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GOLD PLATED MERCEDES STAR OF THE GENEVA MOTOR SHOW



Matt Frost
National Sales & Marketing Manager, ARB

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PUBLISHER'S NOTE



It is show time again. This is the most exciting part of the year when the automotive industry professionals in the region participate in shows like Automechanika 2014 that bring together all players in the industry under one roof. Shows like these provide them with many networking opportunities for wheeling and dealing.

We will be participating in two upcoming shows. The first show is the Reifen show in Essen from 27-30 May, a show no tire industry professional can afford to miss. For the first time, the show will take place concurrently with RubberTech Europe, a trade show devoted mainly to rubber processing and rubber production. There has been talk lately about the organizers deciding to move the venue to Cologne from 2018, and Messe Essen deciding to continue to hold the show in the same location. From 2018, we will probably have two shows taking place at the same time and detracting from the importance of the entire event. For now, the Reifen show is still the biggest tire show and Tires & Parts will be one of the proud participants in the show.

The Automechanika 2014 show, which will be held from 3rd to 5th June is the highlight of the year for the automotive industry in the MENA region. With the African and Middle East markets growing at an unprecedented pace, such shows will play a key role in bringing people together to share their expertise and provide avenues for expansion into new markets and sectors.

We have participated in the Automechanika show for the past seven years, but this year is going to be doubly special for us as we will be launching our news portal, www.tiresandparts.net at the show. With the launch of tiresandparts.net, you will now be able to access all the in-depth information you need regarding the automotive world in the Middle East and in the world. The launch will be held on the second day of the show, June 4, after the first session of the Academy in the morning when I will speak briefly on the immense opportunities offered by information technology in the automotive industry.

Consider this as a formal invite to join us while we step into the digital age. It will be a great privilege for us to be joined by our readers as we celebrate this major milestone in our journey.

Hamid Moaref

Publisher

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Matt Frost

National Sales & Marketing Manager, ARB

What does ARB stand for, and why did you choose it as the name of your company?

The origins of ARB go back to 1975, when the company's founder, Tony Brown, was inspired by a 4WDing trip through the top end of Australia.

Back then, 4WDers relied on homemade or ill-fitting equipment that was not designed for extensive outback expeditions. Endless corrugated roads, extreme temperatures, and the heavy loads carried by Australian travellers were extremely punishing on vehicles that regularly tackled these kinds of conditions.

Tony's many years spent toiling on his Series 1 Land Rover proved to be extremely beneficial to others in the top end during his travels. Damaged bull bars and broken roof racks ensured Tony's expertise was regularly called on and through this experience, an idea was born – high quality, durable equipment that would meet the vigorous demands of 4WD owners.

Upon his return to Melbourne, Tony put theory into practice, and began working in the family garage to address some of the product deficiencies he had encountered on his trip. It was exactly what Australian 4WDers had been waiting for, and ARB, based on the initials for Anthony Ronald Brown, came into being.

Today, ARB is Australia's largest manufacturer and distributor of 4x4 accessories. We also have an international presence, with an office in the US and an export network that covers more than 100 countries around the globe.

Can you give us a quick rundown of ARB's products? What is it mostly known for?

ARB's product range includes a host of different accessories, many of which are suitable for all types of 4 WD vehicles. Our range includes protection equipment, air lockers, air compressors, lighting, roof racks and bars, canopies, recovery equipment, electric winches, safari snorkels, portable fridge freezers, drawer systems, reversing cameras, battery systems, solar panels, touring and camping accessories, and more. ARB is most known for quality, reliability and practicality above all else.

What sets the products of ARB apart from the products of other manufacturers specializing in 4 WD accessories?

Our commitment to innovation through our in-house engineering department that employs over 40 qualified staff and our large Australia-based manufacturing plant ensures that products consistently meet expectations and our strict quality standards.

How do you assess your products' marketability in Australia? In the Middle East?

ARB products are engineered in Australia and tested extensively under the extreme conditions found in the Australian Outback, which are similar to the conditions experienced in the Middle East. This makes our products highly marketable in the two regions.

What is ARB's short term and long term vision?

ARB is Australia's leading 4x4 accessories manufacturer which has been at the forefront of engineering, quality and ingenuity for nearly 40 years. In 2014, our commitment remains unchanged. With a focus on research, development, state-of-the-art facilities and a dynamic workforce, we continue to strive for excellence in all facets of our business. ARB's main strategy will continue to focus on achieving the best outcomes possible in the environment in which it operates.

ARB claims that wherever it can, it endeavors to 'raise the bar'. What do you mean by this? Can you please cite some aspects in your business?

ARB invests substantial capital in research and design each year. Our design and engineering team utilizes the latest CAD, CAM parametric modeling systems and finite element analysis (FEA) packages, and is supported by subcontract companies and universities for special projects like vibration, strength and crash testing. We also devote considerable time and resources to sourcing new products from around the world. IPF lights from Japan, warn winches from the US—we scan the globe in search of equipment that meets both the demands of our customers and our own stringent quality requirements. In addition to all of this, we are constantly on the lookout for new ways to improve our business practices, from distribution to customer service. This is how we endeavor to raise the bar.

What is the technology behind your first-class 4WD accessories?

ARB continues to maintain its position as an innovator in the industry by utilizing the most modern, state-of-the-art fabrication equipment and machinery. Today's requirements for more complex designs are met by us with highly advanced, Computer Numerically Controlled (CNC) sheet fabrication facilities. ARB's production facilities are equipped with a range of state-of-the-art machinery suited to the manufacture of metal products. Our manufacturing capabilities include laser cutting, guillotining, robot grinding, CNC bending, machining and turning. We are equipped with MIG, TIG, robot and spot welding facilities and also have powder coating and spray painting centers.

ARB has a very highly skilled and motivated workforce at our manufacturing plants. We have a stringent quality control system in place, ensuring our exceptionally high standards are maintained. These factors, combined with our level of automation, enable us to produce some of the finest 4WD accessories in the world.

As a 4WD accessory manufacturer, what are the biggest challenges that you encountered in 2013? What challenges are you anticipating in 2014 and how do you plan to deal with them?

The company's growth in 2013 was achieved in the face of challenging global market conditions, and the current economic environment both locally and overseas still remains challenging. However, the outlook for ARB remains positive and we are optimistic about the future. With strong brands around the world, very capable senior management and staff, a strong balance sheet and growth strategies in place, ARB is well-positioned to continue its on-going success despite the various challenges.

What marketing strategies do you use to stay ahead of the competition?

We commission a world-class photographer and we have a large range of marketing collateral, including websites, social media, catalogues, brochures and ads. We also maintain strong relationships within the industry for further brand growth.

What can customers expect from ARB in 2014? Can you give us an overview of your forthcoming products? How will such products address the problem of 4WD owners?

In 2014, our commitment remains unchanged. We will continue to focus on R&D, invest in state-of-the-art facilities and boost our workforce to ensure success in the different aspects of our business. With the innovators in our industry, the future for ARB has never looked brighter.



NEW FJ XTREME AND STREET LAND IN UAE

With its appetite for big SUVs, Toyota's FJ cruisers are a popular choice in the UAE. Al-Futtaim Motors, the sole distributor of Toyota vehicles in the UAE has announced that they will soon be launching two special limited edition FJ Cruisers, the Xtreme and Street to give SUV lovers more reasons to celebrate. They became available in all Al-Futtaim Motors Toyota showrooms from March 20th onwards.

Symbolizing "Waku Doki", the Japanese term for the adrenaline rush that doing something exciting gives you, the FJ Xtreme and FJ Street will be available only for 200 very lucky customers who will benefit from the improved performance and style of the new models. Both the Xtreme and Street models are fitted with a 4.0 L V6 engine and have 5 speed automatic transmissions.

The FJ Cruiser Xtreme offers an even better performance and more stunning design than the FJ Cruiser which has already carved a name for itself as a provider of thrilling off-road and desert driving experiences. It comes with Fox stage 1 suspension, allowing drivers to tackle even the most challenging terrains, a radiant smoked LED front turn signal and tail lamps, sleek 16" Matt Black alloy wheels, front fog lamps and DRLs for better visibility, and rugged Bushwacker fender flares in addition to a hood scoop for better engine ventilation.

The limited edition FJ Street is more suitable for urban driving with a chrome front grille, door handles and exhaust tip, and 20" chrome alloy wheels to give the vehicle a grand appearance. The Street version is also equipped with lower coil suspension for better handling in addition to front fog lamps and DRLs for better visibility.

Speaking about the launch of the new limited editions, Jon Williams, the Managing Director of Al-Futtaim Motors said: "The FJ Cruiser has enjoyed a special relationship with the people of the UAE, ever since it was introduced in 2007, capturing significant attention from the younger drivers due to its retro appearance and excellent off-road performance. With the launch of these two limited edition models we want to offer something a little more personal to those who like to defy everything labelled as typical, conventional or expected."

He added that the company had celebrated the launch of the two models with a new 4-D commercial that ran in VOX cinemas concurrently with the new hit movie "Need for Speed".

Toyota had carried out the Xtreme project in partnership with Arctic Trucks, the Icelandic company that specializes in modifying 4WD vehicles for use in remote locations like the desert and glaciers. Vehicles modified by Arctic Trucks have performed brilliantly under tough conditions during expeditions to both the poles and on the glaciers of Greenland.

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GOLD PLATED MERCEDES STAR OF THE GENEVA MOTOR SHOW



All that glitters is not gold, but at the Geneva Motor Show, a gold coated Mercedes S-Class truly proved to be made of gold. The cars were modified by the German tuning specialist, Carlsson. In a process that took more than 200 hours, each Carlsson CS50 Versailles car was painstakingly covered with several thousand sheets of gold leaf by technicians using special squirrel hair brushes. The sheets were then coated with a clear coat to keep them in place.

About 50% of the car's exterior is covered with sheets that are fashioned from pure gold. The interior too has plenty of gold accents. Gold covers many of the visible parts like the steering wheel, some of the buttons and the knobs and a part of the dashboard. The interior is suitably luxurious and comfortable to match the exterior with leather upholstery made of Nappa leather and floors that are carpeted with soft sheepskin carpets.

Named after the luxurious French palace located in the suburbs of Paris, Carlsson is planning a limited edition run of only 25 CS50 Versailles cars. With a price tag of 359,000 euro (\$498,000), the car is meant mainly for super rich customers from the Middle East and Asia. The gold used inside the car alone is worth 12,000 euro (\$6,600). Each car will be personalized to suit the tastes of the buyer. Of the limited edition of 25 cars, 10 of the cars have already been booked. This shows that in spite of the aftereffects of the global recession, there are still plenty of takers when it comes to gold.





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AUTOMECHANIKA 2014 TURNS SPOTLIGHT ON GROWING MARKETS IN AFRICA AND THE MIDDLE EAST



The annual Automechanika trade fair is the leading international trade and networking event for the automotive aftermarket in the Middle East. The 2014 event too has attracted significant interest from international exhibitors targeting the growing Middle East market. The fair is set to break the records achieved in 2013 when it comes to the number of exhibitors and visitors. Featuring products from all sectors of the industry such as tires, batteries, service station and car wash, accessories and tuning, the 2014 edition will also have another significant attraction, the popular Automechanika Academy with a series of seminars and workshops by industry experts.

Industry professionals who attended a networking event held by the organizers Messe Frankfurt got a foretaste of the academy when two speakers at the event spoke at length on the immense potential and pitfalls of the African market. The GCC and African markets are inextricably linked with growing outflow of auto spares, tyres and batteries from the Middle East market into African ports. With African economies like Nigeria, Kenya, Algeria, Tunisia and Morocco growing at a blistering pace, this trade will show an upward trend for many years to come. According to figures sourced from the UAE National Bureau of Statistics (NBS), the UAE's exports to Nigeria have crossed US\$1.1bn in 2011 and the UAE will soon be the largest exporter to Kenya. Though oil exports dominate the imports into Africa, vehicles and machinery come a close second.

"Dubai's crucial role as a major transshipment and re-export hub plays a fundamental part in fuelling growth of the Middle East-Africa automotive aftermarket trade," said Ahmed Pauwels, CEO of Epoc Messe Frankfurt.



Speaking about the increasing automotive aftermarket links between Africa and Dubai, Subhash Joshi, Senior Automotive Consultant, Frost & Sullivan said that, in view of the growing demand for commercial and personal vehicles, every major supplier wants to be associated with the African markets. With drivers like higher rate of urbanisation, infrastructure developments, regional integration of the transportation system with development of mega corridors and adoption of new business models, he predicted that the industry will grow at CAGR of over 15 per cent in the next 6 years.

Another speaker at the event, Hans van der Spek, Business Manager of Intertruck MENA, a leading supplier of truck and trailer parts spoke of the unique challenges he faced while doing business in Africa. He rightly pointed out that though the African market offers immense potential, awareness of the local conditions and environment is essential in order to avoid obstacles and delays. 20-year-old models of trucks and trailers are a common sight on the roads though the continent is witnessing a gradual increase in the number of modern models.

The GCC automotive market is another market that is on the upswing due to increasing economic prowess and sustained government-driven investment on transport and logistics infrastructure. A study conducted by the analysts Frost & Sullivan estimated that the sales of cars and pickups will show a CAGR of 5.9% in the period 2012-2017 to reach 1.66 million units. Truck and bus sales figures too are projected to rise at 8.7% annually over the same period. The total number of registered cars and pickups in the GCC is expected to record a CAGR of 6.3% in 2012-2017 to total 16.36 million units in 2017. This has a direct impact on the automotive aftermarket, as the demand for vehicles is directly linked to the demand for auto components and services.

Automechanika Dubai 2014 will reflect the growing interest in the automotive sector in both these regions and the show's organizers, the Epoc Messe Frankfurt, are expecting a record turnout from international exhibitors for this year's edition. With the GCC, and more specifically the UAE turning into the hub for automotive trade in the Middle East and African markets, Automechanika 2014 is all set to be bigger and better this time around.



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MERCEDES-BENZ G63 AMG 6 X 6 TO PLAY LEADING ROLE IN NEXT JURASSIC PARK FILM

Cars and Hollywood films have always been a heady combination. What would films like the James Bond movies, "Speed" and "Fast and the Furious" be without the cars that played a starring role? Now, it has been announced on the facebook page of the next Jurassic Park film, Jurassic World, that the Mercedes-Benz G 63 AMG 6 x 6 will be one of the cars to get significant screen time in the movie. The movie's facebook page featured a picture of the vehicle on a shipping pallet.

All Jurassic Park fans know that the cars in the movies have played a big part in the battle against the big, bad dinosaur villains featured in the movies. Brands that have been featured in Jurassic Park movies so far include the Jeep Wrangler, Ford Explorer and Mercedes M-Class. Now, it is the turn of the Mercedes-Benz G63 AMG 6x6. Jurassic Park fans all over the world will have to wait till the movie is released to find out how the dino villains will respond to this much bigger challenge.

Jurassic World, which is the fourth film in the Jurassic Park franchise, will be released in theaters in June of 2015.



NISSAN EMERGES AS A WINNER AT DUBAI LYNX AWARDS

Nissan has once again emerged as the top automotive brand at the Dubai Lynx Festival of Creativity. The Dubai Lynx Festival of Creativity showcases and rewards the best creative work in the MENA region. This year, the awards attracted a record number of entries, about 2,279 entries across 15 categories from 18 countries. Of all the automotive brands, Nissan won the maximum number of awards at the gala ceremony which was held at the MENA Salam Hotel in Jumeirah Dubai. Samir Cherfan, the Managing Director of Nissan Middle East, Monal Zeidan, the company's Director of Marketing and Yolande Pineda, the General Manager of Corporate Communications represented Nissan Middle East at the awards ceremony.



Nissan Middle East FZE won three awards; the gold award for typography (Crash Text Dummies), the silver award in the corporate communications category for the company's Lebanese distributor, Rymco and the bronze award in the Branded content category for GT Academy.

Commenting on the company's performance at the awards, Samir Cherfan, the Managing Director of Nissan Middle East said that it was Nissan's ambition to not just lead in sales but also in the quality of service and communication with customers. He added that Nissan's performance at the awards proved that the company is able to develop creative and memorable marketing campaigns in order to create an impact on customers and in the marketplace.

The 1.8 m tall 'Crash Text Dummies' sculpture which won the gold award depicts the letters 'FYI' to illustrate the dangers of texting while driving. Meant mainly to create awareness among young people in a medium that they would understand and accept, the sculpture was taken to leading universities in a bid to raise awareness about the perils of texting. The 'Crash Text Dummies' campaign had previously won the prestigious MENA Cristal 2013 award and the Global Cristal 2013 award.

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NEW BUGATTI EXHIBIT OPENS AT MULLIN AUTOMOTIVE MUSEUM



The new Bugatti exhibit at the Mullin Automotive Museum in Southern California will definitely prove to be a great draw for all automotive fans. Called "The Art of Bugatti", the show displays all the memorable Bugatti models manufactured over a period of 100 years. The members of the Bugatti family were renowned not only for their talent in automotive design, but also in sculpting, painting and even in making furniture. Hence, the exhibit in the Mullin Museum includes 40 cars and a plane that were owned by Ettore Bugatti, 40 pieces of fine furniture owned by Carlo Bugatti and two dozen pieces of sculpture from Rembrandt Bugatti. It also helps that the Mullin Museum's founder and chairman, Peter Mullin, has the world's largest private collection of Bugattis. Speaking about the exhibition, he said, "It was one of the rare artistic and artisanal families of the era. Everyone in the family just exuded huge artistic talent."

One of the centerpieces of the exhibition will definitely be the Bugatti 100 P, a full size replica of a V-tail wood twin-engine aircraft that was designed jointly by Ettore Bugatti and Louis de Monget for the 1939 Deutsch de la Meurthe Cup Race. Other exhibits that are worthy of mention include one of Bugatti's most popular competitive models, the 927 Bugatti 35 C and the famous 1936 Bugatti Type 57 SC Atlantic, which was in the news for commanding the hefty price of USD 30-40 million when it was sold recently.

The "Art of Bugatti" exhibit can be viewed only through prior reservations for public and private viewings at the Mullin Automotive Museum.

ARE HYBRID AND ELECTRIC VEHICLES REALLY ENVIRONMENT FRIENDLY?



The demand for electric cars and hybrid vehicles has climbed in recent years due to the perception of customers that they are more environment friendly than gas guzzling petrol and diesel vehicles. Buyers of models like the Tesla Model S and the Toyota Prius believe that they are helping to make the world a better place by buying cars that produce less CO2 emissions and use clean energy sources.

Nevertheless, they are not aware that one of the key components used for these electric vehicles and hybrid cars is graphite. Graphite is used for making the lithium-ion battery packs and electric motors. Normally, a hybrid car needs about 22 pounds of graphite, while an electric vehicle like the Tesla Model S needs even more graphite, about 110 pounds. Another modern gadget that uses graphite is the iPhone.

Production of graphite involves mining and processing that inflict great damage on the environment. China is one of the leading producers of graphite in the world and due to the increase in mining activities, areas close to the mines suffer from "graphite rain" – a silver dust that falls from the skies. Waste water contaminated with the hydrochloric acid used for processing is another byproduct that is harmful to the environment. China has now resorted to production curbs and has closed down a number of mines, especially in the Shandong province which produces 10% of the world's graphite.

However, there is no letup in the demand for graphite. As the electric vehicles continue to become more popular even in China, the demand for graphite will only show an upward trend.

Commenting on the situation, Josh Landess, an advanced transportation analyst with Bloomberg New Energy Finance said, "There's little question that the Chinese are between a rock and a hard place environmentally. There is an obvious irony that the disruption it is causing is within the clean vehicle and transportation industry."

This is not the first environmental crisis that China has faced. There have been previous controversies about lead poisoning, acid spills and the high levels of smog in the most populous cities like Shanghai. Nevertheless, this latest controversy could cause a crisis for the EV and hybrid vehicle industry as it will affect as much as a third of global production of graphite, causing an estimated 30% rise in the price of graphite.



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LOUIS VUITTON TIES UP WITH BMW TO CREATE PERFECT LUGGAGE FOR THE i8 HYBRID.

Louis Vuitton, the French fashion house that is renowned for its high-end line of luxury leather goods and accessories, has created a set of luggage items that are a perfect match for the BMW i8 plug-in hybrid.

The collection that has been designed by Louis Vuitton or LV as the company is popularly known consists of a garment bag, a business case and two travel bags. They have been customized based on the measurements of the i8 hybrid and will make optimal use of the space in the car. The garment bag fits perfectly onto the rear shelf of the car while the Weekender GM i8 bags fit snugly into the boot. The business case, the sturdy hardshell Business Case i8, which is perfect for carrying laptops, matches the shape of the rear seats.

Adrian van Hooydonk, Senior Vice President BMW Group Design said that the two companies not only shared a deeprooted love for tradition but were also committed to continuous innovation and development. Just like the BMW i8 sports car uses the revolutionary carbon fiber technology to keep the car lightweight, LV used innovative techniques, aesthetic design and lightweight materials to come up with a luggage collection that is a perfect complement to the i8 hybrid.

The LV collection is fashioned from carbon fiber to match with the car and comes in a solid and stylish carbon-black hue with a chequered Damier pattern. All the luggage items are engraved with the Louis Vuitton signature and are extra durable to withstand long hours on the road. The BMW i8's signature black and electric blue shades are used in the microfiber lining while the handles are made from dyed natural leather. Except for the garment bag, all the components of the luggage set have leather name tags and the renowned Louis Vuitton lock.

Patrick-Louis-Vuitton, Head of Special Orders at Louis Vuitton and great grandson of the House's founder, said "This collaboration with BMW i8 epitomises our shared values of creativity, technological innovation and style. Our craftsmen at Louis Vuitton have enjoyed the challenge of this very special project, using their ingenuity and attention to detail to create a truly made to measure set of luxury luggage. This is a pure expression of the art of travel."

The Louis Vuitton luggage series will be available on special request in Louis Vuitton stores worldwide from the beginning of this month.



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Ferrari Reveals Plans For New Theme Park in Spain

Ferrari fans rarely get a chance to experience the speed, thrill and sheer luxury of riding in a Ferrari, unless they have very deep pockets. One way they can experience the brand is to visit the new Enzo Ferrari Museum in Modena in Italy to look at the classic cars there. An even better way is to visit the theme park, Ferrari World in Abu Dhabi. Ferrari world gives Ferrari fans a chance to immerse themselves in all things Ferrari – to experience thrilling Ferrari rides, see Ferrari shows, visit Ferrari restaurants and buy merchandise from Ferrari shops.

For fans who think Abu Dhabi is just too far, Ferrari is now planning to sign a licensing agreement with Porta Ventura Entertainment SAU to set up a similar theme park called Ferrari Land just outside Barcelona in Spain. The company is a subsidiary of Investindustrial, a giant corporation which owns one-third of Aston Martin, had earlier owned Ducati and still has a stake in Mercedes-AMG. So, PortAventura Entertainment SAU is no stranger to the world of luxury brands.

Just like the Walt Disney franchise has theme parks overseas in Tokyo and Paris, Ferrari will now have two theme parks, and this is just the beginning in what the brand plans to be a series of theme parks worldwide.

Ferrari Land will be built as part of the PortAventura resort and will cover 75,000 square meters outside Barcelona. PortAventura amusement park already has 4,000,000 visitors a year, of whom about half come from outside Spain. Ferrari Land, once it opens, will definitely lead to an increase in the number of visitors to the resort.

The project will involve an outlay of about 100 million euros or \$139 million and will be open to the public from 2016. Once completed, the complex will even have a Ferrari-themed five-star hotel and what the company claims will be Europe's highest and fastest vertical accelerator.

Commenting on the partnership, Andrea C. Bonomi, Senior Partner Investindustrial, said, "PortAventura is one of the leaders in Europe's tourism sector, while Ferrari is an iconic company that represents the very best of Made in Italy. The synergy between the two groups creates a powerful combination that means we can offer clients of both brands a unique experience. We are proud to be able to make this contribution to fostering the growth of the Ferrari brand and Made in Italy across the world."

Andrea Perrone, CEO of Ferrari Brand, the Ferrari subsidiary company that deals with all branding activities for the company commented that after the success of Ferrari World in Abu Dhabi, the company had received many requests to develop amusement parks in new locations. Ferrari had gone through many proposals before finally selecting Investindustrial's proposal as it was a very solid plan that was developed by a company with expertise in the field.



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BMW EXPANDS US PLANT TO MEET DEMAND FOR X MODELS

To meet the growing demand for BMW X models worldwide, the BMW Group is ramping up its production capacity by expanding the capacity at its U.S. plant in Spartanburg, South Carolina. In a ceremony held to mark 20 years of production in the US, the Chairman of Board of Management of BMW AG, Norbert Reithofer announced plans to invest one billion U.S. dollars in the Spartanburg plant by 2016. This will increase the total annual production capacity by 50%, taking it to 450,000 vehicles from the current annual production of 300,000. Prominent dignitaries like the state governor, Nikki Haley and the US Secretary of Commerce, Penny Pritzker attended this ceremony that was held to mark two decades of the production of BMW vehicles in the US.

The Spartanburg plant is the key facility for the production of the X models and has so far manufactured the BMW X3, X5, X5 M, X6 and X6 M models. Henceforth, BMW X4 cars will also be manufactured at this plant. The company has plans to add another, roomier model to the X range named the BMW X7 which will be manufactured at the Spartanburg plant and distributed worldwide.

Commenting on the expansion of the plant, BMW Board of Management member for Production, Harald Krüger said that BMW aimed to have an even pattern of growth over all markets and continents. The Spartanburg factory is an important component of BMW's network of 28 production and assembly facilities that are spread over 13 countries.

The plant in Spartanburg has had a major effect on the economy of South Carolina. Ever since the plant began operation in 1994, more than 2.6 million BMW vehicles including the BMW X3, X5, X5 M, X6 and X6 M have come off the assembly lines. A report by the Moore School of Business at the University of South Carolina said that the BMW Group's activities in South Carolina had an economic impact of around USD 16.6 billion and supported 30,000 jobs. Another study done by the U.S. Department of Commerce revealed that about 70% of the plant's production was exported to other non NAFTA markets worldwide, with the volume of exports amounting to USD 7.5 billion. This made the BMW Group the largest vehicle exporter from the US.



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Ford Announces \$1 Million Scholarship to Mark Memory of William Clay Ford



The automotive world witnessed the end of a historic design era with the demise of William Clay Ford. During his 57 years with the Ford Motor Company, in his capacities as a board member and as a Ford employee, he oversaw the design direction of the company and was the chairman of the design committee for 32 years. He was responsible for the style and design of classic Ford vehicles like the Lincoln Continental Mark II, which is considered to be one of the greatest cars ever built. His achievements in the field of design were recognized even by academic institutions like the Art Center College of Design in Pasadena, California which honored him with an honorary doctorate of science degree in 1981.

In order to celebrate his memory and his contributions to the company, the Ford Motor Company Fund will be encouraging students of automotive design with the disbursement of \$1 million as scholarships over the next 20 years. There will be five annual \$10,000 scholarships to college sophomores or juniors who have a flair for automotive design and are pursuing a degree in the field in colleges in the US.

Commenting on the scholarship, Jim Vella, president, Ford Motor Company Fund and Community Services said, "Design was Mr. Ford's passion, and his creative vision transformed vehicle design at Ford. We are honoring William Clay Ford's legacy by encouraging and supporting the next generation of innovative automotive designers through this scholarship.

Infiniti Appoints New VP for EMEA Region



Francois Goupil de Bouillé
Vice president for the Europe, Middle East, and Africa (EMEA) region

The Infiniti team got a new Vice president for the Europe, Middle East, and Africa (EMEA) region from April 1, 2014. Francois Goupil de Bouillé took over from this date and will oversee Infiniti's entire business and growth plan for these regions. He replaced Fintan Knight who will be leaving Infiniti. Fintan Knight had played a key role in shaping the Infiniti brand as a modern and young challenger brand with an attitude. He had also overhauled the EMEA organization to prepare it for future growth.

Prior to taking over as the VP of the EMEA region, Goupil de Bouillé was the Vice President of Global Operations for the Infiniti team based in Hong Kong and was responsible for the company's operations in the Asia & Oceania region. He will work out of Infiniti's EMEA headquarters in Rolle, Switzerland in his new position and will report to Johan de Nysschen, the President of the Infiniti Motor Company Ltd.

Born in France, Goupil de Bouillé has a Master's degree from the renowned EM Lyon Business School. He is a veteran of the automotive industry with three decades of experience under his belt. He was worked for top tier automakers like Ford and Nissan in leadership roles in Sales, Marketing & Aftersales in countries like Hungary, Switzerland, Russia and France. Goupil de Bouillé steered Infiniti to the top position among Japanese brands in the Russian market, with annual sales tripling from 50,000 to 150,000.

Commenting on the new appointment, Johan de Nysschen, the President of the Infiniti Motor Company Ltd said, "Francois Goupil de Bouillé is a proven automotive leader who has a wealth of experience in Europe. He is one of our most senior executives and has an impressive track record. I am looking forward to his leadership particularly as we prepare for the launch of the Q30 in 2015".

Infiniti is definitely on the growth track with an all-time high sales record of 179,000 vehicles in the financial year 2013 that ended on March 31.

PORSCHE POWERS NEW BUNGEE WORLD RECORD IN DUBAI

Dubai has witnessed many attempts to break Guinness world records, including the record breaking fireworks to usher in the New Year. The emirate witnessed one more such attempt when fitness coach and Dubai expat, Colin Phillips decided to try breaking the world record for the maximum number of bungee jumps.

Porsche Centre Dubai, a division of Al Nabooda Automobiles sponsored the Porsche Macan 24-Bungee event, which was held at the Gravity zone in the Dubai autodrome. Samer Khallouf, Guinness adjudicator was on hand to verify and confirm the record breaking attempt. In keeping with the norms for the Guinness Book of World Records, the attempt was made in three separate sessions lasting for a period of four hours each.



Phillips began his attempt on the record after 7 pm on March 20, 2014 by jumping from a 100 m crane. By 10:20 am on Friday morning, he had already broken the existing record by jumping 106 times. The previous record of 105 jumps was made in 2011 by South African Kevin Huntly. After jumping 151 times in a 24-hour period, he did admit to feeling “a bit beaten up”, but then breaking a Guinness World record is no mean feat.

ATTEMPT TO BEAT GUINNESS CAR JUMP RECORD ENDS IN HORRIFIC CRASH

Guerlain Chicherit is no stranger to danger. The French sportsman is a four time world champion of off-trail free riding in skiing events. He is also a rally driver with over ten years experience in rally driving. He won the FIA Cross Country Rally World Cup in 2009 and a stage of the Dakar Rally in 2010. He also back-flipped a Mini Countryman from a snow ramp in 2013 to set a new world record.

Recently, Guerlain Chicherit's attempt to break another Guinness world record resulted in a spectacular mishap. Tanner Foust had set the world record for the longest ramp jump in a car at 332 feet. Supported by Toyo Tires and Monster Energy, Guerlain Chicherit planned to beat this record by making a 360-foot leap in a specially modified Mini Countryman at Tignes, France. The event was also attended by officials from the Guinness Book of World Records who were on hand to verify the new record if the old one was broken.



However, the attempt failed spectacularly when the car somersaulted and crashed to the ground. It rolled several times before coming to a complete stop. Chicherit was lucky to emerge from the accident with just minor injuries. Emergency services came to his rescue immediately and he was transferred to the hospital by a helicopter, but he ended up spending just one night there and is relatively unscathed.

Yes, cars are not meant to fly, but with the spirit of a true champion, it is only a matter of time before Chicherit makes another attempt to break the world record.

Volkswagen Middle East Launches Careers Portal For The Middle East Region

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Note: After your information has been submitted, it will be available for review by Volkswagen dealerships for 90 days. If a dealership finds your qualifications to be a match for an open position, you will be contacted accordingly.



Volkswagen Middle East has launched a new careers portal to widen its reach and attract talented professionals across the region to join the company. The portal will be updated on a regular basis with the details of the latest vacancies in marketing, human resource, finance, sales, and after sales service at the company's offices and dealerships across the region.

The new careers portal, will be a separate section on the home page of the company, www.volkswagen-me.com, and will give job seekers a chance to have a challenging career with one of the leading automotive companies in the world. Volkswagen also provides employees with internationally accredited professional training programmes in sales and aftersales service through the Regional Volkswagen Academy for Sales and Service.

Customer service is the cornerstone of Volkswagen's drive to expand its business in the Middle East and the company is investing a lot in training and resources to ensure that its sales and aftersales services across the region are top-notch. This ongoing commitment has been reflected in the company's strong sales performance ever since it started operations in the Middle East.

With new state-of-the-art service facilities and showrooms opening throughout the region in 2014 and beyond, the German auto manufacturer will leverage the new careers portal to attract, develop and build strong Middle East teams who can grow with the company.

Commenting on the announcement, Thomas Milz, Managing Director of Volkswagen Middle East said: "A 2013 customer satisfaction survey conducted by Volkswagen internationally showed record-high customer satisfaction levels, with the Middle East performing extremely well in both sales and aftersales services. This is a direct outcome of our continued investment in our people, who form the backbone of our infrastructure and capacity to deliver our high standards of service excellence".

"The Middle East is a very important region for Volkswagen and it is imperative that we attract and develop the right people. The careers portal has been introduced for this purpose. Our training and certification programmes, designed to international standards, will enable Volkswagen Middle East to grow our human capital as we expand across the region", added Milz.

By the end of 2013, the German auto manufacturer had 15 showrooms and 13 workshops and service centres region wide. In 2014, it will expand to 18 showrooms and 17 workshops and service centres.

Toyota Sharpens Competitive Edge with New Technology for Recycling Copper



Copper is a metal that can be used for many purposes as it is soft, malleable and ductile in addition to being an excellent conductor of heat and electricity. In the automotive industry, it is used in vehicle wiring harnesses and for manufacturing electric motors for hybrid powertrains.

At the rate at which copper is being consumed, the global reserves of this metal will last only for 40 years. Toyota is the first automotive company that has made an effort to develop a technology for recycling copper in collaboration with a group of industry partners like Yazaki, Toyota Tsusho and eight specialist vehicle dismantling businesses.

The project that began in 2010 in Japan developed one of a kind technology for recovering copper from the wiring harnesses of vehicles that have reached the end of their useful life. Earlier, it was not possible to use mechanical methods to recycle the copper content from the harnesses but with the use of this new sorting method developed by the project team, the metal can be protected from contamination by minute impurities during the dismantling process.

The company went on to conduct trials at the Honsha plant in 2013, and after rigorous quality checks, the recycled copper was successfully used in the vehicle production process. It was found that the copper recovered with the new technique had purity levels as high as 99.96 per cent, thus helping the company to save as much as 1,000 tons of copper on an annual basis.

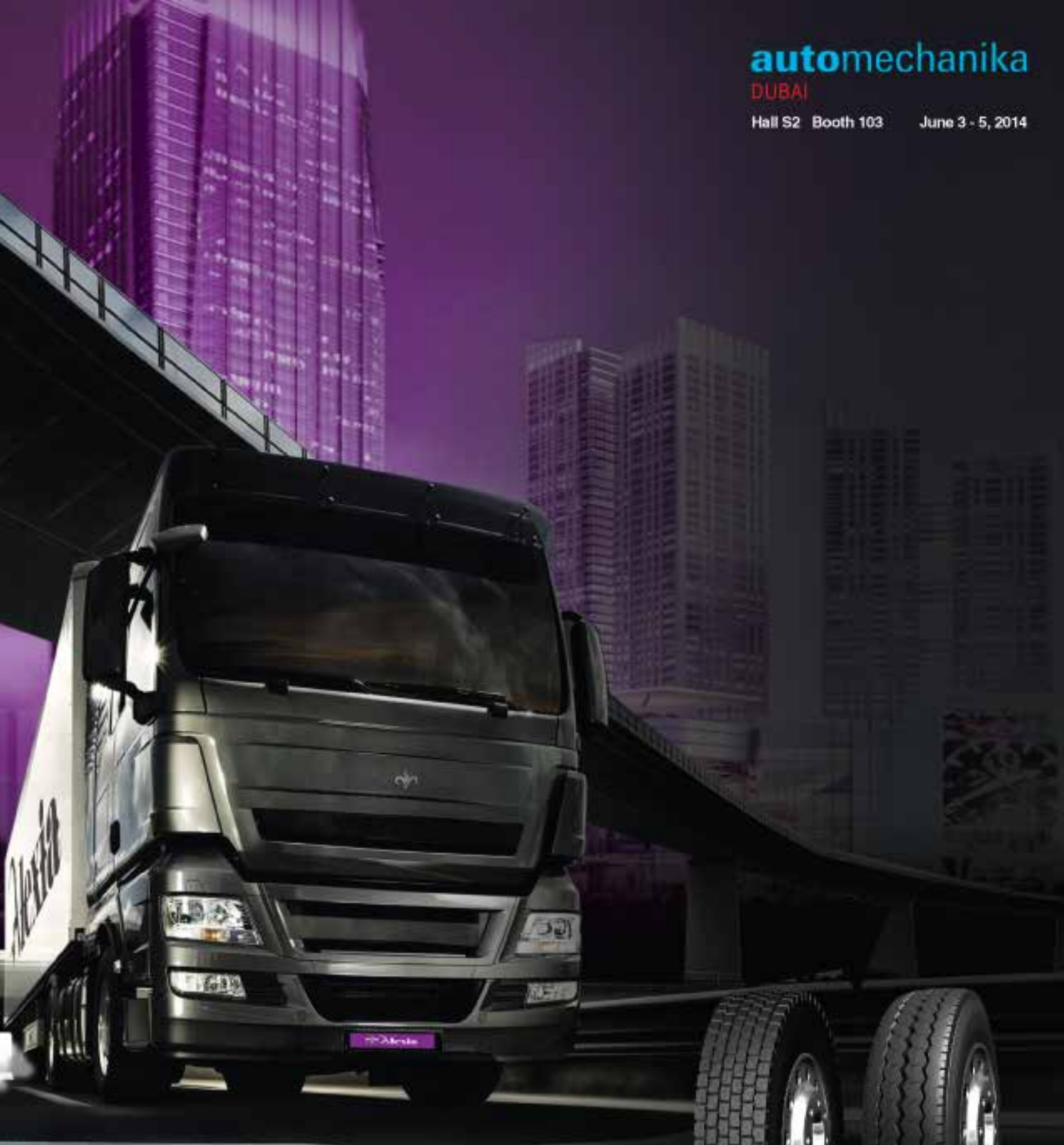
With the development of this innovative new technology and other recycling initiatives, Toyota can strengthen its competitive edge and contribute to the sustainability of natural resources.

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NEW LUXURY MOTOR SHOW OPENS TO THE PUBLIC IN DUBAI



Dubai has no dearth of trade fairs related to the automotive industry. The Automechanika show caters mainly to trade visitors while the biennial Dubai Motor Show showcases automobiles ranging from luxury cars like Bugatti and Maserati to pickups and economy sedans.

The new Show, MotorVillage that was held from March 31 to April 3rd, however was completely devoted to luxury cars. This is the first time such a show has been held in Dubai and the cars were exhibited in several locations across the Dubai International Financial Centre (DIFC). The opening ceremony of the show was attended by several prominent dignitaries including Sheikh Shakhboot Bin Nahyan Al Nahyan, who cut the ribbon inaugurating the show.

Participants in the show included 26 premium and super cars from 12 brands including renowned names like Lotus, MINI, Aston Martin, Ferrari, Audi, Bentley, Porsche, BMW, Maserati, McLaren, Rolls-Royce and SRT.

At the MotorVillage, Audi showcased its brand new Audi A8 P.1, which became available for sale in Dubai from the month of April. Speaking about Audi's participation in the show, Ali Al Nabooda, General Manager of the Audi's exclusive distributor, Al Nabooda Automobiles said, "We're excited to be taking part in MotorVillage. It's a fantastic opportunity for us to showcase four of our premium Audi models to local residents". He added they would also be using the show as an opportunity to promote the flagship Audi R8 supercar, the RS7 and their leading SUV, the Q7.

Porsche lovers too had a chance to see the brand new Porsche Macan S at the MotorVillage. Other notable Porsche models that were exhibited at the MotorVillage included the iconic Porsche 911 Turbo, the bestselling Cayenne GTS, and the top end Panamera 4S Executive.

The show certainly proved to be a treat for all car lovers who have a soft spot for luxury cars.

LONDON MOTOR MUSEUM CELEBRATES TENTH ANNIVERSARY WITH CORSA CLASSICA EXHIBITION



The London Motor Museum is different from other car museums. It is the only custom car museum in Europe, with a unique collection of more than 200 privately owned classic cars ranging from the 1930s through to the supercars of the present day. The Museum houses these cars in sections with fascinating names like the Movie Car Section, the Bat-Cave (home to both the 1966 and 1989 Batmobile), Muscle Car Alley and the Supercar Paddock for the Lamborghinis and the Bugattis. There are plenty of cars that were featured in movies or were once owned by celebrities like Jennifer Lopez and American rapper Snoop Dogg. The attraction was established by former model, Elo in 2001 with just seven vehicles, but the collection has since grown into more than 200 cars.

The London Motor Museum recently celebrated its 10th anniversary this week by launching a new exhibition named the 'Corsa Classica'. The 'Corsa Classica' exhibition features classic racing cars including recreations of two iconic racers of the 50s; the Ferrari 196 sp Dino and the 1957 Maserati 450S. The collection is dedicated to the legendary Argentinian racer Juan Manuel Fangio who had raced for both the Ferrari and Maserati teams.

The Ferrari 196 sp Dino had won numerous races in its class before it was replaced by the more powerful 246 model. The 1957 Maserati 450S was one of the fastest Maserati sports cars ever made. Its front mounted 4.5-litre V8 engine gave it the power to reach 100 mph in just 11 seconds, producing 420 horsepower and a top speed of 193 mph.

Commenting on the new exhibition, Elo, the owner and founder of the London Motor Museum said that he was very proud of what he and his team had achieved. He added that the new 'Corsa Classica' exhibition marked a new direction for the museum.

With its focus on historic and significant cars, it is clear that the London Motor Museum will continue to be a great draw for car lovers worldwide well into the future.

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HONDA CROSSES LANDMARK PRODUCTION MILESTONE IN US



When the 10 millionth Honda accord came off the production line at the company's plant in Marysville, Ohio, the American Honda Motor Corporation, the US subsidiary of Honda Motor Corporation crossed two milestones. The first was the production milestone of 20 million automobiles in the US and the second one was the production of 10 million Honda Accords in the US.

Honda was the first Japanese auto manufacturer to take a chance on local production in the US and started production at the historic Marysville Auto Plant with the first Honda Accord on November 1, 1982. The company now has three other production facilities in East Liberty (Ohio), Lincoln (Alabama) and Greensburg (Indiana). The four plants manufacture 11 different Honda models, including four passenger cars like the best selling Accord and Acura and seven light trucks. The company is working on the construction of a fifth U.S. plant, the Performance Manufacturing Center, near the historic Marysville plant, and it is scheduled to become the exclusive global production location for the new Acura NSX. In 2013, nearly 95 percent of the demand for Honda and Acura automobiles in the U.S. was met through vehicles produced locally.

The company's plants in the US made a record 1,309,917 automobiles in 2013, an increase of 7.4 percent over the 2012 figure. Honda has an extensive network of 533 suppliers in the U.S., and the company spent more than \$23 billion on the purchase of parts and components last year.

Commenting on the achievement, Hidenobu Iwata, president and CEO of Honda of America Mfg. and head of Honda's North American manufacturing said, "We are deeply aware that our ability to reach this milestone results from the trust that 20 million customers have placed in our products, and we appreciate their support over the past three decades. We also value the commitment made by tens of thousands of associates at Honda and our hundreds of suppliers in the U.S. who build products of the highest quality for our customers."

In addition to the four plants for manufacturing cars, Honda has two plants for manufacturing engines in Lincoln, Alabama and Anna, Ohio, and two plants for producing automatic transmissions in Russells Point, Ohio, and Tallapoosa, Georgia. Cumulatively, these plants have produced 23.77 million automobile engines and 18.64 million transmissions.

Honda has made sizeable investments to the tune of approximately \$1.6 billion over the past three years to expand the production capacity and implement new technologies in products and manufacturing systems in the US plants.



DEMAND FOR MERCEDES MODELS FUELS LAUNCH OF THIRD SHIFT IN DAIMLER FACTORIES

Heavy demand for the new compact Mercedes models has led Daimler to add a third shift at its factory in Kecskemét, Hungary, to meet the growing demand. The third shift will begin functioning from May onwards at this facility that manufactures the B-Class and CLA-Class models.



The shortfall in supply is being experienced mainly in the US market. In the months of January and February, 4,404 units of the compact cars were sold in the US, leading to an overall increase in sales of 29.7% as compared to last year's sales figures for the same period. Their launch has also drawn a younger client base, with the average age of customers dropping from 54 years to 46 years.

This spurt in demand has helped Mercedes to retain its competitive edge in the luxury car market as compared to other players in the field like BMW and Audi.

Daimler's factory in Rastatt, Germany, factory has also been operating three shifts from October 2012. The company had first tried introducing extra shifts on Saturdays before resorting to third shifts at both factories. The automaker has also outsourced production of the A-Class to the Finnish firm, Valmet, in order to cope with the growing demand for the compacts.

Commenting on the development, Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars said, "Most recently, our production has hardly kept up with the dynamic sales development of our compacts. That is why we are now switching our second compact car plant to three-shift operations as well - this allows us to serve the wishes of our customers around the world even better and timelier."

He added that the company has benefited from an excellent production team and the introduction of the right products at the right time. These two factors led to high levels of acceptance among the customers of the compact models like the new GLA, the CLA, A-class, and the B-Class cars.

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PORSCHE CENTRE DUBAI OUTSELLS ALL OTHER DEALERS FOR THE NINTH YEAR IN A ROW

The exclusive dealer for Porsche vehicles in Dubai, the Porsche Centre run by Al Nabooda Automobiles, has been declared as the dealer with the highest sales globally for the ninth consecutive year. The dealership sold 1,892 cars in 2013, an increase of 14% over the previous year. With plans to open a new Dh\$144 million 20,812 sqm showroom on the busy Sheikh Zayed Road by the end of 2014, it looks like the team is well set to achieve a record with a decade's leadership in Porsche sales worldwide by 2015.



Commenting on the achievement, K. Rajaram, Chief Executive Officer of Al Nabooda Automobiles credited the double digit sales growth and the Porsche Center's success in the past nine years to the brand's fantastic model line-up and his team's high levels of customer service. He added that the new Dubai showroom and After Sales facility would provide the ideal platform to further showcase the Porsche brand and provide even better levels of service to customers.

The best selling Cayenne played a key role in the success of the Porsche Centre Dubai in 2013, as its sales grew by more than 7% year-on-year with 1,229 new car deliveries. The iconic 911, which celebrated 50 years in production in 2013, also saw increased demand, with 261 units being sold.

The new showroom that is scheduled to be opened on Sheikh Zayed Road is just one of the initiatives that Al Nabooda Automobiles is pursuing as part of the expansion drive that the company has planned for the Porsche brand. Other plans include a brand new showroom in Fujairah which opened in March and a new showroom and workshop facility in Sharjah, where the other brands the company deals in will be showcased in addition to Porsche.

"We sell a high number of vehicles every year, so it's essential to have the right infrastructure in place to service them and ensure our customers keep coming back," Rajaram added.

He concluded by saying that the company has invested heavily in new showrooms, workshops and after sales facilities in Dubai and across the northern emirates in a bid to cement its position as the top dealer of Porsche worldwide.

LAMA GROUP MERGES WITH CARFARE IN USD 100 MILLION DEAL

The Dubai-based Lama Group is a renowned destination management company that offers tours, cruises and hotel booking services to cater to the growing number of tourists who are visiting the emirate. Established in 1997, the company has a hotel business that contributes to 60 per cent of its revenue. With nine international offices and 14 in the UAE, the Lama Group is definitely on the growth track. The company has just announced a USD 100 million deal in which it will merge with CarFare, a Dubai-based mobility solutions company offering car rental services to expand its reach even further.



According to Kulwant Singh, the managing director of Lama, the deal will result in the creation of a new company, BK Group Holdings, which will employ 650 people and will operate out of the head office in Dubai Investment Park. BKK Holdings is expected to have combined sales of between Dh300 million and Dh350 million and earnings before interest, tax, depreciation and amortization of between Dh450 million and Dh500 million in 2015. However, both companies will retain their individual brand names.

Together, the two companies will be able to offer 3,500 cars to their customers. Singh commented that with greater inflow of tourists into the country in the runup to the Expo 2020 event, the demand for rental and chauffeur-driven cars in the UAE is certainly expected to increase. It is estimated that 20 million visitors will be visiting Dubai on an annual basis by 2020. During the actual six-month event, around 25 million visitors are expected to arrive in Dubai.

As an outcome of the deal, Lama expects the contribution of the chauffeur business to the company's total revenue to increase from between 3 and 4 per cent of its revenue to between 7 and 8 per cent. Both companies combined will have 450 chauffeur-driven cars this year.

Lama's revenue had crossed Dh140 million in 2013, and it is expected to grow by between 25 and 30 per cent in 2014. However, absorbing the costs of the merger will slow the rate of growth to between 15 and 20 per cent next year. The company plans to invest \$15 million over the next six months on expanding its limousine fleet and the number of offices regionally. Plans are also on track to open five more offices in India and one each in Bahrain, Oman and Qatar.



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KENDA RUBBER INTENSIFIES FOCUS ON QUALITY WITH NEW R & D CENTER IN THE US



The Taiwan-based tire manufacturer, Kenda Rubber which is currently the 30th largest tire maker in the world and crossed \$1 billion in sales in 2012, has announced plans to cement its position with a new R & D center in the US. Kenda has been operating in the US ever since 1962 and will be shortly setting up a research and development center in Akron, Ohio. The company has hired Tom Williams, the highly experienced chief engineer at Hankook Tire America Corporation to head the R & D center as the vice president of engineering.

Tom Williams is a tire industry veteran with experience of over three decades in tire dynamics. Prior to joining Hankook, he had also worked with General Tire & Rubber Co. and at Bridgestone Americas, where he collaborated with both Ford and General Motors to come up with the perfect tires for their vehicles. In his new position, he will divide his time between Kenda's plants in Asia and in Ohio in order to work on new technologies and processes and to establish new centers for research and development.

Commenting on the new development, Kenda President Jimmy Yang said, "Kenda is looking to take the next step in the tire industry, and we're excited about the hiring of Tom and the experience he brings".

He added that this is just one of the steps that the company will be taking as parts of its aggressive short term plans in order to improve the quality and value of Kenda products.

American Kenda Rubber Industrial Co. Ltd did not reveal specific details about the size or timing of the proposed R & D center, but said the center will act as the hub for product development and testing across all North American product categories.

CHALLENGE BIBENDUM RETURNS TO CHINA



Given the rate at which the automobile industry is growing, in a little over three decades, the number of cars on the roads will double to more than 2 billion vehicles on a global basis. Other means of transport for both people and cargo will also continue to grow exponentially, thus throwing open the doors to the benefits of better mobility to thousands of new users.

This massive upsurge in the expansion of global mobility calls for the management of energy resources and safety challenges at a global level with consultations and discussions between all the affected parties. The Michelin Challenge Bibendum is an event supported by the French tire manufacturer that can justifiably be called the "world summit of sustainable mobility." The aim of this event that was first held more than 15 years ago is to discuss and develop a common vision for cleaner and safer transportation solutions for the future. The Bibendum serves as a meeting place for all the stakeholders in the road transportation sector who deal with the invention, design, and implementation of transportation solutions.

The Michelin Challenge Bibendum is possibly the only event that brings together on one platform all the players in the mobility sector including automotive parts suppliers, automotive and truck manufacturers, energy firms, research institutions, universities, fleet operators, political leaders, and NGOs. During the sessions, they discuss strategies to make vehicles cleaner, more fuel-efficient and better equipped to meet the expectations of society and of customers.

Each edition of the Bibendum generally focuses on specific issues that affect the region where it is held in addition to global challenges faced by the mobility sector. Important topics that were discussed during the presentations and discussions that were held in the past years include promotion of road safety, urban density, geography, availability and consumption of energy resources and the climate.

The event has been held in Europe, the United States, Japan, Brazil and China and after a long break of three and half years, the 12th edition of the Bibendum will now be held in China. The forthcoming edition of the Bibendum is planned to be an even more open event than the previous editions in order to mobilize international commitment to sustainable mobility.

BKT Supports Monster Jam for Better Visibility

The Monster Jam is a highly popular series of live motorsport events held by Feld Entertainment that involve racing and freestyle competitions for monster trucks. The events take place mainly in the US and Canada and feature monster trucks with names like Captain's Curse, Grave Digger and Monster Mutt.

Fans attending Monster Jam events get many opportunities to meet the stars of the show for autograph sessions during pit parties and the actual racing events. The Monster Jam finals that are usually held in March every year in Las Vegas are aired on the Fox Sports 1 and Fox Sports 2 channels. Monster Jam events were also aired as parts of the CBS Sports Spectacular on the CBS channel.



The Indian tire manufacturer, Balkrishna Industries Ltd. (BKT) is now seeking to benefit from Monster Jam's growing popularity and has signed a multi-year agreement to become the exclusive tire sponsor for the Monster Jam and the complete fleet of Monster Jam trucks. BKT specializes in off road tires like those for vehicles in the ATV, agricultural, earthmoving, industrial, and gardening sector. The company says it has come up with a custom tire, the BKT Monster Jam Tire which will soon be used for all Monster Jam trucks.

The agreement will be valid till 2018 and will cover Monster Jam events in over 100 cities in North America and the growing international Monster Jam tour, which may even cover parts of Europe. The company will benefit from on site presence during the events and live and recorded television coverage.

Arvind Poddar, the Chairman and Managing Director of BKT, said that this was the first time the company has been involved in supporting a show on such a large scale. He said it was the growing popularity of Monster Jam events and the potential for great visibility that prompted the company to proceed with the agreement. He added, "We have taken on the challenge of designing purpose-built Monster Jam tires for the fleet of Monster Jam trucks that are thrilling millions of people around the world."

Charlie Mancuso, the president of Feld Motor Sports which organizes Monster Jam events said that as BKT is a major player in the off-highway tire market, the company's support in creating custom tires for Monster Jam trucks will definitely contribute to the global growth of Monster Jam.

According to Carl Casalbone, president of BKT Tires USA, Inc., Monster Jam has a great public appeal around the world. "Being the official and exclusive tire manufacturer of Monster Jam will have a strong media and brand positioning effect for BKT. These are important goals for the American market. We are sure to achieve these goals by means of this of this special partnership having a strong impact on our target group."

Trelleborg Chooses Specialized Dealers for new TPC dealer programme



Trelleborg Wheel Systems has made life easier for its customers in the UK and Ireland by choosing 28 key dealers who specialize in agricultural tires to be part of the new Trelleborg Professional Centre program. These dealers will receive exclusive training and comprehensive sales support from Trelleborg. Through the TPC program, the dealers will be able to provide customers with dedicated services for agricultural tires including advice on tire size and type and free customized load pressure charts. The selected dealers will stock Trelleborg's complete range of agricultural tires, and will provide free tire pressure assessments and extended seven year warranties to customers. In return, they will provide Trelleborg with operating data records to aid the research and development process.

Commenting on the TPC program, Bruce Lauder, the marketing manager at Trelleborg Wheel Systems in the UK said that the 28 dealers were selected on the basis of very stringent criteria, especially their service and technical capabilities and commitment to customers.

Another feature Trelleborg has launched for the benefit of the company's consumers is a new Dealer Locator app that customers can download for free from the Apple store, Google Play and the Trelleborg Wheel Systems website. With the help of this app, customers can easily find the nearest dealer that can supply them with Trelleborg tires.

Bridgestone Supports FIS Audi Ski World Cup for the Third Year in a Row



Bridgestone has extended its partnership with the FIS Audi Ski World Cup for the third season to take advantage of the extensive media coverage the tournament receives on a global basis.

Just like skiing champions need to have excellent control of their grip, balance, control and safety on the steep and challenging slopes, Bridgestone winter tires too have excellent traction and control even on icy terrain. This is why they have outstanding test scores.

To bolster this collaboration with the FIS Audi Ski World Cup, Bridgestone advertised extensively on 16 racecourses located in famous skiing hotspots like Cortina, Kitzbuhel and St. Moritz and recruited top German ski racer Fritz Dopfer as a brand ambassador.

Commenting on the collaboration, Jake Rønsholt, the Director of Corporate & Brand Communications for Bridgestone Europe stated that the campaign will help to create an impact on the target demographic for the company's winter tires and will help to differentiate Bridgestone from its competitors.

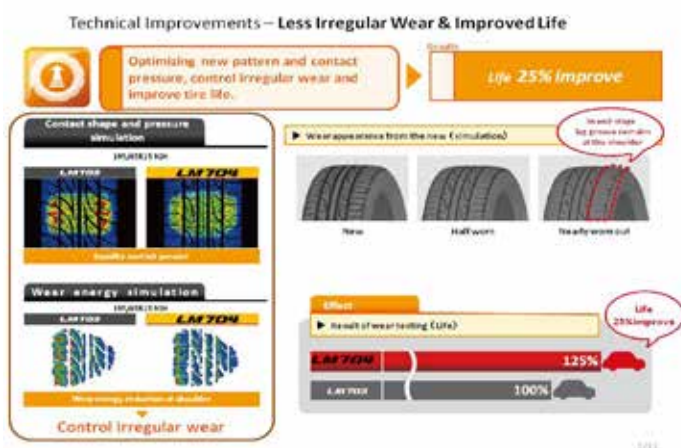
He added, "Bridgestone invests heavily in the development of technologies to deliver peak performance. This is where we see the link to our sponsorship in the past and upcoming seasons."

Bridgestone's commitment to quality and safety to provide a better driving experience on winter roads have resulted in partnerships with the Norwegian, Italian, Finnish and German Ski Federations. Bridgestone provides all these skiing federations with the winter tires they need for transporting for their athletes and officials to the competitions and training sessions.

This winter too, the FIS Audi Ski Cup will kick off with a bang in Sölden, where the FIS Ski World Cup will hold the first competitions of the 2014/15 season.

Bridgestone benefited enormously from supporting previous editions of the FIS Audi Ski Cup. In the 2013/2014 season, Austria and USA dominated the skiing events with Austrian Marcel Hirscher becoming the first man in 30 years to win the overall Alpine Skiing World Cup three times in a row. The company emerged with a stronger brand presence, and its eye-catching "Tyre Racer" gave skiing fans who came from all over the world a great photo opportunity at world renowned racecourses like the 'Streif' and the 'Corviglia'.

Dunlop Launches Innovative New Tire in the Middle East



Sumitomo Rubber Middle East FZE, the Middle East subsidiary of one of the world's top tire manufacturers, Sumitomo Rubber Industries recently celebrated the Middle East launch of its innovative new tire, the Dunlop SP Sport LM704. Two preliminary round table sessions were conducted at the Ritz Carlton Hotel in Dubai to brief the media on the new tire while a formal dinner was held for automotive dealers in the Middle East to mark the official launch.

Speaking at the function, Mr. Takeshi Adachi, the Managing Director of Sumitomo Rubber Middle East FZE expressed his pleasure in launching the company's newest tire in the Middle East. He added that the Middle East market was particularly important for the company in view of the growing demand for standard and touring sedans, thus driving the sales of passenger cars.

The Dunlop brand, established by John Boyd Dunlop, the inventor of the first practical pneumatic tire, has a rich heritage of nearly 125 years right from the dawn of the motor age and many firsts to its credit. The company stays true to this heritage with tires that are known for their quality and innovation. The SP Sport LM704 is the latest to be launched by Dunlop in a long line of impressive tires that incorporate the latest developments in tire technology.

The SP Sport LM704 offers many improvements on its predecessor, the LM 703 and targets owners of passenger cars who are looking for a tire that offers a good combination of performance, safety and value for money. The company spent hundreds of hours on research and simulation tests in order to come up with a tire that reduces the noise level by 13%, improves irregular wear by 25% and has a longer life by 25%, all without compromising on fuel efficiency or handling in wet and dry conditions. This makes the tire an ideal choice for customers who want reasonably priced and high performance tyres.

The SP Sport LM704 is a replacement tire that will be available in 46 sizes ranging from 13 inches to 18 inches. It can be fitted on all popular small, mid and large sized sedans. With Dunlop tires being the OE fitment for many Japanese models from Toyota, Honda, Nissan, Daihatsu and even BMW and Mercedes Benz cars, it is only a matter of time before the SP Sport LM704 tire becomes a popular choice for customers from the Middle East.

Pirelli Opens Tire Super Store in Kuwait



Pirelli, the fifth top tire manufacturer in the world and the leader in the production of high performance tires, has just opened a new store in Kuwait. The store has been opened in partnership with Pirelli's distributor in Kuwait, the Behbehani Motor Company and has been designed as the biggest store of its kind in the region. Showcasing Pirelli's range of premium tires and tire-related

services, the store will offer customers the wide range, comfort and convenience the Italian brand has always been known for. All staff members will receive intensive hands-on training to help them achieve superior competence and provide customers with a premium-segment experience. The store will have five service bays for cars and four for trucks.

Established in 1872, Pirelli has grown significantly in the past 141 years. The company has 19 factories spread across four continents and its products are available in more than 160 markets. Pirelli is now focusing on establishing its presence in the Middle East market, where there is a high demand for luxury cars. The luxury car market in the region has been growing year-on-year and to cater to this demand, Pirelli had launched a range of outlets and services like high end tire changing services in its workshops.

Commenting on the opening of the new store in Kuwait, Mattia Bussacchini, General Manager, ME and India said, "Kuwait is the perfect starting point this side of the world. People know what they want here and we look forward to providing the best fit. Our motto is to offer customers a feel-good experience and this is our endeavor."

The new store in Kuwait will further add to Pirelli's reach in the Middle East. The company already has three other stores in the region; one in Jeddah, one in Bahrain and one in Dubai. Pirelli has announced plans to open 32 new Pirelli shops by the end of the year.

Abdulghani Behbehani, the Director of the Behbehani Tire Center, also expressed his pleasure at the new partnership venture with Pirelli in Kuwait. He said the Behbehani Motor Company was happy to support Pirelli by investing in highly trained professional staff, excellent infrastructure and cutting-edge technology for the showrooms and the service center. With all these components in place, he hoped that the new shop will not only meet, but exceed customer expectations.

Goodyear Tops Category in Fortune List of Most Admired Companies



Fortune magazine released a list of the most admired companies in the world in its March issue and guess who topped the list of companies in the motor vehicle parts category?

The renowned tire manufacturer, Goodyear Tire & Rubber Company emerged as the topper of the list. Nine key attributes were considered for inclusion in the list and Goodyear led all other companies in five of them; people management, use of assets, social responsibility, long-term investment and product/service quality. Goodyear led the category in five of the nine attributes and thus got the number one position. First published in 1983, Fortune magazine's most admired list is considered as an industry benchmark for the reputation of a company as it involves a rigorous assessment by nearly 4,000 executives, board directors and securities analysts based on the nine criteria.

Speaking about this recognition, Goodyear's chairman and CEO, Richard J. Kramer said "This recognition is a credit to the hard work of 69,000 Goodyear associates around the world. It validates the success of our strategy roadmap and serves as a meaningful mile marker on our journey toward creating sustainable value."

Goodyear is one of the world's largest tire manufacturers with 52 production facilities spread over 22 countries across the world. The company employs about 69,000 people and has two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg for path-breaking research projects to develop new products and services related to the tire industry.

Kumho Wins Red Dot Design Award for the Third Year in a Row

The Red Dot Award is one of the most prestigious awards in the field of product design, along with the iF Design Award and the IDEA Design Competition. The winners of the Product Design competition which has been in existence since 1954 get the Red Dot Award which is recognized the world over as a seal of quality. For the third year in a row, Kumho Tire emerged as one of the award winners when the results of the competition were announced on April 7th. This is the first time a Korean tire manufacturer has scored a hat trick at the Red Dot awards.

Kumho was singled out for this honor on the basis of the eye-catching design of three of its tires: "WinterCRAFT Wi61 (Winter Tire), the "ECSTA PS91 (S-UHP Tire)," and the "WATTRUN VA31 (Electric vehicle Tire)."



The glacier and snowflake design motif on the side wall of the WinterCRAFT Wi61 and the use of shadow knurling, a special shadowing effect makes it a winter tire with a difference. The S-UHP (Super-Ultra High Performance) ECSTA PS91 tire, which had won the 2014 iF design award, has a racing flag logo marked on the tire tread and the side wall to indicate that it has been optimized for high-performance super cars.

The WATTRUN VA31 is Kumho's first tire for electric vehicles which is produced exclusively for the Renault Samsung's SM3 Z.E. In view of the fact that low noise is an essential requirement for electric vehicles, the tire incorporates the latest developments in the fields of low-noise and comfort technology and has a futuristic embossed pattern on the side wall.

Commenting on Kumho's unique achievement, Bong-Yeong Sohn, the Research Division Director of Kumho Tire said, "It is a great honor to have won two design awards in the first half of this year alone, following the German iF Design Award in January." He added that Kumho will continue to focus on developing the company's design capabilities in their drive to improve the quality of their products.

European Commission Extends Aid to New Hankook Plant

Hankook Tire's second factory in Hungary will soon be the recipient of massive aid from the European Commission. Meant to cater to the ultra-high performance tire segment, the factory will be engaged in the production of ultra-high performance tires, sealant and run-flat tires. The new plant will be located close to Hankook's current plant in Rácalmás.

The Korean tire maker had already received news in December 2013 that the Hungarian government will be supporting the plant with tax concessions of €33.82 million and a direct grant of €24.1 million. Now, the European Commission is following suit with the decision to give €57.9 million as regional investment aid for Hankook Tire Hungary Manufacturing and Trading Ltd.

Commenting on the grant, Joaquín Almunia, the commission vice-president in charge of competition policy said, "Hankook Hungary's investment project is expected to create 950 new jobs in Rácalmás. It will provide a welcome boost to the development of the region without unduly distorting competition in the Single Market."

The commission felt that Hankook is eligible for this grant as the new factory will contribute to regional development and create as many as 950 jobs. At the same time, as an outcome of getting this grant, the company will not get undue advantage when it comes to grabbing market share and getting a competitive advantage.

EU Regional Aid Guidelines stipulate that large investment projects can be approved for grants only if the resultant increase in market share and the capacity increase do not exceed pre-defined limits. Hankook Tire is well within these norms as the European Commission found that the company's market share even after the establishment of the factory will remain below 25% in the European Economic Area (EEA) and global passenger car and light truck tire markets. The increase in the production capacity that will be created as a result of this investment will also be less than five per cent of the market.



Toyo Launches Three Truck Tires at MATS



Toyo Tires USA, the US subsidiary of the Japanese tiremaker Toyo tires launched three new tires at the Mid-America Trucking Show (MATS) that was held in Louisville to showcase its commitment to the commercial trucking industry. All the three tires are premium tires meant for medium trucks and have Toyo's patented e-balance™ technology.

The first tire, M177 has been Smartway verified by the EPA and is a steer tire with low rolling resistance for long-haul applications in trucks and trailers. It is available in four sizes; 295/75R22.5, 285/75R24.5, 11R22.5 and 11R24.5 with both G and H load ratings and is characterized by high durability, more fuel efficiency and better retreadability.

The second tire, the M170™ regional steer tire is fashioned from a highly durable compound and can be used in all wheel positions. Higher tread volume and better bead durability lend the tire a smoother drive and longer life. The tire is available for the H load range in two sizes; an 11R22.5 and a 12R22.5.

The third tire, the premium M920 drive traction tire is a rugged all-season tire that can be used in all weather conditions. Optimized for use in wet and muddy conditions with wide and staggered tread blocks for improving its traction and performance, it can be used in both regional and long-haul applications. Toyo will initially launch the tire in 245/70R19.5 and 11R22.5 sizes, with plans to add to the range later in 2014.

All the three tires Toyo launched at the MATS show hold out the promise of better durability, lower rolling resistance, longer life, retreadability and higher resistance to irregular wear.

Commenting on the launch of the tires, Lowell Slimp, senior product manager of commercial truck tires at Toyo Tire U.S.A. Corp. said, "Toyo Tires is focused on delivering innovative new tire products to the commercial trucking industry. Both fleets and independent operators will benefit from our wide range of premium products that deliver extended tire life and exceptional retreadability while minimizing fuel consumption."

Toyo was also recently in the news for improving their casing warranty to make it one of the best in the tire business.



Tire Fact

95% of your vehicle's weight is supported by the tire's air pressure.

Lanxess Raises Prices for Rubber Chemicals



Lanxess is one of the world's leading specialty chemicals companies. The company has 17,500 employees in 31 countries with 52 production sites across the world. Though the company specializes in the development, manufacturing and marketing of a number of products like plastics, rubber, intermediates and specialty chemicals, its main significance to the tire industry is that it is the world's leading producer of high performance synthetic rubber.

Lanxess has announced that the company will be raising products for all its products from April 1, 2014 onwards on a worldwide basis. The company has cited the higher price of raw materials and unfavorable exchange rate factor as the reasons for the hike.

"This is a good first measure to improve our margins - and bring them back up to an acceptable level," said Luis López-Remón, head of the Lanxess Rubber Chemicals business unit.

The price rise will affect all of the company's products, including specialty chemicals such as retarders (Vulkalent), bonding agents (Cohedur), zinc oxides, plasticizers (Vulkanol), DBD based peptizers (Renacit), Vulkanox antidegradants and Vulkacit accelerators. Depending on the product and the market, the price increase will vary from 0.10 EUR/kg to 0.70 EUR/kg. Many Lanxess products are used in the tire industry and in the manufacture of other automotive products such as timing belts, hoses and sealants.

The rubber chemicals business unit which is part of the company's Performance Chemicals division had recorded sales of EUR 2.2 billion in the fiscal year 2012.

Continental Commences Production of Radial Tires at Indian Factory



Continental A.G. has announced that it began commercial production of radial truck tires at the company's plant in Modipuram near New Delhi. The output of the plant will fulfill demand throughout the country from the month of April with the aid of an extensive network of 1,400 dealer outlets and sales and customer service teams spread across more than 70 cities in India.

Continental had purchased the plant back in 2011 when it took over Modi Tyres and then expanded the factory at an expense of \$71 million to add capacity for the production of radial tires.

The factory is now expected to produce 220,000 radial truck tires on an annual basis. Commenting on the development, Andreas Esser, head of Continental A.G.'s Commercial Vehicles Tires business unit said that the introduction of Continental radial truck tires into the Indian market was a momentous occasion for the company. He added that with India being the second largest market for truck tires in the Asia-Pacific region, the company planned to become the partner of choice for companies in the tire replacement and original equipment business. Esser concluded that one of the ways Continental planned to diversify its manufacturing base and increase business in developing markets like India was to invest in local production facilities like the Modipuram plant.

In order to ensure the smooth launch of production at the plant, Continental had sent more than 100 selected employees for training in the production of radial tires to the company's other manufacturing facilities in countries like China, Romania, Malaysia and Germany. Experts were also flown in from other countries to train the local staff on the new technology and production techniques as the production of radial tires is technologically more advanced and complicated than the production of bias tires.

"We firmly believe that the personal training of our local staff through experienced experts from other production sites is a key factor for the successful ramp-up of a new tire plant," said Thierry Wipff, head of manufacturing, commercial vehicle tires.

Maxxis Broadens Appeal to Customers with Launch of New Global Website



Maxxis International is the ninth largest tire manufacturer in the world. Though the company initially manufactured only tires for bicycles, it now offers numerous products for cars, motorcycles, light trucks and all terrain vehicles. Maxxis tires are now sold in 170 countries and the company has operations in Asia, Europe and North America.

In order to broaden its appeal to the natives of the digital era, Maxxis has launched an all-new global website, maxxis.com. Loaded with a number of user-friendly features, the site will make it easier for browsers to know more about the company. The site has an uncluttered, clean layout. The website can be accessed just as easily on the smartphone or on a tablet as it can be seen on a desktop, with screen dimensions optimized for all devices. The site offers a clean layout for easy navigation and has information on everything from tires to company events.

The initial work on the website was first begun by the UK subsidiary of Maxxis, which then partnered with the US subsidiary to develop the site further. The site also brings many of Maxxis's countrywide sites under one fold, by serving as a hub that automatically redirects visitors to a country-specific site and country-specific tires and events. According to a statement from the company, Maxxis said the Maxxis.com website is the "final step in its digital makeover."

Free your sport way



The kerfs can reduce pattern noise caused by tire rolling.



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



New silica tread compound makes NS achieve excellent grip ability.



Sipes on the shoulder reduce block rigidity, lower the noise from road and increase comfort.



NANKANG NS-20 is designed with 5 pitches computerized simulation technology which reduces noise emission efficiently.

5

Excellent grip & control

Sportnex NS-20

Four straight wide grooves enhance tire drainage and maneuverability in wet conditions.



HANKOOK SCORES SIXTH FITMENT WITH BMW



For the sixth time, a tire from Hankook has been chosen as the OEM fitment for one of its vehicles by the BMW Group. BMW has selected the Hankook Ventus S1 evo2 as the tire for its new BMW 4-Series. The 4-series cars will be fitted with the tires in size 225/50WR17.

The other models from the BMW group that have been fitted with Hankook tires include the BMW 1-, 3- and 5-series, the X5 and the Mini.

Speaking about the achievement, Seung Hwa Suh, vice chairman and CEO of the company said that getting the fitment for the 4-Series Coupe is an important milestone for Hankook as this would mark the first time that the company is supplying tires that have not only been developed in Europe but are also manufactured in the continent.

Klaus Krause, the head of Hankook's European Technology Center (ETC) in Hanover, Germany, where the Ventus S1 evo2 was developed said the tire had given impressive results during the intensive trial phase of the high level of driving comfort it offers.

"With the new Ventus S1 evo2, we have consistently applied our development philosophy Kontrol Technology, and developed a modern high performance tire that optimally meets our customers' requirements in terms of driving dynamics, safety and environmental friendliness," he added.

At the moment, an expert team of 50 engineers and technicians are working on bespoke tire solutions for European car manufacturers at the ETC. All the tires supplied to the BMW Group were developed and tested there with the large scale production taking place at Hankook's European plant in Rácalmás, Hungary.

The Hankook Ventus S1 evo2 is one of Hankook's bestsellers due to its superior features like lower weight, a triple-layer block design for superior traction, a new tread compound that lowers the rolling resistance, better wet braking performance, significantly higher stability, better handling and an advanced cooling system with intercoolers for better heat regulation. The tire is available in as many as 55 sizes ranging from 16 to 19 inches with aspect ratios of 60 to 30.

BRIDGESTONE SETS UP NEW PLANT TO CATER TO GROWING DEMAND IN RUSSIA AND CIS

Bridgestone has just broken ground for a new plant that will manufacture radial tires for passenger cars at Ulyanovsk Oblast in Russia. Once the plant starts production in the first half of 2016, the company will be better equipped to meet the growing demand for passenger car radial tires such as winter tires for the Russia/CIS market. Eventually, Bridgestone plans to ramp up production to 12,000 tires on a daily basis by the second half of 2018.



Eminent dignitaries who attended the groundbreaking ceremony included Sergey Morozov, the Governor of the Ulyanovsk Oblast region, federal and state government officials and representatives from the Mitsubishi Corporation, which has a business stake in the construction of the new plant.

Speaking at the ceremony, Kazuhisa Nishigai, COO and Representative Board Member of the Bridgestone Corporation mentioned that Bridgestone is building this new plant in order to meet the growing demand for high-end tires that meet stringent quality and safety standards.

With a vast population of about 300 million, the Russian/CIS market is witnessing steady growth in new vehicle sales and hence the demand for tires is also expected to increase. The additional output of radial tires for passenger cars from the new plant once it starts production will help Bridgestone to meet this growing demand by sourcing tires locally. The Bridgestone Group has already made an effort to expand its distribution network by adding more dealers to its chain of retail outlets.



BKT INDUSTRIAL & OTR TYRES. AMAZING QUALITY.



EARTHMAX RADIAL OTR TYRES

A force that grows with the expectations of all users: superb traction, cut resistant properties, resistant to puncture, improved fuel efficiency and much longer tyre life thanks to multi-layer steel belts.

Earthmax range represents the synthesis of the BKT's radial technology for the Industrial & OTR applications: a valuable choice, developed to meet the specific needs of professional users.

BKT's Industrial & OTR tyres: the innovative answers of a wide, complete and competitive tyre range.

TYREPLUS OFFERS CUSTOMERS THE RIDE OF A LIFETIME AT DUBAI AUTODROME



TYREPLUS is a global chain of retail outlets that offers a wide range of tires and car maintenance services. The company has 15 outlets across the UAE and offered more than 1500 customers the ride of a lifetime through a special promotion in the month of March. The chain deals primarily in Michelin and BF Goodrich tires and all customers who bought either 2 or 4 Michelin tires during the TYREPLUS promotion period got a chance to improve their driving skills by participating in a Performance Driving Experience at the Dubai Autodrome racing circuit.

Michelin tires came in for high praise from Herve Skrzypczak, the TYREPLUS Franchise Manager for Africa, India and Middle East. He said the company recommended a combination of Michelin tires and TYREPLUS service to ensure the highest level of safety for drivers. He added that with the new offer, customers not only got a chance to experience the ride of their lifetime in a superb car on a racing circuit, but also personally experienced the outstanding handling offered by Michelin tires. They also got driving tips from experienced professionals on techniques to handle speed safely, thus making the roads safer for themselves and for others.

MICHELIN INTRODUCES NEW GENERATION OF MICHELIN X TIRES

Michelin Americas Truck Tires, the US subsidiary of the renowned French tire manufacturer, Michelin, achieved a significant sales milestone when it sold 2 million X One wide-base single truck tires. The X One tires first debuted 14 years ago, and demand rose significantly in the past few years with the second million being produced just in the past four years. They are significantly lighter and offer considerable fuel economy in comparison to other truck tires. Fleets that adopted X One tires have saved up to 10 percent in fuel costs and more than 740 pounds of weight per truck.

Now, the company has introduced the next generation of Michelin X tires, the X One Line Energy T trailer tire on the sidelines of the 2014 Mid-America Trucking Show in Louisville. The new tire overcomes the issue of irregular wear with a completely re-engineered casing as compared to the original tire.

This new technological development is known as "Advanced Casing Technology" and offers tread life that is 15% longer than that of the previous version. The tire is designed with solid shoulders and microspikes giving it a larger contact patch and a more consistent footprint. Hence, it is more suitable for long haul applications. The tire has been SmartWay-verified and comes with a companion X One Line Energy T pre-mold retread. It will be available in size 445/50 R22.5.

Commenting on the launch, Ted Becker, vice president of marketing for Michelin Americas Truck Tires said, "We look forward to delivering additional savings to our customers with the launch of the new X One trailer tire featuring the breakthrough Advanced Casing Technology".

PIRELLI GETS NAMING RIGHTS FOR TWO GRAND PRIX RACES

From 2011, when Pirelli became the sole supplier of tires for the F1 races, the premium tire manufacturer's reputation has seesawed up and down. The company hit the lowest point in the 2013 season when it was dogged by controversies over the performance of its tires in the racing arena. There were doubts over whether F1 supply contract would be renewed for the 2014 season.

However, this season looks more promising for Pirelli when it comes to increasing its mass appeal. For the first time ever, two Grand Prix races on the F1 circuit will be actually named after the tire company.

It was unofficially mentioned by Pirelli's motor sport boss, Paul Hembery after the Bahrain tests that the Spanish grand prix that is scheduled to be held in May will now be officially renamed as the 'Formula 1 gran premio de Espana Pirelli'. Likewise, the Grand Prix race that is scheduled to be held in Budapest in July will be 'Formula 1 Pirelli Magyar Nagydij'. An official announcement regarding the two races will be made shortly.

IT IS TIME TO CELEBRATE...

**HERE IS ONE MORE REASON
WHY YOU MUST VISIT
AUTOMECHANIKA...**

Our news portal for all things automotive,


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will be launched with a bang at the Automechanika Dubai 2014.

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Venue: Automechanika Academy, Dubai World Trade Center

Date: June 4, 2014, Time: 1:00 p.m.

EVENT	DATE	INFORMATION	LOCATION
Dub Show Tour-Dallas	1 June, 2014	Dub Show Tour Dallas is a one-day international automotive trade show designed for professionals, technical experts, car lovers, agents and consultants in the sector. This event opens the door for networking opportunities and showcases hundreds of auto accessories motorcycles, low riders, exotics, SUVs, trucks, custom cars, apparel, wheels and new cars.	Dallas Convention Center,Dallas, USA
Blue & Amber Light Fleet Exhibition	03-04 June 2014	Blue and Amber Light Fleet Exhibition is an international trade show that is beneficial for fleet vehicle manufacturers, professionals and technical experts in the motor industry. The 2014 edition is anticipated to highlight the value and significance of auto electrical services, engineering services and vehicles.	Telford International Centre
	03-05 June 2014	This five-day show will exhibit more than 500 minivans, crossovers, SUVs, trucks, cars and other services related to the sector. Product specialists will also be present in the event to provide fresh information and live demonstrations.	Dubai International Convention & Exhibition Centre
Busworld Russia Nizhny Novgorod	04-06 June 2014	Organized by Busworld B.A.A.V, Busworld Russia Nizhny Novgorod is the grandest and oldest exhibition in the world designed for the bus and coach sector. In this three-day show, visitors can get a chance to see the latest equipment and products for the industry and interact with each other.	All Russia JSC Nizhny Novgorod, Russia
China Auto Parts and Service Show	05-07 June 2014	" China Auto Parts and Service Show is one of the country's leading automotive trade events, featuring active participation from government associations. This show is attended by over 30,000 people including maintenance experts, distributors and manufacturers in the automotive sector. In the 2014 edition, attendees will be able to see a range of manufacturing tools, consumables, spare parts and other automobile products.	Shanghai New International Expo Centre,China



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EVENT	DATE	INFORMATION	LOCATION
London Motorexpo	09-15 June 2014	London Motorexpo is one of the most attractive exhibitions in UK's automotive market. The 2014 edition will be attended by leading automotive retailers and manufacturers that will showcase the latest motor vehicles to visitors.	London Canary Wharf
Alumotive	11-13 June 2014	Alumotive 2014 is an international trade show that primarily focuses on the modern changes and the latest innovations taking place in the transportation and logistics industry. In this event, the present market scenario and upcoming market prospective for the industry will also be highlighted.	Veronafiere Fairground ,Verona, Italy
Sri Lanka International Auto Show	13-15 June 2014	Sri Lanka International Auto Show is a three-day event that exhibits wide-ranging automotive components and equipment. To be attended by hundreds of visitors from the different parts of the globe, the trade fair is anticipated to give the country's automotive sector a boost.	Sri Lanka Exhibition & Convention Centre
Auto Moto Show-Sosnowiec	14-15 June 2014	Auto Moto Show-Sosnowiec 2014 will be a grand showcase of automotive technologies, accessories, components and parts related to the sector. It will also serve as a perfect marketplace for both local and international suppliers and an excellent platform for manufacturers to unveil their latest offerings to potential buyers.	Expo Silesia,Sosnowiec, Poland
Automotive Manufacturing	24-26 June 2014	"Automotive Interiors Expo is one of the most highly prioritized events for the automotive industry. The 2014 edition will provide exhibitors a platform for showcasing a wide variety of car parts and equipment, including dashboard, seat fabrics, gear lever and door lining, steering wheel, leather seats, fire retardant materials, noise insulation materials, floor mats, carpets, fastening solutions, etc.	Stuttgart Neue Messe,Stuttgart, Germany

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ADNOC Relaunches Popular Line of Engine Lubricants

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The ever-increasing demand of UAE consumers for high quality lubricants has compelled ADNOC Distribution to re-launch its widely accepted engine lubricant line ADNOC VOYAGER in the country. The line now has extra value to meet the requirements of a wider vehicle range and suit the UAE's extreme weather conditions.

ADNOC VOYAGER features an advanced formulation of carefully balanced chemical additives and quality-based oils that go beyond prevention of metal-to-metal contact to form a robust coating around the engine. Hence, it offers superior protection against corrosion, rust and wear. The lubricant also improves engine endurance through its oxidation stability properties that enable engines to perform for extended hours and at high temperatures.

In a statement, Khalid Hadi, vice-president of Marketing and Corporate Communications Division at ADNOC Distribution, said that they re-launched the ADNOC VOYAGER line with the goal of filling the gap for high performance lubricant brands and combining their leading position in the country's lubricant market and beyond. He also revealed that the lubricant line is produced in accordance with the latest international specifications and fully meets the ever-evolving requirements of vehicle users. It has also been tested in extreme temperatures with various engine types to ensure its dependability in varying weather conditions and compatibility with all vehicle types.

In terms of packaging, the ADNOC VOYAGER represents a full commitment to quality and innovation. Its bottles, the first-of-their-kind in the country, feature an exceptional shroud closure system making them tamper-proof and non-refillable once opened.

Carrying the slogan "Drive with More", ADNOC VOYAGER is now available across ADNOC Distribution distributors, dealers, service stations and authorized lubricant change sectors for both private and government sectors in the country.

ADNOC Distribution boasts a Central Testing Laboratory where its experts perform rigorous testing and quality control services. The lubricant line offered by the company conforms to the most recent environmental regulations and standards and has received the highest international certifications from the European Automobile Manufacturers Association, the British Defense Force, the US Military Authorities, and the American Petroleum Institute among others.

New Wulf Gaertner App Finds Spare Parts Faster

In its commitment to digital media promotion, German auto parts manufacturer Wulf Gaertner has recently unveiled the 'MEYLE Catalogue' popularly known as 'MEYLE Cat', an iPad app designed to help repair professionals search for the spare parts they need quickly.



'MEYLE Cat', which can be used even when offline, has five varying options to launch article search such as OE number, cross-reference number, part number, product group and vehicle model. These options help speed up and simplify the task of identifying spare parts, which is the daily challenge faced by workshop professionals.

The app also features 360-degree illustrations and clearly structured product information for more than 200 MEYLE-HD items on a single page. In addition, it includes a summary of the advantages that technically improved MEYLE-HD parts offer over original equipment (OE) designs, with all data being updated daily in six languages such as Russian, Spanish, Italian, French, English and German.

In a statement, Inga Weyrauch, Head of Information Management at Wulf Gaertner Autoparts AG, said that users will greatly benefit from the app's complete information and crisp details along with its advanced search options, which make part search simpler and enable repair professionals to identify their needed items quickly and easily.

"In our efforts to provide workshop professionals with up-to-date information digital media will play an ever more important role. In addition, we value the sustainability they offer over printed catalogues," she added.

Apart from helping repair professionals find their needed spare parts quickly, 'MEYLE Cat' also promises to help them perform repairs promptly, establish strong customer relations, offer complete customer satisfaction and place an order with their wholesaler easily. Just recently, a free download version of the app has been made available in the Apple App store with its Android version to follow on Google Play Store soon.

LIQUI MOLY Wins Landslide Victory in Three Reader Polls



LIQUI MOLY has once again made a loud noise in the lubricant industry after winning the poll of three leading car magazines, proving itself to be the most well-known oil brand in Germany. This is the second year in a row that LIQUI MOLY gets a landslide vote, beating its tight competitors.

In a statement, LIQUI MOLY Business Manager Ernst Prost said that in 2013, they swore not to rest on their laurels and to use every day to show that they have truly received the accolade. "This has paid off."

He also explained that a motor oil's quality is not only limited to its OEM approvals and technical values, but the way it is viewed by car drivers is also a huge factor. This is the reason why they always await the reader polls with great expectations.

Yearly, Auto Zeitung, Auto Bild, and Auto Motor und Sport conduct a survey among their readers to know which oil brand is the best.

Auto Zeitung was the first to perform the poll, asking its 620,000 readers to rate their personal top brands. In the 'Lubricants' category, LIQUI MOLY landed on the first spot for the fourth consecutive year, followed by Castrol, Mobil and Shell, respectively. Meanwhile, in the 'Car Care Product' category, the company came in second.

Auto Bild performed the next poll, requesting its 2.6 million readers to decide which brands for them were the best. LIQUI MOLY was rated first for the third year in a row, once again outpacing Castrol and Mobil. The brand got the same spot for the 'Car Care Product' category.

The result of the reader poll published by Auto Motor und Sport revealed that the best brand for its 3.09 million readers is LIQUI MOLY, taking the spot also for the fourth year in sequence.

According to Prost, the company's success is not just a matter of chance but the result of hard work, day in and day out. "Even after for years in succession, these awards are not a matter of course for us; they remain a great honor. The readers have decided, that the middle-sized company LIQUI MOLY offers better products and better service than all the global corporations."

The polls' result has further reinforced LIQUI MOLY's strategy of focusing on quality. At present, the company is investing 20 million euros to further expand its laboratory and production capacities. It also aims to continue being the number one in the future.



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New Ecotec Engine Generation Revolutionizes GM's Global Powertrain Portfolio



A recently unveiled generation of Ecotec small-displacement engines have modernized General Motors' global powertrain portfolio with a modular architecture that expands its adaptability to international markets and reduces manufacturing intricacy – while providing customers with durability, refinement and leading-edge efficiency.

The brand-new engines are designed to power many of the American automaker's highest-volume small cars and compact crossovers, including the next-gen Chevrolet Cruze tailor-made for China, which is slated to launch this year as a 2015 model.

By 2017, over 2.5 million new Ecotec engines are anticipated to be built yearly in five manufacturing locations around the world: Changwon, South Korea; Toluca, Mexico; Szentgotthárd, Hungary; Shenyang, China; and Flint, Michigan (U.S.). The Flint manufacturing plant alone represents an investment of over \$200 million in tooling and technology to support the production of the engine.

According to Steve Kiefer, GM vice president of Global Powertrain Engineering, transportation solutions differ worldwide, and GM is devoted to developing engines that meet the needs of the regions where they are sold. He also revealed that the brand-new engine family is designed to attain segment-leading efficiency and refinement, and will be fitted into five GM brands and 27 models by the 2017 model year.

The all-new Ecotec engine portfolio will include 11 engines, with three- and four-cylinder variants that range from 1.0L to 1.5L, comprising turbocharged versions. The engines also feature torque that ranges from 70 lb-ft (95 Nm) to 184 lb-ft (250 Nm) and power ratings that range from 75 horsepower (56 kW) to 165 horsepower (123 kW).

The initial production applications include 1.5L naturally aspirated and 1.4L turbocharged four-cylinder engines for the 2015 next-gen Chevrolet Cruze in China, and a 1.0L turbocharged three-cylinder for the Opel ADAM in Europe.

With the efficiency of smaller engines, the turbocharged variants enable them to supply the torque and power of larger-displacement engines. For instance, the turbocharged 1.0L three-cylinder used in the Opel ADAM generates as much power as the naturally aspirated 1.6L four-cylinder it replaces – with an estimated 20% efficiency enhancement.

The leading-edge efficiency property of the new Ecotec family is notable in its new 1.4L turbo, which is up to five percent more efficient than the 1.4L turbo engine it will replace. In addition, the new Ecotec engines also provide class-leading refinement. Their noise intensity is up to 25% quieter than Ford's 1.0L turbo three-cylinder and up to 50% quieter than Volkswagen's EA211 1.4L four-cylinder.

Featuring a clean-sheet design, the new Ecotec engines are a product of an outstanding engineering process, which leverages the diverse experience of General Motors' international resources. Technologies including variable intake manifold inflow, turbocharging, constantly variable valve timing, and central direct fuel injection help attain efficiency goals with extensive power bands for an optimal balance of low fuel consumption and strong performance.

"The new Ecotec architecture represents the most advanced and efficient family of small-car gas engines in GM's history," said Tom Sutter, GM global chief engineer. He also revealed that along with efficiency and performance targets, they have also aimed for segment-leading refinement with low vibration and noise, and they have hit the bull's-eye.

Modularity in parts—including three-cylinder and four-cylinder blocks that share bore liners, diameters and other dimensions—significantly reduces intricacy while increasing the flexibility to instantly adapt the architecture for brand new applications.

EU Scientists Confirm New Car Refrigerant's Safety; Daimler Still Unconvinced

The European Commission (EC) has recently released a statement confirming that Honeywell's new car refrigerant does not pose any grave safety and health risks. However, German automaker Daimler still refused to cease using R134a, an old-style refrigerant with a global warming potential (GWP) more than 1,000 times greater than that of carbon dioxide (CO₂). This has prompted the European Union (EU) executive to launch legal proceedings against Germany.

The proposed substitute, which has approximately the same environmental impact as carbon dioxide, is R1234yf, which was developed by US firm Honeywell in partnership with US chemical company DuPont.

Claiming that the substitute can release toxic gas when it burns, Daimler's rejection of the product has placed it in a breach of an EU regulation that requires late-model cars to use refrigerants with a GWP not more than 150 times that of carbon dioxide.

In what it labeled as "a confidence-building measure", the Commission requested the Joint Research Council (JRC) to issue an unbiased scientific advice for policymakers to conduct a new assessment for R1234yf.

In its recently published report, the JRC concluded that there is no evidence of a grave risk in the use of the new refrigerant in mobile air-conditioning systems under foreseeable and normal conditions of use.

Daimler also provided a statement saying that the research was "very restrictive". The automaker pointed out that its desired option is to develop air-conditioning systems that use carbon dioxide as a refrigerant. However, development of such systems could take several years.

DuPont and Honeywell proudly welcomed the findings of JRC. According to Honeywell, there are now over 500,000 cars utilizing R1234yf, and the number is anticipated to rise to two million by the end of 2014.

Late-Model Diesel Cars Slash £360 Fuel Bill Yearly Compared to Last Decade



With the technological innovations of world-leading automotive suppliers such as Bosch, modern diesel cars are now cleaner and more efficient. Over the last ten years, diesel cars equipped with advanced components such as Start-Stop and common-rail diesel, have greatly benefitted from lower running costs and reduced emissions.

The Society of Motor Manufacturers and Traders' New Car CO2 Report which was released on March 13 shows that late-model cars sold in the United Kingdom are 21% less polluting and up to 27% more economical than they were last year. This means that British drivers are saving a huge amount of money.

The report also estimates that since diesel cars years ago were as not as fuel-efficient as they are today, drivers may have spent an average fuel bill of £1,690 per annum for 12,000 miles of driving compared to the £1,330 it is nowadays. This shows that modern drivers are saving up to £360 yearly. Furthermore, contemporary less polluting diesel cars are cutting the UK's carbon dioxide emission by over 750,000 tons annually.

Bosch UK President Peter Fouquet said that drivers today benefit from much cleaner diesel cars than those that were on the market a decade ago. He also revealed that as diesel car sales continue to escalate, they are focused on consistently inventing new technologies that help reduce emissions from diesel cars and make them less expensive to run.

The launch of turbochargers in 1980s models was one of the first key innovations in diesel car technology which helped slash emissions and made the engines more efficient. One of the first cars to utilize Bosch turbodiesel technology in 1989 was the Audi 100 TDI.

The next big revolution for diesel cars was the launch of the Bosch-pioneered common-rail system, which injected fuel directly into the engine at a higher pressure, making it more efficient. Alfa Romeo 156 2.4 JTD was the first-ever car to utilize this Bosch technology in 1997. Seven years later, Bosch further developed this system to inject the fuel at higher pressures, giving diesel car engines more efficiency than ever before. This development has helped to significantly slash emissions by 15% to 20%.

One of the German manufacturer's most recent milestones was the launch of the Start-Stop function into cars from 2007, which automatically turns off the engine when the car comes to a stop and starts it again when the driver releases the brake. Currently, the function is fitted to every other new car produced in Western Europe and helps to reduce emissions by up to 8%, saving the driver over £100 annually.

According to reports, Bosch will continue to develop diesel technology to deliver enhancements both for the environment and drivers as well as to enhance its efficiency for hybrid vehicles. The first-ever diesel hybrid production car was launched in the market by Peugeot in 2011 with the use of Bosch technology to help its 3008 HYbrid4 crossover vehicle attain emissions of only 99g/km CO2. With hybrid diesel technology, fuel consumption in diesel cars can be reduced by about 40% and manufacturers can successfully meet the European 2020 CO2 emission targets of 95g/km.



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Bentley to Become Engine Exporter for the First Time



After announcing that its Crewe headquarters will become Volkswagen's center of excellence for all W12 engine production from the end of this year onwards, Bentley Motors has firmly strengthened its status as the globe's largest manufacturer of 12-cylinder engines. This decision has driven the Volkswagen subsidiary to export engines for the very first time in its history, creating approximately 100 jobs across the business.

In a statement, Dr. Wolfgang Schreiber, Bentley Motors chairman and chief executive, said that exporting engines is a crucial step not only for Bentley but also for the UK manufacturing industry. He also pointed out that the W12 center of excellence is an acknowledgement of their long-standing engine manufacturing expertise that has led to performance enhancements across the model ranges over the recent years. "The production of this advanced engine and its future generations will bring fresh technologies and skills to Crewe."

According to Secretary of State for Business, Innovation and Skills Vince Cable, their world-beating car industry hires 142,000 people in the United Kingdom and is worth £11.2 billion to their economy. He said that with over four out of every five cars manufactured in the UK exported to the rest of the globe, the news that Bentley would export engines is another feather in the automaker's cap. He further revealed that the government's Industrial Strategy is giving its full support to world-class companies such as Bentley to create high-skilled, long-term jobs and promote exports.

The W12 engine, which offers high levels of torque and power, is an innovative 12 cylinder high performance engine in an exclusive 'W' configuration. Bentley anticipates the production of up to 9,000 engines yearly at peak times.

Study Finds Rear Cameras Work Better than Sensors



The Insurance Institute of Highway Safety (IIHS) has recently released a statement confirming that rear cameras work better than parking sensors in terms of avoiding collisions while the driver is in reverse. According to the study conducted by the organization, around 292 people are killed and 18,000 are injured yearly by motorists that back into them. It also showed that rear cameras significantly reduce the blind spots leading to such collisions by up to 90%.

For the study, which was done in a parking lot, IIHS used volunteer drivers, a pole and different colored bands. The pole was marked with different colored bands which specify the varying heights of children. It was then positioned at varying points behind the vehicle, with the band signifying a 12- to 15-month old child being the most difficult to see. The study showed that though the pole was as far as 27 feet away, drivers were not able to see the band with the use of mirrors and glances alone.

According to David Zuby, IIHS executive vice president and chief research officer, cameras appear to be the most functional form of technology at present for dealing with this devastating type of crash, which often takes the lives of children in the driveways of their own home.

In the study, researchers also discovered that large SUVs have the biggest blind spots among the vehicles tested. However, the new Ford F-150 did well compared to the other vehicles due to its large side-view mirror that is utilized for towing.

While most large pickups and SUVs had poor visibility and smaller cars had better visibility, Hyundai Sonata proved to be an exception due to its blind spot for the 12- to 15-month-old test that was up to 42% larger than the F-150. Its poor visibility is believed to be caused by the high trunk and sloped rear window.

Moreover, the IIHS conducted a second test aimed at the infotainment system in which drivers were secretly involved. The drivers were requested to back the vehicles up and drive their personal vehicles not knowing that a foam dummy, representing a child was placed behind them – at times moving and at times motionless.

The test revealed that a moving dummy was easier to see, but the vehicles lacking cameras or sensors hit the static target every time. Vehicles with rear cameras hit the motionless target the least, but still caused a collision 56% of the time. Parking sensors only helped 6% of the drivers to avoid the motionless dummy. Strangely, 75% of drivers with vehicles equipped with both parking sensors and rear cameras hit the dummy – more than with cameras alone.

In December last year, after a series of delays, the National Highway Traffic Safety Administration (NHTSA) issued an amended rule to the White House that would need backup cameras in new cars sold in the US. The final edition of the rule is anticipated to be released by January next year.

New FOLIATEC Lacquer Colors Enhance Brake Calipers' Eye-catching Appeal

Brake calipers are dubbed as "behind-the-wheel" eye catchers. Depending on how they are customized, they can add a dynamic, sporty or elegant touch both to the wheel and the vehicle.

Just recently, Nuremberg-based FOLIATEC®.com has added three new colors to its brake caliper lacquer line—deep violet that makes for deep, powerful contrasts; sky blue that turns a gray-clouded winter into a bright summer; and toxic green that overpowers blues. These colors complete the company's lacquer line which originally comprises 18 colors such as midnight black (matt), racing rosso/ stratos silber (metallic), prestige gold, vintage copper, carbon, candy pink, / deep violet (glossy), sky blue, toxic green, ocean turquoise, pure white, flame orange, power green, midnight black, RS-blue, speed yellow and racing rosso. Apart from increasing cars' coolness factor by offering individual highlights, the 21 colors also seal and preserve surfaces permanently; thus protecting them from corrosion, oil and chemicals.

To make cars as racy as possible, FOLIATEC®.com now offers new bonus accessories on its brake caliper lacquer application set, including an applicator, brush, steel brush and gloves. Designed for both professional and DIY use, the German company also offers a step-by-step application video showing how to use the entire set.



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Ford to Invest Millions for 2.7-liter EcoBoost Production



In its efforts to support production of the much-anticipated 2.7-liter EcoBoost® which is exclusively engineered for the next-generation 2015 F-150, Ford will be investing \$500 million to upgrade its Ohio-based Lima Engine Plant and create up to 300 jobs.

The 2.7-liter V6 EcoBoost is a high-output, twin-turbo engine featuring an innovative design that offers class-leading performance and power in a stronger, smarter package. The engine is built on a high customer demand for F-150 pickups with V6 engines. In fact, up to 57% of new customers this year have chosen either a 3.5-liter V6 or a 3.7-liter V6 EcoBoost to power their all-new F-150.

Since 2010, the retail registrations of light-duty pickups with V6 engines have increased more than 600%, with Ford F-150 fully responsible for 91% of this growth in accordance with the data from the Polk division of IHS Automotive.

In a statement, Joe Hinrichs said that their truck customers have spoken, and Ford continues to meet their ever-increasing demands by offering another V6 variant in the 2015 F-150. "The hardworking team at Lima Engine is thrilled to begin building one of the most technologically advanced engines ever designed for America's No. 1 truck."

The main feature of the V6 EcoBoost is its standard auto start-stop technology which enhances fuel efficiency and is exclusively tuned for truck customers. The technology works by turning the engine off automatically when the vehicle is in stop mode – except when in 4WD mode or towing. Once the driver releases the brake, the engine starts quickly.

The advanced materials utilized in the new EcoBoost are responsible for its fuel economy and weight reduction. The V6 engine utilizes a compacted graphite iron engine block, the same material utilized in Ford's 6.7-liter Power Stroke® turbo-diesel V8. The combination of aluminum throughout the body, high-strength steel in the frame, and compacted graphite iron saves as much as 700 pounds while delivering durability.

When the new Ford F-150 officially goes on sale in the latter part of the year, it will have undergone over 10 million miles of rigorous testing to prove that it meets or exceeds Built Ford Tough standards. Along with the new 2.7-liter EcoBoost, the new F-150 will also feature a complete range of powertrains to enable customers tailor America's best-selling truck to their specific requirements.

Ford sells around 100,000 EcoBoost vehicles monthly worldwide, equating to one out of five Ford vehicles sold. The engine has been an all-time hit among truck buyers, providing a V8-like power along with exceptional V6 fuel efficiency and towing capability. Since 2011, Ford has successfully sold over 450,000 F-150 trucks with EcoBoost. Through January to February this year, the V6 EcoBoost engine has accounted for roughly 46% of F-150 sales.

Motor Fires Impel German Automaker to Replace 911 GT3 Engines



The Volkswagen AG unit has reportedly said that Porsche will conduct an extensive engine replacement in all of its new 911 GT3 sports cars models and has advised owners to cease driving the cars due to their tendency to catch fire.

In February 2014, Porsche announced that it was recalling the 785 engines of all the model year 2014 911 GT3 cars due to the fire risk. The automaker took the action after investigating two engine fires in which a loosened fastener resulted to oil leakage, which then caught fire. A Porsche official confirmed that no one was injured in the fires, which occurred in Italy and Switzerland.

As of now, Porsche is working with U.S. regulators in the engine recall and replacements, and is in contact with every customer who owns one of the affected vehicles. The automaker did not disclose the cost of the engine replacement, but said that the new engines will be equipped with optimized fasteners.

Often driven by owners on race tracks, the GT3 is by far the sportiest of the 16 Porsche 911 variants sold in the United States. Out of the 785 GT3 models that will have engines replaced, around 400 were shipped to the country, and around half of those have been sold. Other 911 variants and models were not affected.

The base price of the sought-after sports car is around €137,000 (\$191,000) in Europe and around \$131,000 (€94,200) in the United States.

Veedol Makes a Huge Comeback in Canadian Market



Veedol is a historic brand in the globe's leading lubricant markets due to its superior quality. Millions of drivers around the globe have at one time or another utilized the brand's lubricant products for their trucks, bikes or cars. Now, it is one again making its presence felt in the Canadian market.

Just recently, Automobile Solutions Americas Inc. (ASA) has signed a licensing agreement with Veedol International Limited (VIL) which is based in Glasgow, Scotland, granting ASA the rights to produce and sell all Veedol branded automotive products in Canada and Mexico.

In a statement, ASA Marketing Manager Antonio Ramos said that they are committed to developing the Canadian market for Veedol. He also pointed out that their goal is to raise awareness of the notable brand, and to reestablish it as one of Canada's premier lubricant brands.

For this reason, Automobile Solutions Americas also signed a representative agreement with Grant Brothers Sales (GBS) to represent Veedol for Canada. According to ASA Canadian Sales Manager Colin McCulloch, their target is to become one of the leading lubricant brands in Canada and deliver outstanding service to their customers. "With Grant Brothers Sales help, we feel that we'll be able to achieve these goals."

GBS President Adam Crisp also said that their company is proud to be part of the re-launch of the Veedol brand in the Canadian market. He recalled that when Veedol was previously sold in Canada, GBS represented it, so they are excited to represent the brand once again.

With warehouses and offices in Mississauga, Ontario and blending carried out in Canada, Veedol aims to deliver a remarkable product that is proudly 'made in Canada' to the motorists in the country.

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New WABCO Technologies Steal Spotlight at 2014 MATS



WABCO, a premier manufacturer of technologies designed to enhance the efficiency and safety of commercial vehicles, has presented its industry-leading technologies for the North American aftermarket at the recently held 2014 Mid-America Trucking Show (MATS) from March 27-29 in Kentucky.

The company unveiled advanced safety technologies, including its OnGuard collision mitigation systems and electronic stability control ESCsmart, the most innovative stability control system in North America today. These systems are designed to benefit fleet operators and commercial vehicle manufacturers alike.

A 2012 study published by a transportation research institution in the United States estimated that the wide adoption of WABCO's OnGuard collision mitigation systems could significantly decrease the number of road casualties by up to 24%. Another independent research study conducted last year established that the ESCsmart could effectively prevent around 53% of rollovers associable to extreme speed in curves.

WABCO has also unveiled advanced technologies in vehicle efficiency such as the world-class electronically controlled air suspension (ECAS), an award-winning enabler technology that helps North American fleets to transition from trucks with a 6x4 axle configuration to a 6x2 configuration, which comes with three axles but only one powered. Hence, ECAS helps in the vehicle's weight reduction leading to additional revenue and increased payload. With the intelligent load transfer functionality, the technology is also able to enhance the 6x2 trucks' traction performance on low-friction surfaces. The report of North American Council for Freight Efficiency confirmed that a 6x2 truck configuration enhances fuel efficiency by up to 5%.

Days before the much-awaited 2014 MATS, WABCO President of Americas Nik Varty said in a statement that WABCO would showcase its revolutionary technologies in vehicle efficiency and safety that have further extended the company's market status in the North American region.

"For example, WABCO's OnGuard safety system, the North American market's first collision mitigation system with active braking, has been adopted by four major brands of original equipment manufacturers, resulting in a market-leading position of more than 50,000 systems sold, and OnGuard protecting customers collectively for more than six billion miles travelled."

Wagner Unveils First Rear Brake Pad Line for 2014 Jeep Cherokee



Popular Federal-Mogul brand Wagner Brake Products, has recently launched the automotive aftermarket's first-ever rear brake for 2014 Jeep Cherokee models. The ThermoQuiet CeramicNXT brake pads feature advanced OE21 low copper friction formulations that are up to 35% quieter, as well as offer 40% greater fade resistance and 15% more stopping power than the previous ceramic formulations.

Wagner has also introduced the ThermoQuiet CeramicNXT brake pad sets for the 2013 Honda Accord (front, QC1654) and 2014 Acura RLX (rear, QC1698) as well as ThermoQuiet pad sets (front, MX1611A) for 2013-2014 Ford Taurus SHO models.

According to Christopher Battershell, director of braking for North America at Federal-Mogul Vehicle Components segment, they are proud to extend the leadership of the Wagner brand in technology and coverage within the quickly emerging low copper friction category. He reveals that their first-to-market coverage is helping aftermarket service providers connect with new customers and provide excellent braking performance on a full array of late-model domestic and foreign nameplate applications.

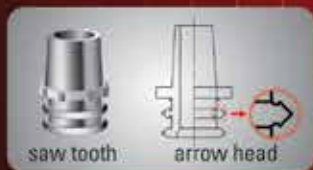
The certified 2021-compliant Wagner ThermoQuiet CeramicNXT low copper pads (No. QC1734) and three extra new pad sets designed for late-model applications are now available in authorized automotive parts distributors.

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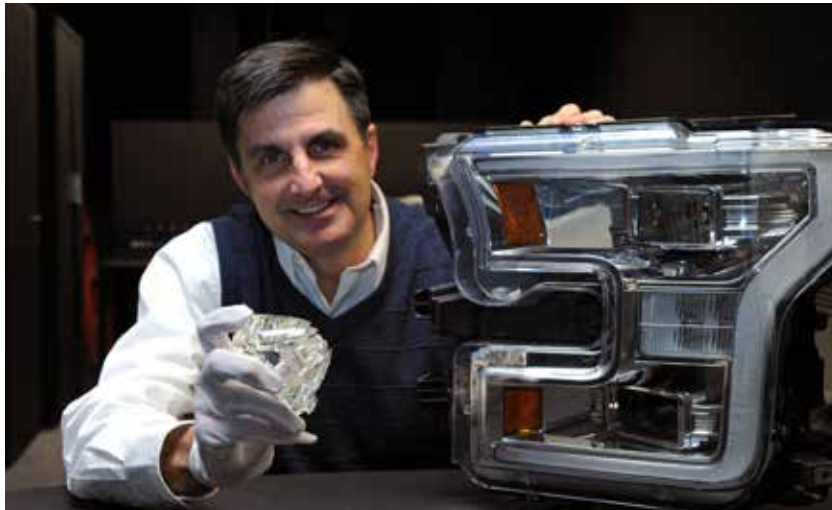
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Ford Uses Extreme Weather and Earth Minerals to Test Toughness of F-150's LED Lamps



Reinventing the 2015 Ford F-150 while retaining its legacy of being Built Ford Tough is not only about the seats' durability but also the headlamps' toughness.

Until now, headlamps require frequent replacement before the vehicle's life ends. For the all-new F-150, Ford wanted heavy-duty headlamps that would have longer service life than the truck. The American company's lighting expert John Teodecki and his team have found the answer in technology which they believe could change the way truck lighting functions – light-emitting diodes (LEDs).

Currently, no other light-duty pickup truck on the road has LED headlamps. Teodecki explained that LED lamps use 63% less energy than the halogen bulbs in competitor trucks, and the aesthetics and light quality of the technology are far superior. He also claimed that the LED headlamps in the new F-150 are more durable than regular conventional lights and are designed to last five times longer.

Japanese Spark Plug Manufacturer Supplies Products to Renault Captur

NGK has been a long-time partner of French automaker Renault and now, the premier spark plug manufacturer is fitting the all-new Captur urban crossover with its products. The car boasts an Energy TCe 120 EDC gasoline engine (4 cylinder, 1198 cm³) and 100% turbo engine line-up which promotes fuel economy and driving pleasure. The manufacturer claims that the engine consumes only 5.4 L / 100 km in complete cycle and emits only 125g of CO₂/km.

In its goal to meet the requirements of the compact urban crossover, NGK used its technical ignition expertise in the design of the spark plugs chosen by Renault on the assembly lines. The chosen spark plug is NGK ILKAR7F7G featuring a long and slender M12 thread with a central electrode equipped with a platinum tip on the ground electrode and an iridium tip measuring 0.6 mm diameter. With the precious metal, the 0.7 mm gap stays as it is during the entire 60,000 km life of the plugs, thus ensuring a perfect ignition even with the high load level and mixture turbulences.

According to reports, NGK will also supply its spark plugs to the vehicles of Dacia and Nissan produced in union with Renault.

"Stand on it," Teodecki said, perched atop an 11-pound F-150 headlamp unit. "This lens just won't break. We fire stones at it, expose it to extreme sun, soak it in saltwater, shoot rocks, rock salt and ice – this thing is very tough to crack."

In accordance with trade magazine LED Inside, LED is by far the fastest-growing segment in lighting technology. It is used in luxury sedans, TVs, tablets, computers, smartphones, as well as in outdoor, commercial and outdoor lighting.

What makes F-150 LED technology stand out is how the headlamps are created, and how excellent they are from what the industry has customarily used. Ford used to its maximum advantage the expertise of its trusted lighting developers Flex-N-Gate and OSRAM to develop this revolutionary headlamp technology. Currently, the program is creating over 330 jobs at OSRAM's facility in Hillsboro, New Hampshire.

For years, halogen bulbs have been used for most vehicle applications. Featuring the same design as conventional domestic light bulbs, the thin filaments inside them last for around 40,000 miles before requiring replacement. However, extreme vibration and temperatures from washboard roads can reduce the halogen filaments' life even further.

The successor to halogen are high-intensity discharge (HID) headlamps, which light up the road more equally than halogen bulbs. Many Ford vehicles, including the current model F-150, are fitted with this lighting type. However, the LED lighting system now available for the new F-150 model enabled Ford lighting designers to have more freedom designing the lamp because LEDs are easier to package and are smaller than regular headlamps. The all-new Ford-150 LED headlamp utilizes semiconductor chips to control the light. The technology is simpler than halogen or HID, making LED lights more durable and thus, longer-lasting.

Ford designers created an exclusive lens designed for the F-150 LED headlamp with special machines carving out 16 precision optical surfaces and 80 facets on the lens face to ensure that light is spread evenly. The cutting-edge design amplifies the light, enabling Ford to better light up the road for the F-150 driver with the use of just one LED per lamp.

Teodecki puts on a white glove to handle the fine lens like a jewelry expert would, prior to showcasing a luxurious pendant or ring. In a statement, he said that they don't want to get fingerprints on the surface because it would change the ability of the lens to spread the light evenly.

The crowning touch for the 2015 F-150's lighting is another first in the automotive world. The lighting designers thoroughly outlined the LED headlamp with a thin LED tube to create a signature look for the new pickup truck that can be seen from a distance at night.

Teodecki recalled the craze in the 1980s with truck light bars. "It looks so cool. I'm telling you, this LED light tube is going to be the next big thing. Our new F-150 owners will be longing for dusk every day, just to show off their trucks in dramatic lighting."

A Joint-Venture Company Unveils First-Ever Automated Transmission with Spark-Ignited Natural Gas Engine



Eaton and Cummins Westport, a joint-venture power management company of Cummins Inc. and Westport Innovations, has recently announced the availability of a powertrain package for the Cummins Westport ISX12 G natural gas engine that will offer customers the Eaton UltraShift® PLUS, the first automated transmission to be combined with a spark-ignited natural gas engine.

Executives who spoke at a media event at the recently held American Trucking Associations' annual Technology & Maintenance Council meeting said that the product announcement is a continuation of the solid cooperation between Eaton and Cummins, and builds upon the announcement of the SmartAdvantage™ Powertrain package for the Cummins ISX15 diesel engine in 2013. With the increasing interest in alternative fuels, which drive more fleets to incorporate natural gas engines into their portfolio, the automated transmission is anticipated to meet an escalated market demand while offering best-in-class technology.

According to Lori Thompson, Cummins Vice President for Truck and Bus OEM Business, the cooperation is about providing their customers with the product offerings that meet the demands of their operation. She also said that they were delighted to offer an integrated package to customers who prefer natural gas power combined with an automated transmission in their fleets.

In a statement, John Beering, Senior Vice President and General Manager for Commercial Vehicle Transmission Business of Eaton, said that they are proud to be able to provide North American fleet customers with the first automated transmission to be paired with a spark-ignited natural gas engine, which reflects the level of customer commitment their teams are focused on offering. "We are confident that our customers will find this powertrain an excellent value compared with other automatic transmission alternatives."

The ISX12 G natural gas engine featuring superior durability is originally based on the ISX12 diesel engine and operates on 100% natural gas, which can be carried on the vehicle in either liquefied or compressed form. Designed for regional haul applications, the ISX12 G comes with a robust power band at 1500-1800 rpm, and provides outstanding responsiveness with peak torque at 1200 rpm.

The UltraShift PLUS automated transmission features low-speed maneuverability, superior acceleration and maximum power capacity. Combined with the ISX12 G, the power package will be available for a limited application release for regional haul and line haul in the North American market in mid-2014.

A large banner for the 'Reifen' trade show. It features a dark background with a grid of green plus signs on the left and a large, stylized green tire tread graphic in the center. The word 'REIFEN' is written in large, bold, white capital letters. Below it, 'NO.1 IN TIRES AND MORE' is written in smaller white capital letters. At the bottom, the dates '27.05.-30.05.2014' and the location 'Essen · Germany' are displayed in white. In the top right corner, there are two logos: 'center of competence BRV' and 'MESSE ESSEN Place of Events'. The bottom right corner contains the website 'www.reifen-messe.de'.

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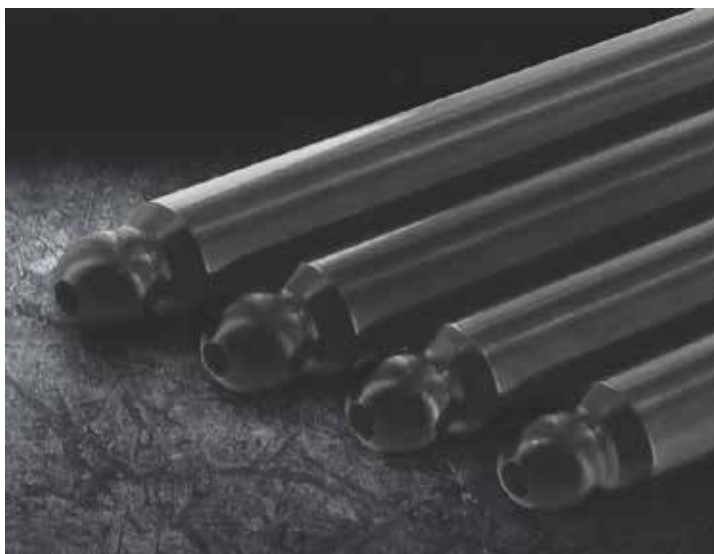
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Elgin Claims New Push Rod Line Provides Greatest Column Strength



Pro-Stock, a popular Elgin Industries brand, has recently presented an extensive range of one-piece thick-wall performance push rods that offer increased stiffness and up to 40% greater column strength over regular, 0.080-inch wall rods. The new rods are manufactured in the company's advanced manufacturing and engineering facility based in Illinois.

PRO-STOCK one-piece push rods are manufactured from flawless, aircraft-quality chrome-moly material. For outstanding durability and strength, they are then through-hardened and black oxide-coated. Every part has a centerless ground and hard-turned 0.1565-inch x 210° radius ends to ensure ultimate wear resistance and geometric precision.

The Pro-Stock range now has 3/8-inch diameter rods featuring 0.137-inch wall thickness and one-piece 5/16-inch diameter push rods with 0.110-inch wall thickness. The length of the rods range from 7.900-inch to 9.400-inch for 3/8 push rods and 6.250-inch to 8.800-inch for 5/16 push rods.

According to Rick Simko, director of sales and marketing at Elgin Industries, the new push rods offer the greatest column strength available for the performance engines of today, enabling engine builders to achieve higher RPMs and increased loads. He also added that every part was designed, built, machined and heat-treated within their U.S.-based operations to guarantee unrivaled quality.

Elgin is now celebrating its 95th year in the industry and is a Tier One supplier of original equipment (OE) chassis and engine components to companies such as Navistar, Mack, Harley-Davidson, General Motors (GM), Ford, Deere & Company, and Chrysler.

For years, Elgin has earned multiple quality awards and has received registration certificates such as ISO 14001:2004 for Environmental Management System and ISO/TS 16949:2009 for Quality Management System. The American company also holds Preferred Partner status with JASPER Engines & Transmissions.

German Automaker's New Technology Saves Drivers Fuel and Time

Audi is now ready to add a bit of excitement to motorists' daily driving routine with its recently unveiled traffic light recognition technology, which could make driving through city streets free from economy-denting and annoying red light punctuation.



The advanced technology works by harnessing the in-car internet through Audi connect to establish a connection between the traffic light network and the car through the city's central traffic computer. The automated traffic light sequence of the vicinity is then processed and relayed back to the driver, showing the required speed to pass through an oncoming green light. When the driver is already waiting at a red light, Audi connect will compute and count down the remaining time until the next green light is slated to appear via a timer on the Driver Information System (DIS) on the central instrument cluster.

In addition, the technology also interacts with the start-stop function of the car to ensure that the engine is switched on five seconds before the green light appears. According to Audi's estimate, online traffic light interaction can significantly reduce CO2 emissions by up to 15%, and could save 900 million liters of fuel if it were to be used throughout Germany.

The traffic light recognition system is now ready for production and could be fitted to the Audi models in the range subject to the required government legislation. As part of a pioneering technology display at the Consumer Electronics Show 2014, it was showcased in an Audi A6 Saloon on the freeways in Las Vegas, and thorough testing continues in the city with 50 traffic lights sets. Testing is also underway in Verona where up to 60 traffic lights which cover the entire city center are involved, and in Berlin where 25 Audi customers are driving cars with the online traffic information that can link up to 1,000 traffic lights in the city. In the United States, a market launch is presently the subject of intensive analysis.

Over 50% of Light-Duty Vehicles Sold Globally to have Stop-Start Function by 2021



Stop-start technology is simple and functional at the same time—it prevents the vehicle from idling by shutting off the engine when it is stationary, and then restarts it automatically the moment the driver releases the brake. Due to the significant fuel economy benefits that the technology offers to hybrid vehicles at a fraction of the cost premium, it is rapidly being integrated into late-model light-duty vehicles. In fact, Navigant Research's recently released report titled "Stop-Start Vehicles" reveals that over half of light-duty vehicles sold globally will have start-stop capability in 2021.

Navigant Research senior analyst David Alexander says that the latest stop-start systems arriving on the market incorporate driver assistance, which categorizes the models that use them as true micro hybrid vehicles. He also explains that micro hybrid technology enables huge vehicles to be designed to run leaner without compromising drivability, and small vehicles to be set up for limited electric-only operation.

The report shows that the ever-tightening restrictions on fuel emissions and consumption in most countries are the key factor that drives manufacturers to incorporate stop-start technology. Automakers are advised to attain specific average fuel economy targets to prevent financial penalties in several countries. They must also respond to consumers who increasingly demand better fuel efficiency in the vehicles they purchase.

Moreover, the report examines the challenges and opportunities that exist in the international market for light-duty start-stop vehicles (SSVs), also called idle stop vehicles, micro hybrids, and other names branded by vehicle manufacturers. It also studies stop-start component systems, which include the technologies utilized for energy storage.

The report forecasts that global sales for ultracapacitors, lithium ion (Li-ion) batteries, lead-acid batteries and light duty SSVs by world region will extend through 2022. It also offers a detailed analysis of the market barriers, drivers and benefits for profiles key market players and SSVs.

An executive summary of the report can be downloaded for free on the website of Navigant Research.

GAP's OE Quality Compressor Units Now Geared Up for Extreme Summer Heat in MEA



Given the extreme summer months in the Middle East and Africa (MEA), any driver in the region will agree that the only way to have an effective AC system that delivers cool, clean air to the cabin in the vehicle is through using genuine quality components.

Touted as the heart of the AC system, compressor units must be manufactured and tested to the most stringent original equipment (OE) standards for optimal performance. This is why renowned auto parts supplier Global Auto Parts (GAP) offers only high quality and tested compressor units for its auto parts range.

The casings and components utilized for GAP's AC compressors are factory-new, which means that no remanufactured or reused items were used at all. This guarantees that the auto parts are a perfect match to the genuine parts found in automakers' branded parts lines.

GAP claims that its high value compressor units form part of a class-leading line of OE auto parts carrying its brand. The parts are also distributed throughout the GCC and Africa through a broad distributor network and meet global quality certification standards, including BS, TUV and ISO. This ensures that the branded units of the supplier meet the same level of quality in performance, material and design but with the extra incentive to make them more commercially appealing.

To enhance the driving safety and comfort of motorists without costing them an arm and a leg, GAP offers 2-year warranty on its AC compressors without surcharges. The supplier also has a significant stock of units available in its advanced Dubai-based warehousing and distribution facility.

With the summer season fast approaching, the high quality yet low-priced AC compressors offered by Global Auto Parts are anticipated to give MEA drivers a breath of fresh air both literally and figuratively.

Taiwan Auto Parts Manufacturers Invade UAE Market with Advanced Products



Servicing the Aftermarket
Industry with Quality
Replacement Auto Parts.

Starting out as a hub for motorcycle parts factories, Taiwan has emerged as a booming market for auto parts. In addition to making up a huge share of the globe's high quality aftermarket auto parts market, the auto companies of the country are also well-known for developing a number of cutting-edge, dependable and high-tech products.

Currently, Taiwan's premier auto parts makers are working to establish their brand in the UAE, which they dub as one of the most important regions for sales—second to Saudi Arabia—due to its highly dynamic local automotive market. In October 2013, the UAE ranked 14th in the list of the largest importers of Taiwan-made auto components. From January to October that year, the sales value of Taiwan auto parts exports to the country reached more than NT \$2.68 billion dollars, showing 0.6% growth compared to the same period in 2012.

The auto part manufacturers in Taiwan offer several benefits to the global industry, which include a highly efficient central-satellite plant system that enables a high level of flexibility in production. In addition, the industry's division-of-labor manufacturing networks in mainland China, Taiwan and other countries enable producers to meet the different needs of customers in terms of lead times and quality. At present, the global market share of certain Taiwanese automobile aftermarket collision repair parts rank number one, with plastic parts and rubber parts approximately 85% and bumpers more than 90%.

Taiwan also has a strong base in the information and communication technology (ICT) industry. With the support offered by the technological development programs from the government, R&D institutes and local companies are able to develop innovative active safety systems for wide-ranging automotive applications. These include the following: night-vision systems, portable navigation devices (PNDs), light-emitting diode (LED) lamps, AC/DC converters, engine control units, thin film transistor-liquid crystal displays, telematics on-board units and tire-pressure monitoring systems.

Furthermore, the related manufacturers of the country have already moved into the auto electronic industry, utilizing telematics as the development foundation to go into the global aftersales market. Different products are developed independently and can be divided into categories such as systems, software (human-machine interface), and hardware (GPS).

The main focus of Taiwan's telematics products development is in hardware devices such as receivers, GPS modules, commercial fleet management module for truck or taxi, and PDA which combines all types of mobile phones. The mid and downstream products manufactured include car AV entertainment equipment, PDA GPS, portable GPS, commercial OBU, and embedded GPS, among others.

TYC is one of the largest Taiwan manufacturers of bus and truck, motorcycle, automotive lighting products in the world. The company supplies to both automotive replacement parts and OE manufacturers in the Middle East, Africa, Asia-Pacific, Europe and North America. This is the reason why only the company is able to offer a broad selection of automotive lighting available from just a single source, which includes other automotive collision parts such as body parts, bulbs, door mirrors, cooling fan assembly, condensers, radiators and others.

All the products of the company are designed in-house by an engineering team engaged in R&D that embraces quality assurance and validation, regulatory standards, tooling, design, optics, among other research areas.

During the Automechanika Dubai 2013, the TYC booth was among the busiest and received a warm reception from qualified attendees. This had further boosted the confidence of TYC to continue its strategy in product development and product line expansion to meet the demands and requirements of customers in Dubai and in other Middle East countries.

Aluminum Makes Tesla S-AEZ Cliff Combo a Success



The automotive industry's long-standing exploit of aluminum continues. Touted as a young metal, it is extremely light and makes for highly efficient cars such as the much-anticipated Tesla S, a visually and technically amazing premium sports limousine. The element is used on the limousine's body and gives the new AEZ Cliff its aesthetic qualities.

The new alloy wheel features a striking cross-spoke design with five pairs of double spokes that stretch far into the slim rim flange. The design is a perfectly harmonized interplay of spokes and smart center, which makes for a more detailed and compact design. AEZ Cliff also gets its 3D quality and depth from the inwardly slanted edge in the rim well. Available in two variants such as high gloss and adjunct dark in front-polished black, it can bring out the best in any vehicle.

The unrivaled performance and revolutionary design of Tesla S combined with the emotionally electrifying properties of AEZ Cliff is anticipated to take roads by storm. Thanks to aluminum, which has significantly contributed to the wheel-car combo's world-class appeal.

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Bell Bullitt Helmet

Retro is all the rage. The Bullitt helmet from Bell has a retro design but is built with the latest technology using modern materials. Made of light weight ultra low-profile fiber composite shell, it meets the most stringent safety standards while still weighing only 1400 grams. The perforated micro-suede interior fabric is removable and washable. You will either love or hate the flip-down bubble visor but it does offer an unrestricted view and a little more breathing room. The five metal mesh intake vents and one rear exhaust vent provide airflow and the ventilation port in front of the mouth allows you to speak to others in a normal tone without removing the helmet. The padded chin strap, 3D cut-out cheek pads and speaker pockets for Bluetooth units make the helmet more functional and convenient for the user. The Bullitt helmet is available in three colors - metallic blue, matte black and cream/red. All Bell helmets come with a five-year warranty.

GRILLBOT

With temperatures rising during the day, the weather is perfect for weekend barbecues. While we all love the good things about a barbecue - the company, the food and the fresh air, cleaning the grill after the barbecue is not a bundle of laughs. The Grillbot, the world's first automatic grill cleaning robot offers the perfect solution. It comes with three replaceable wire brushes attached to strong electric motors that work in tandem to clean away burnt food, a timer and an alarm that informs you when the cleaning is done, a smart CPU to oversee the movement, speed, and direction of the brushes, a rechargeable battery, and a simple push-button operation. It even changes directions without being prompted. All you have to do to clean the grill is place the Grillbot on it when you have finished cooking and press the on button after popping in six D batteries. The brushes are detachable and are dishwasher safe for easy cleaning. With this Grillbot that completely automates the cleaning process, bid goodbye to cleaning worries and feel free to enjoy the pleasures of the barbecue. Available in orange, blue, black and red versions, it will even add a touch of color to your picnic table.



Mattel BOOMco Blasters

We might all pretend to be mature men of the world, but we still love our toys. Mattel has just come up with a new line of blaster toy guns that will appeal to all boys from 6 to 60. Get your kids to spend more time playing outdoors with these four new powerful foam dart guns that have devastating accuracy and can fire 20 Smartstick darts in just a few seconds. The signature plastic darts with sticky tips are completely reusable and will stick only to the Smart Stick shields and sticky targets. The loud graphics tell you whether you have hit your target. The shields help you to capture your opponent's darts, so you can reload and fire them right back. All darts, shields and targets are available in a range of vibrant colors and patterns. You don't need any batteries as the blasters are air-powered. Now available in a few markets like UK, France and Benelux, the Mattel Blasters will be available in the US in July and will soon be launched in the Middle East.

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GERBER BLADE MONEY CLIP

For those who are tired of carrying bulky wallets around, the Gerber Blade Money Clip is the ultimate replacement. It is a handy money clip that can store some cash, up to five cards and a stylish built-in knife for those emergencies on the road. The lightweight knife has a titanium-nitride-coated steel body with a G10 front plate, and since it is less than four inches long with a 1.75-inch long blade, it fits easily into the money clip. The knife comes with a finger slot and a serrated thumb rest to keep you from cutting yourself by accident.

The money clip too is made of titanium-coated steel and has a single clip that can hold up to five cards. It can be stored easily in the pocket. It is durable and strong without being too heavy and is ideal for slimline pockets. The design, the quality and the concept of the Gerber Blade Money Clip are perfect for the modern man on the go.



"PRIVATE BLEND" from Tom Ford

Renowned American designer, Tom Ford is well known for the key role he played in turning around the Gucci brand. He has just launched a new fragrance called "Private Blend" to celebrate the opening of his first standalone store in Knightsbridge, London. A rich, spicy and woody fragrance, it is the ideal foil for the gentleman who wishes to project an elegant, urbane image with a hint of naughtiness.

Spicy notes like musk, black pepper, saffron, cardamom, coriander, cumin and coffee mingle with floral notes like geraniums and jasmine to hint at an air of mystery and exclusivity. The woody base notes of the ever popular oud, cedar and torchwood will surely make this fragrance a hit in the Middle East. Private Blend London is available in a range of sizes from 50 ml to 250 ml in Tom Ford's signature dark-brown glass bottles that are finished with a gold label.



PININFARINA CAMBIANO INKLESS PEN

Ever heard of a pen that will never run out of ink? Pininfarina is well known for designing the eye-catching Ferrari cars. The Cambiano inkless pen will soon be another beautiful and luxurious item they will be known for. This stylish pen is fashioned by hand from a combination of aluminum and wood, and has an ethergraph tip that gives it the ability to write forever, without any need for a refill. Ethergraph is a patented metallic alloy Pininfarina developed jointly with the Italian household manufacturer Chic Trading. The tip works on the basis of oxidation, leaving marks on the writing paper it comes into contact with, similar to the manner a touchscreen stylus works. Though the tip does show wear over time, the effect is so gradual that users won't even notice. Other manufacturers too have produced similar pens with metal alloy tips, but they may contain toxic materials such as graphite or lead while ethergraph is completely safe. The special edition Pininfarina pen comes with a notebook having paper made from powdered rock rather than wood, to give the pages better integrity and water-resistance.



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