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## ALL-NEW JAGUAR MAKES DRAMATIC DEBUT WITH HIGH-WIRE DRIVE



**GARY CARSCADDEN**

DIRECTOR, GLOBAL AUTO PARTS FROM AL HABTOOR GROUP

### HOT PRODUCTS

Philips Hue Go

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# PUBLISHER'S NOTE



A car is generally one of our most prized possessions and we always want to make sure we give it the best care possible. This includes washing and polishing the car on a regular basis to maintain its looks and style. However, not all of us take the same care when it comes to the internal components or the tires.

You are spoilt for choice when it comes to garages and service stations in Dubai. However, finding one staffed with trained technicians you can trust to take care of your ride without being charged an arm and a leg is no mean feat. We are seeking to fill this gap with the opening of Orange Auto, a brand new workshop located in the Al Quoz industrial area that is staffed by trained technicians who really know what they are doing. We expect Orange Auto to set a benchmark when it comes to the category of small but professional garages. Hopefully, we will see many more such garages in a city that has one of the highest rates of car ownership in the world.

Most companies in the automotive sector in the Middle East are gearing up for the biggest automotive aftermarket show in the region, Automechanika 2015. Scheduled to be held from June 2 to 4 this year, this edition of the show promises to be a bigger event than last year's record breaking show.

With the 2014 event attracting over 28,709 visitors drawn from 130 countries, the Automechanika Show is no longer just a regional event but a global one. The 2015 Automechanika show will cover the entire spectrum of the automotive industry ranging from batteries and tires to lighting and paint. Big brands like 3 M and BASF are regulars. And so is our very own home grown Al Dobowi Group. With Dubai continuing to be a major automotive hub in the MENA region, it is no wonder that the Automechanika Show continues to serve as a platform for exhibitors to showcase their products and to network with vendors, suppliers and industry experts.

**Hamid Moaref**  
Publisher

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Zawawi Trading Co. L.L.C., Phone: +968-(0)2 465 9200

T. Gargour & Fils S.A.L., Phone: +961-(0)1 255 366  
T. Gargour & Fils Company, Phone: +962-(0)6 416 2410  
Juffali Automotive Company, Phone: +966-(0)12 664 5678  
Juffali Industrial Products Company, Phone: +966-(0)12 682 2000

A.R.Albisher & Z.Alkazemi Company, Phone: +965-(0)1 833 111  
Al Haddad Motors, Phone: +973-(0)1 778 5999

**Publisher**  
Hamid Moaref

**Editor**  
Ali Reza

**Sub Editors**  
Sonja Baikogli  
Sherry Chen  
Manju Mathew  
Merivict Pearl Murillo

**Sales & Marketing**  
Ahmad  
Aji

**Design**  
Shabeer Aziz  
Praful  
Vivin

**Circulation Assistants**  
Thaha  
Sasi Pillai  
Dilfar

**Contributors**  
Peter Baikogli  
Arezou Marzara  
Farsh Shafikhani  
Kristen Koulic

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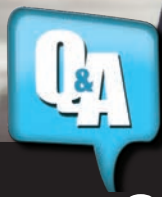
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# GARY CARSCADDEN

DIRECTOR, GLOBAL AUTO PARTS FROM AL HABTOOR GROUP

## Could you give us a quick rundown of your products?

Global Auto Parts, a part of the Al Habtoor Group of companies, is a genuine quality automotive parts wholesaler. We operate under our own all-makes parts brand specializing in high mortality parts for all major Japanese and Korean brand passenger cars and some major European, American passenger cars and trucks.

The GAP product range has expanded dramatically in the past 24 months and we now have a wide range of parts in many categories, including Braking, Filtration, Suspension, Wiping, Engine, Cooling, Belts, Steering, Lighting, Transmission, Actuation, Air Brake, Lubricants, Batteries, Tires and more. All of these can be delivered on a same-day basis within the UAE from Al Habtoor's automotive super-hub in Dubai Industrial City. Export orders are also managed from here and we offer a door-to-door service to customers in any location around the world.

## Which among your products are the most in demand in the UAE?

UAE customers are very specific about having the best quality at the most attractive price. We have been very successful with many of our products, but if I were to single one or two out, then our genuine quality filtration range, which is exclusively manufactured for us in Korea, has been the most successful for GAP. We offer very high quality oil, air, cabin and fuel filters for vehicles of all ages at a fraction of the cost of the genuine brand filters, and our fleet and retail workshop customers have been very impressed with the lifespan performance and warranty offered. In a different market area, there are few parts resellers in Dubai who now do not stock Global Auto Parts wiper blades. The 3 types of blades in the range have taken the local market by storm and are very popular with fleet and retail workshops too.

## What are the contributing factors to the marketability of GAP products?

The primary factor that drives sales of all GAP branded products is their high quality coupled with a warranty that is measured in the kilometers driven or months from the date of fitment. All GAP products carry this warranty regardless of who fits the parts to the vehicle, and this forms the cornerstone of the Global Auto Parts Quality Guarantee where we guarantee the performance of every part we sell for a minimum working lifespan. No other brand in the UAE offers this guarantee, not even the genuine parts brands.

## What makes your products a perfect fit for the vehicles in Middle East and Africa given the extreme hot temperature conditions in these regions?

We partner with manufacturers who are specifically chosen for their capability to design durability into the parts in the GAP range. Many of the manufacturers are also part of the supply chain for the genuine parts brands, and this means that when we use the term "genuine quality", we mean it.

## What sets your products apart from the spare parts of other companies?

Using the framework of the Al Habtoor Group brand values, no other spare parts brand in this region offers the level of quality guarantee backed with our "no quibble" warranty policy that states in very specific terms what the minimum working lifespan of the auto part will be. This develops trust with our distributors, dealers and workshops.

## LukOil Lubricants is included in your product range. Could you tell us more about this brand and the challenges you are facing in establishing its presence in the UAE, given that it has only been launched last year?

GAP is delighted to be able to offer LukOil products to our customers after the recent announcement of the partnership with Al Habtoor Motors. This brand is relatively unknown here now, but as a company, they are truly world-class and have a scale that rivals big lubricant brands better known in the Middle East & Africa such as Total, Shell, Mobil, Castrol, etc. From their base in Russia, they are well-known in many regions around the world and we are very lucky to be able to take their brand to market in our region and introduce it to our very well educated lubricants customers. GAP is used to establishing new brands in a mature market. We ourselves only launched our brand in 2013, but with LukOil's support, Al Habtoor Motor's infrastructure and GAP's drive, we are confident that the brand will not be unknown for long.

## How do you show your commitment to environmental sustainability through the products you offer?

GAP's product range is specifically designed to meet the demands of a modern aftermarket. We ensure that the lifespan of our products are kept to a maximum and that replacement is not necessary too frequently. Our packaging is all bright and retail-friendly but made to minimize the impact on the environment by using biodegradable materials wherever possible. Our carbon footprint is very small due to our remarkably short supply chain. We import directly from the manufacturer to our automotive super-hub in Dubai which reduces the carbon emissions involved in getting our products to market.

## How would you assess the current auto sales market in the UAE? How does it work in favor of GAP?

Vehicle sales have been strong for a few years now in the UAE, and this has a twofold positive effect for GAP: the first positive effect being an obvious uplift in the demand for newer car parts within fleet and retail workshops across the country and the second less obvious effect being the spillover into the second hand car market. There was a time when these vehicles would have been mainly exported to other countries, but the UAE now has more used vehicles in it than at any stage before and it is growing. GAP's product range is very effective for newer vehicles but peaks for vehicles that are 3 to 7 years old. These vehicles tend to be maintained away from the main dealers and so an increase in this age bracket is good for us, too.

## As an automotive aftermarket spare parts wholesaler, what major challenge do you see in today's auto spare parts market in the UAE?

There are always challenges for companies in the automotive aftermarket and there are few that are unique to this region. If I were to highlight one or two, then I would say that we are being pressured on exports at the moment through a very strong US dollar that is making overseas purchases from Dubai less attractive than they were previously. We also have a more active and aggressive set of manufacturers from the Far East who are not afraid to reach past Dubai as a trading hub to establish direct relationships with Gulf, African and CIS automotive component purchasers.

### **How does GAP manage to overcome these challenges?**

With regards to currency strength, GAP can only continue to offer the best value to our export customers. We buy our inventory in bulk quantities and this gives us the advantage of scale with our manufacturers. Where purchasing advantage can be gained, we will always pass this on to our customers. We overcome the threat from direct market competition through offering the highest level of service to our customers, the best quality of products, exceptional value for money, easy commercial process and flexible delivery options.

### **Just recently, the Ajman Police has reportedly seized over 121,000 counterfeit Toyota, Isuzu and Honda spare parts valued at millions of dirhams in the emirate. In general, what threats does it pose to auto parts wholesalers and distributors?**

Counterfeiting remains a large threat to the reputation of the Middle East automotive aftermarket in general and I would look to the authorities to continue to find ways of combating this trade. In the end, however, this problem could be stopped quickly if traders refused to buy and sell the parts. It is an unacceptable argument, in my opinion, for any parts trader to plead ignorance of the counterfeits. Those who trade in these dangerous parts know exactly what they are doing and are driven by greed at the expense of the safety of the general public. We should ask ourselves why counterfeiting is less of an issue in other mature automotive aftermarket regions such as the USA or Europe. The reason is quite simple, the trade refuses to buy these obvious counterfeits and so there is no demand. The Middle East aftermarket needs to remove this cancer through self-governance, in my opinion.

### **What are the steps you are taking to combat the proliferation of fake parts in the country?**

In 2014, I ran an awareness seminar in Dubai where we invited many auto parts traders, garage owners and members of the press and media. The purpose of this seminar was to raise awareness of the issue in the minds of traders and consumers and to reiterate to them that the responsibility for eradication of fake parts lies with us. In addition to this, GAP-branded parts are sold all over the world. We are a young brand but we expect that at some point, our brand will be copied and fake GAP brand parts will appear in some regions. We have taken steps to ensure that our trademark is protected and our manufacturers are contractually bound to only produce and sell GAP-branded parts to the Al Habtoor Group.

### **What is your advice to customers buying auto spare parts for the first time? How can they differentiate a genuine part from a counterfeit one?**

As with most counterfeiting, the copy products can be very convincing to an untrained eye. That said, when it comes to automotive components, there are always indications of wrong doings. We recommend that first-time buyers take advice from a trusted, technically capable partner to only trade with a reputable company such as Al Habtoor to look for proof of international and industry quality standards and most all, to trust their instincts. When something looks too good to be true, then in general it is exactly that!

### **Dubai's car parc offers a green pasture for companies and businesses specializing in automotive-related products and services in the emirate. Could you share with us the benefits of retailing GAP products?**

The Dubai auto market is actually saturated. It is one of the most competitive retail markets in the world, as such any auto parts proposition needs to be clearly differentiated. We feel that with the genuine quality and value for money offered by GAP with trust instilled by the Al Habtoor group brand equity added to our product quality guarantee and warranty, we have a winning formula that will allow GAP brand distributors and retailers to rise above the crowd.

### **The high rate of car ownership in Dubai goes without saying that there is a huge demand for auto parts in the emirate. How does GAP meet this demand?**

We currently have over 4,500 SKU's in our range that can be applied to over 40,000 vehicle applications. We hold stock of roughly \$4 million of parts, batteries and tires and we have a simple philosophy when it comes to the width and depth of our product range... "if the market demands that we stock it, then we will stock it". We have developed good relationships with many large UAE fleets and their maintenance teams. These customers are some of the most demanding I have ever worked with—they are knowledgeable and need us to react quickly to their changing needs. Through keeping the customers' needs at the forefront of our decision-making, then we should always be seen as relevant and a problem solving supplier.

### **In your website, you claim that all GAP parts come with a warranty cover that is unrivalled in the automotive sector. Could you elaborate more on this?**

No one else that we know of in this market offers a "no quibble" warranty based on kilometers driven or months passed from the date of fitment of the GAP part, regardless of which workshop the part was fitted in. Many offer less attractive, complex, diluted alternatives to this that are designed to protect the seller, but we are not aware of anyone else in this market who trusts the manufacturing quality of their products as much as we do and stakes their reputation upon it.

### **Could you share with us some tips for effective spare parts maintenance, especially during the summer season?**

The summer season in the Middle East & Africa is a tough time for both newer and older vehicles. With the extreme temperatures experienced in this region, it really pays to have the vehicle checked to make sure that it is in good condition to perform well throughout the summer. What could be worse than breaking down or losing a critical system such as air conditioning whilst out in your vehicle in Dubai during July or August? We recommend that both the vehicle cooling system and the AC system are checked before the end of May each year and that the AC vent system has an anti-bacterial sanitization carried out.

### **Car breakdown situations are rampant in the UAE brought by the sweltering temperatures. Which parts of the automobile do car owners need to keep an eye on to prevent these?**

A simple radiator hose leak or a stone chip on a radiator could leave people stranded at a roadside in need of recovery and could cause serious damage to your engine, but are very quick and easy to repair when found as part of a 10 minute pre-summer check. Car AC ducts inside the dashboard are a breeding ground for bacteria that multiply in their millions in the summer heat, thus leading to smells and throat infections for passengers. Carpets and upholstery are also prone to bacterial build up, but these can both be treated with a quick and effective 2-stage aerosol treatment. Both the cooling system checkup and the GAP Purezone AC system sanitizing treatment are available at our sister company, Speedfit workshops in Ramool and RAK. You can find out more or make an appointment at [www.speedfit.me](http://www.speedfit.me)

### **What can customers expect from you at Automechanika 2015?**

GAP will be a Silver Sponsor of Automechanika Dubai again this year. You will see our branding on the route planners, floor stickers, and the electronic signage inside DWTC. Customers will find us in our usual position, Hall 5 Stand 118 and we would welcome any of the readers to come and talk to us there between June 2nd and 4th. We will be offering the exhibition visitors opportunities to become GAP distributors in their home country, region or city and we have a much improved portfolio of products and services to offer them this year having added new parts ranges, lubricants, batteries & tires as well as enhanced service offerings in freight management, pre-shipment accreditation, LC management and specialist sourcing. All in all, we feel that we have a very rounded offer for the market now, whether in product offering for our fleet workshop customers or in the commercial opportunity we offer to our distributors.

### **What can customers expect from GAP in the next few years? Could you share with us your upcoming products, services or loyalty programs?**

Our plan for the next few years is a simple one: we will build scale through adding more distributors to our network across the world. GAP now supports distributor partners in 13 countries, these distributors being experts in their own market but use the GAP brand and range to offer genuine quality with warranty to their customers. GAP provides merchandise and marketing materials as part of our program, enabling the distributor to build brand awareness and loyalty. Our product range will expand as the needs of our local and overseas customers dictates. We will, however, be developing our commercial vehicle product ranges as we have a small range in filtration, actuation and clutch today that we feel we can grow to be a larger part of our offering.

### **When customers hear the name Global Auto Parts or GAP, how do you want it to be remembered for?**

Quality, Affordability and Reliability

# ALL-NEW JAGUAR MAKES DRAMATIC DEBUT WITH HIGH-WIRE DRIVE

The all-new Jaguar XF made a dramatic debut with a 'high-wire' drive in the heart of London's business district. In a feat conducted by expert stunt driver Jim Dowdall, who has featured in movies like those of the Bond and Indiana Jones series, the all-new Jaguar XF was driven 240 meters across a high-wire over the Royal Dock in London's Canary Wharf to showcase its lightweight aluminium-intensive construction. The use of aluminium has made the XF 80 kgs lighter than its closest competitor giving it best-in-class efficiency (over 70 mpg) and CO2 (104g/km). The Jaguar XF is set to make its official global debut on April 1 in New York and is set to transform the business car segment with its combination of fuel economy, design, driving dynamics and refinement.

The all-new XF is characterized by an exceptionally low aerodynamic drag and offers an extremely spacious interior for this segment. The simple but sleek exterior design ensures that no internal or external element is superfluous.

The interiors are the last word in luxury pairing premium materials and finishes with top-notch technological features. Jaguar fans will love the 12.3-inch TFT instrument cluster and the new InControl Touch Pro premium infotainment system.

This combination of a sleek exterior, luxurious interior and outstanding driving dynamics made the original XF an aspirational vehicle. It became Jaguar's most-awarded car. The all-new version retains the best characteristics of its predecessor and takes them to a different level with its new aluminium-intensive architecture. With 75 per cent aluminium in its body, weight has been saved by 190

kg with the torsional stiffness increasing by 28 per cent. Though it is 7mm shorter and 3mm lower than its predecessor, the all-new XF's 2,960mm wheelbase is 51mm longer, giving it more rear seat space, legroom, kneeroom and headroom than any other vehicle in its class.

The 2.0-litre Ingenium diesel engines are available in two ratings - 163PS/380Nm and 180PS/430Nm. They are paired with specially-optimised six-speed manual- or eight-speed automatic transmissions. In the 163PS manual form, the all-new XF is the lightest, most efficient non-hybrid diesel model in its segment, being 80kg lighter than its closest competitor and delivers only 104g/km of Carbon dioxide emissions. All the other engines like 2.0-litre turbocharged direct injection petrol engine, the 3.0-litre V6 supercharged petrol engine and the 3.0-litre V6 twin-turbo diesel engine come with eight-speed automatic transmissions.

The lighter and stiffer body structure contribute a good deal to the all-new XF's superb vehicle dynamics. The use of the intricate double wishbone and Integral Link suspension, the advanced passive damper technology and the near-50:50 weight distribution make the drive extremely smooth and responsive.

Jaguar Configurable Dynamics, which was first developed for F-TYPE, allows drivers maximum control by permitting them to tailor the settings of the dampers, steering, engine and eight-speed automatic transmission. For a few selected markets where there is noted customer preference for all-wheel drive (AWD), Jaguar has engineered a new torque on-demand system wherein the transfer case substitutes a chain drive for the gears resulting in a lighter, quieter and more efficient drive.

The all-new XF offers a wide range of advanced driver assistance systems, and is also the first Jaguar to offer full-LED headlights. The all-new Jaguar XF will be manufactured at Jaguar Land Rover's Castle Bromwich Plant alongside the all-aluminium F-TYPE and XJ.



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# AUDI GETS THEM YOUNG WITH ROAD SAFETY LESSONS FOR KIDS



As part of its effort to increase awareness of road safety from a young age, the exclusive distributor for Audi in Dubai and the Northern Emirates, Al Nabooda Automobiles recently rolled out the "Audi Heroes in Training" program. Through the initiative, the company's staff delivered interesting lessons on road safety to over 100 young children in Dubai.

The program began with a successful launch event at the Audi Terminal on Sheikh Zayed Road with sessions being held at the Kensington Nursery and at the Curious Minds Nursery, which are both part of the Bidayaat Group. In these fun sessions, children in the age group of three to five years learned a lot about basic road safety through trips in a fleet of mini electric Audi R8 Spyder models on an interactive course. The course was just like riding in a car on normal roads complete with roundabouts, traffic signals, road signs, and intersections. These driving sessions were preceded by brief classroom sessions on general rules for road safety.


Commenting on the program, Helena O'Pray, Manager at The Kensington Nursery said that the program which is tailored for younger children in mind effectively conveyed a serious message in a fun way. The feedback from both the children and the parents was very positive. With children also becoming aware about the need for road safety, families will hopefully be more careful on the roads.

Ali Al Nabooda, General Manager, Audi, Al Nabooda Automobiles, the official Audi distributor in Dubai and the Northern Emirates said that it is never too early to take lessons on basic road safety. He expressed his hope that these lessons will instill a sense of safety and caution in the drivers of tomorrow.

Schools can contact the Audi showroom in Dubai on +971 (0) 4 378 4444 to find out more about registering their school for the 'Audi Heroes in Training' program.



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## AWR GETS DUBAI TAXIS TO GO AMARON GREEN



The partnership between AW Rostamani Trading and the Indian battery manufacturer Amara Raja Batteries dates back to 2010 when AWR became the exclusive distributor for the company's Amaron batteries in the UAE. This relationship has gone from strength to strength as the partnership marks the end of its fourth year. Backed by strong support from AWR's sales team and its prudent management, Amaron's small network of customers has expanded to a wide range of clients spread across the UAE, eventually turning Amaron into one of the leading automotive brands in the country. True to its tag line which says "Lasts long, really long", Amaron has secured a key position in the UAE market and is set to boost this even further in the years to come.

Just like AWR, Amaron too believes in being a trendsetter. With brand awareness being a crucial element of success in the crowded automotive market, when the AWR management team visited Amaron in January 2015, it was agreed that several promotional campaigns would be carried out to enhance the brand image of Amaron batteries. As an outcome of this agreement, AWR is conducting a new promotional campaign for a three month period from March 25 to June 25. 100 taxis belonging to the Dubai Taxi Corporation will sport the distinctive green Amaron livery for this three month period.

This campaign is expected to have a great impact on the fortunes of the Amaron brand in the UAE and the brand will definitely catch the eye of the public in a way it never has before, paving the way for spectacular success in the long run.

## HONDA HR-V PROVES TO BE A TRAILBLAZER IN SUBCOMPACT Crossover TERRITORY

Consumers are currently exhibiting a growing preference for compact crossovers in comparison to gas guzzling SUVs.

Honda has come up with a pathbreaking vehicle that manages to offer corporate profitability while meeting customer expectations for driver visibility, maneuverability, value, safety, spaciousness and technological innovations in the compact crossover



category. The 2016 Honda HR-V effectively blends the coupe like design, flexibility and fuel economy of the Fit with the better traction, higher power and CUV styling of the CRV. Like all Honda models, a rear-view camera is a standard feature and like the CRV it has a smart All-Wheel-Drive(AWD) option.

Slated for a launch in spring, the 2016 HR-V looks like the best value buy in the compact crossover segment, with high scores when it comes to the ergonomics and features for driver and passenger comfort in the interior without any compromise in quality or safety. The cabin is highly spacious inside thanks to a longer wheelbase. The styling is impressive with rear door handles that are concealed in C pillars and a coupe-like body. Though the electronic air conditioning does not offer separate options for rear seat passengers, the new style of dashboard vent permits differential flow that can be adjusted by front seat passengers.

It is an extremely goodlooking vehicle that can handle foul weather better than the Fit and offers a low roofline and body profile with higher performance and torque.

With a limited range of engine and trim variations, there are less decisions for busy customers to make and Honda retains the market for its other models in the SUV and CUV range. It will definitely a challenge for other automotive companies to come up with a competitor that can match the HRV when it comes to all the parameters.

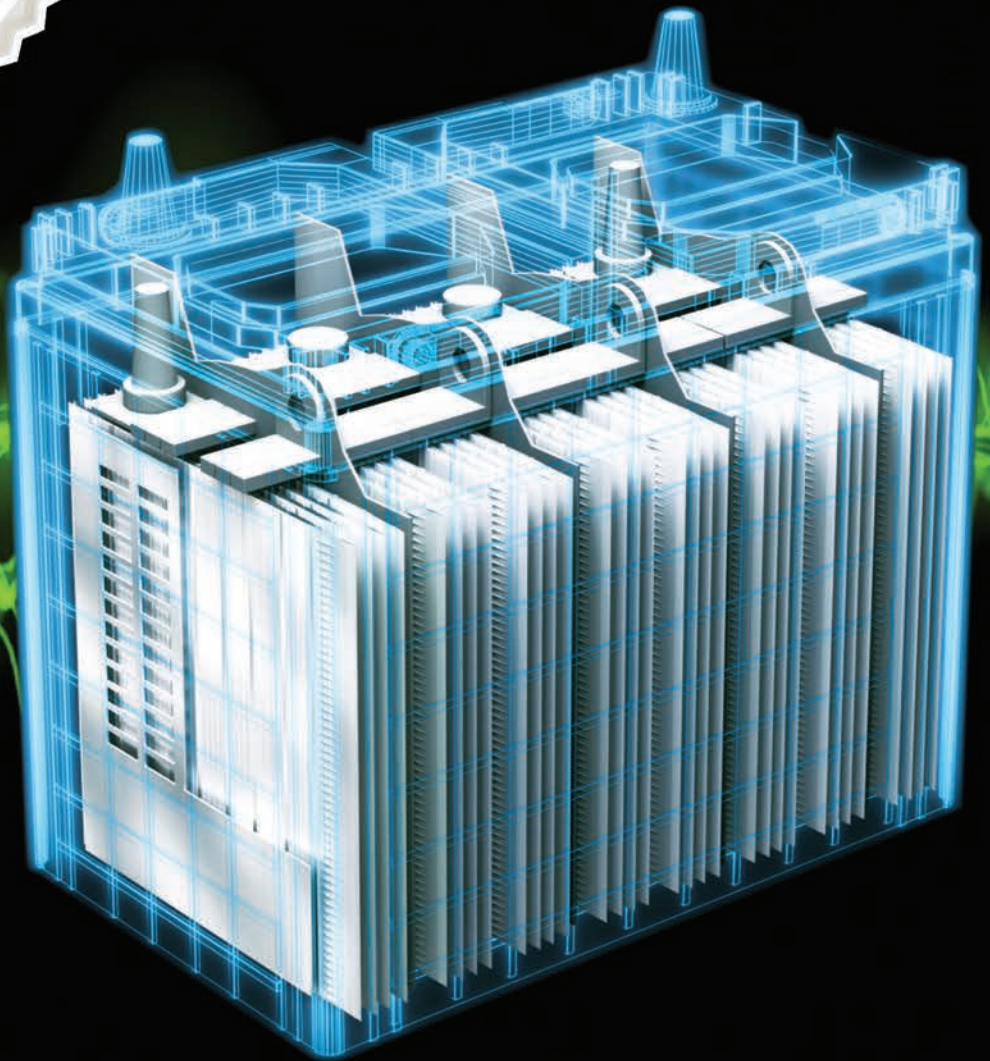


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# MESSE FRANKFURT MIDDLE EAST VENTURES INTO SAUDI ARABIA WITH AUTOMECHANIKA BRAND



One of the leading purveyors of automotive trade shows in the world, Messe Frankfurt has ventured into the largest automotive aftermarket in the Middle East, Saudi Arabia with the Automechanika brand. The organization will hold the inaugural edition of Automechanika Jeddah from 26 to 28 January in 2016 at the Jeddah Center for Forums and Events

Messe Frankfurt Middle East will be organizing the event in partnership with the Saudi based exhibitions company, Al-Harithy Company for Exhibitions (ACE), and this will be the 15th such Automechanika show being held on a global basis.

The show will provide more than 125 exhibitors drawn from over 20 countries with direct access to a market which has offers one of the best opportunities for growth and profit.

Messe Frankfurt Middle East, which is the UAE-based subsidiary of Messe Frankfurt Group also organizes Automechanika Dubai, which is the biggest automotive aftermarket in the wider Middle East and Africa region. With the launch of Automechanika Jeddah, Messe Frankfurt will be helping nine trade shows catering to the Middle East and Africa region.

This show will be Messe Frankfurt's first such show in the Middle East which will be held outside UAE and highlights the growing importance of the Saudi auto industry. In 2013, the Saudi automotive market imported 1,006,248 vehicles including commercial vehicles, trucks and cars worth US\$20.9 billion.

"With 7.1 million passenger vehicles on its roads, Saudi is poised to become the manufacturing hub of the Middle East's automotive industry," said Ahmed Pauwels, CEO of Messe Frankfurt Middle East.

He added that the demand for spare parts is also on the rise. Valued at US\$3.8 billion in 2013 and with a projected growth rate of 7.7 per cent on an annual basis in the next five years, the market is set to cross US\$5.5 billion by 2020. Automechanika Jeddah will provide leading automotive companies with a chance to establish their foothold in this growth market right from the beginning.

The high purchasing power of Saudi customers and the enormous potential for automotive and OEM companies will definitely provide an international trade fair like Automechanika Jeddah with plenty of scope to become a leading event in the region. Exhibitors too will have a chance to learn of the latest trends, develop key contacts and attend networking events.

Automechanika Jeddah will focus on the five core product sections of Parts and Systems; Accessories and Tuning; Repair and Maintenance; Tires and Batteries; and Service Station and Car Wash.

The event has already received widespread support companies belonging to the regional and international automotive aftermarket, with 16 companies already signing on as launch partners including PAL Radiators & Oil Coolers, Aqaseem Lubricant Factory, Supra Rubber Industries, Lorry Genuine Parts, and 3M Saudi Arabia.

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# DUBAI GOVERNMENT SET TO PROMOTE USE OF ELECTRIC CARS

Motorists in the UAE have always had a preference for gas guzzlers. There is no shortage of petrol here and it is not considered to be very expensive. Even so, in a bid to be seen as "smart" government that seeks to promote sustainability, the Dubai government is considering several options to make the use of electric vehicles more attractive for motorists.

According to Saeed Mohammad Al Tayer, the Managing Director and CEO of Dubai Electricity and Water Authority (Dewa), this could include a number of incentives to motivate vehicle users like wider availability of charging stations, subsidies for the electric vehicle of their choice and lower customs tariffs for electric vehicles.

He was speaking at the opening of the first public charging station for electric vehicles at the Silicon Oasis in Dubai. The station is equipped to charge two vehicles simultaneously with each vehicle taking public EV charger has the capacity to charge two vehicles at a time, with a vehicle taking two to four hours to recharge fully depending on the model of the vehicle. Normally a vehicle can cover 100 kilometers on a single charge, but again, depending on the model, this can be as high as 300 kilometers.

Earlier this year, in February, Dewa had opened 16 EV charging stations at different Dewa locations across Dubai as the first step of a project to install 100 EV stations across the city by the end of 2015. The Silicon Oasis station will be the first one that is open to use by the public and is not located on Dewa premises. Another seven stations will be set up in the Silicon Oasis area within the next two years. The free zone has plans to use electric vehicles as part of its fleet of vehicles used for security patrolling and facilities management.



According to Eng Muammar Khalid Al Katheri, Executive Vice President, Engineer Management at DSO, travelling in an electric vehicle should cut fuel costs by half with Dewa too providing charging services at reduced rates of 29 fils per kWh. In the event that the government provides additional incentives or subsidies, more people will be interested in switching to electric vehicles. This will be the case especially when there are enough EV charging stations in Dubai with Dewa set to start the next stage of the project, setting up 83 more stations across the city in locations easily accessible to the public like malls, parks, airports and government buildings. The stations will use solar energy as the energy source making the whole system a zero-emissions system.

He added that just like in the US and Europe, the government is considering measures like dealership discounts, reduced customs tariffs and lower charges for testing and registration to encourage those who own electric cars.

Based on Dewa statements that the charges would be 29 fils per kWh and tests which show that a Tesla or Nissan Leaf needs about 21.25 kWh to cover 100 km, the average cost to cover 100 km would be Dh 6.16 or 0.06 fils per kilometer, about half of petrol costs.

# DUBAI POLICE FORCE GETS NEW PORSCHE PANAMERA S E-HYBRID

The fleet of luxury cars owned by the Dubai Police force has three new Porsche Panamera S E-Hybrids, giving policemen in Dubai a new level of mobility when it comes to hybrid sports cars. The cars were handed over to Major General Khamis Mattar Al Mazeina, Commander-in-Chief of the Dubai Police in an official ceremony by K. Rajaram, the CEO of Al Nabooda Automobiles. Al Nabooda Automobiles is the exclusive distributor for Porsche in Dubai and the Northern Emirates.

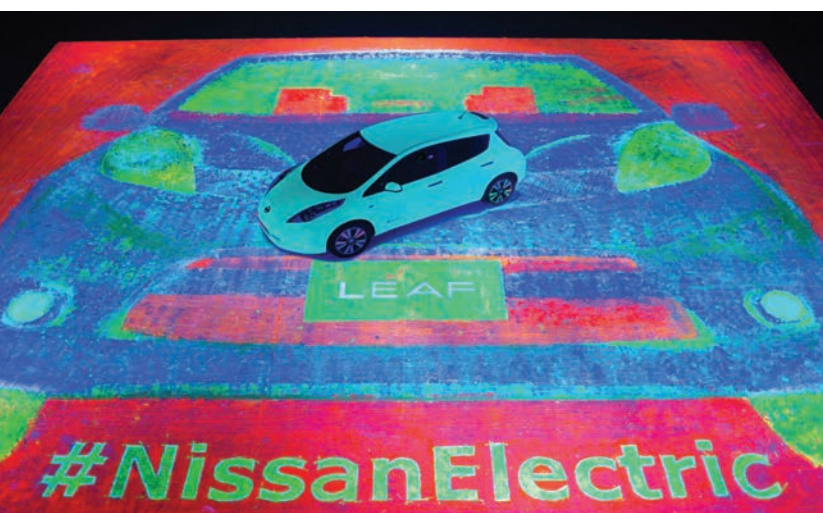


This delivery is indeed a timely measure as the government in Dubai had recently announced that it is considering new measures to make motorists switch to eco-friendly vehicles and electric cars.

Porsche has been a longstanding track record of pioneering several developments in the field of electric mobility both for luxury and performance vehicles. The company is continuing this quest through new models and the Panamera S E-Hybrid proves that Porsche can build authentic sports cars which are environment friendly as well with the hybrid option for extra efficiency. The Panamera SE hybrid is a true winner in the sports car stakes with an output of 416 horsepower, the ability to go from 0-100 in just 5.5 seconds and a top speed of 270 km/h.

Major General Khamis Mattar Al Mazeina said expressed his delight in having the Panamera S E-Hybrid join the world class fleet of vehicles owned by the Dubai police. It is truly in a class of its own when it comes to hybrid vehicles as it blends powerful performance with efficiency and is environment friendly as well. The car offers a choice of options to the driver as it can work using just the combustion engine, only the electric engine or can run using both units. The high-voltage battery is fully recharged in under four hours when connected to a normal household electrical outlet and can even use energy recovered through braking. The electronic engine management system synchronizes the operations of the electric motor, the combustion engine and the high-voltage battery. It goes as far 36 kilometers on a single charge in the all-electric mode and has a top speed of 135 km/hr.

## NISSAN HELPS BREAK GUINNESS WORLD RECORD FOR LARGEST GLOW-IN-THE DARK PAINTING



Nissan had recently developed a special glow in the dark paint for its Leaf model in association with the inventor, Hamish Scott. Now, the company is in the news again, for motoring artist Ian Cook's Guinness world record feat. He created the largest painting in the world that glows in the dark, with a little help from Nissan.

The special acrylic 100 percent organic paint developed by Hamish Scott for the Nissan Leaf absorbs sunlight during the day to glow for as long as 10 hours in the night.

To create his record breaking painting, Ian Cook used a Leaf which had tires coated with the special paint. The vehicle was then used to help create a self-portrait of its front end. This was done over a period of more than 61 hours on a giant canvas measuring more than 2,200 square feet that was coated with PVC. Over 60 liters of the luminous acrylic paint was used and by strategically spreading the glow-in-the dark paint, Cook painstakingly created the portrait. The previous Guinness world record was set in Eindhoven, Holland in January 2014 on a canvas measuring 1,800 square feet.

The attempt to create the record was witnessed by the official Guinness World Records adjudicator, Fortuna Burke and Nissan received official confirmation of the record on March 20, 2015.

Commenting on the challenge from Nissan Cook said that the giant painting was not only one of the most difficult tasks he had undertaken, but was also one of the most fantastic paintings he had ever done. He added that the full-sized Nissan Leaf was an incredible painting tool as he had previously worked mainly with miniature radio-controlled models.

# PARENTS CAN MONITOR TEEN DRIVERS WITH NEW FEATURE IN CHEVY MALIBU



For a teenager, getting the driving license is one of the main rites of passage. The driving license is the teen's passport to freedom giving him the mobility he needs to spread his wings. However, for parents, it is one more source of worry as they wonder about the behavior of their new driver on the roads.

Teens may think they are immortal, but when it comes to teenagers who are 16 to 19, an AAA study revealed that car accidents are the leading cause of death, with their recklessness on the roads making them highly vulnerable.

The new Chevrolet premiered by General Motors at the New York Motor Show presented an innovative solution to this problem with the technology for parents to keep tabs on the driving habits of their teens.

It makes use of a new feature named the Teen Driver system to harvest data on the driver's performance on the road. The Teen Driver system is activated through a specially programmed key fob to help the system identify the driver. Once it has been activated, the car automatically takes a few steps to increase driver safety like muting the radio till the seatbelt is worn and turning on the electronic stability control and forward-collision assist features. It is possible for parents to set pre-defined speed limits and warning beeps are emitted if the limits are crossed.

By feeding in a PIN-number to the car's infotainment system, parents can learn about the distance covered by their child, their speeds and their braking patterns. This data can be used by parents to help educate their children. They can thus assist teenagers in tackling areas where they are inexperienced and educate them so that they are no longer a menace to themselves and to others on the road. As of now, this report card can be seen only in the car.

Though the Teen Driver assist is now available only on the Malibu, GM has plans to incorporate the feature in other GM models. It is now available as a standard feature on the premier trim level and as an optional feature on the LT model.

## GEELY EXPANDS BLACK CAB CONNECTION IN BID TO GO GLOBAL

The famous black cabs of London are an integral part of the city. Their colorful history dates from the beginning of the last century. With high rooflines to accommodate the top hats of the gentlemen and spacious trunks to contain the luggage of travelers crossing the Atlantic, they were specially designed to cater to the needs of the aristocrats of the day. The cabbies driving the black cabs are just as famous, and have to pass a rigorous test known as "the knowledge" before they are allowed to take to the roads.



However, how many of us know that the London Taxi company is now owned by the Chinese auto major, Geely? In a GBP 11.04 million deal, the Chinese company had acquired the London Taxi Co. when its owner Manganese Bronze Holdings had financial trouble.

As an outcome of this acquisition, the black cabs have now become a common sight in some of the major cities in China. They have rapidly become popular due to their spacious interiors and ease of entry and exit. The looks may not be the same, however, as they are redesigned to fit local tastes. One taxi operator in Shanghai even transformed his black cabs into golden chariots for elderly and disabled passengers.

Now, Geely is making a £250 million (\$372 million) bet that other cities in the world too will want to have the renowned London black cabs.

The amount will be spent on building a new factory in Conventry, England to turn out an additional 36,000 black cabs on an annual basis primarily for export markets. This will lead to the creation of 1000 jobs and a tenfold increase in its current capacity of 3600 vehicles at its existing plant in Conventry. The cabs manufactured at the new plant will be compliant with the new London regulations requiring cabs to have lower emissions by January 2018. Geely is hoping that with the introduction of the black cabs into export markets, it will become a true "world-beater", according to Li Shufu, the founder and chairman of Geely.

# THREE AUTO LEADERS IN FORTUNE WORLD TOP 50

Fortune magazine is considered to be the most authoritative publication with regard to the financial world. It is a matter of great pride for leaders in every field to be mentioned in the magazine as its lists of the top businesses, top leaders, and the richest people in the world are published after meticulous research and ranking based on rigorous criteria .



Fortune recently published a list of the top 50 leaders in the world. The list was inclusive of the top people in every sphere of life, including philanthropy and government. Yes, the top spot has gone to the Apple CEO Tim Cook, but it is a matter of great pride for the automotive industry that as many as three leaders from the sector have made it to the Fortune list.

The leader from the automotive industry with the highest position on the Fortune list (No: 9) is a pathbreaker in many ways. Mary Barra, the CEO of General Motors had previously earned the honor of being named as the “crisis manager of the year” for her deft handling of the ignition switch recall. She made it to the list of the top 50 leaders on the basis of the manner in which she handled a group of activist investors by offering a buyback package.

The second leader from the automotive industry to make it to the list at 23rd place is the Tesla CEO, Elon Musk. Musk seems to have a new project on the go all the time from the launch of the Model X to the launch of the Gigafactory and overseeing the reversal of Tesla’s fortunes in China.

The lowest on the list from the auto field is the Uber CEO Travis Kalanick at the 44th spot. Uber changed the face of urban mobility with its car sharing scheme with Uber cars now outnumbering taxis in cities like New York.

Other notable leaders who made it to the list of the 50 most important leaders in the world include Bill and Melinda Gates, musician Taylor Swift and Pope Francis.

## TOYOTA CONSOLIDATES ALL MOTORSPORT DIVISIONS UNDER GAZOO RACING BANNER

Toyota has announced that from April 11 onwards, it will consolidate all its motorsports activities under the banner of GAZOO Racing. This move will help the company to clearly delineate the role of motorsports in its drive to make better cars and create more impact on racing enthusiasts.

To date, Toyota had participated in many different types of races like the Super GT in Japan, the Nürburgring 24 Hours endurance race and the World Endurance Championship (WEC), but under separate banners like Lexus Racing, Toyota Racing, and GAZOO Racing teams. Of these companies, GAZOO Racing was created with the express purpose of expanding the purview of motorsports to include entrants other than automotive manufacturers to conduct grassroots campaigns and promotions to mobilize more car and racing aficionados.

Commenting on the move, Toyota President, Akio Toyoda said that Toyota’s founder, Kiichiro Toyoda had said that motorsports have played an integral role in the evolution of car making and the auto industry as a whole. He added that GAZOO Racing has hence been at the forefront of activities to help build up

the Toyota team, Toyota cars and to draw more auto enthusiasts to the Toyota brand. All these activities are held on the basis of the belief that the roads help build the people, who in turn build the cars.

Once the consolidation process is over, all Toyota vehicles will participate in races and rallies under the banner of Toyota GAZOO Racing. The first event that the Toyota GAZOO Racing team will participate in will be the Motor Sport Japan 2015 Festival which is organized by Japan Motor Sport Promotion Organization and is scheduled to be held in Tokyo on April 11-12, 2015.

In private races like the Super GT where Lexus racers will be used, the Lexus GAZOO Racing logo will be displayed.

Earlier, the lessons learned on the race track at the Nürburgring 24 Hours endurance race were used to refine the road legal version of the Lexus LFA. On similar lines, Toyota will be using its participation in motorsport activities to provide hands-on training to its engineers and mechanics in the toughest possible conditions. The formula has already proved to be a winner with knowledge gained during the development of the TS040 Hybrid racer for the WEC being used for technological innovations that will be incorporated in future hybrid models. Just like this, the lessons learned on the race track can be applied in all areas of the automotive industry.

A new Motor Sports Group has been formed on April 1 this year to integrate all the functions related to motorsports including vehicle development, technical support and motorsports related marketing. All these functions were previously handled by different divisions. With all of them now coming under one umbrella, the Japanese automaker is expected to exhibit more performance and expertise on the racetrack in the near future.



## HYUNDAI USES GENESIS CARS TO CREATE MESSAGE VISIBLE FROM OUTER SPACE



Hyundai's latest campaign named a "Message to Space" highlights the fact that the brand's "New Thinking" approach extends even to the outer space. With a little creative thinking, the automaker came up with a unique approach for a 13-year-old missing her dad to reach out to her father who is an astronaut on the International Space Station. The fact that the company created a Guinness world record for "the largest tire track image" ever is an additional bonus.

Stephanie wanted to let her dad know that she loves and misses him as he is often away for many days at a stretch on space missions. Hyundai helped her to convey this message by writing spelling this out in a special message that was so big that he could see it even from outer space.

It was no easy feat. A team consisting of experts from the United States, Korea and Europe first checked out several potential locations before zeroing in on the site of the Delamar Dry Lake in Nevada, US as the blank canvas for the message. The message from Stephanie to her dad in outer space was created using 11 Genesis cars and spelt out over an area of 5.55 square kilometers, roughly one and a half times the area of Central Park in New York. With this message, Hyundai also created a world record for "the largest tire track image" and this was officially confirmed by the Guinness World Records.

The feat highlighted Hyundai's philosophy of caring for its customers, and thus creating an emotional connection with them. For Hyundai, no obstacle is too big when it comes to uniting loved ones.

## HONDA PULLS PRANK ON FANS WITH VIDEO OF SELFIE MODEL



Honda had made waves with news of its pathbreaking HR-V, its new subcompact crossover. Fans were even more impressed when the company posted a video about its all-new GR-V Selfie Edition that is fitted with 10 cameras to help those stuck on selfies to take one from every conceivable angle in their new HR-V.

The poked tongue-in-the cheek fun at the current trend of hip youngsters who are more concerned about in-car technology and being connected all the time rather than the safety, performance or luxury aspects of their vehicles.

The video depicted a young, bubbly blonde named Ashley testing and extolling the virtues of the new HR-V Selfie that allows motorists to snap selfies and upload them immediately. Gently poking fun at the self-centered attitude of the millennial generation, the ad proved to be an April Fools Day prank.

This is not the first such prank by the Japanese auto maker. In 2012, it had released a video for "FitKit," a drone-delivered kit having hundreds of parts that could be easily assembled by motorists into a Honda Fit. That idea poked fun at the DIY craze to assemble everything from kits.

Now, it is only a matter of time before someone is actually inspired by this ad to actually design a car that is purpose built for selfies.

The April Fools Day prank did help Honda to reach out to a lot of followers with its quirky sense of humor.

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# AUDI TAKES TO THE SKIES FOR THE MIDDLE EAST DEBUT OF NEW TT COUPÉ



The third generation of the Audi TT Coupé made a spectacular debut in the Middle East with a thrilling skydive stunt. The compact sports car captured the hearts of both the media and potential customers with an interesting mix of innovative technologies and a sporty design that appeals to customer who are looking for a sports car with a difference.

The official debut of the car was held yesterday at Skydive Dubai. A squad of skydivers from Skydive Dubai painted the famous TT logo in the skies over Dubai at the event. Audi DTM pilot Edoardo Mortara made the grand reveal of the new car on the landing strip.

Speaking at the launch, Trevor Hill, the Managing Director at Audi Middle Eas said that the Audi TT is known both as a performance machine and as a genuine design icon. The new generation of the iconic car will give drivers even greater driving pleasure by taking technology to a new level.

Edoardo Mortara said that it was his first event for Audi in the Middle East region. Audi wrapped up the launch with a gala evening event at Zero Gravity that was attended by some of the biggest celebrities in the media and music world from the Middle East including Radio DJ Kris Fade, senior sports presenter Mohammed Sadoon Al-Kuwari, and Dubai based rockband Juliana Down.



#### auto fact

The first road-worthy cars used a lever instead of a steering wheel to steer. It had a design and functioning like that of a joy stick.

## FLYING CAR BECOMES A REALITY WITH A HEFTY PRICE TAG



The Wright brothers suffered plenty of ridicule when they first mooted the idea of a plane. The concept of a flying car that could handle both the road and the air with equal ease received similar reactions. However, now the possibility has become more practical with successful tests of the PAL-V One, which is essentially a flying motorcycle with three wheels and two seats for passengers.

It reflects a more realistic and practical approach to the concept of a flying car and is more likely to succeed based on two major technical breakthroughs. The first was greater availability of lightweight, composite materials to help designers come up with a vehicle that is light enough to fly and yet robust enough to withstand tough road conditions. The second development was the ability of the vehicle to take turns much better with assistance from a mechanical-hydraulic articulated rear suspension, thus increasing its stability in spite of having a high center of gravity.

Other highly practical innovations include an auto folding propeller at the rear and manual-folding type rotors on top of the vehicle for the flight option. The stylish exterior is another huge plus.

From the safety perspective, the PAL-V offers an option that is much safer than fixed-wing flight and rotary wing flight like in a helicopter. Either of these could be fatal in the event of engine failure. The PAL-V uses a new alternative called gyro rotor flight. The vehicle becomes airborne with the aid of an unpowered rotary wing located at an angle above the fuselage and a propeller that propels it forward. As the forward motion and lift depends on the unpowered rotary lift, loss of power does not hamper safe landing. However, motorists will need a few flying lessons to safely fly the PAL-V.

One of the most impressive aspects of the PAL-V however is that the takeoff runway and landing requirements are relatively relaxed at 540 feet and 100 feet. It could takeoff and land on almost any flat surface. The use of a single keeps cost and weight to minimum levels while a top speed of 112 mph on both air and land is nothing to sneeze at.

It all sounds good on paper. However, the hefty USD 300,000 price tag, production difficulties and the need for regulatory approvals may mean that flying cars will hit the roads later rather than sooner.

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## BIOMETRIC TECHNOLOGY, USER'S PREFERRED CHOICE FOR VEHICLE SECURITY



The security of your car is no joke. For many men, their cars are their most prized possessions. Besides fitting them with regular security devices like trackers, automatic lock systems and the like, motorists would like to go the extra mile to secure them completely against theft. In order to broaden the appeal of their vehicles to customers, auto manufacturers too, have been introducing a number of innovative options to address the issue. Biometric technology for vehicle control access, for instance, has proved to be particularly effective in minimizing the extent of car theft.

The technology is not new and has been in use in various fields for a while now. It was just a matter of time before it was introduced in the automotive sector. In cars too, such devices work on the basis of a simple principle: a control reader or scanner is used to read fingerprints or retinal scans, voice recognition etc. When a user feeds in the required data (fingerprints or iris scan, etc), the system matches the data with the records that have been already fed. If the two match, the unit releases the electric lock, allowing to the user to open the vehicle door. Besides theft protection, the system provides advanced auto-alarming and anti-carjacking functions as well.

In a vehicle access control system, generally four access tests are used. The most common is finger prints; the next is the steering wheel; the third is the user's voice recognition, and fourth is a specialized iris camera – fitted at the back of the car's main mirror or on the board – which captures the IrisCode. In recent years, the technology has extended to include, automatic engine starter and even biometric seats.

Apart from the fact that the sophisticated system provides quick, high-end protection to vehicles, one of its biggest advantages is convenience. It is not easy for everyone to memorise pin numbers or passwords, and keeping a written record is not always secure either. This is where biometric vehicle access devices have an edge since biological characteristics are almost impossible to replicate. And since it builds on an existing method (used in cell phone, etc), it is cost efficient.

Similarly, it is easy to keep track of any attempts to steal the vehicle, since the system notifies the user when an unauthorized person tries to access the vehicle. The system is user-friendly and vehicle owners require very little training to manage it, and practically no active participation in controlling the device once it is installed.

Given these salient features, it is no surprise that automakers are increasingly turning towards the biometric option to reinforce the security system in their cars. The Ford Motor Company, for example, has recently acquired a patent for a biometric device for vehicle access. Other brands like Volkswagen, Mercedes-Benz and BMW are also working along the same lines.

However, like all things techie, a few reports have surfaced of a breach of security even in biometric system. Last year, insurers in the US warned of an increase in thefts of petty goods from cars, due to scanner boxes that can unlock vehicles with keyless entry systems. While this game of cat and mouse continues, it is now up to the manufacturers to address the loopholes in the technology in order to tighten the security of the cars to the maximum possible extent.

## VOLKSWAGEN MIDDLE EAST REWARDS MOTOR MOUTH WITH SCIROCCO FOR A YEAR

If we go by conventional wisdom, it is really advisable for us to watch what we say. However, Volkswagen Middle East proved that it sometimes pays to be a motormouth.



In a regional facebook competition that was conducted by the company, 29-year-old Iraqi, Shirin Mohammed, who lives in Sharjah used her social media skills and verbal ability to emerge as the winner of the competition. She was gifted with the keys to a brand new Volkswagen Scirocco for one year.

As part of the competition, ever since it was launched back in November 2014, thousands of Volkswagen fans from countries across the region including Qatar, UAE, Oman, Bahrain, Lebanon, Kuwait and Jordan responded to questions posted on the official Volkswagen Middle East Facebook page. Shirin Mohammed was selected as the winner on a random basis from those who answered the questions.

According to Thomas Milz, the Managing Director of Volkswagen Middle East the competition had received an overwhelming response to the competition from Volkswagen fans across the region. He went on to thank all the participants in the competition and congratulate the winner, Shirin. As a sports coupe, the Scirocco provides unparalleled driving fun with unrivalled German engineering and a striking design.

As an outcome of her victory, Shirin will get a chance to drive her very first car. She will have a chance to drive a brand new Scirocco for a year and could not wait to hit the roads. As a Volkswagen fan, she finally gets a chance to drive a model she has always admired.

# DONGFENG MOTORS JOINS HANDS WITH AW ROSTAMANI FOR UAE ENTRY



Dongfeng Motors is one of the biggest automotive groups in China and has a longstanding history in the industry dating back to its inception in 1969. The company's range of products covers all types of vehicles ranging from passenger cars and heavy vehicles to automobile spare parts. The company's position as the third in the list of China's top 500 manufacturers, and 142nd in the Fortune list of Global 500 companies attest to its high standing in its sector with the Dongfeng brand being included in the list of China's Most Valuable Auto brands. It was only a matter of time before the company chose to make an entry in the highly competitive automotive market in the UAE.

DFM has chosen to partner with AW Rostamani Trading, a subsidiary of the renowned AW Rostamani Group, to make its presence felt in the UAE. The formal partnership agreement for the exclusive distribution of Dongfeng vehicles in the UAE was announced at a special event held today at the AW Rostamani showroom on Mohamed bin Zayed Road in Sharjah. The high profile event was attended by senior executives from both companies and members of the media. The first two DFM models to be sold in the UAE will be the H30 Cross and S30. The launch was attended by top management from DFM Group and AW Rostamani Group, as well as reporters and other representatives from the media.

Commenting on the partnership with DFM, Michel Ayat, the CEO of AWR Automotive said the pairing of DFM's quality products with AWR's high levels of customer service virtually guarantees the success of the DFM brand in the country. He added that UAE owners of DFM vehicles will receive top-notch services and facilities from AWR resulting in an enjoyable and long-term driving experience.

Yang Bo, General Manager of DFM said that AW Rostamani is indeed the right partner to promote DFM passenger and light commercial vehicles as it is one of the leading conglomerates in the region, with longstanding experience of over 45 years in the automotive sector. He added that DFM is currently ramping up its overseas strategy with entry into a large number of markets and the models sold in the region have been specifically developed for the Middle East with advanced technologies and configuration.

Both the S30 sedan and H30 Cross are available in Elegant and Nobel trims. The S30 is powered by a 4 cylinder 1.6L AT engine while the H30 Cross is fitted with a DOHC, 16V, VVT, aluminum engine. Both are equipped with four airbags for added safety respectively with a driver computer that automatically receives reverse radar information as a standard feature. Other noteworthy features include power windows, automatic A/C, ABS+EBD, and a go-home light function with 360 degree light. The Nobel trims of both models have power sunroofs, cruise control and multi-functional steering wheels having acoustic control.

## AEOLUS ACE SERIES 2 RANGE FIRST CHINESE TIRES TO EARN TUV MARK



Many customers have the impression that tires from China are not as good as tires from other countries when it comes to quality. Aeolus Tire is set to change this perception with its new Ace Series 2 range of tires, its first, for passenger cars. The company had first displayed these tires at the Motortec Trade Show in Madrid. One factor that differentiates these tires from other tires manufactured in China is that they have earned the TUV tire test mark from the testing and certification firm TUV. The Ace Series 2 range consisting of PrecisionACE2 and SteeringACE2 tires will be the only range of passenger cars from China which have performed well enough to earn this prestigious quality mark. Aeolus will definitely be using this fact to its advantage in order to promote these tires in Europe.

Of the two tires, PrecisionACE2 will be the first to be available in retail tire stores and will be positioned as a well-balanced summer performance tire. It will be just as good for winter conditions as it comes with four wide longitudinal grooves and an expanded contour assist for swift removal of water from the contact patch, minimizing chances for aquaplaning. With braking and wet grip being the main considerations when it came to development of the tread compounds for the tire, it offers outstanding safety on wet roads along with comfort, durability and response to steering. Aeolus will eventually be introducing 50 sizes of the tire suitable for rims ranging in diameter from 16 to 19 inches.

The SteeringACE2 range will be more performance oriented with the focus being on stability while driving and braking performance. The SteeringACE2 tires will have an asymmetrical tread design for higher stability. Its performance in wet braking will be enhanced by three wide circumferential grooves along with slashed-shaped grooves on the shoulders. The silica tread compound aims to offer the optimum balance between traction and efficiency. Aeolus currently plans to launch the tire in the retail sector in summer.

## COOPER TIRE EUROPE REACHES OUT TO ARSENAL FANS WITH TWITTER CONTEST

Sports marketing has become increasingly popular in the automotive world. Depending on popularity, the sport of choice can range from soccer to golf to Cooper. Football sponsorships are seen as a highly effective promotional tool in Europe where the game is highly popular and has a high viewership, both for live matches and for televised matches. Many tire companies have partnered with football teams to promote their brand. These include the partnerships of Apollo Tires and Manchester United, AC Milan and Toyo, Linglong and FC Schalke.

Cooper is just as active when it comes to sports marketing. The company has a partnership deal with the renowned football club Arsenal which is one of the top teams in the English Premier League. Now, the company is seeking to use its position as Arsenal's first official tire to boost its presence on social media.

Cooper Tire Europe, Cooper's European subsidiary, has just launched a new contest asking fans to share stories of their pre-match rituals. Many fans believe that if they wear a particular outfit or listen to a particular song, their favorite team will win. Cooper recently conducted a survey which revealed that as many as 78 per cent of Arsenal fans had such specific pre-match ritual, with over half of them saying they were superstitious when it came to such things.

The new campaign uses this fact to get fans to share similar experiences with the hashtag #MatchReady. Cooper has even made a promotional film for the contest with three famous Arsenal football stars (Laurent Koscielny, Danny Welbeck and Oxlade-Chamberlain) urging fans to join the contest on Twitter. In the video, they laughingly share tales about their very own pre-match rituals which include always wearing the left boot and shin pad before the right one, or repeatedly slapping their face.

The winner of the contest will get two tickets to watch Arsenal's match against Swansea on 9 May and join former midfielder, Ray Parlour who is popularly known as 'Romford Pelé' for lunch before the game.

All fans have to do to win the contest is follow @CooperTireEU and tweet about their very own match ritual using #MatchReady before 27 April. They can even share images and videos about their preparations for kick-off.





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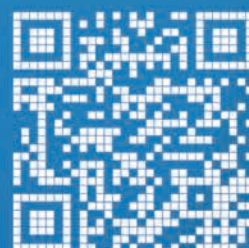
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## MITAS PREMIERS TWO NEW SIZES OF CR-01 CRANE TIRES



Cranes are widely used in the construction industry, in ports and in many other sectors. When it comes to cranes, the load capacity of the tires they are fitted with is highly crucial for them to work to their optimal capacity.

Mitas has debuted two new sizes of tires in its CR-01 range of tires for cranes. They are the all-new Mitas 385/95R25 CR-01 170F TL tire and 525/80R25 CR-01 176F TL tire which can withstand speeds of 80 km/h and 90 km/h respectively. Currently, Mitas produces the CR-01 crane tires in three sizes for delivery to crane manufacturers like Manitowoc and Liebherr.

According to Andrew Mabin, the marketing and sales director of Mitas, the CR-01 is a reliable and durable tire which can effectively handle both the crane and its payload. All the CR-01 tires come with Mitas-Link, a unique linkage between tread blocks that limits tread movement while increasing tire life even at relatively higher speeds of 90km/h.

This linking system minimizes noise created within the tire tread. By keeping the tread blocks in a fixed position and increasing off-road traction, it allows the driver better control of the vehicle. CR-01 tires have an all-steel construction which reduces the rolling resistance by 6 per cent thus making them more fuel efficient in comparison to standard tires for mobile cranes. CR-01 tires also meet requirements for winter tires and can operate in muddy terrain.

The 525/80R25 CR-01 tire comes with a 28 mm deep tread pattern which can be retreaded. It will have a maximum operational load capacity of 17,750 kg in standard conditions and 7,100 kg at speed 80 km/h under 7 bar.

The CR-01 tyre will be the highlight of the Mitas display at the INTERMAT fair which is scheduled to be held in Paris from 20 to 25 April.

## HANKOOK SCORES PORSCHE FITMENT



Getting an OE fitment is no easy task. Tire manufacturers have to design tires that meet very rigorous requirements that are outlined by the car manufacturers. Having your tires chosen as the OE fitment for a reputed German brand like Porsche is even more difficult. This is exactly what Hankook has managed to achieve. Its ultra-high-performance (UHP) tire, the Ventus S1 evo2 SUV has been selected as the original equipment for the new Porsche Macan. This is the first time that a Hankook tire has made it to the list of Porsche OE fitments.

The Ventus S1 evo2 SUV tire which was first launched in 2014 is particularly suitable for sporty, performance oriented Porsche SUVs with its specially designed tread. These tires will be fitted in either 18 or 19 inch diameters and deliver a powerful, performance oriented ride without any compromise when it comes to safety, rolling resistance, noise or driver comfort.

According to says Ho-Youl Pae, President and Chief Operating Officer of Hankook Tire Europe, the Ventus S1 evo2 SUV tire comes with highly sophisticated technologies and customized features tailored for powerful SUVs. The choice of this tire as OE by Porsche highlights the company's confidence in Hankook products. The tire effectively showcases Hankook Kontrol Technology, the company's philosophy of effectively combining safety, performance and technology in all its products.

The Ventus S1 evo2 SUV tire has a sophisticated structure a double-layer rayon carcass and multiple tread radius for optimizing the tread contact patch and increasing the traction in all sorts of conditions. This makes it deal for wet and dry conditions as it minimizes hydroplaning on wet and slick roads and improves driver control and the safety aspect by a significant margin, even at high speeds. The tread pattern is highly intricate with a three-layer block design having an innovative staircase arrangement of the outer rib blocks based on Hankook's expertise in motorsports. Other factors like the use of the latest silica compound with a cross-linking system for the polymer chains, the special high-grip styrene-polymer formula minimize heat buildup, improve wear and increase wet traction of the tire. The tire comes with larger fins attached to the base of the grooves of the tread and dimples on the outer edges of the shoulder blocks to dissipate heat. The sidewall has been designed to make it more aerodynamic adding to the sporty appeal of the tire and reducing the noise.

Another great advantage of the Ventus S1 evo2 SUV range is that it is available in 37 sizes between 17 and 22 inches. The Hankook tires for the Porsce Macan will be produced primarily at the Hungary plant. With Hankook's focus on innovation and design the company will be aiming for many more such fitments in the future.

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## MICHELIN TIES UP WITH AL SAEEDI GROUP FOR NEW TRUCK SERVICE CENTER IN JAFZA



Michelin, one of the leading tire manufacturers in the world joined hands with Al Saeedi, the largest tire dealer in Dubai, to open a new Michelin Truck Service Center (MTSC) in the Jebel Ali Free Zone (JAFZA) area located in Dubai, UAE. With an area covering over 10,000 sq. feet, the MTSC outlet is equipped with top notch equipment including a computerized truck tire balancing machine, truck tire alignment machine and other machines for fitting tires, their removal and their repair. The service center offers A to Z tire related services and products for buses and trucks. The range of retail products available at the center include new batteries, tires, valves and extensions.

The new MTSC branch was opened to the public by Iqbal Khoory, Senior Vice president Global Procurement DP WORLD. Other eminent dignitaries who attended the event included Srinivas Chitturi, MTSC Manager for Michelin Africa India Middle East (AIM), and Anish Malattiri, Director of Al Saeedi.

Speaking about the new service center, Chitturi from Michelin AIM said that the new center is one step forward in the growth journey of both companies in the dynamic transportation sector in the UAE. The new center will not only expand the range of Michelin products and services available in the UAE but will also help to meet and exceed the expectations of freight and transport companies for high quality products and services. Michelin's first MTSC center in the AIM region was opened in 2009. Now the network of such centers in the region has grown to 20 in KSA, Oman and UAE with plans in the pipeline to reach a target of 25 such centers by the end of this year.

On the very same day that the service center was opened, Michelin also opened a new Tyreplus outlet in JAFZA area for the purpose of further strengthening the presence of its franchise in the region. Tyreplus is a network of Michelin branded retail outlets which offer customers a wide range of tires and auto accessories and components under one roof for greater convenience including lubricants, batteries and braking systems. The Tyreplus outlets also offer professional services like lube change, tire alignment, nitrogen inflation and refill of airconditioning gas. Currently, the Tyreplus network covers 1500 branches spread over 15 countries, including 60 branches in KSA and 40 in other GCC countries. The UAE has the first franchise network in the GCC region with stores in Abu Dhabi, Dubai, Fujairah, Al Ain and the Northern Emirates.

The Tyreplus outlet in JAFZA too was also inaugurated by Iqbal Khoory Sr. Vice president Global Procurement, DP WORLD in the presence of Herve Skrzypczak, Tyreplus Franchise Manager for Michelin AIM, and Kuttan Malattiri, Managing Director of Al Saeedi Middle East.

The establishment of the new Michelin Truck Service Center and Tyreplus outlet in the JAFZA area will give customers in the area greater options and access to better products and services. With the latest addition, the Al Saeedi group currently has 7 professional tire centers in Dubai.



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## DUNLOP USES BTCC TO RAMP UP SOCIAL MEDIA PRESENCE



The Dunlop MSA British Touring Car Championship is a big draw for all fans of motorsport in the United Kingdom. Dunlop is planning to use the Championship's widespread popularity to boost its social media ratings in the 2015 season. As the title sponsor and official tire supplier of the Championship, Dunlop will be launching a new overtaking league table that will chart the progress of the racers on the field as they try to outdo each other with strategic maneuvers. Named the #ForeverForward league table, it will keep tabs of the progress made by drivers from the start to the finish line.

Dunlop will actively promote the #ForeverForward league table on all its social media feeds. With overtaking and the competitive spirit of the races being the main factors that makes the British Touring Car Championship so popular, the promotion will definitely draw more to the races and to the Dunlop brand. At the end of the year, the driver with the best track record of improvement during the season will become eligible for the new Dunlop #ForeverForward trophy.

Tweets from the Dunlop account (@DunlopLive Twitter feed) with the hashtag #ForeverForward will be used to create a buzz about the best overtaking moves of the season. The hashtag will also help keep track of the progress of contestants in the Moto2 and Moto3 races and in endurance races.

According to Tony Ward, the marketing manager for Dunlop, fans have revealed that they love to watch the BTCC mainly for the competitiveness between the participants and the overtaking. This creates an exciting viewing experience for TV viewers and the spectators at the Championship. He added that the award and the debate it is expected to create on social media will help get many more people to watch the BTCC.

## BKT TO PRESENT IMPRESSIVE NEW TRIO AT INTERMAT SHOW



At the forthcoming Intermat Show, the Indian tire manufacturer, BKT will showcase a trio of interesting new tires. The Intermat Show which is scheduled to be held in Paris from April 20 to 25 will showcase the best materials and machinery in the construction industry. BKT will be highlighting its latest tires - the Earthmax SR 47, SR 51 and SR 53 tires. The new BKT advertising campaign with the tagline "WE EXPERIENCE - being part of your field" is expected to create a strong impact at the show.

The focus of the BKT booth will be the Earthmax SR 47, which will be displayed in size 24.00 R 35. The tire has been customized for rigid

dumpers that are used in stone quarries and have to operate under the harshest conditions. The tire is notable for its high stability, resistance to wear and durability. It comes with an increased tread depth to extend the life-cycle of the tire. This optimizes its productivity and reduces machinery downtime.

The Earthmax SR 51 is meant for loaders and will be displayed in size 20.5 R 25. It has a distinctive lug design to maximize traction in loading and excavation operations. The special compound and extra tread depth - classified as L5 - contribute significantly to an extended tire life while enhancing productivity. Earthmax SR 51 has high self-cleaning and expelling capabilities thus reducing chances of punctures by a considerable margin.

The third member of the trio is the new Earthmax SR 53 in size 17.5 R 25 that has been developed specially for use in loaders and bulldozers operating on harsh, rocky grounds like those in open quarries and underground mines or open quarries. The compound used in the tire is cut-resistant compound thus increasing both the durability and productivity of the tire. The unique tread design reduces the risk of stones or other foreign matters clogging the tire.

The Earthmax range of tires which feature an all steel structure and rigid, non-directional blocks for better load distribution will be able to serve customer needs to a greater extent with the addition of these three new tires. They fit perfectly into the existing Earthmax SR 22, SR 30, SR 40, SR 41, SR 44, SR 45, SR 50 and SR 55 ranges. The BKT display will also feature Earthmax SR 41, a special line of tires for articulated dumpers, which will be showcased in size 29.5 R 25. Thanks to a deeper tread design and its reinforced connecting elements, this tire ensures outstanding stability.

Other BKT tires that will be displayed at the Intermat Show include the Aairomax range of tires for high-speed cranes, container and heavy load handling.

# YOKOHAMA TO SHINE SPOTLIGHT ON CHELSEA DEAL AT SHANGHAI



The Auto Shanghai show is one of the two leading automotive trade shows in China. The general practice is to hold the show in Beijing and Shanghai in alternate years. This year, the show is scheduled to be held in Shanghai from 20-29 April and it will serve as a platform for the leading tire manufacturer, Yokohama to showcase its products and its sponsorship deal with Chelsea.

The Yokohama display will highlight the company's pathbreaking "aerodynamic tire" which will be making its first public appearance in China along with other Yokohama products like BluEarth, Advan, Neova and Geolander tires.

One corner of the Yokohama booth will be devoted exclusively to its association with the renowned English football club, FC Chelsea, which is one of the leading teams in the English Premier League and has millions of fans across the world. The stand will showcase a tire that has been signed by the captain of the Chelsea team, John Terry. The sponsorship deal will come into effect from July.

The last edition of the Shanghai Motor Show held in 2013 had as many as 2,000 participants drawn from 18 countries and. It was attended by a record 813,000 visitors. This time round, the number of visitors is expected to surpass this record with over a million visitors.

## FALKEN ZIEX ZE914A TIRES OEM ON NEW VW PASSAT



Sumitomo Rubber Industries, Ltd. (SRI) which owns the Falken brand has announced that the Falken brand "ZIEX ZE914A" tires and "ZIEX ZE914A Ecorun" high-performance tires have been used by Volkswagen for factory fitment on the new Passat. This is the first OEM fitment for the ZIEX ZE914 tire.

The 2015 Passat had made its debut in Europe last October and was declared as the winner of the European Car of the Year Award at the beginning of the year in the face of stiff competition.

Volkswagen had very rigorous norms for the OE fitment in line with its requirements for noise reduction and high-level steering stability. Falken redeveloped the tires and customized them in order to confirm to the VW requirements for the award winning car. The Falken team developed special compounds and fine tuned the internal structure of both the selected tires.

In addition to these features, the ZIEX ZE914A Ecorun tires, which are factory fitted on the eco-friendly "Passat" model have significantly lower rolling resistance, thus maximizing the fuel efficiency without any compromise in responsiveness to the steering, stability and noise reduction.

## APOLLO BEGINS WORK ON GREENFIELD PLANT IN HUNGARY

Apollo Tyres began work on its first Greenfield plant in Europe, the factory in Gyöngyöshalász, Hungary in a high profile manner. The ceremony to lay the foundation stone for the plant was attended by eminent dignitaries like Onkar S Kanwar, the Chairman of Apollo Tyres and Viktor Orbán, the Prime Minister of Hungary. Production at the plant is slated to start in early 2017. Both Vredstein and Apollo tires will be manufactured at the plant to cater to the needs of customers in the European market.

Onkar S Kanwar, the Chairman of Apollo Tyres Ltd expressed his satisfaction at the great progress Apollo has made in the past few years. The company did not even have a presence on the continent a few years back but the Hungary plant will now be Apollo's second factory in the continent. Apollo currently has one plant in the Netherlands. With the opening of this new plant, Apollo will be able to focus more on the European market.

The factory in Gyöngyöshalász will be equipped with the most modern machinery and state-of-the-art technology. Once it is completed, it will have an annual capacity of 5.5 million tires for the passenger car and light truck (PCLT) segment and 675,000 tires for heavy commercial vehicles (HCV tires). Located less than 100 kilometers from Budapest, the new plant will be close to several OE manufacturers and will help Apollo to supply the complete range of Vredstein and Apollo tires to the European market.

Apollo already began the process of recruiting qualified employees for the plant from the beginning of this year by signing scholarship programs with students who will qualify soon and will begin work from July 1. Another 150 more technicians will be recruited shortly in addition to qualified engineers to join the workforce.

## GLOBAL EXPERTS CONFIRM SUPREMACY OF CONTINENTAL SUMMER TIRES



Some of the leading motoring experts in the world have confirmed the outstanding performance of Continental summer tires. The German manufacturer of premium tires recently won two renowned independent tire tests that involved the testing of the ContiSportContact 5 and ContiPremiumContact 5 on dry roads.

The first independent tire test was conducted by the renowned German automotive magazine, *AutoBild*, which rated the ContiPremiumContact 5's performance as "exemplary" in a test that involved comparison with at least 50 other tire models.

ContiPremiumContact 5 tires fared well not only when it came to performance, but also when it came to cost effectiveness. This combination of cost-effectiveness and performance made it the winner of the *Autobild* "Eco-Meister" award. *AutoBild* conducts an independent and rigorous tire test that checks the performance of tires from 18 manufacturers drawn from Asia, America and Europ. The tires are tested on both wet and dry roads in 12 different tests.

The second recognition came from *AutoMotor Und Sport*, another renowned German motoring magazine, which recognized the ContiSportContact 5 as the topper of its summer tire test. The expert judges praised the tire for its driving characteristics on dry roads, making them an ideal fit for the roads in the Middle East in the summer.

Commenting on the recent accolades received by the Continental summer tires, Dirk Rockendorf, Head of Marketing Middle East & North Africa said that tires lose air at an even higher rate in the summer. The summer tires from Continental come with the technology to minimize the loss of air. They provide motorists with optimal levels of safety and performance even at the very high temperatures we see here in the summer.

Continental has a longstanding history in the tire industry, and right from its inception in 1871 has been at the forefront of tire development and technology. It is the leading OEM supplier for tires in Europe.

## NOKIAN SPRINGS HEAVY METAL SURPRISE ON TIRE CHANGE CUSTOMERS



Nokian's retail tire chain Vianor recently gave tire change customers in Gothenburg, Sweden the surprise of a lifetime. The Swedish heavy metal band Hammerfall has a huge fan following in the area. Customers who came to Vianor stores for a mere tire change got the surprise of their lives when they were serenaded in person by their favorite heavy metal band.

Vianor used the promotion to make a video which has become a viral hit with 700,000 views in just three days. The promotion was based on the premise that Vianor offers its customers a great experience based on its deep understanding of their understanding. Identifying customers tastes and preferences accurately and tying up with Hammerfall for this promotion helped Vianor to create an impact not only in Gothenburg, but among all its followers on social media platforms like facebook, Instagram and Twitter.

Thus Nokian and Vianor fans experienced a tire change they would never forget all their lives.

Commenting on the promotion, Vianor's marketing manager Roope Tähkä said that the personal service aspect is becoming increasingly important in an era when most brands offer products and services that do not differ much when it comes to quality and price. The promotion was meant to elevate customer experience to a whole new level.

## US DEPARTMENT OF COMMERCE REVISES ANTIDUMPING DUTIES ON CHINESE TIRES



In a significant move, the U.S. Department of Commerce's International Trade Administration has revised the preliminary antidumping duties that were implemented earlier in 2015. This is applicable to all manufacturers, distributors and importers of passenger and light truck tires from China, except for one manufacturer, Giti Tire Global Trading Pte. Ltd. and its subsidiaries, for which the duties continued to be the 19.17 per cent that was implemented in the decision issued on January 21. The companies for which the duties were reduced include heavyweights like Bridgestone Corp, Pirelli Tyre Co. Ltd and Cooper Tire & Rubber Co.

For all the other 67 firms, as of March 19, the tariffs were reduced from 27.72 per cent to 18.99 per cent except for the Sailun Group Co. Ltd, for which they were cut almost by half from 36.26 per cent to 18.58 per cent.

According to the Department of Commerce, the revision in tariffs was made to correct "significant ministerial errors". This term is generally used when errors in arithmetic result in miscalculation of the duties that need to be imposed. Though the department found no errors in the duties calculated for Giti, it did find a high margin of error for Sailun leading to recalculation of the duties for all the other companies engaged in the import of tires from China. The revised duties will be levied in addition to the current 4 percent import tariff on tires.

The lower duties for Sailun will be implemented retroactively from January 27, the day the original antidumping duties were published in the Federal Register. For the "separate rate" companies, the lower duties will be retroactive to Oct. 29, 2014, that is, 90 days before the publication of the original order.

With regard to Cooper, the Dept. of Commerce had said in January that the company would have to pay 6.97 percent less than its assessed duty of 27.72 percent, reducing the rate to 20.75 percent. This discount would apply to the new rate as well, with the effective antidumping duty rate for Cooper being 12.02 percent.

The final ruling regarding the countervailing duties will be announced by the Department of Commerce close to April 6, and the final rate of antidumping duties will be announced near to June 12.

## MICHELIN ACQUIRES STAKE IN ONLINE RETAILER



In order to take the tire manufacturer closer to the customer, Group Michelin has purchased a 40-percent stake in Allopneus S.A.S., an online tire retailer. The company is based in Aix-en-Provence, France and has sales on a large scale with 3 million tires being sold through its website in France last year. This accounted for 7 percent of the demand for replacement tires in the country. Allopneus has a diverse range of products on its portal from tires for motorcycles to tires for passenger cars and medium commercial vehicles.

According to Michelin, the USD 64 million deal was finalized to increase the range of Michelin products available online and to boost its commercial presence. It will also help the company to focus more on tailoring its services to suit the needs of customers.

With 75 per cent of prospective tire customers conducting online research and at least 13 per cent purchasing tires online, it makes eminent sense for Michelin to pick up a stake in an online retailer.

Michelin CEO Jean-Dominique Senard said that anticipating and meeting the needs of customers is crucial for understanding the markets. With this move from Michelin, the entire process of buying tires becomes simple and cost effective for motorists from looking for information on the internet to getting the tires fitted by professionals.

Established and run by Didier Blaise, Allopneus employs more than 200 people and will get access to the Euromaster distribution network which is owned by Michelin as an outcome of this deal.

The acquisition will be formally finalized after getting the approval of the French Competition Authority.

## BKT CREATES NEW PROMOTIONAL CAMPAIGN TO CONNECT TO CUSTOMERS



BKT, the leading manufacturer of off-highway tires debuted a new advertising campaign at the SIMA trade fair in Paris. Named "WE EXPERIENCE – being part of your field", the aim of the campaign is to create a strong bond between the BKT brand and the end user by conveying the idea that both the farmer and the company are working hand-in-hand in the "field". The advertisement campaign is backed by graphics depicting a tire that is completely immersed in its surroundings signifying that BKT develops tires that are aligned closely to customer needs.

The campaign is not intended to promote any particular product. Instead it is a multi-product marketing campaign that uses images and photos related to various applications for off highway tires with BKT tires for different sectors like agriculture, construction sector, industrial tires and earthmoving being represented as the stars of the show.

The theme used throughout the campaign, that of the tires being totally connected to their environment is meant to emphasize the close connection between the company, its products and its customers. The company studies customers needs closely before designing tires that are customized for different applications thus making sure they are a perfect fit for the work environment they are intended for. This underscores the slogan: "WE EXPERIENCE – being part of your field."

The new BKT promotional campaign will be used throughout the year in print and online campaigns and a wide range of media in different languages. The campaign and its tagline will also be used for all the exhibitions that BKT will be participating in throughout 2015.



### Tire Fact

In 1947, B. F. Goodrich invented a tubeless tire. After successful testing for the tires, Goodrich won the patents for the tire's various features (1952). By 1955 the new tubeless tire came standard on most new automobiles.

## TRACK YOUR VEHICLE'S TIRE PRESSURE WITH RIGHTPSI



Your car may be the most technologically advanced and stylish car on the planet, but there is no way it can move without tires. And one of the most important things a motorist needs to be concerned about when it comes to tires is the tire pressure.

Driving on overinflated tires can cause uneven wear of the tread and blowouts on the highway if the tire gets to be too hot. The ride too will be jerky and uneven which is not good for your car's suspension or for you. It reduces the contact patch and the grip of the tires on the road affecting the control you have over the car. If the tires are underinflated, they cannot maintain their shape and become flatter. Even a low level of underinflation could lead to tire failure and could reduce tire tread life by as much as 25% and fuel economy by 5% as internal heat levels and rolling resistance increase. It also affects cornering ability and steering precision. Tires should always be inflated to the pressure mentioned in the sticker on the doorframe. It is not easy to find if tires are overinflated and underinflated just by using the naked eye. This is why drivers need to keep an eye on the pressure of their tires with a handy device like the RightPSI.

RightPSI assists you in tracking your vehicle's tire pressure conveniently by giving warning signals when the tire is over or underinflated. The pressure indicator is screwed to your tire valve, replacing the current caps. The signals are color-coded so that when the pressure is correct, the RightPSI cap glows black. When it is low, the color changes to orange, and when it is high, the cap turns yellow. The manufacturers claim that the colors are visible from a distance of 20 feet.

Moreover, when you need to inflate your tire, you can pump air right through the cap; the indicator will tell you when to stop by turning black. If by any chance, you overfill the tire, you can bleed the tire through the cap to the correct pressure. For security reasons, the makers suggest that you add a drop of clear liquid seal when screwing the RightPSI caps. Alternately, you wrench in a 7/16-inches hex nut at the end of the cap to prevent theft.

# ZEETEX JOINS RANKS OF TOP TIRE MANUFACTURERS



The tire tests conducted by the AutoBild magazine in Germany have always been considered as a benchmark in the tire industry. The tests measure the performance of the top tire brands based on different parameters like mileage, braking efficiency on wet and dry surfaces, fuel economy, noise and handling. This 2015, the Zeetex brand emerged as a top performer in the Auto Bild tire tests to join the ranks of the top tire manufacturers in the world.

The Auto Bild tests which assessed the performance of 53 brands of tires were conducted in a phased manner. In the first stage, all 53 brands underwent braking tests on both wet and dry surfaces. The top 18 brands were then tested on other parameters such as fuel efficiency and noise.

The Zeetex brand of tires performed sufficiently well in the braking test to make it to the group of the top 18 tires, outperforming even highly reputed brands.

The PCR tire ZT1000 from Zeetex performed outstandingly both when it came to pass-by noise and the value per mileage by securing the first and second positions from the 18 brands tested in the second stage. It performed creditably well on other parameters as well as can be seen from the table below:

Pass-by Noise – 1st

Price per mileage – 2nd

Rolling resistance – 5th

Aquaplaning – 9th

Braking Distance (Dry and wet) – 13th

Commenting on the tire's performance in the Auto Bild test, Raghavendra Sanga – Head of Product Communication & Marketing at ZAFCO said that Zeetex's R&D efforts have begun to pay off with the company being rated highly when it comes to the value aspect and sustainability. He added that achieving the unexpected has always been a priority for Zafco.

With quality and reliability being the main buzzwords, it was only a matter of time before the Zeetex brand joined the league of the premier tire manufacturers in the world.



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EVENT	DATE	INFORMATION	LOCATION
<p>Automechanika Dubai</p> 	02-04 Jun 2015	<p>Automechanika Dubai is the leading annual automotive aftermarket trade show for the Middle East region. Yearly, it gathers more than 28,709 visitors at the Dubai International Convention and Exhibition Centre and showcases a broad array of automotive aftermarket product and services. This includes automotive parts, performance systems, garage tools and car repair accessories from more than 1,800 exhibiting companies from the different parts of the globe—a testament to its popularity.</p>	Dubai International Convention & Exhibition Center, Dubai, UAE
London Motorexpo	08-14 Jun 2015	<p>London Motorexpo promises to be the most appealing automotive exhibition in the UK. It will gather the globe's top manufacturers and retailers who will display the latest motor vehicles to visitors. Experts will also conduct different workshops, conferences and seminars, in addition to demonstrations of modern motor parts and machineries.</p>	London Canary Wharf, London, UK
Automotive Engineering Expo	09-11 Jun 2015	<p>Automotive Engineering Expo is the grandest automobile exhibition that covers the tools, equipment, services and machineries needed by this industry. The products showcased here include repair and maintenance, tuning and accessories, parts and systems, car wash, service station and many more.</p>	Nuremberg Exhibition Centre, Nuremberg, Germany
Automechanika Kiev	09-11 Jun 2015	<p>Automechanika Kiev is one of the premier regional business-to-business trade fairs for the automotive industry, offering suppliers and manufacturers in the sector with a perfect platform to display the newest components, spare parts, technologies, services.</p>	Kiev Expo Plaza Exhibition Center, Kiev (Kyiv), Ukraine
China (Beijing) International Automobile Exhibition	15-17 Jun 2015	<p>This three-day show has several automotive-related products to be showcased for local and foreign visitors, including electrical systems, lighting systems, safety systems, car audio systems and automotive electronics. In its latest edition, exhibitors and visitors are guaranteed to make the most of the event.</p>	New China International Exhibition Center (NCIEC), Beijing, China

# automechanika

## DUBAI

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June 2 – 4, 2015

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1,696 Exhibitors from 59 Countries

88% International Exhibitors

28,709 Trade Visitors from 130 Countries\*

\*2014 actual figures

[www.automechanikaDubai.com](http://www.automechanikaDubai.com)



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EVENT	DATE	INFORMATION	LOCATION
Global Automotive Components & Suppliers Expo	16-18 Jun 2015	This is one of the premier trade exhibitions that industry professionals and people passionate about the automotive industry should look forward to. Organized by UK & International Press Events, it promises to have a lot of things in store for both exhibitors and visitors.	Stuttgart Neue Messe, Stuttgart, Germany
Latin Auto Parts Expo	18-20 Jun 2015	The global motor vehicle aftermarket is projected at nearly \$395 billion, and the Latin American and Caribbean markets have been growing at a remarkable rate. This is why exhibitors at this year's Latin Auto Parts Expo will have a win-win situation.	Atlapa Convention Center, Panama City, Panama
Toronto Motorexpo	22-26 Jun 2015	Toronto Motorexpo is a five-day exhibition organized by The Aspect Partnership Limited. Designed to give the Canadian automotive industry a boost, it will present snowmobiles, motorized bicycles, scooters, sport motorcycles and different motor cars.	Brookfield Place, Toronto, Canada
Automotive Manufacturing	24-27 Jun 2015	This four-day event offers a complete platform for the automotive parts community to explore the new technology and machinery as well as connections that will help them catch up with the latest trends and business opportunities in this sector.	Bangkok International Trade & Exhibition Centre, Bangkok, Thailand
China International Auto Aftermarket Fair & China Auto Accessories Trade Fair	26-29 Jun 2015	Held in Zhengzhou, China, this four-day event covers wide-ranging accessories for auto retrofitting, servicing and maintenance. As the grandest and most influential automotive trade fair in the country, it will bring together under one roof retailers, one-stop service shops, 4S stores, key buyers and distributors.	Zhengzhou International Convention & Exhibition Center, Zhengzhou, China
Tuning Expo	26-28 Jun 2015	It is a perfect marketplace for car accessories, car hi-fi and extraordinary vehicles in the country's South-West region as well as in the Benelux countries and France. Plus, it gives automotive fans a reason to cheer as it offers them a chance to check out the latest technologies.	Exhibition Centre Saarbrücken, Saarbrücken, Germany



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

## BOSCH HAILS DEWA DRIVE FOR EV CHARGING STATIONS AS ECO-FRIENDLY BREAKTHROUGH



Bosch Automotive, which is making a huge investment in vehicle battery technology, has hailed Dubai Electricity and Water Authority's (DEWA) drive to launch electric vehicle charging stations across the emirate as an environment-friendly milestone in the Middle East region.

The government agency rolled out its first 16 public charging stations designed for hybrid and electric vehicles in February, and intends to launch another 84 by the end of the current year.

According to Andreas Bodemer, Vice President of Bosch Automotive Aftermarket Middle East and Africa, it is a huge milestone in environment-friendly development, not only for the UAE, but also for the region as a whole. He said that Dubai has been a leader in a number of areas with initiatives that positively impact people's lives, and DEWA's lead on car charging stations could pave the way for hybrid and electric cars to be more mainstream in the Emirates and across the region.

Bodemer also stressed their commitment to playing a role in the process by investing in the delivery of advanced, reliable technology in electromobility; noting that the development of a high-voltage vehicle battery that is powerful, cost-efficient, and reliable at the same time is their ecological holy grail.

Bosch Automotive has collaborated with Mitsubishi Corporation and GS Yuasa in a joint venture known as Lithium Energy and Power to manufacture Li-ion batteries that are up to two times more powerful and with extended life, thus reducing charging time.

Bodemer continued that it would dramatically reduce the amount of time spent by an increasing number of hybrid and electric car owners at charging stations, and cut costs with batteries that last longer. "It's a particularly important step for the local market where manufacturers like BMW, Renault, Lexus and Nissan all have electric and hybrid vehicles currently available, and many more will follow suit as more motorists switch to eco-friendly cars."

The German company's growing number of different batteries both for the latest electric and hybrid models offered in the UAE market is a perfect complement to the DEWA initiative. The new Bosch Li-ion batteries are designed to run for at least 150,000 kilometers and to last for up to 15 years while still having 80 percent of their performance and original storage capacity.

DEWA's initiative to launch charging stations is part of the Smart Dubai plan to make the emirate the smartest city in the globe, with six major thrusts: smart environment, smart governance, smart economy, smart society, smart transportation and smart life.

## GULF OIL MIDDLE EAST EYES EXPANSION IN AFRICA

Reports say that Gulf Oil Middle East Limited, the wholly-owned subsidiary of Gulf Oil International, is currently in talks to purchase one blending factory and roll out a joint venture series in the African region. The company manufactures car engine products such as coolants, brake fluids, greases and lubricating oils.

In an interview with Gulf News in Dubai, Camille Nehme, group vice-president operations and business development at Gulf Oil International, revealed that the company wanted to introduce its own African operations. He said that it currently operates in the continent through a series of franchise and licensee agreements. "It's time to enter Africa. We are very bullish."

Nehme projected that Gulf Middle East would spend approximately \$20 to \$35 million (Dh73 to Dh129 million) for the establishment of its operations in Africa, which include a heavy marketing campaign and a number of blending factories. According to him, the source of fund is not an issue with Gulf Oil Middle East and Gulf Oil International as both are likely to tap group funding and banks.

Nehme also identified Nigeria, South Africa, Tanzania, Morocco and Egypt as key growth markets, but he refused to mention which countries the talks for the acquisitions and joint ventures are taking place in.

According to Gulf Oil Middle East's website, it has operations in the UAE, sponsored operations in Kuwait, Qatar, Bahrain and Oman, and distributors in other Middle Eastern countries. The company exports to Morocco, South Africa, Sierra Leone, Benin, Ivory Coast, Kenya, Congo, Uganda and Tanzania. Through Gulf Oil's African expansion, according to Nehme, the company would be able to carry out its own sales with its own team.

Elsewhere, Gulf Oil Middle East is looking to emulate the Gulf Express business model it established in Oman, Jordan and Saudi Arabia. Nehme added that the company already had a partner in Jordan and would look to begin launching the model before emulating it in Oman. Gulf Express is a chain of service-oriented car engine oil change outlets.

Gulf Oil Middle East is also anticipating to re-establish its business with Iran, with plans to roll out a joint venture in the event sanctions are lifted this year. Nehme concluded that it would be a tremendous market.

# ATTURO

## TIRES

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## KSA LEADS DEMAND FOR COMMERCIAL CAR SPARE PARTS IN GCC



Just recently, manufacturers and distributors of the GCC's automotive aftermarket, convened in Dubai to discuss fresh opportunities in the emirate's commercial vehicle market, as the Kingdom of Saudi Arabia leads a regional rise in demand for commercial spare parts and services.

Frost & Sullivan estimates that there are currently around 750,000 buses and trucks on Saudi Arabia's roads, with this number climbing 8.4 percent yearly to reach 1.2 million five years from now. The global analyst also reveals that the inflow of both new and used commercial vehicles in the country suggests there is a rising demand for spare parts, valued at \$2.05 billion last year, and projected to climb \$3.65 billion by 2020.

The 5th Automechanika Dubai Network, held on March 17, which was attended by over 90 industry figures of the region's automotive aftermarket, discussed the key to gain access to Saudi's profitable commercial vehicle market.

Ahmed Pauwels, CEO of Messe Frankfurt Middle East, organizer of Automechanika Dubai and the network event, said that commercial vehicle sales are on an upward drive in the Gulf region, with Saudi at the forefront of growing opportunities for the profitable commercial vehicle spare parts market. He added that Saudi and the UAE were already home to vehicle assembly lines for leading manufacturers such as MAN, Volvo, and Mercedes in Saudi, and Ashok Leyland and Scania in the UAE, so the market was starting to take shape.

Speaking at the Automechanika Dubai Network, Subhash Joshi, Regional Head of Automotive & Transportation for the Middle East & North Africa at Frost & Sullivan, said that Japanese commercial vehicle brands are in great demand in the Kingdom. "In terms of market share, Isuzu and Mitsubishi have led the light commercial vehicle market with a whopping 70 percent share with limited imports of used trucks in this category." He added that for the medium and heavy commercial vehicle segment, the dominance of used vehicles was higher than light vehicles.

The growing focus on commercial vehicles is one of the key features of this year's Automechanika Dubai, which will take place on June 2 to 4 at the Dubai International Convention and Exhibition Center. This event is Middle East and Africa's grandest trade show for the automotive market, and comes with a dedicated Truck Competence section. Last year, 506 of the 1,696 exhibitors had truck competence within their portfolio, with this figure projected to grow this year.

Expanding Automechanika's wide brand profile, Truck Competence covers the value chain in the truck sector from parts and accessories, to workshop equipment, care and repair.

Included in the international exhibitors with truck competence within their portfolio are USA's AFA Industries; Brazil's AMP Automotive; Singapore's Asuki Automobile Industries; Germany's Herth+Buss, ZF, Jost, BPW, Wulf Gaertner Autoparts, MS Motorservice and Schaeffler; and Belgium's WABCO.

Included in the regional powerhouses out in force are Jordan's NASCO Automotive; Iran's Moshref Trading and UAE-based companies Al Habtoor, Al Rostamani, Global Autoparts, Europart and Dynatrade.

At the exhibition's USA Pavilion, AFA Industries, a manufacturer and supplier of heavy duty engine and commercial vehicle components, will be promoting its range of Cummins and Detroit Diesel Series 60 engine parts. The company is also slated to unveil its Caterpillar engine parts for C15, 3400 and 3300 series engines.

According to Sami Aboufawaz, President of AFA Industries, the Middle East and Africa is a huge growth market for US-based organizations, with the company planning the expansion of its product lines to acquire sizeable market share in the region.

Aboufawaz stressed that the Middle East and African commercial vehicle and heavy duty aftermarket is highly vital for AFA Industries. He also added that they have carried out extensive research and development to prepare AFA as a key supplier in the Middle East, citing Automechanika Dubai as an event that provides them with the platform to expand on their existing presence in the region, and to secure distributors to better serve the market.

Automechanika Dubai, which is now in its 13th edition, regularly features the Automechanika Dubai Network, with Frost & Sullivan on board as an official Knowledge Partner.

This year's Automechanika Dubai features six major segments, including Parts & Components, the largest section; Electronics & Systems; Accessories & Tuning; Repair & Maintenance; Tires & Batteries and Service Station & Car Wash.

Automechanika Academy, a popular series of workshops and seminars provided by industry experts, will also be another key feature of the exhibition. These seminars will focus on the main issues affecting the automotive aftermarket.

Automechanika Dubai 2015's global appeal will be strengthened with the presence of 37 international trade associations and 22 country pavilions, while around 90 percent of exhibitors will come from outside the UAE.

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## NEW HARDEX BRAKE PADS HEAT UP THE FRICTION MARKET



In an attempt to take the friction market to the next level, Hardex Brakes Corp., the leading aftermarket brake parts manufacturer, has recently added a new product in its portfolio—the Hardex Energy® Professional Brake Pads.

Featuring the latest innovation and a range of the latest technologies, including the HCT technology, the brake pads, which are available in Platinum and Gold categories, offer superior noise reduction, service life and stopping power combined in one revolutionary product.

According to Babak Ras, General Manager of the Hardex Export Office, no car owner likes having to change their brake pads every six months or so. This is why they responded to what the market required: a product that offers superior stopping power and lasts longer – up to 80,000 kilometers – than its competitors. He said that they believe Hardex Energy pads would not only provide end-users with the best possible experience, but would also redefine the market.

“And Hardex will be leading that change, through innovation and customer satisfaction”.

Currently, Hardex Energy® samples are being shipped out through the company's impressive distribution network covering more than 50 countries globally. Shortly thereafter, the products will be offered in the market through multiple distributors worldwide. End-users and clients will get a chance to see these innovative products in person during this year's trade shows that took place and will take place on the following dates and locations:

Automechanika Istanbul – Turkey, April 9 – 12 2105, Hall# 7 Booth# A160

Automechanika Chicago – USA, April 24 – 26 2105, Booth# 2718

Automechanika Dubai – UAE, June 2 – 4 2105, Hall# 8 (Complete Block)

Latin Auto Parts Expo – Panama City, Panama, June 18 – 20 2105, Booth# C365

Hardex staff will be at the booths to answer questions about this ground-breaking product.

In February, Hardex announced a new warehouse facility in Dubai, UAE that will serve as a hub for all its Middle East operations, which include those of its affiliates Fildex Filters Corp. and Ecobrex Parts Canada. The time-to-value and flexibility the facility offers will enable the company to dominate the MENA market with its Energy brake pads.

## NATIONAL AGENCIES AND GULF EXPRESS PEN PARTNERSHIP AGREEMENT

National Agencies Group, a subsidiary of Abdulaziz Al-Ali Al- Mutawa Group of Companies and the authorized distributor of KIA Motors in Kuwait, has recently signed a partnership agreement with Gulf Express Company, Al- Babtain, the sole authorized dealer of TOTAL Lubricants.

The agreement, which will see KIA Service Facilities using Total products throughout the country, comes as part of KIA Motors' aftersales service strategy to offer “Family-Like Care” through outstanding quality, sincerity and efficiency in ensuring customer satisfaction.

Present at the signing ceremony were David Kalife, Managing Director, TOTAL Marketing Middle East, Mohamed Shalaby, Al-Babtain Group Chief Operating Officer, and Ahmed Al-Mutawa, Chairman and CEO of Al- Mutawa Group.

Salem Al-Mutawa, Assistant GM for After-Sales Operations at KIA Motors Kuwait, explained that their deal with TOTAL Lubricants reflects their continued efforts to ensuring customer satisfaction, along with the longevity of KIA models, which are attained in part by the continuous use of the highest quality maintenance products.

Mohamed Shalaby underlined the strong relationship between Total Marketing Middle East and Al Babtain Group, showing that the company is eager to offer the support and

development needed to reinforce its relationship with KIA; thus attaining more success in the Kuwaiti market. He also assured that in the coming years, there would be more development in the company's strategic relationship with their loyal customers, and with more prosperity and success waiting ahead.

TOTAL and KIA Motors share a global dedication towards environmental protection. The former develops advanced products with ever-increasing efficiency, such as oils that cut CO2 emissions and prolong the interval between engine oil changes, while the latter places huge importance on research and development into clean engines that cut CO2 emissions.

David Kalife reaffirmed that the collaboration is another example of synergizing their global collaboration with KIA. He added that with their state-of-the-art blending facility in Dubai and significant market presence done through Gulfex- Al Babtain in Kuwait, they are well geared to offer comprehensive lubricant solutions to KIA customers in the country.

TOTAL is the fifth largest automotive lubricant manufacturer in the globe, with distribution centers in more than 130 countries. Its oils are widely commended for their ability to withstand all types of weather conditions, including the extreme hot temperature in Kuwait. The company's products include engine-cleaning oils, jet fuel, industrial oils and automotive oils.

In an effort to reach its customers all over Kuwait, National Agencies Group operates a body shop, six service facilities and six spare parts centers in Shuwaikh, Al- Rai, Jahra and Ahmadi, as well as continues to offer the best services.



# VOLVO'S I-SHIFT GEARBOX REDEFINES MIDDLE EAST TRUCK TRANSPORT



Following improvements to its pathbreaking I-Shift gearbox last year, Volvo Trucks Middle East has demonstrated the positive impact of the revolutionary technology to the region's trucking sector. Distinguished by its fast gear changing capabilities, the automaker's technology offers Middle East-based businesses with the most state-of-the-art, efficient and safest transport options.

Since its debut in the region in 2006, the I-Shift has been subject to hardware and software updates to guarantee optimum performance. Its pulling capacity has also undergone huge upgrades, the most recent of which saw the pulling capacity escalate to a staggering 100 tons on some topographies when the I-Shift was re-launched with Volvo's new FM, FH and FMX ranges last year.

The state-of-the-art gearbox is the first-ever transmission of its kind which has been geared towards heavy long haulage and construction applications. It delivers seven percent fuel efficiency, most specially when combined with Volvo Truck's aerodynamics features and services such as Dynafleet, to guarantee minimal internal energy loss while enhancing fuel consumption.

High sales have reflected customers' wide acceptance of the I-Shift, with deliveries of Volvo trucks equipped with the gearbox rising by 112 percent last year compared to 2013 in the Middle East, with growth expected to continue this year. Last year, the number of Volvo trucks sold with the I-Shift, represented up to 40 percent of Volvo Trucks sales in the Middle East compared to only 24 percent in 2013.

According to Ralf Lind, Product Manager at Volvo Trucks Middle East, their pioneering 12-speed I-Shift is a fully automated gearbox which is designed to offer maximum fuel efficiency and high comfort levels for motorists. He explained that the I-Shift technology's engineering offers ideal performance conditions for Volvo Trucks in every application and driving conditions; citing its intelligent electronics' continuous tracking of factors such as engine load, weight, speed and road grade to help keep the truck in its most fuel-efficient gear possible. "This technology allows drivers the safest, most efficient, informed and comfortable driving experience possible."

The I-Shift system offers three-fold benefits and also has positive impact on the performance of both motorists and fleet managers, thus greatly improving the business' overall performance.

Lind continued that upon the handover process of the trucks with I-Shift, motorists and fleet managers get extensive training on the proper use of the feature to guarantee that the technology is used at its full capacity and in the proper way.

Commenting on the system, Khalil Shir Mohammed, UAE driver training manager for FAMCO, Volvo Truck's dealer in the UAE, revealed that after several years, he began seeing repetitive patterns where the truck is misused, such as not engaging the engine brake when going downhill, not engaging the correct gear, or driving at a very high RPM. He said that with I-Shift, all of those driving mistakes were avoided and the truck driver could focus on the road, become more fuel efficient and reduce the wear and tear of his brake pads, gearbox and clutch. "More and more customers are now aware of the benefits of the Volvo Trucks I-shift gearbox especially in the construction segment. In the past customers preferred a very basic and all mechanical truck, we are now selling more and more I-shift quipped Volvo FMX models for heavy construction, and I can assure you that our customers are very satisfied."

Drivers' comfort and safety are significantly enhanced through the reduction of the physical demand of long hauls and distressing construction applications.

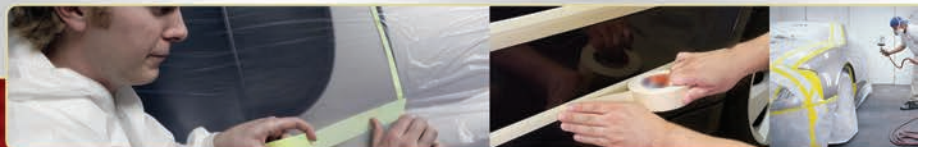
Working as a truck driver for one decade in the UAE, Lehmbur Singh also gave his opinion on the I-Shift's benefits, saying that the gearbox is extremely important. "For two years I have been driving Volvo Trucks equipped with the Volvo I-Shift gearbox and this system gives me piece of mind as it looks after all of the gear shifting for me to allow me to focus more on the road. It also allows me to save fuel every month which has resulted in four awards as a good driver in the past two years. I also feel fresher and more relaxed at the end of the day when I finish my job as I don't have to keep shifting gears all day. Given the choice, I will never go back to a manual gearbox."

With ongoing success as an essential technology to industry businesses, the I-Shift gearbox has attracted and retained drivers while offering superior advantages to fleet managers. Findings of an independent fleet study have revealed a 54 percent increase in first-year driver retention when driving a vehicle with the gearbox. It has also proven a 10 percent turnover reduction among experienced drivers. Additionally, the I-Shift is considered as an essential tool when training new drivers by reducing the amount of time spent on training.

Available for the Volvo FM, FH and FMX models, the I-Shift can be customized by various add-ons and packages such as Dynafleet, which is the automaker's online transport information system providing customers with real-time information on the vehicle's current location, their service intervals, driver times, messages, fuel consumption and many more. By offering clear and correct information, the system enables fleet managers to make the right decisions, and boost driver development, through the packages' online e-learning feature.



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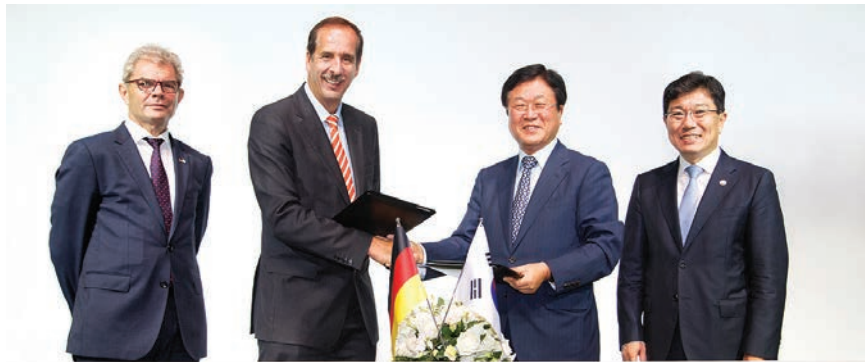
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## BMW AND SAMSUNG SDI WORKING ON EV BATTERY



Reports say that BMW and Samsung SDI are currently working on an enhanced electric vehicle battery.

Klaus Draeger, BMW Automotive Group's purchasing division head, is confident in the company's collaboration with the Samsung Group's battery manufacturing affiliate. In a press conference, he revealed that BMW has an exclusive supply contract with Samsung SDI for the battery cells for their i3 electric vehicles. He also noted that there is no chance for the German automaker to get batteries from companies other than Samsung SDI.

Draeger continued that in five or 10 years, if they manufacture several electric cars and demand surpasses supply, only then might they consider sourcing batteries from companies other than Samsung SDI.

In July, Samsung SDI penned a deal with the automaker at the BMW Driving Center on Yeongjong Island, Incheon, South Korea, to supply EVs worth trillions of won.

At that time, the companies only mentioned the supply agreement of Samsung batteries for BMW's i8 and i3 models. However, the German automaker is likely to see more EV batteries in the future as it has said it would debut EV versions of its entire lineup.

According to BMW, it will progressively expand the EV lineup by rolling out plug-in hybrid electric vehicles (PHEV) based on its compact sedan 3 series in 2016, followed by this year's X5 PHEVs.

The remarks of the BMW executive seems to be a positive sign for Samsung SDI to close an extended deal to supply batteries for other BMW models.

It is anticipated that Samsung SDI will be able to offer the carmaker with enhanced electric car battery cells next year with at least 20 to 30 percent more capacity than what is currently available.

## MERCEDES-MAYBACH S600 TO HAVE SMARTGLASS SUNROOF FROM AGC



The Mercedes-Maybach S600 is indeed one lucky luxury car as it now has the sliding version of AGC Automotive Europe's light control glass roof that is offered on the car as the MAGIC SKY Control option. At just a touch of a button, the laminated roof can be switched from transparent to dark blue, thanks to the sophisticated WONDERLITE(TM) SPD-SmartGlass technology.

According to AGC Europe, the new panoramic roof is by far the biggest in its category, and is the first-ever SPD-SmartGlass roof to be offered as a sliding roof. It comes with a total area of 1.7 m<sup>2</sup> (18.3 square feet) of SPD-SmartGlass, making it almost twice bigger than the fixed version also manufactured by AGC for the Mercedes-Benz S-Class Coupe, which measures 1.3 m<sup>2</sup> (14 square feet).

Maybach's larger panoramic WONDERLITE SPD-SmartGlass roof comes with a number of benefits: exclusive sensation of opening to the outside no matter what the weather conditions are; superior infrared radiation protection, which reduces the need for air conditioning, thereby reducing CO<sub>2</sub> emissions and fuel consumption; brighter driving environment; and superior UV radiation protection, which helps protect against sunburn and other skin damage as well as prevent fading of the car interior.

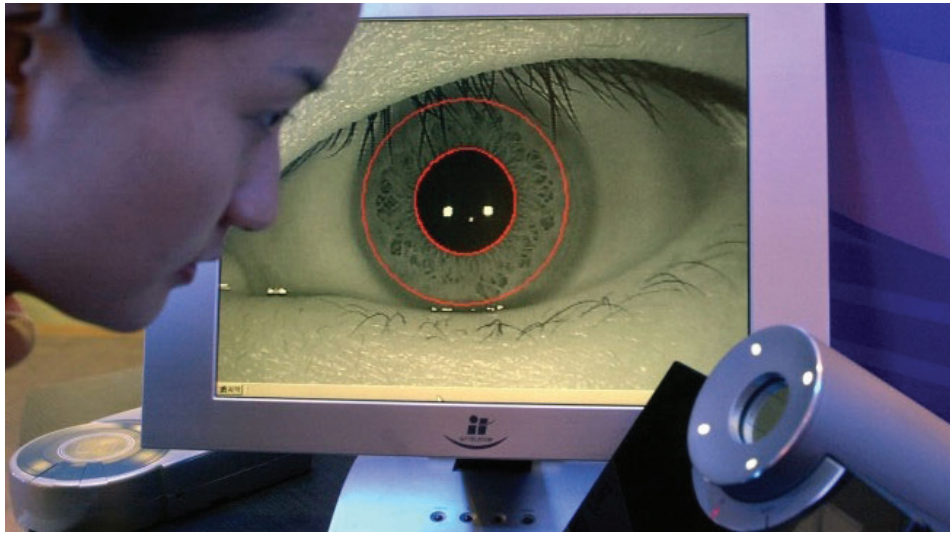
The use of SPD-SmartGlass considerably reduces the temperature in the car interior while saving energy. According to AGC, the WONDERLITE glass roof serves the target of providing supreme comfort to passengers in new luxury models.

Jean-Marc Meunier, General Manager of AGC Automotive Europe, said in a statement that this innovation strengthens the ambition of the group and its capacity in developing glass products with high added value for its customers.

Utilizing patented SPD-SmartGlass technology developed by Research Frontiers, the MAGIC SKY CONTROL feature turns the roof transparent by electrically aligning small particles in a thin film within the glass. This enables both drivers and passengers to quickly change their roof's tint with just a touch of a button to keep out heat and harsh sunlight, and create an open-air feeling even when the sunroof is closed. Plastic or glass using the SPD-SmartGlass technology effectively blocks infrared and UV rays irrespective of whether the glass is in its tinted or clear state. As a result, the cabin remains cool and the interiors and passengers stay fully protected. These benefits are especially essential for those living in warm regions.

From performance and durability to sales, SPD-SmartGlass technology has already proven itself in several aspects. Currently, MAGIC SKY CONTROL is used on tens of thousands of Mercedes-Benz cars worldwide. Prior to putting its cars into serial production, the German automaker subjected the MAGIC SKY CONTROL roof using SPD-SmartGlass technology in stringent performance and durability tests in some of the most extreme conditions on the planet. This included testing in the scorching desert heat of Death Valley, California and the arctic cold of Scandinavia.

## TOYOTA TO IMPLEMENT PATENTED EYELID DETECTION DEVICE



The rise of more advanced infotainment systems and smartphones is something that everyone should be happy about. However, just like anything else in this world, they also have a fair share of disadvantages. One of these is distracted driving, which is currently a growing concern worldwide.

Soon, fully autonomous vehicles could put an end to this problem, but that solution is still years away for customers. Until then, vehicle manufacturers are working to ensure that the technology will be safer, and one of the ways to do that is to track the drivers' eyes to ensure they are paying attention on the road ahead.

With a recently patented device, Toyota believes it can make the eye tracking work better. Usually, in a Japanese brand's solution, a camera consistently tracks the upper and lower eyelids of the driver and uses the data in calculating how open the eyes are. The automaker admits that there is already a system like this elsewhere. However, they can sometimes return incorrect results by spotting redeye instead of the location of a person's eyeball.

In order to fix this, the automaker has added a further step to locate the redeye. If it appears where the skin is assumed to be, the system can go back to monitoring the eye's accurate location. However, Toyota does not specifically say how it might use eye detection.

The Japanese company will not be the first carmaker to implement the technology. Jaguar Land Rover watches the driver's eyes to create the 3D image for its Virtual Windscreen, and GM has a pilot program utilizing it to monitor distraction.

## BLACK NINJA ARRIVES IN DOTZ WHEEL HOUSE



Japanese ninjas are mysterious, black-attired warriors with unparalleled swordsmanship and speed like a flash of lightning. Drawing inspiration from these impressive characteristics, Dotz conceptualized its latest Kendo alloy wheel that promises to give any vehicle a ninja spirit.

When the Black Ninja rotates, its angular double spokes are extraordinarily dynamic and seem to form a sea of whirling swords. The jagged connection brackets of the strut pairs of varying strengths create this illusion.

The Black Ninja also features a compact hub that makes the rotating wheel look agile and light—another trademark of ninjas, who always had an open mind when it came to fresh techniques. This is reflected in the Dotz Kendo line's advanced metallurgy and production. Plus, the line also has a Vehicle Type Approval for multiple cars and fits all tire pressure monitoring systems. The Black Ninja also features a compact hub that makes the rotating wheel look agile and light—another trademark of ninjas, who always had an open mind when it came to fresh techniques. This is reflected in the Dotz Kendo line's advanced metallurgy and production. Plus, the line also has a Vehicle Type Approval for multiple cars and fits all tire pressure monitoring systems.

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## VOLVO XC90 TO HAVE BOSCH JET WIPER AS STANDARD EQUIPMENT



Safe driving calls for a clear field of vision. As part of its ongoing commitment to driving safety, Bosch has unveiled its innovative Jet Wiper, which will reportedly be offered as standard for the snazzy Volvo XC90.

Featuring Aerotwin wiper blades and a wiper drive, Jet Wiper is superior to traditional windshield wipers. Thanks to its smart controls combined with the wiper arm-integrated spray nozzles, which evenly distribute the washer fluid, the windshield is completely cleaned over the entire length of the wiper blade.

According to Dr. Bernhard Straub, president of the Bosch Electrical Drives division, the Jet Wiper deploys proper amount of washer fluid, precisely where it is required. This groundbreaking system reduces washer fluid consumption by up to 50 percent and prevents vision obstruction caused by the spray mist.

In a quest to have the best wiper blade for the XC90, Volvo opted for the Bosch Aerotwin due to its impressive performance. A test recently conducted by ADAC, the German automobile club, has recently confirmed this. Only three were assessed as "good" out of the eight wiper blades tested.

Straub claimed that the secret to the Bosch wiper blades is their twin technology. The rubber is harder and more hard-wearing at the cleaning lip. Meanwhile, the back of the Aerotwin offers is extremely flexible, enabling the smooth reverse movement of the blade when the wiper arm shifts from downward to upward motion. This suggests the Aerotwin's quiet operation. Plus, if a wiper blade shows any signs of wear and tear, it can easily, instantly and affordably be replaced due to the Jet Wiper's sophisticated clip system.

## NEW JEEP FIRST TO USE IRIS SCANNING DRIVER AUTHENTICATION



The 2015 Jeep Wrangler is making waves in the automotive world nowadays after having been announced as the first commercially-available vehicle to employ the advanced EyeLock ID iris scanning authentication system. This integration is the result of collaboration with VOXX Electronics Corporation, which joined hands with EyeLock in 2014 for the development of Myris, a USB iris scanning device that bagged accolades at the recently concluded CES Innovation Awards.

First exhibited at this year's North America International Auto Show (NAIAS), the vehicle integration was embedded into a 3D-printed car developed by the Department of Energy's Oak Ridge National Laboratory. The demonstration was designed to publicize the technology's possibilities, but those possibilities are now being realized in the all-new Jeep Wrangler, which will utilize the technology to authenticate drivers prior to enabling vehicle ignition. All the driver has to do is to stare into the visor-mounted mirror, and the process of authentication is done in just less than five seconds.

Underlining the versatility of EyeLock's technology, Anthony Antolino, EyeLock Chief Marketing and Business Development Officer, said in a press release that the use of EyeLock's iris authentication solutions across automotive applications gives the driver an immersive and contextual experience, while unveiling new techniques for carmakers, content providers and insurers to draw customers.

"Indeed, together with emerging driver interface systems such as the Dragon Drive platform, EyeLock appears to be ushering in the age of the smart car."



## PARTS FACT

Estimates show that the average car has over 30,000 parts.

# SCHAEFFLER-KIT PROJECT CENTERS ON NEW ASSISTED STEERING CONCEPT

Schaeffler and Karlsruhe Institute for Technology (KIT) have recently joined hands on a new project called "Intelligent Assisted Steering System with Optimum Energy Efficiency for Electric Vehicles (e<sup>2</sup>-Lenk)". Subsidized by the Federal Ministry for Education and Research (BMBF) with approximately 0.6 million euros over three years, it centers on a fresh assisted steering concept.

In traditional vehicles, the internal combustion engine accelerates the car and supplies on-board assist systems with energy; such as the assisted steering system, which reduces strain on the driver at the wheel. However, in electric vehicles (EVs), this energy originates from the battery and also cuts the range as a result. In this joint project, which was began in January this year, the steering system is assisted in an energy-efficient manner by intelligent control of the drive torques transmitted to the individual wheels.

Project managers Dr. Marcel Mayer, Schaeffler, and Dr. Michael Frey, KIT, explained that the new assisted steering system would need less system components in an electric vehicle, which would mean savings in terms of energy and weight in an electric vehicle. They added that this would suggest that an EV would be more affordable and have a greater range. Overall, production steps and materials can be saved due to the potential optimization of the weight and design.

The e<sup>2</sup>-Lenk project comes with a simple idea: the wheels in an e<sup>2</sup>-Lenk project EV will be driven individually by electric motors. If the wheels on the left side transfer more drive torque to the road than those on the right side, this will cause the vehicle to accelerate to the right without the need to consume extra energy for steering or turn the front wheels. The same principle is used when steering quadcopters or tracked vehicles.

According to Schaeffler engineer Mayer, Manager of the Automatic Driving Working Group, which is performing research as part of the joint research project SHARE (Schaeffler Hub for Automotive Research in E-Mobility) at KIT, steering assistance could be engaged while driving by means of a smart control system and a suitable wheel suspension. "Only steering when stationary remains a challenge with conventional designs."



Frey, a researcher at KIT's Institute of Vehicle Systems Technology, explained that the assisted steering system is part of the drive train with their approach, and steering the front wheels is performed without using extra energy. He also revealed that they wanted to considerably increase the quality of driving, with customer comfort, benefit, safety and reliability to go hand in hand.

As part of the collaborative project, functional demonstrators are being built, with which the concepts can be verified and optimized in experiments. The system was also planned for implementation in the 2014 Formula Student racing car KIT built by the university group KA-RaceIng, with the students' participation.

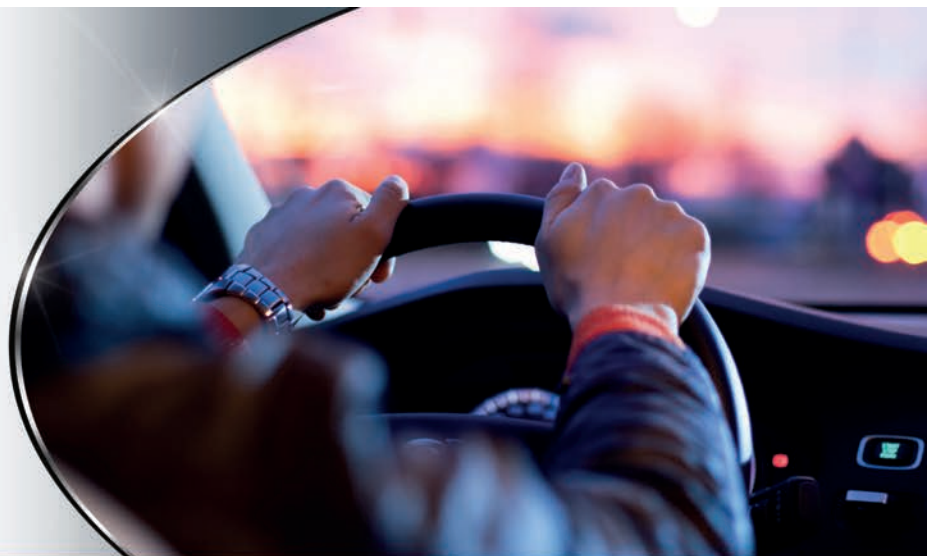
So far, e<sup>2</sup>-Lenk is the first-ever publicly subsidized collaborative project as part of the joint research project "SHARE at KIT" between Schaeffler Technologies AG & Co. KG and KIT. This project is being managed at KIT's East Campus in a management office managed by SHARE at KIT and the Institute of Vehicle Systems Technology.

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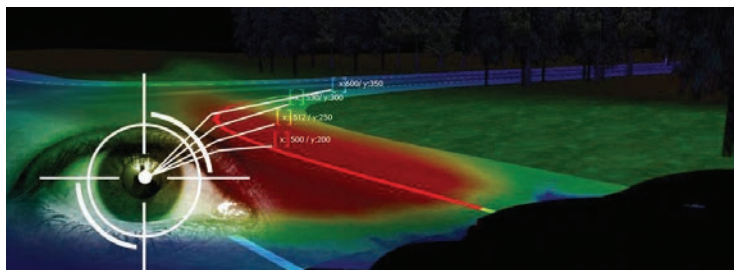


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## OPEL'S NEXT-GENERATION HEADLIGHTS SHINE WHERE DRIVERS LOOK



The 21st century is a time when the seemingly impossible becomes possible. And where else could this be more apparent than in the automotive sector?

Working on a revolutionary breakthrough, Opel will prove that the eyes are not only used to see the road ahead but also to literally control the direction of headlights. Its new generation of adaptive headlights shine where the driver is looking.

The German automaker explains that the system uses a camera – with central photodiodes and peripheral infrared sensors – to scan the eyes

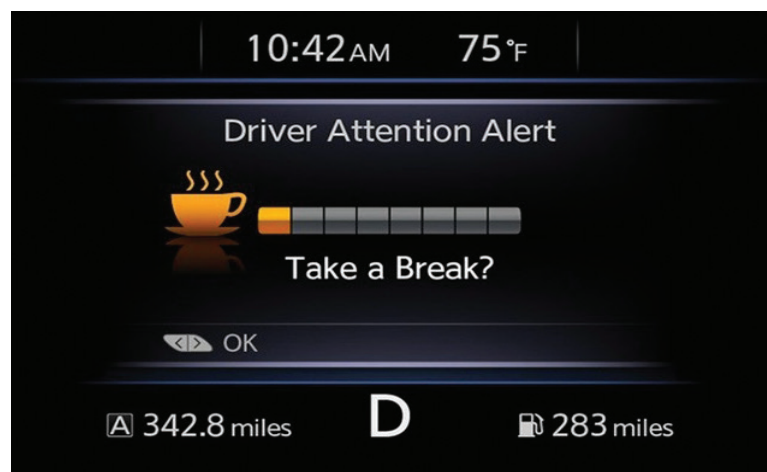
of the driver more than 50 times per second at night. This data is then used in determining where the driver looks so the headlamp actuators react to make both vertical and horizontal adjustments.

In developing the system, engineers had to deal with people's natural, unconscious tendency to jump from one focal point to another to prevent the headlight beams from jerking around irregularly. So, they developed advanced delay algorithms which guarantee a subtle flowing movement.

Ingolf Schneider, Opel's Director of Lighting Technology, revealed in a statement that they have been pursuing the concept of controlling the intensity and direction of light based on where the driver is looking for around two years. He added that the more they understand the advantages of the technology, the more thoroughly they push ahead with their joint project.

While it is true that the fresh lighting technology is still a way off, Opel established that they are finalizing the validation tests on their LED matrix headlights. These are slated for introduction within the next few months and promise to offer outstanding illumination, thanks to an advanced camera that can spot oncoming vehicles and deactivate diodes to prevent dazzling other drivers.

## NISSAN USES AMBER COFFEE CUP SYMBOL TO KEEP DRIVERS ALERT



The redesigned 2016 Nissan Maxima, which was unveiled at the 2015 New York International Auto Show, has proven that small details might sometimes be the most significant.

A small amber coffee cup symbol appears in the center of the sedan's instrument panel. This is part of the audible and visual warning offered by Nissan's all-new Driver Attention Alert (DAA) system, which is aimed at detecting inattentive and drowsy driving. DAA will be offered on the Maxima as part of a complete set of driving and safety aids, and is now available on the 2015 Murano crossover.

A study conducted by the AAA last November found that 37 percent of drivers admit to have fallen asleep while driving at some point in their lives, with 11 percent having done so in the past year. Survey results suggest that

sleepy drivers are also involved in nearly 300,000 crashes yearly, of which 6,400 are deadly. Driver inattention and fatigue also pose safety concerns, which the DAA system is designed to address.

Nissan's advanced DAA system works by adapting to each individual driver. Using steering angle sensors, the system tracks steering input patterns during a driving period to establish a baseline. It constantly compares succeeding driving patterns to a baseline using a statistical analysis of steering correction errors.

In the event DAA detects driving behaviors that are consistent with a sleepy driver, the system warns the driver using an audible chime sound and displays the amber coffee cup symbol along with a message reading, "Take a break?" in the information display of the vehicle. The system includes logic to address poor road conditions, braking, lane changes, road curvatures and false detection. When the engine is turned off, the system resets automatically. The driver can also turn it off if he desires.

Nissan points out that DAA only serves as a warning to alert the driver of a potential lack of drowsiness or driver attention and it does not detect and issue an alert in every situation.

Slated to hit showroom floors this summer, the 2016 Nissan Maxima sets a new benchmark for technology, performance and style in the mid-size sedan segment. Its presence is also designed to "Maximize" the Nissan brand itself as a halo vehicle demonstrating the automaker's highly advanced leadership in performance, design and innovation.



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## UAE TO HAVE STEEL FACTORY FOR CAR PARTS PRODUCTION



Just recently, Abu Dhabi Ports has penned a deal with Advanced Manufacturing Solutions (AMS), a subsidiary of the FourWinds Group of Companies, to establish a steel factory manufacturing automotive spare parts in the emirate. The deal will see products such as brake calipers and brake discs produced for the global automotive industry in Khalifa Port's Industrial Zone (Kizad).

The new factory, which will reportedly be developed in three stages, will have a 300,000-metric ton per annum capacity, making it one of the largest single-source foundries in the globe that manufacture automotive parts.

The products produced in the steel foundry will cater for both local and international markets, exporting via Khalifa Port, for end use by premier automobile manufacturers such as Mercedes-Benz, Volkswagen, and BMW as well as leading automotive parts companies worldwide.

One such company is Continental Teves, which agreed to purchase the full output of AMS's initial production line to support Continental's demand from its European markets and its long-term strategy for the region.

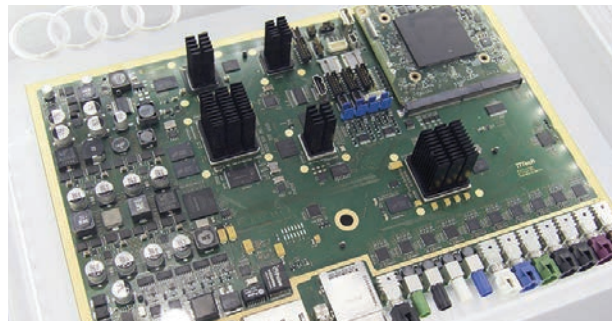
The first phase of the project, which is projected at \$140 million, will have an installed capacity of 75,000 metric tons per year, and will produce ductile iron for brake calipers and grey iron for brake discs. The second phase will increase the capacity up to 145,000 metric tons per annum and the third phase will eventually take the capacity to 300,000 metric tons per year.

According to Vivek Rao, CEO of FourWinds Capital Management, their company's strategic choice of Abu Dhabi and Kizad as the target location of the factory, falls within the Group's goal to attain the highest standards at all levels.

Mohamed Juma Al Shamisi, CEO, Abu Dhabi Ports, said that the UAE's automotive sector has been experiencing double digit growth over the past few years, and having a locally based auto parts and accessories factory, supports this industry and its growth within the Emirates and the entire region.

Reports say that the new steel factory represents one component of an investment series that AMS intends to undertake in Abu Dhabi.

## DELPHI'S TECH TO PROPEL AUDI TO AUTONOMOUS DRIVING VICTORY



Just like any other automaker, Audi has a high ambition—have cars that can drive themselves along streets and highways without crashing. This is why the German luxury automaker is developing an innovative device the size of an iPad tablet that is designed to pack all the computing power required by an autonomous car.

Audi revealed in a statement that its partner, Delphi Automotive Plc, would kick off commercial production of the zFAS controller, utilizing technology from nVidia Corp. and Mobileye NV. The setup provides a single system that interprets data streaming from the sensors of the car to avoid any obstacles and automate parking.

According to the automaker, the device would be the core of upcoming systems for piloted systems. It also pointed out that the extreme computing power offered by the solution is in tune with the complete electronics architecture of a well-equipped mid-size car.

Audi and its tough rivals Tesla and Mercedes-Benz are working on systems designed to make driving less strenuous by enabling cars to park themselves and take over the wheel in stop-and-go traffic as steps toward full automation. In a race held last October, an autonomous Audi RS7 performance sedan triumphed over a normally driven version by five seconds. Audi has also recently hosted a contest challenging students to come up with software that handles abrupt road-condition changes such as falling rocks.

Frank Schwöpe, a Germany-based analyst at NordLB, said that all automakers and suppliers are busy pushing the development of this, but the problem is the lack of a clear path on how to use them in practice due to the absence of a legal framework.

A study by Roland Berger Strategy Consultants finds that by 2030, self-driving vehicles would represent \$40 billion to \$60 billion in additional car-industry revenue. Early autonomous driving features such as stop-and-go and lane-assistance autopilots are already available, but the consulting firm estimates that full automation may be ready by 2030.

Supported by the zFAS controller, Audi intends to have its vehicles learn while they drive. This includes sending data to cloud servers, which process the information with artificial-intelligence software before sending it back to the vehicle.

Audi claimed that their piloted cars learn more every day and with every situation they experience.

## BANG & OLUFSEN CONFIRMS SALE OF ITS CAR AUDIO UNIT TO HARMAN



As Struer-based Bang & Olufsen A/S restructures to concentrate on consumer electronics, the Danish company has recently decided to sell its automotive sound system business to Harman International Industries Inc., the manufacturer of the world-renowned JBL audio equipment.

The company's stock jumped the most in nearly 25 years after Harman said it would pay technology license fees as well as \$156 million (145 million euros) for the unit. In a separate statement, Bang & Olufsen said that it would sell its minority stake in Medicom, a drug-dispensing equipment manufacturer; adding that it is looking at options for its ICEpower amplifier unit.

Last December, Ole Andersen, Bang & Olufsen chairman, said that the company is extremely small to stay independent and should either seek partners or reduce its business areas.

According to Bang & Olufsen, to further reduce intricacy within the company, and to ensure concentration on the consumer business, it has decided to further assess the upcoming ownership of assets that are not regarded core to that strategy.

The Danish company continued that Harman, which also manufactures Harman Kardon and AKG systems, would pay not less than \$1.82 million (12.7 million kroner) yearly for the exclusive use of Bang & Olufsen and B&O Play stereo technology in car sound systems for more than 20 years.

Meanwhile, Harman said that it would market the Bang & Olufsen products to manufacturers of high-end cars and target B&O Play to the "mass luxury market".

The agreement offers Harman with carmaking customers, including Daimler AG's Mercedes-Benz brand, Volkswagen AG's Audi division and BMW AG. Bang & Olufsen will retain its brand and B&O Play for consumer sound systems.

## MEYLE SUPPLIES BRAKE DISC AND PADS TO TRUCK RACING PARTNERS


Underlining its commitment to truck racing, Wulf Gaertner Autoparts has recently renewed its technological collaboration with CEPESA and tankpool24 racing teams. The German company also supplies high-performance brake disc and pads to both crews.


Commercial vehicle brakes bear the brunt of high stress levels—even more so when used on race trucks contending in professional motor sport series, one of which is the FIA European Truck Racing Championship. Whenever the truck approaches a bend, it has to brake sharply, decelerating from about 160km/h to 40 to 50km/h. As a result, the brakes hit extreme temperatures within seconds. Aiming to address this issue, Wulf Gaertner—under its MEYLE brand—markets a complete range of commercial vehicle repair solutions, which include parts from the brakes, cooling and steering & chassis product groups.









According to Sven Nielsen, Technical Director at Wulf Gaertner Autoparts, MEYLE brake discs are designed for effective heat distribution, thus ensuring that braking performance remains at a constant high level throughout the service life of the disc. He claims that the MEYLE brake discs and pads which they supply deliver a reliable performance under the toughest operating conditions—a proof of their outstanding quality.

As a technological partner of the two racing teams, engineers at Wulf Gaertner maintain an ongoing dialogue with the teams' technicians and continually examine and assess MEYLE part performance under race conditions.

Nielsen concludes that the findings are fed back directly into the MEYLE brake development process, thus underlining that both technology partners greatly take advantage from the transfer of knowledge.
















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## Owens Corning's Composite Coil Springs Debut at Paris Show



Owens Corning, the expert in glass fiber reinforcements and engineered materials for composite systems, has made a loud buzz at the recently concluded JEC Europe 2015 composites show and conferences in Paris, France. At the show, the Ohio-based company launched its contribution to the development of the first-ever composite material coil spring for automotive suspension systems.

Patented by Sogefi, the new composite coil spring is made of glass fiber reinforced polymer (GFRP) and weighs up to 40 to 70 percent less than conventional springs made of steel. When it comes to mechanical performance, GFRP materials dampen vibration and noise as well as resist fatigue. They are also fully resistant to gravel impact and chemical corrosion.

According to Sogefi, the new springs can be fitted on light commercial vehicles and cars without change to the suspension system, offering the vehicle with a weight reduction of four to six kilograms—depending on the spring design and vehicle type—and a considerably reduced unsprung mass, thus enhancing driving precision. Replacing the steel with materials that are not subject to corrosion also guarantees considerable reduction in CO2 emissions and a lower noise level.

Owens Corning explained that taking weight out of cars is required to meet fuel economy standards and CO2 emission regulations. The company went on to say that glass fiber reinforced composites offer the opportunity for huge part weight reduction compared to steel, noting that they are proud of their contribution to Sogefi's innovation. "The company continues to work on light-weighting solutions in structural composites applications such as floor systems, pillars, roof and door modules, bumper beams, and seat structures."

Sogefi, a company specializing in flexible components and engine systems for suspension systems, aimed to cut suspension weight, shifting from metal to an all-new composite solution. Owens Corning developed a customized glass fiber reinforcement exclusively for the Italy-headquartered company's composite coil spring project to guarantee compatibility with their production process and to help meet tough performance requirements.

The preliminary design and industrial development of the composite coil spring is a result of the two companies' close partnership since 2009. All throughout the project, Owens Corning brought its know-how of composites use and glass fiber science, including performance benefits and best practices.

At the end of last year, the GFRP coil springs manufactured by Sogefi were rolled out in serial production on the European car market.

## Swedish Bearing Firm Powers Peugeot 2008 and Citroen C4 Cactus



SKF is the PSA Group's chosen supplier of wheel hub bearing units for front and rear wheels, engine seals, clutch bearing units, MacPherson suspension bearing units as well as selected gearbox bearings for the recently premiered Peugeot 2008 and Citroen C4 Cactus.

According to Virgine Dinca, Strategic Account Manager, Automotive Market, these new small SUVs have notable, fresh design features, and SKF is equipping them with multiple solutions to support the performance requirements for more power, while enhancing fuel efficiency and cutting CO2 emissions. SKF has a long-standing collaboration with the PSA Group and has successfully offered them with valuable solutions to boost vehicle handling and fuel economy.

MacPherson suspension bearing units and wheel hub bearing units help the Peugeot 2008 and Citroen C4 Cactus boost their driving performance in various road conditions. In the engine, PTFE crankshaft seals and valve stem seals help meet the CO2 reduction and overall fuel consumption targets. Additionally, SKF's exclusive design for clutch bearing units that are installed in the manual gearboxes, provides consistent best in class response over the application's lifetime.

# ANZIO ADDS NEW ALLOY WHEEL IN ITS SPRING RANGE

Anzio, a renowned Uniwheel brand, has recently presented the striking Spark alloy wheel as part of its spring season lineup. Since the brand's creation in 2006, this is the first time that it offers a wheel design with ECE certification for multiple applications.

In a statement, Karl-Michael Lill, Anzio brand manager at Uniwheel, says that with the new Anzio Spark, they take a further step in their brand's evolution and expand their wide product portfolio with another sporty design that was exclusively developed to address the demands of their target groups.

Featuring five curved double spokes running up the edge of the wheel, the Spark comes with a fully emphasized size and appearance. It is also available in two high quality finishes such as diamond black front polish and polar silver, which can perfectly bring out the best in any vehicle. The alloy wheel has five-hole connections in 16-19 inch sizes in diamond black front polish and 16-18 inches sizes in polar silver.

Moreover, just like all current Anzio alloy wheels, the new Spark fits modern tire pressure monitoring systems. The company claims that the operation of the TPMS valve optionally fitted to some vehicles will stay fully intact with sensors manufactured by VDO, Schrader, Huf/Beru, Cub, Alligator and more.

Combining fresh, eye-catching design and tip-top quality, Spark is the perfect alloy wheel to grace the roads this spring.



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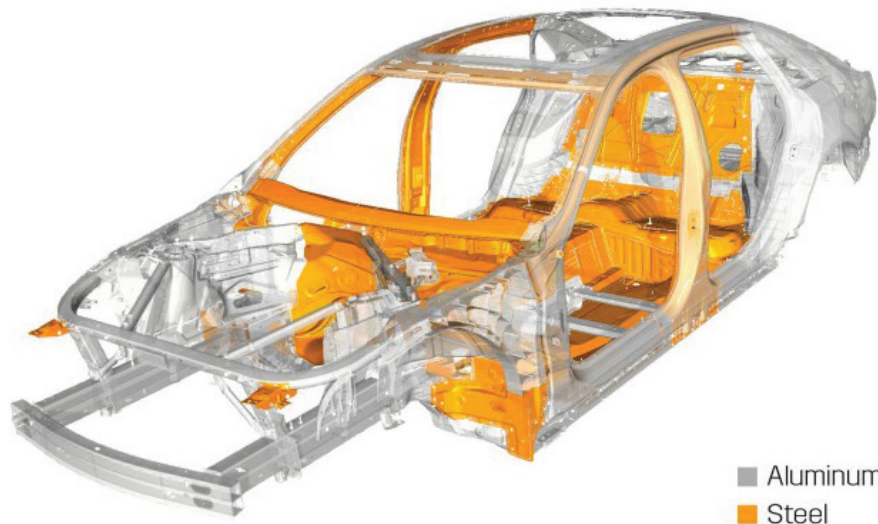
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# CADILLAC TAKES SCIENCE OF MASS EFFICIENCY TO NEW HEIGHTS



According to reports, Cadillac will utilize a state-of-the-art mixed-material approach for the body structure of its upcoming CT6 sedan. Apart from an aluminum intensive structure, the new CT6 also comes with 13 various materials customized for each area of the car to concurrently advance cabin quietness, fuel economy and driving dynamics.

Commenting on the mixed-material approach, Cadillac President Johan de Nyssche said that it is the rocket science of automobile construction and manufacturing today. He explained that in the CT6, they utilized high-strength steels and aluminum and lightweight chassis components, as well as eliminated every gram of mass possible and integrated steel and aluminum where it makes sense, while attaining world-class performance.

Vehicle weight reduction contributes to desirable vehicle dynamics, helps in the development of a more robust passenger cell and aids boost fuel efficiency. Including all exterior body panels, CT6's body structure is made up of 64 percent aluminum, and the mixed material approach saved up to 90 kg compared to a steel construction.

Meanwhile, the lower structure of the sedan is made up of 13 intricate high-pressure die cast components, along with aluminum extrusions and sheets. The underbody utilizes steel close-out panels on the lower structure to create a bank vault-quiet cabin without the extra weight of sound-deadening material, which is often used in compensating for aluminum panels in the occupant compartment.

Travis Hester, Cadillac CT6 executive chief engineer, claimed that the CT6's structure is one of the most highly advanced body systems they have ever produced. He added that the innovation surrounding their joining techniques has paved the way for them to create a vehicle structure with the highest torsional rigidity of any Cadillac while attaining one of the most mass-efficient vehicles in the segment.

In January, Cadillac introduced a series of high-tech material joining techniques that create a fresh methodology for the CT6's assembly. Through these, engineers have successfully designed an all-new structure for which a total of 21 patents are pending.

According to Hester, the new construction approach has enabled them to produce a world-class vehicle that is bigger and has more standard equipment while attaining lower overall mass.

Strategically, high-strength steel is used to fully strengthen the body structure. It is also used along with high-strength aluminum to develop a safety cage surrounding occupants. The B-pillar's structural portion is constructed of high-strength steel, which was selected to aid vehicle visibility, egress and ingress, apart from extra cabin quietness and mass savings. Plus, a high-strength aluminum impact bar has been fitted to the rear of the vehicle, and a combined high-strength steel and aluminum was used for side and front impact zones to further bolster passenger safety in the event of crashes. Additionally, a combination of steel spot welds, aluminum spot welds, self-piercing rivets, flow drill screws, aluminum arc welding, laser welding and hundreds of feet of structural adhesive are used for the assembly of the CT6's body.

The CT6 made its grand premiere at the 2015 New York International Auto Show and will go into production late this year at GM's Detroit-Hamtramck assembly factory.

## DEZENT TS DARK MAKES SMART FORTWO AND FORFOUR LOOK SMARTER



For the 21st century car shopper, both the styling and size matters. Offering the best of both worlds, the Smart fortwo and forfour are an ideal choice. What makes them extremely eye candy is DEZENT's all-new alloy rim that highlights the lifestyle philosophy behind these cars in an extremely skillful manner and perfectly blends elegant and sporty aspects.

The TS dark stands for Trendsetter à la Smart. It draws upon the design of the two models and comes with an elegant black finish and front-polished surfaces. Plus, its 5x15" and 5.5x15" are also ideal for its mission, which is to mount the Smart-typical staggered set – a common feature found in sports cars.

Moreover, TS dark does not only boast of sporty agility but also of weight-optimized design. This two-color wheel is made a real eye-catcher by its stylish geometry: the double spokes each meet in a cupcake arch and form homogenous arc over the rim flange. Stretching from the compact center, the front-polished struts exude lightness against their dark background, which makes for an extremely dynamic look.

TS dark is a sporty, top quality and extremely smart wheel. Just like any other DEZENT wheels, the TS dark does not require any Vehicle Type Approval or entry in the car registration, thanks to ECE homologation. Plus, it is fully designed for mounting tire pressure monitoring systems, which are now mandatory.

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## Philips Hue Go

The practical application of Philips Hue Go – a portable bowl of light – makes it a perfect home accessory. The wireless lamp emits a moderate amount of light, and giving you options ranging from a warm white light, to cool daylight and five patented dynamic light affects. You can either use Hue Go via your smartphone or tablet, or work manually with a switch that is fitted discreetly on the bowl. With interesting monikers like Cozy Candle and Enchanted Forest, Philips certainly promises fascinating light affects and performance. The lamp is compatible with over 200 third-party apps resulting in a number of special effects.

With a battery that can last for as long as three hours on a single charge, you can even take the lamp out into gardens and outdoor areas so that it can be used in a number of settings. The lamps would make a great centerpiece for a dinner party, for example. To save energy, Hue Go reduces the brightness by 40 per cent when unplugged, which is just right for a pretty, candlelit dinner.

The lamp, however, does more than light up. You can set it up as an alert to notify you about new emails or mimic gradual sunrise with alarm functions, among others. On the downside, to access the complete range of effects, you have to buy the essential Hue Box in addition to the Hue Go lamp itself. The lamp will be available online at Amazon, Apple Stores and Best Buy around late May/early June.



## Wondercube

Wondercube is your answer to all those who believe that size matters. This tiny, one-inch device does the work of eight different devices- phone stand, charging device to sync and charges your cell phone/tablet, a USB and even works as an LED torch among other things.

The world's smallest all-in-one solution weighs approximately 20 grams, and measures just one inch when closed and three inches when extended. The compact multi-purpose cube is ideal when you are on the go, since it addresses many of your cell phone's needs. For example, apart from the regular charger, the device is fitted with an emergency charger that ensures quick charging through any USB port. It also works as a convenient stand for tablets and phones, and the micro-suction cups provide great support when you want to rest your handset on a surface.

Similarly, Wondercube's OTG allows you to free up memory by transferring files, or simply work as a USB stick or cable. For now the, OTG is compatible with Android services only with the makers promising the launch of an iOS version in the near future. For extra talk time – and to ensure that you never run out of battery – simply plug in a 9V battery at the top end of the device.

Need more? Wondercube offers a convenient mini-torch to find your way around in the dark. For easy portability, the cube comes in the form of a keychain.

## Modern Industry Bob Clamshell Briefcase



Stay organized on the go for your business trips with the Bob Clamshell briefcase. Few things can be more frustrating than fumbling inside your briefcase when you are desperately searching for something specific. There are probably times when you wish you could just dump it all out to make your search easier. The Bob Clamshell Briefcase solves this problem for you by helping you to search and organize things more clearly in your briefcase.

This Modern Industry briefcase comes in a clamshell design, which means that you can open it completely, laying it flat like a book. The 15.75" x 11.75" x 4", hand-built bag is made out of #10 Martexin Original Waxed Canvas. It comes with a number of internal pockets including one for magazines, and a large exterior pocket if you want to store something for immediate access.

The briefcase can fit a laptop up to 15-inches in size, which will stay protected thanks to the interior padded computer sleeve. Waterproof YKK zippers ensure extra protection, while detachable shoulder straps give you the option to carry it as well. The use of all metal hardware, while strengthening the bag, guarantees that it weighs the minimum – just about 2lbs 10 oz – allowing you to carry more weight when travelling. With a capacity of up to 12 liters, you can now pack a lot more into a single briefcase.

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# HOT PRODUCTS



## Wave Fire Extinguisher

Music has been known to serve many purposes, but who would have thought that it can help put out fires? But this is exactly what two senior students from George Mason University, Virginia, have in-vented: a Sound-Blasting Fire Extinguisher that helps douse flames by playing a low thumping bass sound.

A brainchild of engineering students, Viet Tran and Seth Robertson, the portable extinguisher resem-bles an old-fashioned cylindrical container – like a huge jar – with bass speakers attached to the top. The speakers amplify and direct sound waves, and are connected to a well-ventilated amplifier. The entire invention weighs only about 20 pounds making it easy for the user to strap the amplifier across his body

The low-frequency sound waves in the 30 to 60 hertz range which are emitted by the amplifier causes air movement around the flame, particularly at the base, inhibiting the process of combustion. Techni-cally, it is similar to blowing out the flame manually. The constant thumping sound eventually douses the fire.

Unlike its traditional counterparts which leave a sludgy water logged residue of chemicals, the sound-Blasting Fire Extinguisher does not create a mess. For now, it is effective only for small fires. Even so, it will be handy device to handle small kitchen fires. The makers, however, believe that the design can be scaled up and used to contain forest fires.



## BMW Sports Collection

True to its reputation, the new BMW sports collection is an exciting, classy range of apparel and luggage that caters to those who are sporty, on the move and in search of something new.

The brand is offering its fashionable unisex Motorsport Sunglasses. These are your ultra comfortable glasses – courtesy the use of a feather hinge and light materials such as stainless steel and acetate. The slightly mirrored ultra-light polycarbonate lenses guarantee protection from UV-A, UV-B, and UV-C radiations.

For more oomph, wear it with your elegant, stainless steel Motorsport ICE Watch Steel Chrono which comes with three integrated dials and a date display. The play of two colors – contrasting red hands and a team blue face and the red and blue on the two sides of the band – gives the watch a unique look. What is more, it can resist water to a depth of up to 100 meters.

But that is not all. The BMW line also offers amazing functional luggage. Stylish and robust, the brand's rucksack, messenger bag and the trolley, among other stuff, define comfort, intelligent design and strength to resist wear and tear. The luggage is capacious and comes with a lot of storage space and is cleverly compartmentalized to accommodate maximum items.

The products are available online and at selected BMW retailers.

## Buddybox



Camping adventures and vacations require a lot of planning, especially in terms of logistics. While it is fun to experience the untamed ways, there are some essential home comforts that make life on the road easy. Buddybox gives you the option to choose that middle path.

Buddybox is a modular motorhome that can be fitted into any regular SUV. A brainchild of German ar-chitect and carpenter Gerhard Euchenhofer, the module provides home amenities such as a sink, shower, cooking place and even storage space, fridge and toilet. According to the maker, the list will continue to expand. The system comes in two sizes with different fittings to cater to various needs. While you can double shorter units as seats, the taller ones, give you the option of pull-out surfaces for dining.

Made out of fiberglass material to give the boxes extra strength, the largest of them weighs just about 12kgs, which makes it easy to move them in and out , and light enough not to weigh down your vehi-cle. Just fix them in the car when needed and remove them easily when back home.

Buddybox does come with one handicap though: the modules work best when mounted on vehicles with integrated floor rails, even though Euchenhofer does say that the system is compatible with al-most all SUVs.

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