanOne, displayed Canada's first Twitter-activated promotional vending machine, "The Hot Wheels Camaro-matic Trending Machine."

The visitors that visited the booth were offered a die-cast toy car, which they could receive by standing next to the vending machine and sending a tweet to @HotWheelsCanada using the hash-tag #ChevyCIAS. As long as the tweeters had Twitter's location services enabled on their smartphone or tablet so the Camaro-matic could confirm they were indeed standing right next to the vending machine in which it would dispense a miniature 1:64-scale vehicle. That's pretty neat! In addition to the standard packaging, consumers had a 1-in-2 chance of receiving the special edition Hot Wheels blue Camaro in an acrylic glass display case. Over the course of the show, the machine dispensed more than 1,500 exclusive 2013 Hot Wheels Chevy Camaro die-casts.

The familiar coin dispensing machine, which usually accepts notes and coins, was modified by the TrojanOne agency to add an internet connection that allowed it to actively search for the appropriate string, or hash-tag and handle, on Twitter.

"We have a wonderful base of brand fans who collect Hot Wheels, but the whole idea is how do we get people into the franchise and keep them there, because we know once we've got them, they stay with the brand, a lot of them through the rest of their lives," Donna Polimac, brand manager at Mattel, told Buzz. "We know that boys who love cars become men who love cars and that often the first introduction to a love of cars is through their dad. At the auto show there are a lot of new and interesting automobiles, so we needed to come up with something that would also capture boys' imaginations."

The innovative ideas offered by agencies such as TrojanOne are just of many that would make certain marketing campaigns unique.

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BMW UPDATES THEIR ICONIC SOUND LOGO



Valeo Awarded 2013 Top Employers Europe Certification

Valeo announced that it has been certified as one of the Top Employers Europe 2013, for the second year in a row in France, Germany, Hungary, Poland, Italy, Ireland, Romania, Slovakia and Turkey, and for the first time in Spain. Certification is awarded only to organizations that meet the highest standards in human resources management.

With a clear, ambitious strategic vision based on reducing CO2 emissions and expanding geographically in fast growing regions, Valeo has driven a 70% increase in revenue since 2009. "Our human resources management strategy provides powerful support for our corporate vision," says Michel Boulain, Group Senior Vice President, Human Resources. "It addresses, in a balanced manner, the needs of the company and the expectations of employees at every level. It is at once global and aligned with both cultural differences and local practices. The Human Resources Department is therefore very involved in fostering the Group's expansion by hiring and training people and by assisting managers in motivating their teams around the world and ensuring their well-being."

Valeo has been recognized for its effective human resources management practices, based on such aspects as the ability to

attract and develop talent, compensation and benefits, training and skills development, working conditions and corporate culture. This year's certification particularly underscored Valeo's benefits and working conditions policies, its very dynamic training and development commitment (more than 80% of employees are trained every year) and its particularly effective talent and development policies, designed to fill at least 75% of positions from within.

With 72,600 employees covering 96 different nationalities in 29 countries, another Valeo hallmark is its active diversity policy, which is designed to watch over environment country by country.

Valeo has also strengthened its Well-Being at Work program launched in 2010 to enhance work-life balance. An action plan is now being deployed in every country.

However, Valeo's cornerstone remains its corporate culture based on operational excellence and the 5 Axes methodology, which has been embraced, applied and recognized by manufacturers around the world.

Note that only four French companies, including Valeo, have been awarded European certification as an excellent employer.

A recent press release by BMW Group read 'the new sound logo has a particularly strong recognition value.' The automotive brand is looking to increase their audience's attention and recognition within advertising campaigns by replacing their previous logo. Perhaps most surprisingly, the previous logo was the accompanying sound that followed every TV and Radio advertising campaign since 1998- It's the 'sound logo' they are giving a makeover whilst the visual logo associated with the brand will remain untouched.

Head of Corporate and Brand Identity at BMW Group, Joachim H. Blickhäuser, spoke of the replacement for the 14 year running of the 'double-gong' sound to be an important aspect of the brands evolution. Through the creation of a new sound to accompany the logo, BMW hope to take the previous acoustic and bring a 'dynamic recognition factor' that follows the brands aesthetic into the 21st century.

Sound designer Thomas Kisser of HASTINGS media music on the development of the new logo:

It was a very intensive process and a wonderfully exciting challenge right from the start. The questions I asked myself at the outset were: What does the BMW brand sound like to me? Which sound themes represent the values I associate with BMW, such as Sheer Driving Pleasure, aesthetic appeal and power? And how can I create a sound logo that clearly differentiates the brand from other brands – especially other automotive brands? Important criteria for the development process included global cultural compatibility, variability of application, brand fit and recognition value.

The finished composition of the logo featured brand-specific dynamic and powerful sound elements to represent the future identity of BMW. Flexible mobility was symbolised within the sound by playing these elements backwards and forwards. The brand describes the melody for their new logo as "introduced by a rising, resonant sound and underscored by two distinctive bass tones that form the sound logo's melodic and rhythmic basis." The combination of elements represents the joy of progress and Sheer Driving Pleasure as it builds toward a shimmering finish.

Kisser's vision for the BMW brand identity will effectively play after radio and TV advertising worldwide throughout 2013. It will be included in brand films and product campaigns with its starting point in the French and UK market from mid-March.

LIQUI MOLY is the most popular oil brand in Germany

Readers of three major car magazines elect LIQUI MOLY the market leader



The people have spoken: independently of another, the readers of three of the largest German car magazines have voted LIQUI MOLY as their favourite motor oil brand. "Receiving this award in the home country of the car shows us that quality and service pay off," says Ernst Prost, Managing Director of LIQUI MOLY. It is not the first success for the brand.

Each year, three of the leading car magazines confront the most important car brands with the opinion of its readers. Publication number one: 'Auto Zeitung' asked its 690,000 readers for their top brands. In the lubricant category LIQUI MOLY was clearly at the top. And in the care product category LIQUI

MOLY came in second place. It is now the third time in a row that the 'Auto Zeitung' readers have voted LIQUI MOLY the best oil brand.

Publication number two: 'Auto Bild' called on its 2.75 million readers to give their opinion on the best brands in the car sector. In the lubricant category there was, as in the previous year, a clear winner: LIQUI MOLY. And in care maintenance LIQUI MOLY also reached second place.

Publication number three: 'Auto Motor und Sport' asked its 3.15 million readers for their opinion on the 'Best Brand'. The result for lubricants was also: LIQUI MOLY, for the third time in a row here also.

"This triple success is already a great achievement," says Ernst Prost. "But to repeat such a result and to be able to keep global corporations such as Castrol, Shell, Mobil, Total and Valvoline at a distance as an SME is truly fantastic." Even if LIQUI MOLY is best-known in its home market of Germany, being repeatedly voted at the top of the podium in reader questionnaires is not taken for granted. "The size of the company is not decisive for success," says Ernst Prost. "What is decisive are top quality products and the drive to provide customers with the best service every single day."

As satisfied as Ernst Prost is with the result, he is not going to rest on his laurels: "We want to defend our pole position in Germany. And we are working hard on becoming the most popular oil brand in other countries, too."

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Consumption in GCC automotive aftermarket reached US \$7.5 billion in 2012

UAE second largest GCC consumer at US \$2.01 billion



The countries of the Middle East continue to be an extremely attractive market for the automobile sector, thanks to strong ongoing economic growth and a flourishing aftermarket trade.

In a recent report, research firm and Knowledge Partner of Automechanika Dubai, Frost & Sullivan, estimated that the total consumption within the automotive aftermarket in the GCC countries reached as much as US \$7.5 billion in 2012. With consumption worth US \$2.01 billion last year, the UAE was the second largest consumer market within the aftermarket in the GCC after Saudi Arabia.

Ahmed Pauwels, CEO of Epoc Messe Frankfurt, organiser of Automechanika Dubai, the region's largest trade platform for the automotive aftermarket, said: "Thanks to its superior transport and logistics infrastructure, the region serves as a key import and trans-shipment hub for the aftermarket trade that reaches across the wider hinterland in the MENA region, Iran and Central Asia, South Asia and Eastern Africa."

"Automechanika Dubai will highlight the vast potential of the regional market that is still untapped and showcase new trade and business development opportunities that exist for key industrial players," Pauwels added.

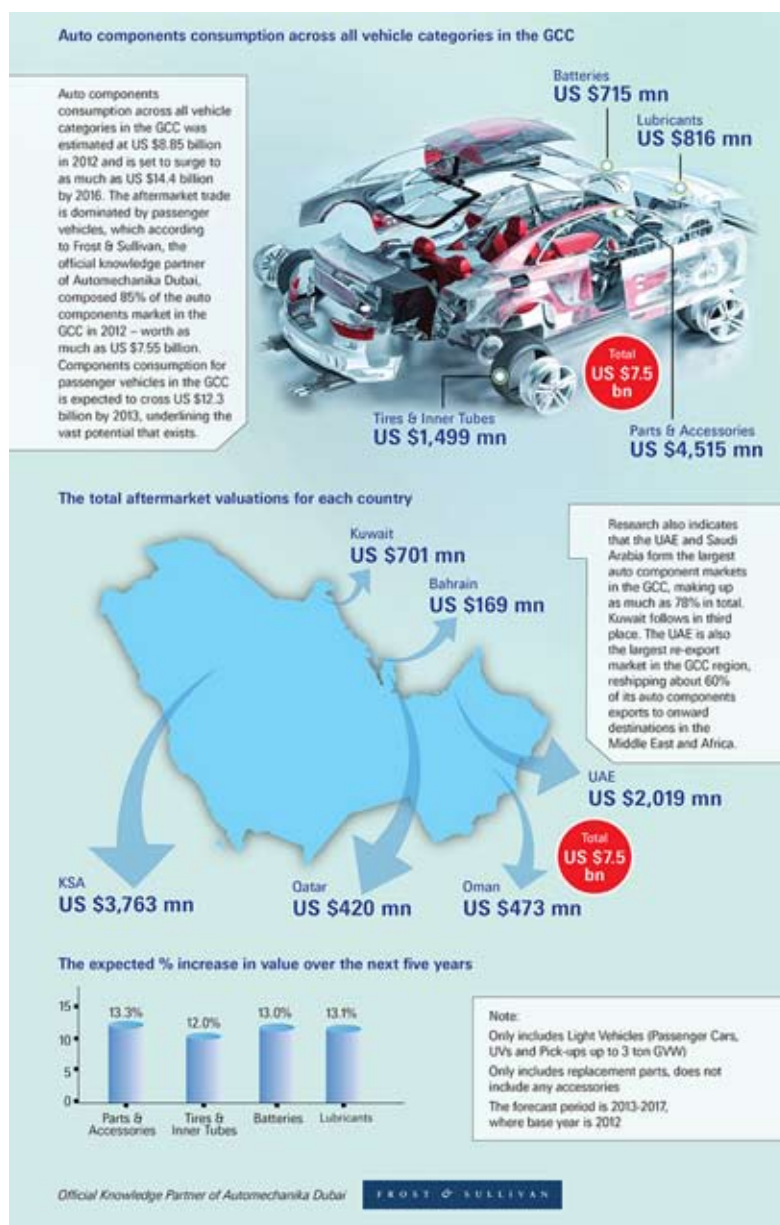
According to the Frost & Sullivan report, Parts and Accessories make up the lion's share of the consumption, totaling US \$4.51 billion. Tyres and Inner Tubes were the next most significant category of the aftermarket consumption, being worth US \$1.49 billion in 2012. Lubricants and Batteries made up the next biggest sectors, at US \$816 million and US \$715 million respectively last year.

Going forward, the aftermarket is expected to maintain a healthy rate of growth, with Frost & Sullivan estimating that Parts and Accessories, Lubricants and Batteries would grow at a CAGR of around 13% between 2012 and 2017, while consumption of Tyres and Inner tubes would keep pace with a CAGR of 12% over the same period.**

Mr. Jean-Michel Selles, Managing Director of KYB Middle East, said: "Automechanika Dubai is a very significant part of our business development strategy in the Middle East thanks to its wide footprint in the region. We expect favourable results from our participation this year."

Mr. Nantha Kumar, Senior Division Manager of Dynatrade, said: "We have been a part of Automechanika Dubai for quite a while now and have seen the exhibition grow into a notable international event. The regional automotive aftermarket trade will benefit from such an authentic parts exhibition."

With more than 1,324 exhibitors and 20,715 trade visitors in 2012, Automechanika Dubai serves as a vital trading link to markets difficult to reach. The trade fair is widely reputed as a great platform to learn more about new products, find new suppliers and compare product alternatives. Automechanika Dubai spotlights the latest products and solutions in the fields of parts, systems, tuning, workshop equipment, bodywork & paintwork, car wash, IT & management and the latest automobile services.



New MANN+HUMMEL catalogues for 2013



This work certainly carries some weight: the seven volumes of the current MANN-FILTER printed catalogue 2013 proudly tip the scales at 6.7 kilos. The famous green and yellow filter catalogue is regarded as one of the most important in the industry, as it lists the comprehensive product portfolio of the global filtration specialist. Assisting staff at distributors and workshops to find suitable products for more than 35,000 vehicles and machines quickly and easily. The new catalogue is now available not only in printed form, on CD-ROM, and online under www.mann-filter.com, but also as a MANN-FILTER App in iTunes and Google Play store.

Ludwigsburg, 15th February 2013 – a tremendous achievement: 260 tonnes of recycled paper, five tonnes of ink and 5,680 printing plates were used to produce the latest version of the MANN-FILTER catalogue. In total, MANN-FILTER has printed around 109 million pages filled with part numbers, cross-references and product photos – which would cover some 100 kilometres of a 4-lane motorway. With the new catalogues, distributors and workshop professionals find suitable air, oil, fuel or cabin filters quickly and easily. A YouTube video on the MANN-FILTER channel also provides interesting insights into how the catalogues are compiled: www.youtube.com/user/mannfilterde

The right filter for almost every model

With 97% market coverage in Europe, there is a suitable filter for virtually every model of passenger car and transporter in the MANN-FILTER product portfolio. The catalogue offers more than 4,300 filter elements in OE quality for the European market. Used in more than 35,000 vehicles and machines, including 11,000 passenger cars and transporters, 8,000 trucks and buses, 1,100 motorcycles as well as 15,500 applications for off-highway vehicles and the industrial sector. For 2013, more than 260 new filter types have been added to this comprehensive MANN-FILTER reference tool. The catalogue offers another important service too: 140,000 cross-references make it possible to find the corresponding MANN-FILTER product from the OES or competitors' part numbers.

User-friendly and clearly arranged

The user-friendly structure of the complete catalogue provides seven individual volumes for the various fields of application. There is, for example, a filter catalogue just for passenger cars and transporters, one for the commercial vehicle and bus sector and another for off-highway applications. From Arabic to Turkish – used around the world, the catalogue has an individual title chapter in 14 different languages. The contents of the main section are clearly arranged. The appropriate filter is found quickly and conveniently through the alphabetical index, easily identifiable symbols and meticulously organised tables. It is also easy to connect to the MANN-FILTER online catalogue through the QR code on the cover page of the catalogue.

Fake AC refrigerator gases become a big problem in the UAE

What started as a small problem caused by a very small number of local importers has become a bigger and bigger threat during the past years.

"Why is that so?" one may ask, or – "What exactly is the problem?"


Well – generally, fake AC gases can damage the whole AC unit of a car, or least will make the car's AC unit not working correctly, which is especially in the hot months here a big problem.

But that's not the end of the story, as these gases also will contaminate every good quality gas they come in contact with. Because of this, even a single car having an AC filled with fake gas can contaminate several other cars, if the workshop does not realize that it had fake gas is in from the start. Ontop of that, fake gases can also damage the workshops AC recycling machine, causing an additional loss for them.

Even if the workshop realizes quickly, that the serviced cars AC unit contains fake gas, it will still have contaminated the AC recycling machine, which then needs to be dismantled completely and cleaned bit-by-bit, resulting in a downtime of that machine for several days.

Some of the local workshop have reacted to this situation, by buying a second cheap quality AC recycling machine, which they use to completely discharge the AC unit of a customer's car, and will then use their good quality machine to refill this unit with fresh gas. While this method generally works pretty well, it creates additional costs on the workshop side (for the second machine) and on the customers side as well, because more fresh gas has been used.

The European manufacturer Robinair, which belongs to the SPX group, which in turn is a member of Bosch, has found a different solution to this problem, and one that is more viable as well.



Trade in your old AC recycling system for a brand new Robinair!

Arwani Trading will buy back any working AC recycling system in exchange for a purchase of a new Robinair AC690, which will be available only for a limited time as low as 11500 AED!!!

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LuK RepSet Pro now available for semi-hydraulic Clutch Systems

A real Plus for Garages and Distributors



Schaeffler Automotive Aftermarket has expanded its LuK RepSet® Pro program, which now includes applications for vehicles with a semi-hydraulic clutch system. The new LuK RepSet® Pro applications consist of a clutch disc, clutch pressure plate, conventional release bearing and slave cylinder. In short, they contain all the components needed for repairing and replacement, simplify parts handling and reduce what needs to be ordered. Additional servicing information explains component replacement step-by-step. This is a real plus for garages and distributors.

With the new LuK RepSet® Pro applications, complete solutions are now available for semi-hydraulic clutch systems. This is a market-driven program extension consistent with Schaeffler Automotive Aftermarket's successful repair solutions for fully-hydraulic applications on the global market.

Whether it's a fully or semi-hydraulic clutch system, the LuK RepSet® Pro solutions allow replacement of all relevant clutch parts, including hydraulic components located near the clutch. And complete replacement is the only way to ensure trouble-free operation of the entire system. This is because mechanical and hydraulic components, both inside and outside of the gearbox housing, are subjected to influences like heat, dirt, abrasion, moisture and oil mist. In short, the clutch area is dirty, dusty and oily. With increasing mileage and operation times, these dirt and grime particles soil the hydraulic system. They can, for example, get into the system through the vehicle's ventilation system and cause abrasion and wear. When replacing a clutch, therefore, the hydraulic fluid should always be checked and replaced. This is recommended even when the concentric slave cylinder and the slave cylinder are not replaced.

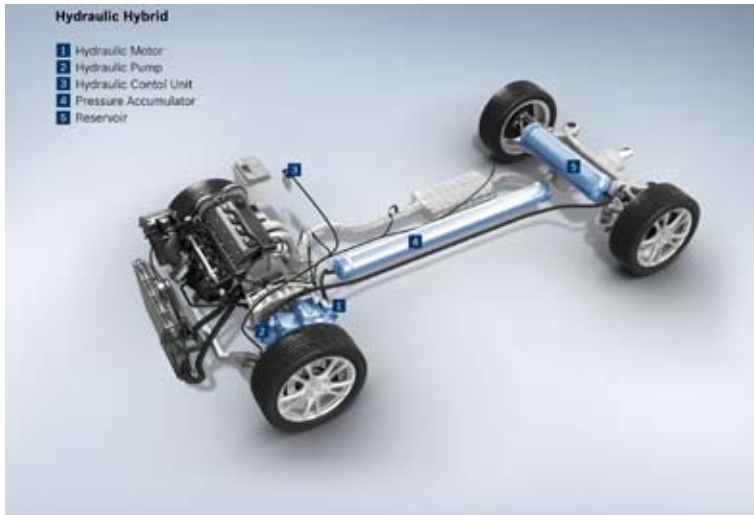
A tip for garages – the Aftermarket specialists recommend replacing the concentric slave cylinder and the slave cylinder when repairing a clutch. Both components are developed the same way as they are for original-equipment manufacturers and used by them. They are made of reinforced thermoplastics,

which make them extremely heat-resistant and media-compatible. When it comes to functionality and durability, these plastic components are absolutely comparable to components made of metal – but because of their reduced weight, they also contribute to lowering overall CO2 emissions. Nevertheless, even state-of-the-art clutch components are subjected to wear and tear. That's why replacing them is recommended when replacing a clutch. This way, garages and car owners are on the safe side, and risks and warranty claims minimized. Nothing is more irritating to a customer than having to visit the garage again, a short time after getting a new clutch.

To ensure that garages are equipped in the best possible way to handle the increasing number of cars with hydraulic and semi-hydraulic clutch systems, Schaeffler Automotive Aftermarket is offering the appropriate support materials for easy, professional repair – from diagnosis, to choosing the right LuK RepSet® Pro repair solution, to zero-defect repair. With its new complete solution for semi-hydraulic clutch systems, the Aftermarket specialists are offering a sales flyer, installation guidelines, along with technical brochures like the "LuK Clutch Course" and the brochure "Failure Diagnosis" available as well. Relevant data can be accessed at the information platform TecDoc and at the garage portal RepXpert (www.repxpert.com).

Bosch hydraulic hybrid Practical and fun to drive

An alternative powertrain that offers an efficient way to recover braking energy



Bosch's new, hydraulic full-hybrid powertrain shows that frugality can be fun. The technology, which Bosch is developing in collaboration with PSA Peugeot Citroën, is clear in its aims: to supply a hydraulic hybrid powertrain that will significantly reduce fuel consumption and CO₂ emissions in compact cars. The system is also compatible with passenger cars from other vehicle segments, as well as light delivery trucks operating in urban environments.

The hydraulic hybrid is designed to enable a boost effect that would normally be offered only by complex electric drives. Here, a conventional internal-combustion engine combines with hydraulic units and an accompanying nitrogen pressure accumulator to provide a brief boost to acceleration. The hybrid system is able to support gasoline and diesel engines in ranges where they do not work at optimum efficiency.

The power-split concept permits various drive options. For short journeys, stored energy can be used to run exclusively on hydraulically generated power, with the internal-combustion engine remaining inactive and the vehicle producing zero emissions. For longer journeys, or when driving at higher speeds, accelerative force is provided by the internal-combustion engine. Alternatively, the two types of powertrain can also be combined. In this case, the energy stored in the hydraulic system and the fuel burned in the internal-combustion engine work together to drive the vehicle, which also provides a brief boost effect.

Bosch and PSA Peugeot Citroën see great potential in this technology. In the new European driving cycle, it has the capacity to reduce fuel consumption by up to 30 percent when compared to a conventional internal-combustion engine. For purely urban driving, this rises to as much as 45 percent. As a result, the range of a compact car can be greatly increased using this alternative powertrain. The improved efficiency is due to the careful configuration of the two powertrain components.

What's more, the hybrid system makes use of energy that would normally go to waste. Braking, for instance, quickly fills up the hydraulic accumulator: the kinetic energy captured during braking is converted into hydraulic energy and stored in the pressure accumulator. Normally, this energy would go to waste, turning into heat in the friction linings of the brakes. The advantages of a hybrid powertrain are equally evident when the vehicle is travelling at a constant speed. Here, the engine can be run within an efficient range while also filling the hydraulic energy accumulator.

This hydraulic-mechanical system makes for a low-cost, robust, and easy-to-service hybrid powertrain. Since it needs no specialized infrastructure, it can be used around the world.

Volkswagen to use CO₂ as future refrigerant for air conditioning systems



Following up on the announcement of its ambitious environmental goals, the Volkswagen Group is taking another important step towards sustainability and environmental protection by choosing CO₂ as the future refrigerant for its air conditioning systems.

At the Geneva International Motor Show - the Volkswagen Group affirmed its goal of becoming the world's most environmentally sustainable carmaker by 2018. To achieve this goal, the Group is investing over two-thirds of its total investment capital in the development of efficient technologies, drive systems and vehicles, as well as in environmentally sustainable production.

In another systematic step towards protecting the climate and the environment, the Volkswagen Group is now announcing its entry into CO₂ technology, which will be rolled out progressively over its entire vehicle fleet.

Entry into CO₂ technology will further contribute towards climate protection. CO₂ (carbon dioxide) as a refrigerant – also known as R744 – is a naturally occurring gas with significantly lower greenhouse gas effects than conventional refrigerants, and it is ideal for use in specially designed automotive air conditioning systems. With a GWP (Global Warming Potential) value of 1, it is 99.3 per cent below the EU specified GWP limit of 150.

AUTOMECHANIKA DUBAI NETWORK HIGHLIGHTS SAFETY IN TRUCKS AND BUSES

Emphasis on safe truck transport solutions in light of recent road accidents



Key issues regarding safety in road transport, more specifically safety issues in truck transport – were in focus at the inaugural meeting of the Automechanika Dubai Network, which took place at the H Hotel, in Dubai on Tuesday, April 2nd.

Organised by German trade fair and conference leaders Epoc Messe Frankfurt, the inaugural networking event attracted a number of UAE's leading automobile aftermarket players, manufacturers, suppliers, dealers, service providers and other stakeholders.

The Automechanika Dubai Network, which will now be held on a quarterly basis, will focus in turn on key aspects that are considered vital for the automotive aftermarket industry in the wider region. Delegates will highlight current issues affecting the industry and will come up with suggestions to improve existing conditions and propose effective solutions.

"Since the automotive aftermarket plays such a significant role in the economies of the region and touches all of us, we considered it vital to create a platform that brought together the industry's stakeholders to address key issues," said Michael Dehn, Group Exhibitions Director, Epoc Messe Frankfurt. "The Automechanika Dubai Network will help enhance mutual cooperation between various industry sectors and promote effective communication about possible solutions to key industry concerns," he added.

The first meeting drew attention to the pressing need for greater safety in truck transport in the region. Participants commented on the various aspects that affect the road transport of cargo and supplies in the region and the high rate of accidents currently.

Mr. Ioannis Vrantzoglou, Managing Director, Schaeffler Middle East, said: "There is a need to build stronger awareness campaigns on many areas of truck safety for the roads. This should include educating truck drivers and operators on safe transport practices as well as better interaction between fleet operators and local authorities on optimum safety measures."

The poor condition of tyres was underlined as one of the key reasons for road accidents involving trucks. Poorly maintained tyres that were often worn down to the treads are one of the major cause factors for accidents. Additionally, lax supervision on the part of truck operators and lack of awareness amongst drivers often lead to truck overloading, which can then lead to disastrous consequences arising from damaged axles or loads shifting while in transport.

Mr. Hans van der Spek, Business Manager at Intertruck LLC, said: "Safety in commercial vehicles is an ongoing discussion and there is a need for further awareness in this area. Safety in trucks is particularly topical after the recent spate of terrible accidents around the region. Future accidents can be prevented with the right measures in place and by ensuring the correct equipment is being used and serviced on a regular basis."

Among those attending the Automechanika Dubai Network included representatives from leading automotive aftermarket majors with a presence in Dubai, such as OWS Auto, Mo-bis, Global Autoparts, Al Habtoor, Genavco, Al Furat General Trading to name a few.

Automechanika Dubai, taking place from June 11 to 13 at the Dubai International Convention and Exhibition Centre will showcase a wide range of products and services which can be used to ensure higher levels of safety on the roads.



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The two sub straight grooves on tire shoulder not only share the main grooves drainage, but reduce tread wear efficiently.



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Continental Tests Digital Car Key in Cell Phones for Electric Vehicle Car Sharing Fleet

Everything via smartphone: Reserving and unlocking electric vehicles and hooking them up to the charging station. Continental to launch fleet testing of digital smartphone key in Bordeaux.



According to the United Nations Population Fund, more people worldwide have been living in cities than in rural areas since 2008. A lack of parking space, short distances, and rising traffic congestion are prompting more and more city residents to look for inexpensive alternatives to having a car of their own. Car sharing and vehicle fleets at the workplace are shaping up as possible solutions. The international automotive supplier Continental is now making these offers even more attractive by means of a new key technology: A digital car key wirelessly installed in a smartphone together with a special utility program for cell phones could revolutionize the spontaneous rental of cars. Together with Veolia, EVTRONIC, Mercur, and Proxiway, Continental has now started a field test in Bordeaux with a fleet consisting of electric vehicles. The goal is to create an electric vehicle fleet, which different small and medium enterprises could operate in car sharing. The users gain access to the vehicle by Smartphone and, in addition, they can reserve quick charging stations via the cell phone app. As technology partner in the project, Continental is launching a complete car sharing solution, including the smartphone car key, the in-car electronics, and the fleet management.

"The smartphone offers users of the electric vehicle fleet

in Bordeaux everything from a single source: the car hire station, the car key, and the charging station. The technology provided by Continental for the digital key makes the system particularly convenient, easy, and flexible for operators and users," explains Andreas Wolf, head of Continental's Body & Security business unit.

Near field communication and smartphone app: how the digital key works

The heart of the car sharing system is Continental's digital key, which exchanges data with the vehicle using near field communication (NFC). Continental sends an encrypted forgery-proof data record to the cell phone each time a vehicle is about to be used. Stored on the SIM card, the record contains access authorization for the respective vehicle. By means of

NFC technology, the cell phone transmits the data (authentication, vehicle and diagnosis data, and user profile) across a distance of a few centimeters to an NFC reader integrated into the vehicle windshield. The NFC reader recipient verifies not only access to the vehicle but also permission to start the engine. The main advantage of using a cell phone as car key is flexibility. Users can rent vehicles on the spur of the moment and easily load the key data onto their cell phone. "New mobility concepts are becoming increasingly important throughout the world. Our safeguarded end-to-end systems approaches for conveniently accessing and starting a vehicle via smartphone make an important contribution to this trend. Our technology facilitates cost-efficient solutions that users can operate intuitively and easily," says Wolf.

One app makes car sharing quick and easy

A special app for smartphones makes it possible to rent a vehicle from the car sharing fleet. The user can use the utility program to find, select, and reserve vehicles in the city region. The smartphone can even navigate the user to the car's location. It's even possible to rent a vehicle spontaneously: As soon as the user holds his or her cell phone against a free car, a digital key is generated and sent to the smartphone once an availability check has been carried out on the server. The digital key unlocks the car and, depending on how it is programmed, the app retrieves further data on the condition of the vehicle, before switching to a convenient navigation system. The same principles allow users to reserve a charging station time slot by cell phone app, identify themselves with their cell phone via NFC, and initiate the quick charging process.

Global Auto Parts hosts an anti-counterfeit automotive spare parts breakfast gala

In an unprecedented move, Global Auto Parts hosted a special breakfast gala for automotive distributors, garage owners and business community in Dubai to join the fight against low quality and counterfeit auto parts. Held as a special breakfast session on Thursday, 18th April 2013 at Habtoor Grand Beach Resort & Spa, the session raised awareness about the growing low quality and counterfeit auto parts market in the UAE.

In a market guided by price wars, the demand for counterfeit and inferior quality auto parts is increasing. These parts add to the woes of the end user by causing serious damage to the vehicles as well as compromising the safety of the customers and their vehicles. Speaking on this rather unfortunate trend, Mr. Gary Carscadden, Director of Global Auto Parts said "The bitter taste of low quality remains on the lips long after the sweet taste of low price has passed."

The breakfast session included a short presentation on the auto parts & OEM market and highlighted the risks of using low quality and counterfeit parts. This was followed by a question and answer session where the experts discussed and clarified some of the doubts and issues faced by the attendees.

Along with the presentation, a comparison was drawn between genuine and counterfeit auto parts by displaying some products of each. The display included brake pads, shock absorbers, CV joints, filters and radiators.

"Automotive businesses and consumers in the GCC should not have to sacrifice quality and bring risk to get the best value. Global Auto Parts are ensuring that the highest quality is available to this market at the best value price level so that repairers and consumers can trust that they are buying the same 'Genuine Quality' they would see from the main dealer," added Mr. Gary Carscadden.



BREMBO PRESENTS THE NEW "EXTREMA" CALIPER

Designed especially for a sports car par excellence — the successor to the Ferrari Enzo — the new "Extrema" Brembo caliper features an innovative design and reduced weight and mechatronics.

Well known as a benchmark setter in the field of brake systems, the name of Brembo has always been synonymous with performance and innovation: concepts perfectly reflected in the new brake system designed for the supercar "Made in Maranello", the successor to the Ferrari Enzo, unveiled today at the Geneva Motor Show.

In developing the new "Extrema" caliper, Brembo affirms its DNA as an experimenter and researcher of solutions that continue to raise the already high standards of the company's products.

Attractive styling and superior performance, provided by innovative design and the use of mechatronics: the "Extrema" Brembo caliper is designed for high end cars with a strong sporting vocation. In short, a product designed to meet the demands of an extremely demanding and continuously evolving market.



Brembo supplies the whole braking system on the new special limited edition of the Ferrari. This is the Maranello-based manufacturer's first car to be fitted with the hybrid HY-KERS technology that associates the V12 power unit, delivering up to 800 HP, with a 120 kW electric motor that recovers the energy produced while braking, also thanks to the experience gained on the F1 tracks with the Ferrari KERS system.



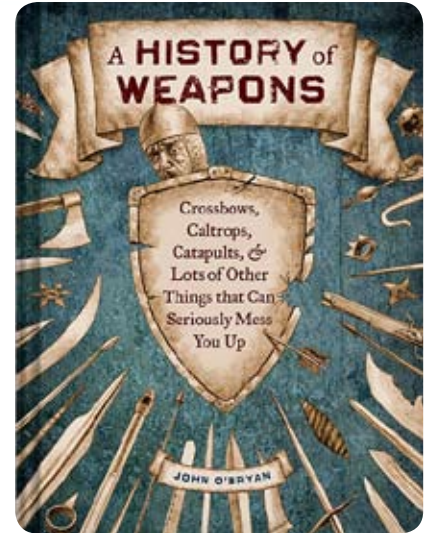
Sony Mobile Xperia™ SP

Sony Mobile Communications (Sony Mobile) announced the launch of the new Xperia™ SP that delivers 4G LTE performance, the latest camera features and a stunning 4.6" HD Reality Display for razor sharp pictures and superior brightness, utilising the expertise from Sony's BRAVIA® TV engineers.

The smartphone's Mobile BRAVIA® Engine 2 analyses content type and adjusts the image automatically to deliver an even better viewing experience, making it one of the most intelligent smartphone screens. The engine makes the adjustment by adding new real-time contrast optimisation to the sharpness enhancement, high-quality colour management and noise reduction.

The Xperia™ SP offers the best of Sony with a range of technologies for the ultimate user experience, including NFC connectivity for one-touch function, 8MP fast-capture camera, Battery STAMINA Mode for extended battery life.

Spyridon Gousetis, Director of Marketing, Sony Mobile Communications, Middle East and Africa, said: "Building on the sleek design and innovation that Sony Mobile is recognized for, the new Xperia™ SP also features a number of enhancements that amplify user experiences. Equipped with the BRAVIA® Engine 2 technology and 4G LTE capabilities, the new smartphone delivers the best of Sony's expertise to a wider consumer profile."



A History Of Weapons

One day a prehistoric guy picked up a rock and threw it - and the history of weapons began. Comedy writer and weapon nerd John O'Bryan bring us the freaky highlights of man's centuries-old obsession with weaponry. He hilariously explains weapons like the BOLA, ATLATL, KHOPESH, ASPIS, FALX, TOMAHAWK, and FLAMING PIGS (for real), while delivering real content about history, uses, and badass potential. Stories about Attila the Hun, Genghis Khan, the "peaceful" Shaolin monks, and the ass-whopping Rajputs of India compliment fun sidebars like "So You Want to Sieze a Fortified City." Each entry features an illustration of the weapon, either on its own or in hot action. A smart package and a great price point complete a book that will elicit a nerdy gasp of appreciation from anyone who can still make good explosion noises.



BioShock Infinite

BioShock Infinite puts players in the shoes of U.S. Cavalry veteran turned hired gun Booker DeWitt. Indebted to the wrong people and with his life on the line, DeWitt has only one opportunity to wipe his slate clean. He must rescue Elizabeth, a mysterious girl imprisoned since childhood and locked up in the flying city of Columbia. Forced to trust one another, Booker and Elizabeth form a powerful bond during their daring escape. Together, they learn to harness an expanding arsenal of weapons and abilities as they fight on zeppelins in the clouds, along high-speed Sky-Lines, and down in the streets of Columbia, all while surviving the threats of the air-city and uncovering its dark secret.



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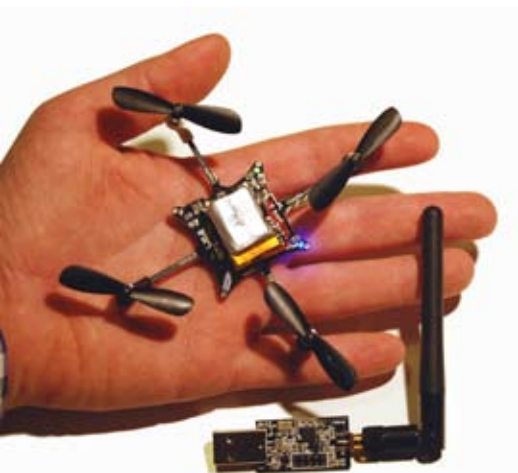
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HOT PRODUCTS



Crazyflie Nano Quadcopter

The development platform is open source so schematics and firmware/host source code is available at the Bitcraze website as well as a Wiki with design information and details on how to set up the development environment and get started. It's designed with development in mind and has an expansion header that enables developers to expand the platform as well as good software development support. Due to it's small size it's perfect for developing new software and can easily be flown inside. It can lift a payload of up to 5 - 10 g.

This is the 10 DOF version of Crazyflie that integrate extra sensors for altitude and heading measurement. There is yet no firmware support for these sensors but they have the potential to enable heading and altitude control. If you want to develop a new algorithm or if you want to be able to use some advanced algorithm that might be created for these sensor you should definitely consider the 10-DOF version.

A 2.4 GHz radio chip from Nordic Semiconductors is used for receiving commands and sending telemetry data back to the host computer. The communication with the host is made possible by using the Crazyradio 2.4 GHz USB radio dongle. The Crazyradio can be connected to a PC (with support for Windows and Linux) but also to other hosts that support USB Host or OTG like Android phones.

The Crazyflie Quadcopter is shipped pre-programmed and can easily be wirelessly updated via a radio bootloader from a host PC, so no JTAG is required for reprogramming. For advanced development and debugging there's also an accessible JTAG interface.



Bang & Olufsen Beoplay H3 and H6 Headphones

B&O PLAY challenges the limits of technology with the launch of two new sets of headphones, to present a sound experience tailored for a life on the move. BeoPlay H3 is a superior and comfortable in-ear headphone for people in action, while BeoPlay H6 is a super soft, flexible over-ear headphone. Common for both sets of headphones is a sound performance that takes audio to another level. The headphones combine quality craftsmanship with enduring materials and use the latest technology to make music on the go sound better. B&O PLAY by BANG & OLUFSEN builds on core values of craftsmanship and technology for a new type of contemporary products, which deliver excellent high-quality music experiences and are optimized for a life on the move. Now, B&O PLAY launches BeoPlay H3 in-ear headphones and BeoPlay H6 over-ear headphones using state of the art technology to reproduce the original sound material as authentically as possible while you are on the go. Henrik Taudorf Lorensen, VP of B&O PLAY says: "A wide range of headphones on the market today compromise on quality and sound performance. In the making of BeoPlay H3 and H6, we've worked with professional sound technicians and studio musicians, to offer people a pristine sound experience in a package that is a delight to wear".

Airoid

Airoid is different from any other air purifier you've ever heard of or tried because it's not a filter. This technology, developed by NASA, clears the air of virtually 100% of Volatile Organic Compounds (VOC's) – the harmful gasses emitted by products you have around your home, like aerosol sprays, cleaning supplies, disinfectants, hobby supplies, dry-cleaned clothing, building materials, paints and paint thinners, strippers, pesticides and even air fresheners. This FDA approved device also completely eliminates all mold, fungi, viruses and bacteria (all major causes of allergy symptoms) that enter the chamber. All that exits is clear, crisp air.



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