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TIRES & PARTS

Magazine

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



Team Orange return to Barbican Turbo Show



SYED SAJJAD PASHA

National Sales & Marketing Manager, Al-Futtaim Motors

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Yacht Timer

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TIRES & PARTS

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For Production

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For more information on TIA, visit www.tireindustry.org



SYED SAJJAD PASHA

National Sales & Marketing Manager, Al-Futtaim Motors

What auto parts does Al Futtaim deal with?

TOYOTA, LEXUS, HINO, BT (Forklift and warehouse material equipment)

Where are they manufactured and for which vehicles?

JAPAN, THAILAND, INDONESIA, AUSTRALIA, BELGIUM, ITALY AND SWEDEN, and some other TOYOTA manufacturing units across the Globe. Procurement for Toyota and Lexus is mostly done from Japan while parts for Hino and BT are procured from Belgium and Italy.

How does the sale of duplicate parts affect your business?

These parts are sold through independent garages and parts shops that are scattered throughout the UAE. Besides the usual loss of revenue, we also end up losing our brand identity. Customers purchase these parts as genuine parts and then face problems. The non-suspecting customers later blame the dealers and OEM manufacturers.

Why are there so many fake auto parts sold and distributed when the importers are aware of the dangers to the public?

I think greed is a factor that drives importers to sell these parts which are made in some Asian country. Don't forget these parts offer high margins and thus a chance to make a faster buck

Since when has the fight against fake parts campaign started and how did it start?

Research reveals that price remains the biggest motivator in purchasing fake parts. It is our job to impress upon the general public the cost in terms of safety when choosing these parts. In 2003 AFM started anti counterfeit campaigns as brand image started damaging so our campaign was to bring out awareness to the users / buyers about the risk of using fake parts. The campaign logo, developed by Al-Futtaim Motors, has become one of the high-point of Toyota Motor Corporation which has used it as part of their global campaign to illustrate the dangers of fake or pirated parts. The counterfeit parts market effects all automotive brands in the region and I believe by sharing our experiences at various forums we can move forward together to combat the UAE counterfeit parts business.

What is the volume of auto parts traded through the UAE? What part of it belongs to fake parts?

According to my market sources, at least 20% of the automotive business in spares comes from the counterfeit business. These days these spurious manufacturers have even begun manufacturing body parts as well! These parts are sold through independent garages and parts shops that are scattered throughout the UAE. Our advice is to only deal with the manufacturers authorised agents that have an approved association with the brand or contact the brand's after-sales department.

How effective has your campaign been in combating the sale / import of duplicate parts in the UAE?

Al-Futtaim Motors, as market leaders, remains committed to championing the anti-counterfeit cause with the support of Toyota Motor Corporation (TMC). The campaign has been very successful in spreading the message to the public who might be using fake parts or trusting their service vendors who repairs the vehicle without using of genuine parts. Thanks to our campaign, there is a high level of awareness and many people now are reverting back to OEM manufacturers and distributors like Al-Futtaim Motors. The use of high quality auto spare parts not only means better vehicle performance but also helps reduce the risk of getting into a road accident due to faulty parts and compromised engine performance.

In which countries are fake parts manufactured and which ones have the most exports to the UAE?

In 2009, Toyota initiated 250 raids across the world, seizing over 1.1 million counterfeit parts. Asia remains the leading market for counterfeit production using the Middle East as a gateway to transport counterfeit to other markets such as Europe.

We have noticed numerous times that the authorities have shut down certain warehouses that were stocking fake parts in different Emirates, do you have any collaboration with the government in combating trade in fake parts?

Al-Futtaim Motors works in close co-operation with the government to close down illegal stockists and stop counterfeit parts entering the market. We are in constant dialogue with the government institutions and there is a significant headway, in that the grey or counterfeit market is now running scared of doing businesses. Mind you, it will be some time before this malaise is completely eradicated and the lives of motorists are in safe hands.

What punishments have the authorities designed for companies that import / trade with such duplicate products?

The authorities have closed down outlets doing fake spare parts businesses, confiscated the fake merchandise, cancelled trade licenses and imposed heavy penalties.

What measures are original equipment manufacturers taking when their products are duplicated? How would you advise your customers to distinguish fake from original parts?

A visual inspection of the product is very important. Look at the part and feel it. If it seems or looks different from the part that it is replacing, then that can be a sure sign that it is a counterfeit. Alternatively check the packaging carefully: odd shaped or odd fitting packaging, missing hologram, mismatched logos, typos, anything out of the ordinary should raise a red flag to you. The best guarantee is of course to visit the official UAE distributor i.e. Al-Futtaim Motors for your Toyota Parts purchases. Al-Futtaim Motors has invested in state-of-the-art PDC at Dubai Investment Park to stock and distribute genuine spares.

Many people do not know the difference between fake auto parts and duplicate parts, what steps are you taking in educating the public on the subject?

We have sponsored, conceptualised and driven marketing activities designed to create awareness of counterfeit automotive parts and explained how Al-Futtaim Motors works in close co-operation with the government to close down illegal stockists and stop counterfeit parts entering the market. Tips are provided on the identification of fake parts while case studies highlight the safety issues associated with common fake parts. We use mass media through TV, Print and Radio commercials as also some below the line marketing initiatives at petrol stations.

What is the most dangerous fake auto part to have on your vehicle and why?

Fake parts by their nature, are generally made from substandard materials that don't hold up or perform like genuine parts. Imagine what would happen if the brake pads you just put on your vehicle were made from compressed wood chips. They would disintegrate, substantially lowering your braking power and increasing your chances of an accident

If you wanted to send one message out to our readers what would it be?

Our advice is to only deal with the manufacturers authorised agents that have an approved association with the brand or contact the brand's after-sales department. Al-Futtaim Motors operate over 100 authorised parts dealers across the UAE. Our customers are guaranteed a world-class facility and above all, genuine Toyota parts at all our service stations; we can service vehicles in one hour which cannot be replicated in this market. Also the industry needs to pull together to fight the counterfeit market not only to protect customers but also the reputation of the UAE.



AUTOMOTIVE

Aston Martin Cygnet Confirmed For Production

Innovation, Luxury & Individuality

Aston Martin is pleased to confirm that the Cygnet luxury city car – originally shown as a concept car in March – is to go into production in 2011 at the company's Gaydon headquarters in Warwickshire.

The Aston Martin Cygnet is a city car that sets a new benchmark for compact luxury, building upon nearly a century of experience building high performance sports cars, luxurious long-range grand tourers, and extremely competitive racing machines.

Cygnet demonstrates Aston Martin's commitment to innovation and integrity.

"It is time to think differently. Aston Martin is honest and we don't make compromises" says Aston Martin CEO Dr Ulrich Bez.

"Whatever we do, we do right. If we do performance, we do performance; we don't downsize or compromise our sports cars. The Cygnet needs to satisfy the demands of emissions and space. It is a car without compromise, just like every other Aston Martin.



"Our customers need a small car for urban and city use, and they want the right tools for the right job, to downsize creatively without compromising intelligence, artistry and personality."

Cygnets express a simple but fundamental idea: in the modern city, scale equates to speed and freedom. At just three metres long, the Cygnets give the driver a new dimension of freedom, able to slot into gaps in traffic, exploit the smallest parking spaces, consume the least fuel and emit the lowest emissions, all while delivering exceptional levels of quality and comfort.

"Cygnets are small but luxurious, an Aston Martin tailor fit for the city," says Marek Reichman, Aston Martin's Director of Design. With an almost unlimited palette of materials, colours and textures, each hand-finished Cygnets will be truly unique, a personalised space within the city. "Luxury is not constrained by scale."

Cygnets are a product of Aston Martin's unrivalled experience in craft, technology and design. The future city will present a very different luxury brand landscape, as social change and legislation increases the division between urban and anti-urban product categories. With the Cygnets, Aston Martin will be at the forefront of these changes, ensuring the company's enduring brand image will continue to prosper in new market conditions.

Dr Ulrich Bez continues: "The Cygnets are designed to support our sports cars by providing a greater degree of freedom in the urban context; it is a very special car, a premium but compact package with heart, soul and personality."

The Cygnets, a tailor fit solution for the city, will help drive Aston Martin into the future. "This car is reality; Cygnets are the natural choice for those who want a premium, bespoke commuter car."

Further details on the Aston Martin Cygnets including pricing and specification will be announced later this year. The Cygnets will be the eighth major production car Aston Martin has introduced at its state-of-the-art factory since 2004, offering further evidence of the company's ongoing commitment to British manufacturing, backed-up by a dedicated local workforce and supplier network.



Children to Learn first Driving Skills at Ferrari World Abu Dhabi

Driving School provides road safety and skill training for children



Young guests at Ferrari World Abu Dhabi will be able to take their first ever drive in a beautiful scaled down Ferrari while learning valuable skills before testing what they have learned on the racetrack.

When the park opened its doors for the first time on 27th October 2010 at 7pm, Ferrari World Abu Dhabi featured a wide range of rides and attractions which ignited the senses and reflected the remarkable story of Ferrari, but it wasn't only high octane rollercoasters and advanced simulators on offer. Youngsters were given the opportunity to get behind the wheel of scaled down Ferrari F430 GT Spider cars and pick up new skills before heading out onto a mini Grand Prix circuit within the park and applying their new skills in stunning scaled down F1™ Scuderia Ferrari single seater.

At Junior GT, the first part of the Driving School, children will be schooled on road safety essentials before they get behind the wheel to experience driving conditions for the first time at a reduced and safe speed. From stop signs to roundabouts and lane discipline, young drivers will need to pass this crucial first stage to get their drivers license before making the step up to a race driving experience at the second part of the Ferrari World Abu Dhabi Driving School.



At Junior Grand Prix, young drivers can learn more about F1™ driving techniques; when to make the most of a straight away and turn into corners as well as what changes a driver's experience when driving through a tunnel. They will have to maneuver around the track and make the most of their chance to take on chicanes before crossing the checkered flag.

Andy Keeling, Park Manager, Ferrari World Abu Dhabi said: "The Ferrari World Abu Dhabi Driving School is a new concept we have developed for our younger audience, where they can learn the basics of road safety and driving etiquette in a thrilling environment. Junior GT and Junior Grand Prix combine to deliver a memorable experience for our young guests."

Ticket prices range from AED 225 for guests above 1.5m, and AED 165 for visitors below 1.5m. Guests can upgrade their experience with a Premium Ticket, which will give them priority on all attractions and access to an exclusive lounge with refreshments, as well as other benefits. Premium Tickets cost AED 375 for guests above 1.5m and AED 270 for visitors below 1.5m. All tickets provide unlimited use of rides and attractions inside Ferrari World Abu Dhabi. The park will be operating on a six-day a week schedule from Tuesday to Sunday, welcoming visitors from 12 noon each day.

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AUTOMOTIVE



■ Michael Macht hands over the steering wheel

Matthias Müller takes cover off new Porsche Speedster

Matthias Müller (57), the new Chief Executive Officer of Dr. Ing. h.c. F. Porsche AG, Stuttgart, unveiled the new Porsche 911 Speedster as well as the 911 Carrera GTS Coupé and Cabriolet models at the Paris Motor Show on Thursday, September 30. After a successful term, Michael Macht (50) has symbolically handed the Porsche steering wheel to his successor Matthias Müller. Matthias Müller's inauguration as Chief Executive Officer coincides with three world debuts. Only the fourth Speedster to have been built in Porsche's history is a model steeped in purist tradition and reflects the forward-looking nature of the brand, while the new Carrera GTS Coupé and Cabriolet with wide body and rear-wheel drive underscore all this.



■ Michael Macht hands over the steering wheel



Infiniti releases sketch of Luxury EV Due in 2013

Infiniti has released a sketch of its first electric vehicle and confirmed a 2013 launch.

The sketch was shown by Infiniti's Senior Vice President, Mr. Andy Palmer, during a ceremony held to mark the opening of the Infiniti Centre Piccadilly in London.

Befitting the brand's promise of "Inspired Performance", the Infiniti EV will be a stylish, compact, high performance, five-seat luxury car with zero emissions technology.

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Dodge Brand Product Onslaught Continues

Introducing the all-new 2011 Dodge Charger, World-class performance
and precision with an iconic soul

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship that proudly delivers premium, world-class E-segment sedan precision at an incredible value.

The efficient and aerodynamic exterior of the 2011 Dodge Charger is spiritually inspired by the iconic second-generation Charger from the late 1960s, featuring a design that is sure to strike an emotional chord with Dodge performance enthusiasts of all generations.

With its sinister "ready to attack the road" face, the all-new Dodge Charger puts the world's best E-segment sedan competitors between its new "split crosshair" signature grille. Its sculpted all-new body is a conscious nod to its deep heritage and muscle-car roots. The Charger's profile is also a modern affair, a result of countless hours in the wind tunnel, from its lower hood line, faster windshield and radically raked back headlights to its tighter wheel openings, lower sill and race-car-like flat underbody, the Charger effortlessly cuts through the air with its attitude intact. The aluminum hood features dual "scallop" that bring a sculptured, performance look to the front end, while large body-side scallops deliver a striking undulating A-line across the doors. Running front to rear is the iconic horizontal "coke bottle" or "double-diamond" body-side styling that creates a tapering silhouette accented with muscular front and rear fenders and gives the Dodge Charger one of the most distinct profiles on the road. Defining the fastback's wide stance is an all-new signature taillamp design that incorporates 164 illuminating LEDs to form its signature "racetrack" graphic and gives the new Charger its unmistakable character from blocks away.

The 2011 Dodge Charger's interior cockpit is meant to be an enthusiast's office. The all-new design features premium materials throughout. Transmitting the performance chassis' world-class feel of the road, the all-new Charger features a new thick-rimmed three-spoke Dodge steering wheel for enhanced performance feel and grip. Crafted in world-class materials, Charger's passengers are surrounded with comfort, craftsmanship and style, thanks to premium soft-touch materials and four available distinct interior color combinations. The all-new 2011 Dodge Charger's state-of-the-art Uconnect® Touch integrates world-class infotainment and convenience technologies to keep passengers connected, comfortable and secure. From segment-leading Garmin® navigation, to dual-zone climate controls and the ability to check fuel prices with the integration of available SIRIUS Travel Link, Uconnect Touch delivers an excellent experience for Charger's driver and passengers.

Maximizing its unibody's world-class structural stiffness, Dodge Charger engineers were able to tune the cabin for sound quality (rather than sound level) by isolating powertrain, road and wind noise. In addition, Charger's unibody packages material and structural design improvements, including dual-pane acoustic windshield and front-door side glass, body-cavity silencing foam, under-flush roll-framed doors with triple seals and acoustic wheel-well liners to absorb road noise and quiet the cabin. Combined, these design improvements place the all-new Dodge Charger's interior sound quality among the best in the E-segment.



As the Dodge brand's flagship, the chassis of the all-new 2011 Dodge Charger is designed, engineered and fine-tuned to deliver a level of quality, capability and refinement that rivals the very best European, Asian and North American E-segment sedans. With its new second-generation E-segment rear-wheel drive (RWD) architecture, Dodge Charger features world-class suspension-tunings with re-designed geometry making for a nimble, balanced chassis that will build the Charger's legend as one of the best driving sedans in the world.

Engineered to perform against the best E-segment sport sedans, the all-new 2011 Dodge Charger SE and Charger Rallye feature the new 3.6-liter Pentastar engine for world-class levels of power, refinement, technology and fuel efficiency. For maximum thrills, efficiency and best-in-class power, the new Dodge Charger R/T lineup features the legendary 5.7-liter HEMI™ V-8 engine with four-cylinder mode FuelSaver Technology.



The all-new 2011 Dodge Charger R/T with all-wheel-drive (AWD) features a re-thought stance and 19-inch wheels to make it much more appealing than ever before. The AWD preserves the Charger's character and deepens its performance envelope in the most treacherous conditions. The Charger AWD features a segment-exclusive active transfer case and front-axle disconnect system to improve fuel economy by up to 5 percent. No other major automotive manufacturer offers the combination of these two independent technologies. Dodge Charger's innovative AWD system seamlessly transitions between RWD and AWD with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding performance and handling inherent in rear-wheel drive vehicles.

The all-new 2011 Dodge Charger features more than 65 safety and security features, including standard Keyless Enter-N-Go and Electronic Stability Control (ESC) with segment-exclusive Ready-alert Braking and Rainy Day Brake Support safety features to

improve overall vehicle handling and performance both on and off the track. Safety and security features available for the first time on the Dodge Charger include adaptive-cruise control (ACC) with forward-collision warning (FCW), blind-spot monitoring (BSM) with rear cross path (RCP) detection and ParkView™ rear back-up camera with grid lines, all designed to provide the driver with added confidence while behind the wheel.

Built at the Brampton Assembly Plant in Brampton, Ont. (Canada), the 2011 Dodge Charger arrives in showrooms in the fourth quarter of 2010.





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Barbican Turbo is a smash hit once again!

3 days of extreme drifting action, over 100 modified cars from around the region and loud revving have come to a successful end this weekend in ADNEC; Barbican Turbo which drew thousands of people over the weekend and featured many amazing attractions and demonstrations.

One of this year's highlights was the return of Team Orange, the reigning world champions of drifting and stars of "The Fast and the Furious: Tokyo Drift". For 3 days, the team has wowed the audience with their unbelievable drifting skills while introducing their new teammate Kumika "Drifting Queen" Kubokawa; one of the top rated female drivers in the world.

Other attractions included the all time favorite "Best of Show" which crowns the best cars in multiple categories from around the region. This year's supreme winner out of 100 modified cars was a 1966 GTO owned by Ahmed Al Melathi who walked away with a trophy, 2,500 AED and a PS3 from Nitto tires. Another popular attraction was

the Sound Off competition, which crowns the car with the best and loudest in-car entertainment system. This year's winner was Aamir Ali who walked away with the 'Loudest System' award.

On the engines front, the 2nd UAE Power Championship was won by RSG Garage and their 6-Cylinder rear wheel drive Nissan Patrol, which achieved 1092.6 HP.

Matt Tarrant, show manager for Barbican Turbo commented "Team Orange were unbelievable while the inner halls were crowded with car fans from all over the region. We'd like to thank all our partners and exhibitors who were crucial in making this year a great success and we're looking forward to seeing you all again next year."







AUTOMOTIVE



‘Diva’ Fenice Milano

Elegance and raciness for a car with a strong personality



Everlasting synonym of class, elegance and perfect English style, Rolls Royce has become through the years the brand of celebrities and of all major international politicians.

In 2009, to meet the market's modern request, the renowned English manufacturer launched the Ghost model. The 'baby' Rolls (it is only 540 cm long) has a less formal look compared to her bigger sisters, but it doesn't abandon the typical pride of the flagships boasted with the 'Spirit of Ecstasy', the famous little statue on the front. Moreover its sporty character is supported by the 12V engine 570 Hp that make of her the more powerful Rolls ever built, able to accelerate from 0 to 100 Km/h in only 4,9 seconds.

The 'Diva' by Fenice Milano is based on this jewel produced in a limited quantity. Thanks to an important internal and external restyling, the 'Diva' adds a touch of Italian elegance and style, together with technical and performance improvements, able to make this car a true masterpiece with a strong personality.

To begin with the exterior, 'Diva' is proposed in three elegant versions with a bi-colour livery: from the classic blue navy, to the delicious bronze and the luxury limited edition white golden pearlescent varnishing that includes particles in 24K gold. For the navy-blue version, the bonnet and fender are in white golden pearlescent varnishing and chromed frontal grid; while for the white version the bonnet, fender and grid are in 24K gold. For the bronze version, instead, three combinations are available: bonnet, fender and grid in 24K gold, or bonnet and fender in white golden pearlescent varnishing and grid in 24K gold or chromed bronze grid.



Inside the console design has been maintained, but a few enhancements are provided, which due to the use of fine materials, make 'Diva' the most exclusive car available on the market. The dashboard and the passenger compartment are in biscuit-coloured leather and wood (teak or grey oak) and include white or bronze Alcantara profiles and inserts in 24K gold, whose outlines have been hand shaped by Fenice Milano's artisans. The wheel, redesigned starting from the original one, has the crown covered in biscuit-coloured leather and the central part in 24K gold and wood (teak or grey oak). Also the seats take inspiration from the original ones, but are redesigned following ergonomic principles and realized in white combined with biscuit-coloured pure leather (alternatively a version with biscuit-coloured pure leather coupled with bronze Alcantara seats is available), and like in the original car the picnic tables and the integrated minibar with glass holders have been maintained and realized in 24K gold.

As it happens for all Fenice Milano's project, also for 'Diva' the aesthetic embellishments are coupled with technical interventions, able to improve the performances of the base model. The ECU upgrade, the suspensions adjustment and the optimization of the exhaust and suction system guarantee in fact notably superior performances and even more comfort onboard.





hp at the crankshaft. It is called brake hp because they use a device called a Prony brake to measure hp at the crankshaft.



New 2011 Hennessey HPE700 Camaro Gets Convertible Option and 755 Horsepower

With the limited production run of Hennessey's 2010 HPE700 Camaro long since sold-out, the company has announced they will build another 24 units for the 2011 model year. This latest run of HPE700's will include the addition of the new convertible model (from Chevrolet) and an increase in power from its supercharged 6.2L LS9 V8 – the same engine found in the Corvette ZR1.

The 2011 HPE700 gets its additional power from revised boost levels and a more robust fuel system, delivering 755 bhp and 763 lb-ft of torque. This 30 horsepower increase over 2010 will also help move the convertible's extra weight, while the large 15 inch brakes from last year remain to bring it back to a stop quickly.

As the Camaro convertible arrives in showrooms in the spring of 2011, the 6-speed manual SS model will become available alongside its hardtop brethren to become the basis for the HPE700 LS9 Camaro transformation.



HPE founder and president, John Hennessey said, "We have already sold a several of our 2011 HPE700's in hardtop form, increasing the potential for the convertible LS9 Camaro to become an even rarer option than before". "I expect that we will sell all 24 units just as we did in 2010. However this time we will probably sell-out even sooner as the convertible option will certainly be attractive – especially with 755 horsepower".

In addition to the upgraded LS9 engine, the HPE700 also includes an adjustable coilover suspension, larger sway bars, HPE lightweight wheels, larger 15-inch brakes with 6-piston front calipers, stainless steel

long tube headers, painted hockey stripe, Alcantara-wrapped steering wheel, CarbonAero™ carbon fiber body kit and more to complete the car's distinct look and performance characteristics.

As with the 2010 model year, the 2011 HPE700 LS9 Camaro will be limited to just 24 units, with no set allocation between coupe and convertible. Pricing for the complete HPE700 upgrade, including the base vehicle, is \$132,500 and can be ordered directly through HPE or one of Hennessey's authorized Chevrolet dealers.

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V35 E-class tuned by VAETH



The VAETH V35 now is much more than only a luxurious transport means. The recent creation of the VAETH Mercedes specialists is proving in an impressionating manner that they do not rest on their laurels. The professionals from Hoesbach have faced the task to give a special final touch to a Mercedes-Benz E 350 CDI.

But the extreme propulsion, as well as the impressionating braking capacity via flexible steel braking tubes in combination with racing braking fluid (for 465 Euro) must be transmitted on the road, somehow – and in a stylish way. This job is now made by the in-house developed multi-part light alloy rims with forged rim star, 9x20" and 10.5x20", equipped by high performance Hankook tires 245/30 ZR20 and 285/25 ZR20 respectively. The price for the wheelset – 7,900 Euro, depending on the tires brand.

In order to optimize the contact between vehicle and asphalt further on and without compromises, VAETH brings a coilover for 2,964 Euro into the game, adjustable not only in height, but also in hardness – thus warranting for a safe road handling.

The car body modifications are not overstated, furthermore extremely harmonic ones. So, a complete aerodynamics package, consisting of a carbon front lip for 1,417 Euro, a carbon tail diffuser for 1,774 Euro, and the radiator grill without star for 798 Euro provides a gentle sportive outfit.

A tail spoiler lip for 334 Euro, also in carbon, completes the masterpiece, improving the downforce on the rear axis.



The engine management optimization of the E 350 CDI power unit brings a total power of 267 HP on the wheels, the max torque raising up to 595 Nm (5,266 lbf in) at the same time. The power improvement (engine software) is available for 1,179 Euro only. For 1,118 Euro more one will obtain additionally an aluminum made air to air intercooler, bringing the total power up to smart 285 HP at 650 Nm (5,753 lbf in) of torque. For 822 Euro only VAETH will add four optically corresponding oval stainless steel tail pipes.



RENNtech C74 Konzept

As the worlds foremost Mercedes-Benz/AMG tuner, RENNtech unveiled their latest project vehicle at the 2010 Festival's of Speed in Orlando, Florida. All performance modifications and exterior aerodynamic modifications were designed, developed, and tested in house at RENNtech's facility located in Lake Park, Florida.

The C74 is the latest variation of RENNtech's C63 AMG project vehicle which has seen continual transformations throughout its life, serving as a working test platform for RENNtech's proprietary line of performance products. The C74's current trim boasts incredible performance from the 6.2L AMG

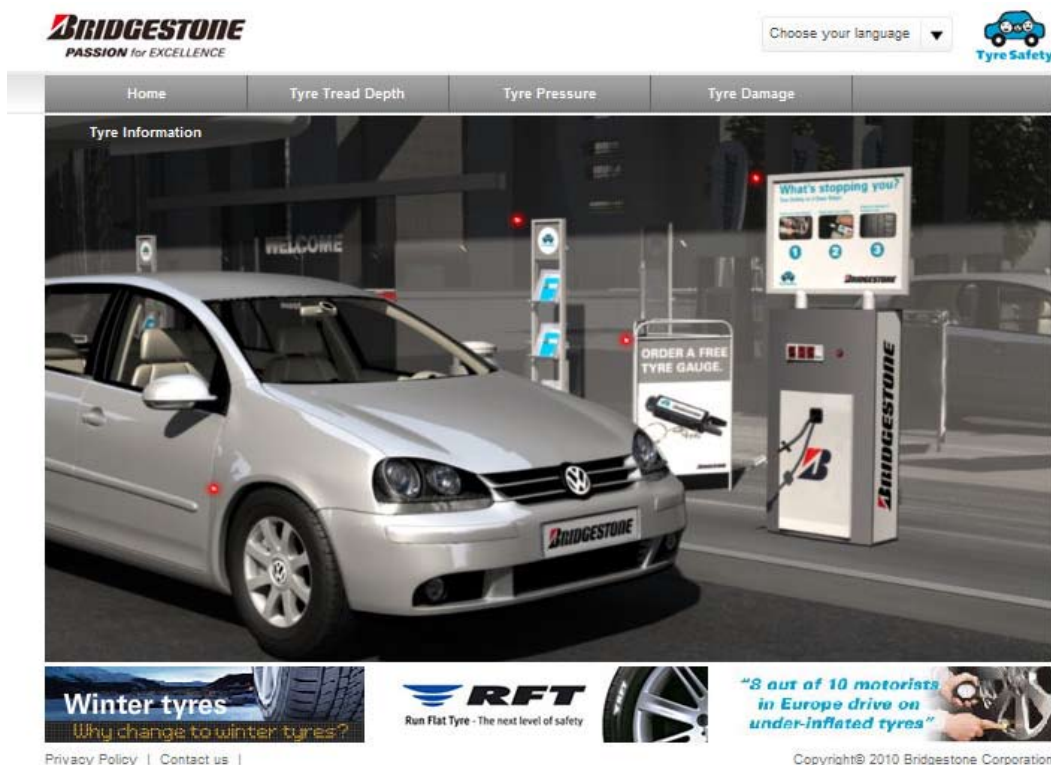


V-8 with a wide stance and aggressive look to match. The "74" designation given by RENNtech, refers to the 74 inch width of the rear wheel track which lies beneath the body work of the C74's muscular rear end. This allows the ability to run up to an 11" wide rear wheel with a 315 series rear tire for the ultimate in handling and traction. The number also pays homage to the legendary RENNtech V12 "SL 74".





Bridgestone launches new multimedia tire safety website



Bridgestone, the world's leading manufacturer of premium passenger tires, has announced the launch of a brand-new website (www.TyreSafety.eu) designed to boost awareness of the importance of tire safety.

Featuring renowned UK motorsport expert and TV commentator, Tony Jardine, the site contains a series of short video clips demonstrating the three main pillars of Tire Safety: tire pressure, tread depth and damage/irregular wear. The website is the latest component of Bridgestone's ongoing Tire Safety campaign, which also includes over 50 000 free Tire Safety checks conducted throughout Europe every year.

Most consumers are unaware of just how important tire maintenance is to road safety. Results of over 50 000 free tire safety checks conducted by Bridgestone last year reveal that 8 in 10 cars drive on under-inflated tires; 1 in 6 on tires worn beyond the legal limit and 1 in 11 on both severely worn and severely underinflated tires. Bridgestone's new Tire Safety website makes the potentially life-threatening consequences of driving on worn, damaged or underinflated tires plain for all to see.

Worn or underinflated tires can seriously compromise handling and add metres to a vehicle's stopping distance in the wet. Underinflated tires also consume more fuel and reduce the lifespan of the tire, which is not only costly for consumers but also the environment. Introduced by motorsport pundit, Tony Jardine, Bridgestone's Tire Safety videos show visitors what can happen when tires are not properly maintained but also just how easy it is to keep tires in proper working order.

Visitors to Bridgestone's Tire Safety website can also order a free tire gauge, download the Tire Safety Matters brochure, decipher the information written on the sidewall of their tires and discover how Bridgestone is working to reduce road fatalities in Europe in line with the European Road Safety Charter.

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TIRES

Hankook Tire unveils massive billboard in heart of Times Square



"This is another example of our commitment to raise the premium profile of Hankook Tire brand in North America," said Soo Il Lee, president of Hankook Tire America Corp. "As the quality and performance of Hankook tires continues to be the foundation of our sales success, we must intensify our effort to attract even more new consumers to consider Hankook Tire brand. We see this as a unique opportunity to do just that. This billboard will generate millions of brand impressions in a short period of time and associates Hankook Tire with some of the most popular consumer brands in the world."

By placing this billboard in the heart of Times Square, Hankook Tire is positioning itself among the world's leading consumer brands, including Samsung, Kodak, LG, Sony and Toshiba. The brightly lit intersection is a signature place for marquee brands to establish their presence. Some advertisers, such as Coca-Cola, have been in this billboard capital since the 1930s.

The massive Hankook Tire billboard wrap is on the New York Marriott Marquis hotel on Broadway between 45th Street and 46th Street. The 31-by-98-foot image is on the front of the building, replicating the tread of Hankook Tire's highly acclaimed ultra-high performance tire – the Ventus V12 evo.

Hankook Tire, the world's fastest growing tire company, has unveiled a giant tire-shaped building wrap that stretches across the New York Marriott Marquis hotel in the vibrant center of the world-famous Times Square bow-tie.

As the most visited tourist destination in the world, Times Square attracts a diverse range of more than 35 million people each year. Though it comprises only 0.1 percent of New York City's land area, Times Square draws more than 500,000 visitors daily, making it an iconic advertising location. Hankook Tire recognizes this and saw a perfect opportunity to reach millions of consumers in a unique and dynamic way.

This dynamic billboard promotion is yet another demonstration of Hankook Tire's innovative approach to reaching American consumers. Recently the brand launched the second of its successful baseball-themed rebate programs in which consumers who purchase four select tires of any size from an authorized dealer through Nov. 30 of this year are eligible for a mail-in rebate up to \$60. This 'Great Hit' promotion also offers consumers the opportunity to register to win a 2011 Ford Mustang Shelby GT500 through a random drawing, no purchase necessary. Information about both the 'Great Hit' Mail-In Rebate and car Giveaway can be found online at the Hankook Tire America website: www.hankooktireusa.com/greathit.

Hankook Tire provides original equipment tires for many vehicle makes and models sold in the U.S. including Ford, Lincoln, Chevrolet, Pontiac, Chrysler, Hyundai, Kia and Volkswagen. In 2009, the company posted a North America sales increase of 8 percent to a record \$840-plus million, including unit sales gains in the ultra-high performance and touring passenger categories, along with light truck and heavy duty truck tire categories. In 2010, the sales growth trend continues as the company reported first half sales were up 21 percent over the same six month period last year.



New VancoEco from Continental saves fuel

Continental has added a new tire with savings potential to its range that has been specially developed for vans like the Mercedes Sprinter, Ford Transit and Volkswagen T5. The new VancoEco from Europe's leading tire manufacturer has around 30 percent less rolling resistance, which can save a calculated four percent in fuel and emissions. At the same time, the engineers have managed to keep the braking distance on dry and wet roads short and to make the tire perform like a car tire. The new VancoEco is available now. Mercedes has already given its approval to fit the tires as original equipment on the new BlueEfficiency models of the Viano and Vito. These vans are currently being presented at this year's IAA Commercial Vehicles and are fitted with the new fuel-savers from Continental.



The great savings potential has been made possible by two design measures that together help reduce rolling resistance considerably. The new transporter tire has been given a silica tread compound like the ones already used for car tires. In addition, the tread design for the transporter tire has been changed so that deformation, which all tires are subjected to when the tread elements run into the ground contact area, could be reduced considerably. The two measures combined with a very shallow tire contour allow up to 30 percent less rolling resistance.

The tire engineers from Continental have met the challenge of not foregoing safety-relevant properties for the sake of lower fuel consumption by using a tread that forms numerous small gripping edges during braking. Therefore when braking in the wet a kind of "windscreen wiper effect" is created penetrating the water film and allowing short braking distances on wet roads. This is particularly important for transporters that are frequently fully loaded. Safe driving properties — similar to those of car tires — are ensured by the solid belt tread that transfers steering commands precisely and thus also allows fast evasive maneuvers when unexpected obstacles appear.

The rolling resistance of transporter tires only represents a 13 percent share of the total driving resistance. Therefore "only" an eighth of the considerable reduction in rolling resistance actually makes a difference in the consumption calculation. Continental therefore estimates that fuel consumption can be reduced by around four percent with the new VancoEco.

The new VancoEco is suitable for vehicles like the Mercedes Sprinter, Viano, Vito, VW T5 and Ford Transit. The tires are produced for 15-, 16- and 17-inch wheel rims. The speed index goes up to 210 km/h.



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TIRES

Kumho Tires starts a new football marketing program targeting the US college football season

Greeting this year's US college football season, Kumho Tires, one of the leading tire manufacturers in the world, has chosen a new target for its sports marketing renowned as American as apple pie to make inroads into North American area. It has already been conducting aggressive activities in Europe and Asia by sponsoring a leading soccer club of English premier league, Manchester United.

Kumho Tires Co. Inc. (President & C.E.O Kim, Jong Ho) announced that it started a sport marketing program targeting North America while making sponsorship agreement with 5 football teams of prestigious US colleges including USC, which owns the best college football team in California.

Totally, 5 teams get supports from Kumho Tires, including USC, The Ohio State University, University of Florida, University of Texas and Tennessee State University. The company chose top 5 teams among 244 college football teams from 27 areas in US.

Each match attracts around 100 thousand audiences, during the American college football league of which official schedule continues from early September to early next year. It is recognized as one of the largest sport in US, in both scale and popularity, while the league earns more than 600billion KRW every year by giving running commentaries on games. Furthermore, it is not just a sport event, but also provides a place of feast for local residents to help them get along together on the day when the team they support have a game, watching it together on a relayed broadcast and sharing foods.

As an official sponsor of those 5 affiliated teams, Kumho Tires can have the authority to utilize the logos of each team on behalf of the company's businesses. Whenever the sponsored team have a game, Kumho Tires can have the opportunity to expose the company's brand in many ways, such as promoting their sponsor programs, setting up a fan booth and conducting events outside the stadium, putting up Kumho Tires' banner on the web site, and utilizing billboards and electronic scoreboards on the spot.

Kumho Tires plans to take advantage of this sponsorship as not only for the exposure of its logo but also for the communication with local consumers. Last September, it held "Kumho Tires Mini-football Toss & Win" program in 5 states, where various events were being carried out to introduce the company's new products. For each event, over 3,000 people around the town participated, showing great interests.



During this year's college football season, Kumho Tires expects to acquire tangible results beneficial to its businesses, such as enhanced brand awareness and sales growth, throughout the continuous consumer marketing activities.

"In North America, the world's largest tire market, we've received credits for our products including ultra-high performance tire (UHP). In the replacement tire market, we're among big 5," said Kim, Jaebok, head of sales division of Kumho Tires' North America division. "We will make our brand more familiar to US consumers throughout a wide selection of sport marketing programs."

Having advanced into US in 1975, Kumho Tires now takes the indisputable no. 1 position in the replacement tire market among Korean tire brands.

Yokohama rubber donates admission fees and contributions to WWF



tire fact

Having your vehicle properly aligned is important in maintaining tire quality. Vehicle alignment should be checked often, especially if you notice your vehicle 'pulling' to one side or another, or if you notice irregular tread wear on your vehicle's tires.



The Yokohama Rubber Co., Ltd., held a "one coin" live charity event called "Yokohama Rubber LIVEecoMOTION with MTV," co-sponsored by the music and entertainment brand MTV Japan Inc., at Hall C of the Tokyo International Forum (Chiyoda-ku, Tokyo) on October 1. On October 12, Yokohama Rubber donated the total of admission fees (492,500 yen) and contributions collected at the site (37,280 yen) to World Wild Fund for Nature Japan (WWF Japan), for its activities aimed at combating global warming.

Held annually since 2007, "LIVEecoMOTION" is a live charity event with an admission fee of only a single 500-yen coin. It provides time and motivation to think about ecology together with participating artists, and the total of admission fees and collected donations is given to WWF for its activities. 985 people of audiences took part in this fourth event.

In conjunction with the live event, individuals can post their personal eco-commitments on Twitter at "@live_ecomotion" until November 12 (Japanese language only). A staff T-shirt autographed by all of the artists who participated live in this year's event will be presented to three contributors chosen by drawing. The aforementioned Twitter account is easily accessible on the Japanese language side of the ecoMOTION website or directly at http://ecomotion.jp/live_twitter/.

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BluEarth AE-01

Receives Good Design Award

Yokohama Rubber Co., Ltd., has announced that for the second consecutive year one of its tires - this time the new fuel-efficient tire for passenger cars, "BluEarth AE-01" - has received the Good Design Award, following the "ADVAN dB" in 2009. The "BluEarth AE-01" is our third tire to be recognized. The first was the "Eco Tire DNA" series in 2002. Yokohama has received the award on multiple occasions in the past for other products as well, including for golf clubs, tire pressure monitoring systems and nursing-care and social-welfare products.

The first in the "BluEarth" series based on a new concept of tire production, the "BluEarth AE-01" was released domestically in July. It has been rated "AA" for rolling resistance and "c" for wet grip under the rating system* launched in January 2010 by the Japan Automobile Tyre Manufacturers Association (JATMA). Rolling resistance was reduced by 24% from Yokohama's previous "DNA ECOS" products, while meeting wet grip safety standards as well. Low noise and vibration, and a smooth, comfortable ride are among the improvements. In addition to being a major contribution to protection of the global environment, Yokohama's affirmative efforts to reduce specific burdens on users, surrounding living environments, etc., as well as the elegant design including the tread pattern, have been highly evaluated - as evidenced by receipt of the award.

Under the new BluEarth concept - "Easy on the Environment, People and Society" - Yokohama endeavors to be environmentally friendly through excellent fuel-efficiency, and easy on drivers and surrounding living environments through improvements in safety and comfort, and reduction of noise outside the vehicle.

Replacing the "Good Design Selection System" instituted in 1957 by the Ministry of International Trade and Industry (MITI) (predecessor of the Ministry of Economy, Trade and Industry (METI)), the Japan Industrial Design Promotion Organization (JIDPO) launched the Good Design Award in 1998. It is the only comprehensive program for the evaluation and encouragement of design in Japan. More than 35,000 awards have been given, and many overseas as well as domestic companies and organizations now participate in the program. The award entitles the item to bear the "G Mark" as a symbol of excellent design.

*A voluntary industry grading system for tires issued by the JATMA. Deeming tires meeting certain criteria for rolling resistance and wet grip to be fuel-efficient tires, the system rates them according to level.



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Goodyear tires will be standard fitment on 2011 Ford Explorer

Ford Motor Company is turning to Goodyear's popular Fortera HL tire as a key original equipment fitment for the 2011 Ford Explorer.

The standard tire fitment for the Explorer SE model will be Goodyear Fortera HL tires in a P245/65R17 size. The most fuel-efficient version of this popular SUV would help deliver expected best-in-class fuel economy in highway driving, with both the 3.5 TiVCT V-6 and the new 2.0 I-4 EcoBoost engine.

The completely reinvented and much-anticipated 2011 Ford Explorer is expected in dealer showrooms this winter.

Goodyear's Fortera HL is an award-winning tire with other original equipment fitments. With an optimized tread pattern that features deep blades and grooves, the tire provides a quiet ride and all-season traction for SUVs.

Goodyear tires are original equipment on many vehicles from Acura, Audi, Cadillac, Chevrolet, Dodge, Ford, GMC, Hummer, Infiniti, Isuzu, Jeep, Land Rover, Lexus, Mazda, Mercury, Nissan and Toyota. Traditionally, more new vehicles in North America are equipped with Goodyear tires than any other brand.



Michelin Footwear consumer website debuts

Online Holiday Offers & Free Shipping Available on Popular Work Boots, Casual Driving Shoes

Michelin Footwear® is celebrating the launch of its consumer website with exclusive online offers and free shipping on a full line of top quality work and leisure footwear for savvy holiday shoppers looking to save money and time this season. The new website - www.michelinfootwear.com - is designed to help the company expand retail availability to consumers and reach more commercial industry professionals who will appreciate the footwear's comfort, quality and long wear.

The website features over 20 styles of boots, shoes and insoles, including limited-edition, casual driving shoes and full-leather and suede boots for work or play - many with soles inspired by Michelin's high-performance tire tread designs. MICHELIN boots offer a number of features, including waterproof; protective toe and metatarsal support; electrical hazard protection; resistance to punctures, chemicals, heat and abrasion as well as Michelin's proprietary Orthoframe™ footbed. The MXV4® casual driving shoes feature hand-sewn leather uppers with padded collars; a patented, dual-density heel-cushioning system; and soles patterned after the MICHELIN® Primacy™ MXV4® touring tire.

"All MICHELIN footwear is designed from the inside out," said Tom Costin, CEO of Michelin Footwear. "Michelin Footwear began building a loyal following of working professionals three years ago by offering the fit, features and comfort that exceeded expectations. More recently, we developed a limited-edition, MICHELIN casual driving shoe to explore opportunities in that segment. The new consumer website allows us to reach a wider audience and invite them to experience the Michelin Footwear difference with special pricing that's 30 to 40 percent off retail, plus free shipping," he adds.

The special offer runs through January 31, 2009 in the Continental U.S. and District of Columbia, and requires entering the promotional code word "COMFORT" at checkout. The promotional code takes 40 percent off the \$79.99 retail price of the MXV4 driving shoes and 40 percent off Michelin Footwear-brand Orthotic insoles which retail for \$24.95 - plus free shipping. The promotional code also takes 30 percent off the price of work boots, which retail from \$89.99-\$204.99, plus free shipping. In addition, customers visiting the website before December 31st can enter to win a free pair of boots by clicking on the tab "My Michelin."

Michelin Footwear (www.michelinfootwear.com), a division of Gear Six Technologies LLC of Salem, Mass., is the worldwide licensee for MICHELIN-branded footwear and footwear components. Created in 2005 as an extension of Michelin Lifestyle Limited's global consumer products business and to leverage the company's technical expertise in managing contact with the ground in comfort and safety, Michelin Footwear offers a growing line of premium boots, shoes and insoles ideal for working professionals as well as casual wear - many with sole designs inspired by Michelin's high-performance tire tread designs.

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks, motorcycles and the space shuttle. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelin.com) employs more than 22,300 and operates 19 major manufacturing plants in 17 locations.

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Singapore International Auto Parts Expo	01-03 Dec 10	The expo showcases world automobile & auto-component industry focused to markets of South & South-East Asia. SIAPE will provide a best place to find business partners and strategic alliances for manufacturing, outsourcing, sub-contracting, design and development as well as direct marketing.	Singapore Expo, Singapore	www.siape2010.com
Motor Show-Oman	01-04 Dec 10	Motor Show-Oman is the flagship event for the Oman motor industry. The show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world. Motor Show 2010 will showcase vehicles of all makes and models, the largest gathering of popular automotive brands under one roof.	Oman International Exhibition Centre, Muscat, Oman	www.omanexpo.com
New England International AutoShow	01-05 Dec 10	New England International Auto Show, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Boston Convention & Exhibition Center (BCEC), Boston, Massachusetts, United States Of America	N/A
India Automation Show	01-06 Dec 10	India Automation Show is one of the most important and biggest exhibition in India. The event will showcase products and equipments for automation industry.	Pragati Maidan, New Delhi, Delhi, India	www.automation2010.in
Motor Show-Bologna	04-12 Dec 10	The show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world. Motor show bologna, the exhibition platform for luxury cars, passenger cars, specialist vehicles, motor-cycles, scooters & mopeds & off-road vehicles.	Bologna Fair Centre, Bologna, Emilia-Romagna, Italy	N/A
Riyadh Motor Show	05-09 Dec 10	The Riyadh Motor Show is the oldest and most important show in the region. Buyers have come to count on this event to bring them the latest in models and options from top names in the auto industry from around the world. Held concurrently with Saudi Autoshow.	Riyadh Exhibition Centre, Riyadh, Ar Riyad, Saudi Arabia	www.recexpo.com

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Saudi Autoshow	05-09 Dec 10	Saudi Autoshow is the show of the year for the automotive parts and service industry. The show runs concurrently with the 28th annual Riyadh Motor Show, the most important auto show in the region. The show attracts over 90,000 trade and public visitors	Riyadh Exhibition Centre, Riyadh, Ar Riyad, Saudi Arabia	N/A
Motor Show-Oman	01-04 Dec 10	Motor Show-Oman is the flagship event for the Oman motor industry. The show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world. Motor Show 2010 will showcase vehicles of all makes and models, the largest gathering of popular automotive brands under one roof.	Oman International Exhibition Centre, Muscat, Oman	www.omanexpo.com
Abu Dhabi International Motor Show	07-11 Dec 10	Abu Dhabi International Motor Show will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories being present, offering you a perfect chance to show case your products.	Abu Dhabi National Exhibition Centre, Abu Dhabi, United Arab Emirates	www.admotorshow.com
Automechanika Shanghai	08-011 Dec 10	The Automechanika Shanghai is a reliable event for auto sector. Held at Shanghai New International Expo Centre, China, the event is a reliable base for fostering relations between various professionals from all over the globe.	Shanghai New International Expo Centre(SNIEC), Shanghai, China	www.automechanika-shanghai.com
Saudi International Motor Show	26-Dec 10	The Saudi International Motor Show (SIMS) has that something special. Its location in Jeddah - the undisputed centre of the Kingdom's automotive market - is of course a factor but just as important are added value features that create a carnival atmosphere and result in a must-see family attraction delivering high returns to participants.	Jeddah Centre for Forums & Events, Jeddah, Saudi Arabia	N/A
International Auto Show-San Diego	26 Dec - 02 Jan 10	International Auto Show-San Diego, a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	San Diego Convention Center, San Diego, California, United States Of America	www.sdautohshow.com/



Hasselblad meets Ferrari

The H4D Ferrari Limited Edition

Two worldwide renowned companies born from the passion of two men now collaborate in the creation of the H4D Ferrari, a limited edition of Hasselblad's latest flagship camera. This brand new model is dedicated to the new generation of photographers looking for the ultimate image quality, and will be produced in 499 units. A winning combination, the Hasselblad H4D Ferrari Limited Edition camera will have appeal to Ferrari and Hasselblad fans who appreciate the innovation, quality and design that symbolize both brands.

The H4D Ferrari Limited Edition is finished in Ferrari's unique color "rosso fuoco", and bears the legendary Racing Shield. The camera, which comes with an 80mm lens, is presented in an exclusively designed and engineered box with a glass top equally labeled with the distinctive Ferrari Racing Shield. Dual layers, one for the camera, with the lens and accessories housed in a separate lower level, are lined with a soft and rich material. This striking case is housed in a special handmade case and therefore is ideal for both storage and display.

Dr. Larry Hansen, chairman and CEO of Hasselblad: "I am proud of the company's achievements since the introduction of the newest generation of Hasselblad cameras, the H4 series, and feel very honored to be able to celebrate our success together with such a precious brand."

For more than 6 decades Ferrari as well as Hasselblad are renowned for technological innovative solutions, passion for excellence and an extraordinary sense of style. Based upon that mutual and absorbing passion, Ferrari and Hasselblad partner in the launch of this new generation of H4 cameras.

Catch a first glance of the striking red camera model at the Hasselblad photokina booth from September 22, 12:00am where it will be displayed for all intrigued visitors. The showcase will be located at the specially designed car stage, where renowned car photographers Guenther Raupp and Roberto Bigano will perform 30-minutes Master Classes demonstrating their set-up and shooting techniques.

For Ferrari enthusiasts striving to produce images at top speed, the brand new Phocus Quick software by Hasselblad that simply sidesteps any kind of complex postproduction will turn out to be the perfect tool to "strike home".



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PARTS

FORD'S DEBUTS LATEST DRIVER CONNECT TECHNOLOGY AT GITEX

Ford Middle East introduced a smarter, safer and simpler system to connect drivers with in-car technologies and their digital lives. The new MyFord™ and MyFord Touch™ driver-connect technologies made their regional debut at this year's GITEX Technology Week, the Middle East's leading technology exhibition, taking place at the Dubai Convention & Exhibition Centre 17-21 October, 2010.

Ford returns this year to GITEX as official automotive partner for the third year straight, profiling yet another pioneering technology, and staying true to its drive for taking high-end technologies mainstream. Building on its leadership with the award-winning SYNC® device connectivity system, Ford has combined a variety of technologies into one powerful, intuitive connected driver experience called MyFord, which begins rolling out on the new 2011 Ford Edge showcased inside Sheikh Saeed Hall.



"This represents yet another milestone in in-vehicle technology from Ford," said Fahd Ahmed, Cockpit Electronics Strategy & Planning, Global Infotainment Technologies, Ford Motor Company. "With MyFord driver connect technology, we realized we weren't necessarily competing with other automakers, but we were redefining how customers interacted with their cars. Our goal is to set the benchmark for the automotive user interface, just as we've done for device connectivity with SYNC."

MyFord Touch™, powered by SYNC®, takes it up another step, and replaces many of the traditional vehicle buttons, knobs and gauges with clear, colorful LCD screens and 5-way buttons. The screens can be personalized to display information relevant to each individual driver using a simple button click, voice command or touch screen tap.



"With a single centralized touch responsive control managing everything from ambient lighting, to climate control, to music, mobile phone and internet connectivity and more, My Ford Touch truly rationalizes the relationship between driver and vehicle," Ahmed added.

"GITEX is the ideal platform for us to launch MyFord Touch™ as well as the new 2011 Edge," said Hussein Murad, Ford Middle East's regional director for Sales. "We're revolutionizing in-vehicle control and driver connectivity, and we want to showcase the advancements we've achieved with an audience that we know appreciates the innovations we're bringing to the driving experience and the automotive industry as a whole."

During the design phases of MyFord Touch, Ford and development partners Ideo scrutinised hundreds of different remote control devices and gaming controls; and studied great-looking LCD screens with smart, clean graphics on iPods, hand-

held games, smartphones, GPS systems and websites. They also spent time with 'extreme users' of transport controls – airline pilots, firefighters and police officers - who need to safely navigate complex information environments in high pressure situations.

Speaking on the show's inaugural day, Sonya Nematollahi, Driver Information Engineering Supervisor at Ford Motor Company explained: "MyFord Touch incorporates features very much like those found on PDAs and MP3 players, which means that drivers are already familiar with the features and layouts, making it easier for the user to navigate between the available menus and options - minimising distraction and making for safer driving.

"You can jump in the 2011 Ford Edge and bring your technology – your lifestyle – with you and have everything at your fingertips without having to shuffle through your bags or pockets," added Nematollahi. "The 2011 Ford Edge gives you all the capability and flexibility you want along with great style."

MyFord™ / MyFord Touch™ is just one feature headlining the list of 10 class-exclusive standard and available technologies for the 2011 Ford Edge, the latest version of Ford's popular crossover which blends technology, design and class-leading powertrains in a fully revamped package - including extensive exterior redesign, and improved materials and interior craftsmanship.

MyFord Touch™ joins SYNC®, Easy Fuel®, SecuriCode™ keyless entry keypad; Blind Spot Mirrors (standard); Blind Spot Information System (BLIS®) with Cross Traffic Alert; MyKey™; AdvanceTrac® with RSC (Roll Stability Control™); and Adaptive Cruise Control and Collision Warning with Brake Support round out the list of available class-exclusive technologies on the new 2011 Edge. Additionally, the new Edge Sport also features class-exclusive standard 22-inch wheels, paddle activation and a whopping 305 NET hp delivered by the new 3.7L V6 Ti-VCT.





PARTS

New ARB Sprint Canopy

After three years of extensive design and engineering, ARB is pleased to announce the arrival of an exciting new canopy range for Australian ute owners – the ARB Sprint. Designed for the popular Toyota HiLux dual cab SR5, with more models to be released in coming months, the ARB Sprint canopy is the ideal solution for owners looking to transform their ordinary ute into a sleek and stylish vehicle which will turn heads both in the city and the bush.

The European-inspired canopy was engineered from a blank canvas, utilising the latest CAD programs and automotive trends to ensure the Sprint not only looks outstanding but complements the original vehicle shape.

The ARB Sprint comes in two distinct parts, with the slimline front being permanently fitted to your vehicle, while the large, lift-up rear section can be easily removed to allow storage of larger cargo if required. Engineered to offer outstanding and secure storage capacity, the Sprint is suitable for tools, portable fridges and valuables.

Aesthetically aimed at suiting ute owners with an eye for flair and style, the Sprint canopy is engineered with strength and durability in mind, and incorporates a host of features designed to withstand the tough Australian environment. Utilising the latest in twin skin construction technology, the Sprint is manufactured from recyclable ABS for structural strength and reduced landfill, while the canopy's weatherproof design incorporates a factory fitted ventilation system to reduce dust ingress and condensation build-up. Tough steel mounting brackets provide strength, stability and long lasting resilience in the harshest terrain, while inbuilt drain holes provide an outlet for any condensation.

A unique, maintenance-free hinge system lifts up the rear section with minimal assistance to provide excellent access from the tailgate. Gas struts further aid in opening the lid, with both the struts and hinge system being located above the wheel arch for unobstructed access to the side of the vehicle tub. An integrated, recessed grab handle is provided to assist in closing the canopy. Fully lockable with a double-sided key for ease of use, the Sprint also features an internal safety release mechanism.



Designed in Australia, the Sprint canopy features an attractive, textured black interior to reduce glare while also making it easy to maintain and clean. The interior also incorporates a white LED light which automatically activates when the rear is raised and has the added benefit of including a three-way switch mounted in the vehicle cabin for convenience. A bright, top-mounted third LED brake light is also incorporated in the canopy, with all wiring and fasteners for the Sprint being fully concealed for aesthetics.

Further adding to the exceptional look of the canopy, the Sprint's smooth outer shell is colour coded to complement your vehicle, utilising premium quality automotive paint to suit the harsh Australian climate. The rear section features tinted and fixed safety glass to reduce heat and improve security.

ARB's Canopy Product Manager, Robert Puts, expects ute owners will be excited by the new canopy range. "The ARB Sprint represents an investment in style and quality that is sure to turn heads across Australia," he says. "The extensive research and design, backed by superior components and attention to detail, has ensured that the ARB Sprint sets a new standard in premium quality canopies."

Backed by a 3 year, 60,000km warranty, the ARB Sprint canopy is supported by local spare parts and after sales support.





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Microsoft Drives the Future of In-Vehicle Infotainment

Release of Windows Embedded Automotive 7 gives car makers and suppliers the tools, technology and flexibility to transform the in-car experience.



Recently, at the SAE Convergence 2010 Conference and Exhibition, Microsoft Corp. announced the availability of Windows Embedded Automotive 7 to select car makers and suppliers in the automotive industry. Designed to support the development of new infotainment systems, Windows Embedded Automotive 7 is an industry-leading platform providing integrated services for communication, entertainment, navigation and information for the mass market.

With Windows Embedded Automotive 7, car makers and suppliers have access to Microsoft's latest tools and technology, as well as a worldwide partner ecosystem, which allows them to quickly create in-vehicle experiences that are easier to use and more engaging for drivers and passengers. Key features include speech commands, touch input, hands-free Bluetooth phone communications, advanced dashboard systems for access to music, maps, third-party apps and navigation, and streamlined connectivity with other devices.

"Microsoft deeply understands that technology collaboration is paramount to the evolution of integrated, in-vehicle infotainment systems," said Kevin Dallas, general manager of the Windows Embedded Business Unit at Microsoft. "We are excited to create new opportunities with Windows Embedded Automotive 7 working with our broad ecosystem of partners to bring the best in entertainment and productivity solutions to drivers and passengers around the world."

Additional Windows Embedded Automotive 7 features include the following:

Silverlight for Windows Embedded. Silverlight for Windows Embedded gives car makers the ability to quickly create rich device user experiences with engaging 2-D and 3-D graphics by using a familiar Microsoft technology and taking advantage of a large ecosystem of Microsoft Silverlight designers. Experiences built in Silverlight for Windows Embedded can be refined rapidly on the desktop and deployed unchanged to the target device facilitating flawless delivery from designer to developer.

Microsoft Tellme speech technology. Microsoft Tellme speech technology powers simple and hands-free system commands such as allowing the entire interface to be driven through speech. In addition, new support for SMS reply by voice allows text message replies to be constructed by speech. Windows Embedded Automotive 7 also supports eight languages: U.S. English, U.K. English, German, Mexican Spanish, Continental Spanish, Canadian French, Continental French and Korean.

Next-generation automotive system tools. New tools for developers support the stable integration of advanced, high-performance, third-party systems and include improved test modules with easy-to-use product engineering guidelines to help simplify the development process, increase reliability and speed time to market.

"Consumers are increasingly demanding access to new multimedia content, productivity solutions, and connected services for entertainment and communication from their in-vehicle system, similar to what they expect from their other devices," said Thilo Koslowski, vice president in the Industry Advisory Service Manufacturing group at Gartner Inc. "To build and deploy compelling in-vehicle infotainment system, experienced technology partners, car makers and suppliers must come together. The result of these collaborations turn the automobile into a seamless extension of the digital lifestyle."



Strong Partnerships and Momentum for the Road Ahead

Drivers and passengers today can experience Windows Embedded Automotive in more than 80 vehicle models worldwide through solutions from partners including Ford Motor Co., Kia Motors Corp., Fiat Group Automobiles S.p.A., Nissan Motor Co. Ltd., Paccar Inc., and Alpine Electronics Inc. Highlights include the following:

Ford goes global with SYNC. This month, Ford announced that MyFord Touch, the second generation of Ford SYNC, built on the Windows Embedded Automotive platform, is launching in Europe and Asia early next year. SYNC has been installed in more than 2.5 million vehicles in North America since its launch in 2007.

Nissan LEAF information hub. Today, Microsoft also announced that the 2011 Nissan LEAF touchscreen information hub is powered by Windows Embedded Automotive technology, providing drivers and passengers with a navigation system and electricity charging station locator. It also shares power consumption monitoring information with drivers, and enables easy in-car climate monitoring.

Fiat. Fiat Group Automobiles is bringing the Fiat 500 to the North American market in 2010. The 500 includes Fiat's Blue&Me technology, powered by Microsoft, a media gateway that integrates mobile phones and digital music players into audio system and controls of the car, allowing voice control of these devices by the driver.

Alpine. Alpine Electronics of America Inc. delivered advanced in-vehicle navigation systems, powered by Windows Embedded Automotive, to car manufacturers, including satellite-guided, turn-by-turn directions and useful features, such as voice-guided controls, and information on more than 7 million points of interest.

More information is available from the Windows Embedded Newsroom at <http://www.microsoft.com/presspass/presskits/embedded/default.aspx> or by following MSFTWEB on Twitter for updates.

More information on the capabilities and features of Windows Embedded Automotive 7, as well as the entire Windows Embedded portfolio of platforms and technologies, is available at <http://www.microsoft.com/windowseMBEDded>.

Founded in 1975, Microsoft (Nasdaq: MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.





PARTS

Think Future. Today

Schaeffler Automotive Aftermarket at the 2010 Automechanika



Schaeffler Automotive Aftermarket showcased itself as innovative and future-focused with its motto "Think future. Today." on this years Automechanika in Frankfurt Main.

4,486 exhibitors from 76 countries, visited by around 155,000 professionals from 180 nations and an industry with an extremely positive outlook – this is the assessment of the automotive industry's leading trade fair, the Automechanika 2010. For Schaeffler Automotive Aftermarket, the show proved to be a real success with outstanding attendee quality and excellent international contacts, especially to distributors and garages. The company showcased itself as innovative and future-focused with its motto "Think future. Today."

Highlight at the stand in Hall 2 was the ten meter long "Innovation Drive" tunnel that displayed current and future vehicle technologies from the Schaeffler Group. Whether LuK's dual mass flywheel with centrifugal pendulum-type absorber, INA UniAir, or the wheel bearing concept with axial spline from FAG – a total of nine innovative products were on display to international industry experts. Functioning models and multi-media elements were used to allow visitors to experience the innovations actively. Another focus of the trade fair stand were the aftermarket solutions of the brands LuK, INA and FAG for passenger cars, light

commercial vehicles and tractors; and their large assortment of replacement parts in original equipment quality. Another eye-catcher was the stand's wall display made up of 16 monitors used to communicate product information. In fact, it did even more and was used for broadcasting live from the "Technik Live!" (Technology Live!) stand in Hall 9.0. Here the diagnosis, maintenance and repair of product topics displayed at the main stand were presented in detail to garages and interested visitors. In short – practical and interesting presentations with added value for garages.

New as well was the presentation of Continental and Schaeffler side-by-side. The two company stands were next to each other in Hall 2 and shared a common catering area. Actively participating at Technik Live! in hall 9 were - besides the Schaeffler brands – also the Continental brands VDO and ATE. Both companies also supported the first-ever Automechanika rally organized by the German Association of the Independent Spare Parts Industry (Verband Freier Ersatzteilemarkt e.V. – VREI) by sponsoring several driver teams.



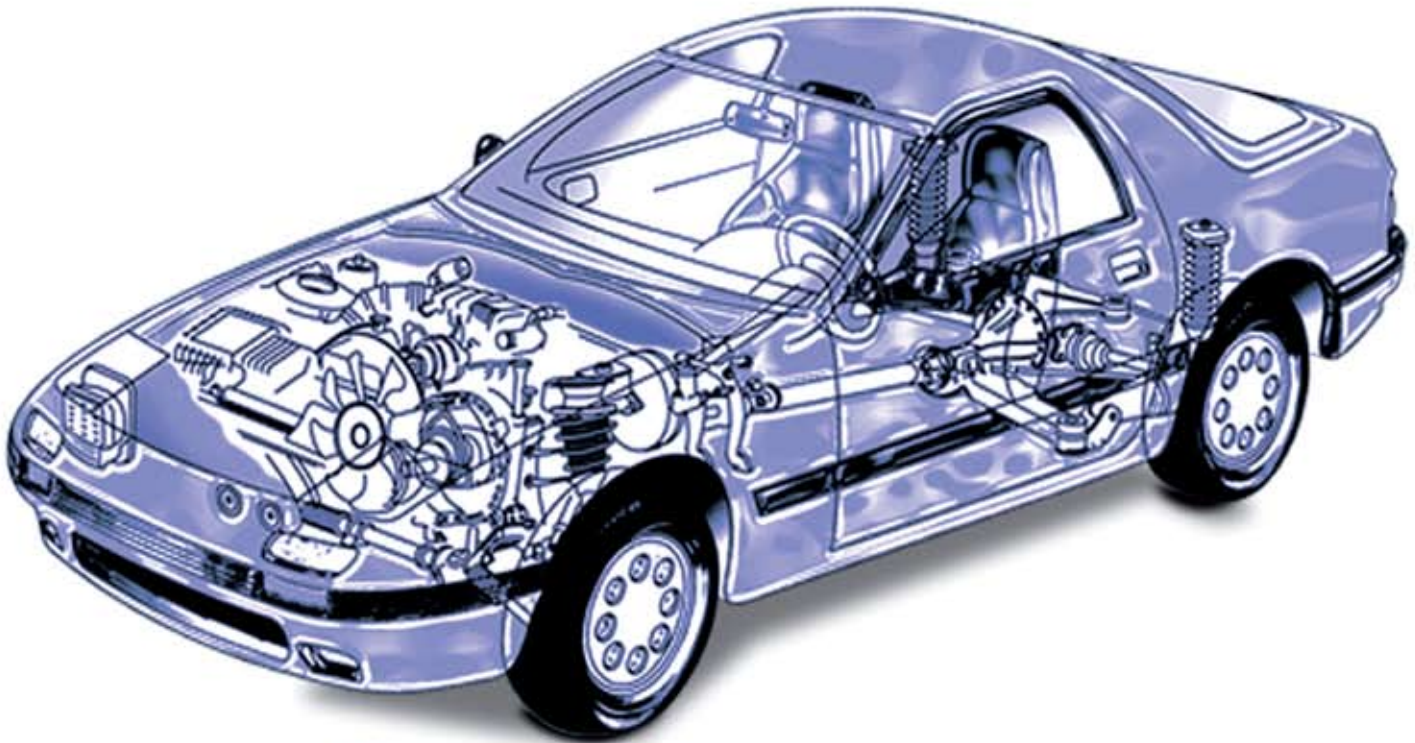
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Side View Assist

the blind-spot assistant Bosch ultrasonic sensors for safe lane changes



Nearly all popular passenger cars are aerodynamically shaped. However, what is gained in optical appeal and co-friendliness is often lost in all-round vision. That very often results in critical situations, particularly when drivers are changing lanes. The Bosch "Side View Assist" blind-spot assistant is an innovative driver assistance system that helps drivers when they are changing lanes and warns them of dangers. Like the Bosch parking aid and parking assistant, the system uses ultrasonic sensors. Because of the combination of several ultrasound-based features, and because the Side View Assist makes use of electronic components already present in the car, the system offers automakers – and thus ultimately car buyers – significant cost savings compared with radar- or video-based systems.

The Side View Assist is capable of registering objects three meters to the side and diagonally to the rear of the vehicle, which means that it covers precisely those areas that are located in the dangerous "blind spot." If the sensors detect a vehicle, their signal is first checked for plausibility by the system's electronics to prevent false alarms. The Side View Assist can then warn the driver in two ways: first optically, and then, if the driver fails to react, acoustically.

Four additional sensors to detect the dangers that drivers miss

The Side View Assist's ultrasonic sensors are mounted in the sides of the vehicle's front and rear bumpers. The two rear-side sensors monitor the blind spot on the lanes to the right and left. The two front sensors are used exclusively for plausibility checks. If, for example, the front left sensor detects an object before the rear left sensor does, it is clear that an oncoming vehicle on the other side of the road is driving by the vehicle in question, and the electronic sensors do not warn the driver. The sensors use the same technique to detect parked vehicles, road signs, etc., and to register when drivers are passing other cars. In those cases, they do not set off an alarm. It is only when one of the rear side sensors reports an object that has not already been detected by the front sensors that danger is imminent. The Side View Assist then warns the driver optically, for example by activating a light signal in the side mirror on the same side on which the object was detected. If the driver misses or ignores this warning and uses the turn signal to indicate a lane change, the Side View Assist can activate an additional acoustic warning signal.

The Side View Assist works at speeds of between 10 and 140 kph. Outside that range, it does not warn drivers. The system aids drivers in complex traffic situations when relative speeds are low, and therefore mostly helps them on urban roads and highways and on multi-lane roads where speed limits are in place. The system warns drivers but does not intervene directly in their actions.

The Bosch Side View Assist is an important contribution to road safety. Accident statistics show that the majority of lane-changing accidents happen at speeds of under 100 kph. Of those accidents, the majority occur at speeds of 60 kph or less.

Label 3- High Performance Suspension System for the Fiat 500 Abarth by POGEA RACING



For all sporty and performance loving Fiat 500 Abarth owners Pogea Racing proudly presents the individually height adjustable and individually adjustable rebound- and compression technology will bring the Cinquecento nearer to the road. The suspension is made of stainless steel and is the highest quality for the Fiat on the world market.

The standard Abarth 500 comes already with a very sporty suspension, but Pogea Racing wanted to first develop a solution that can go more to the limit, and also customer asked to lower the car to the maximum to get a nicer shape. This suspension System was optimized on the Nürburgring by a professional driver hired by Pogea Racing.

This suspension was custom made for Pogea Racing by KW Automotive in Fichtenberg/Germany. All of the suspensions from Pogea Racing come with TÜV approvals and are immediately ready to deliver.



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A Link to the Future

MINI Connected

MINI Connected, a MINI-exclusive technology provides the basis for new and unprecedented integration of smartphone functions, taking the in-car integration of modern smartphone telecommunications, entertainment and online functions to a whole new level. MINI Connected is part of the two of the MINI infotainment systems, radio MINI Visual Boost and MINI Navigation.

MINI Connected adopts the familiar MINI display and operating logic to ensure that all functions can be used comfortably, simply, safely and intuitively while minimizing driver distraction.

Apple iPhone and iPod touch Support

The system allows iPhone owners even greater access to MINI Connected functionality, and uses new technology, specially developed for the MINI, to integrate the entertainment and online functions of the iPhone into the car.

MINI-specific functions can be integrated via an app for the iPhone and operated using the vehicle's joystick, steering wheel buttons and on-board monitor.

The iPhone is hooked up to the car either via a cable for the USB socket, supplied with the radio MINI Visual Boost and MINI Navigation system, or via an optional snap-in adapter. The MINI Connected App will be available at www.itunes.com/appstore.

Innovative iPod integration: the MINI Connected PlugIn.

Another feature which promises to add even greater variety to the spectrum of entertainment features on board the MINI is the MINI Connected PlugIn (MINI Connected PlugIn supports Apple's iPod Out).

iPod Out enables the MINI Connected system to display the familiar iPod navigation menu in the vehicle's main center speedo display,



and control the music playback features in the iPhone, the iPod touch and the latest generation iPod nano, using the vehicle's controls. This promotes a safer driving experience, as all of the vehicle's infotainment controls have been designed to minimize distraction while driving. This newly developed interface technology supports the new sixth generation iPod nano, iPhone and iPod touch running iOS 4.2 or later.

The functional repertoire of MINI Connected can be extended easily by dipping into the MINI Connected iPhone Apps. This will allow MINI Connected customers to continue to benefit from technical advances and creative developments in the field of in-car entertainment into the future.

The MINI Connected App will include a web radio function to allow users to pick up their preferred radio stations regardless of their location. The station database available through the app contains thousands of radio stations whose programs can be accessed online. The other functions of the MINI Connected App – such as access to the Google local search and Google Send to Car functions and reception of user-definable RSS news feeds, the content of which is displayed on the on-board monitor and can be read out using the optional voice output function.

Another MINI innovation is the Dynamic Music function included in the MINI Connected app. This comprises a selection of exclusively composed music which can be played on the audio system of the MINI and whose rhythm and dynamics change according to driving style. This function allows MINI drivers to use their accelerator and steering wheel to create their own personal soundtrack to that trademark go-kart feeling.

Always in touch: send and receive Facebook and Twitter posts inside the car.

Additionally, the MINI Connected app has the potential to give owners the platform to receive Facebook and Twitter posts in their car, view them on the on-board monitor and use the optional voice control to have them read out. Plus, standardized text messages can be sent out directly from the car via both services. This function enables MINI drivers to warn each other about traffic congestion or other problems on the road, for example.

Beyond MINI Connected.

The MINI Connected system includes a mount integrated into the center console for the snap-in adapter for Apple iPhone and iPod touch devices, a USB audio interface for MP3 players and smartphones, and a roof aerial. The system is also equipped with the Bluetooth hands-free facility for making telephone calls safely while on the move.

The phone and music player functions are operated in customary MINI style using a joystick on the center console and the color display in the center speedo. The same goes for audio streaming via Bluetooth, displaying album cover artwork on the on-board monitor and using innovative office functions, provided these are supported by the connected device.

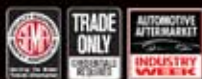
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In-Vehicle Connectivity Takes a Step Forward With Introduction of 'Media Interface Plus' On Mercedes-Benz Vehicles

New Vehicle Accessory Brings Pandora Smartphone Application and Wireless Music Streaming

Mercedes-Benz USA (MBUSA) has announced the availability of the Media Interface Plus (MIP), an innovative new vehicle accessory which enables drivers to retrofit their Mercedes-Benz to play and control Pandora (the leading personalized radio application) as well as other streaming audio content from their Smartphone, using the vehicle's premium audio system.

Media Interface Plus expands the basic functions of the vehicle's Media Interface (standard or optional depending on model), enhancing in-vehicle connectivity. A plug-and-play device, MIP seamlessly integrates with the Mercedes-Benz mbrace suite of services and Smartphone apps. It requires no installation: customers simply connect MIP to the existing Media Interface outlet (in the glove compartment or center armrest) and enjoy an unprecedented range of new features using the existing intuitive user interface.

"Media Interface Plus is an exciting extension of our commitment to provide cutting-edge, versatile entertainment solutions for Mercedes-Benz vehicles," said Christian Treiber, general manager of after-sales business development for MBUSA. "We were the first vehicle manufacturer to fully integrate the iPod and launch mbrace Smartphone apps that control vehicle functions from the iPhone and BlackBerry and extended Mercedes-Benz Concierge beyond the vehicle. We are always looking to push the boundary of in-vehicle connectivity to keep pace with our customers' lifestyles and expectations."

The MIP provides an easy-to-use interface with the Pandora application running on any iPhone 3G, 3GS or iPhone 4. For BlackBerry devices, the MIP enables Bluetooth wireless audio streaming of Pandora as well as simple control of the currently playing track. A Bluetooth wireless link is also used to stream and control audio tracks from iPod, iPhone or any other consumer electronics devices supporting Bluetooth audio streaming.

The result is seamless integration of outstanding sound quality, the ability to charge an iPod or iPhone, and the convenience of using familiar interfaces to access the new features it offers through radio and steering wheel controls for music playback.

Additionally, when connected using a special video cable, the Media Interface Plus enables customers to play iPod or iPhone video content on the vehicle display when the vehicle is at a standstill.

The Media Interface Plus was developed in collaboration with Mercedes-Benz Research & Development North America, Inc. (MBRDNA) in Palo Alto, California, the heart of the Silicon Valley. Johann Jungwirth, president & CEO, MBRDNA commented, "Once again Mercedes-Benz demonstrates its technological leadership with this product as first-to-market integration of Pandora Internet Radio by an automotive OEM. We continue to embrace trends and drive innovations which enable our customers to wirelessly access additional mobile applications and stream preferred content into Mercedes-Benz vehicles in an intuitive and easy manner with future upgrades and next generation products."

The Media Interface Plus is an original Mercedes-Benz Accessory and is now available for purchase for a one-time cost of \$298 at Mercedes-Benz authorized dealers.

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Women's watch of the year



72 women's watches from various renowned watchmaking brands were candidates for the famous watch of the year 2010 award (« Uhr des Jahres 2010 »), granted by the German magazine ARMBANDUHREN and the weekly newspaper WELT am SONNTAG. Further to the vote of more than 8000 readers, Baume & Mercier's Hampton Classic 8811 watch was awarded the first price in the women's watches category. This award represents a great honour

for Baume & Mercier, especially as it was the readers' choice.

Belonging to the Hampton collection launched in 1994, the Hampton Classic 8811 watch, set with 32 diamonds, has a classic and timeless elegance. The contrast between its rectangular mother of pearl case and its black alligator strap gives to this feminine watch a sophisticated style. Furthermore, as a wink, is an off-centred diamond on the crown, signature for all Baume & Mercier ladies' watches.

In 2001, Baume & Mercier enriched its Hampton collection by launching the Hampton Spirit. While retaining the signature features of the Hampton Milleis, its rectangle was placed horizontally and opted for an avant-garde, highly graphic design. The following year, the Design Studio created a High Jewelry version graced by a subtle combination of trapeze-cut, baguette-cut and round-cut diamonds.

Baume & Mercier was founded in 1830. Baume & Mercier's history has been marked by a series of profitable associations: charismatic men who have worked together in total harmony, driven by a single aim: to manufacture watches of the highest quality.

Power of Realtime Collaboration to Life



Avaya Flare™ delivers unique collaboration capabilities and an intuitive end-user experience across video, voice and text.

The Avaya Flare experience brings the power of Avaya Aura™ to the user, the first true Session Initiation Protocol (SIP)-based architecture, the new offering makes video calls and conferencing as easy as making a telephone call by using the same platform for both. Businesses integrate real-time video into their core Avaya Aura infrastructure for better control of costs, quality

of service, administration and management. Adding video functionality to the network is as simple as adding video-capable endpoints, since no overlay network is required.

The new products, which range from personal desktop to multi-screen room systems, make high-definition, low-bandwidth video collaboration accessible to more employees in more enterprises. In addition, the solutions operate at one-third of the cost, using significantly less bandwidth than competing solutions.

The Avaya Flare Experience is initially sold with the Avaya Desktop Video Device but will soon be made available for other environments, including PCs, laptops, tablet PCs and smartphones.

In celebration of the centenary of Mark Twain's death, Montblanc has dedicated its Limited Writers Edition 2010 to one of America's greatest novelists. The uniquely crafted writing instrument is a fitting homage to the creator of such classics as "The Adventures of Huckleberry Finn" and "The Adventures of Tom Sawyer".

Issued every year since 1992 in a limited edition worldwide, the Montblanc Limited Writers Edition with its timelessly classic designs pays tribute to the lives and works of the greatest icons in literary history. Montblanc is often considered as the custodian of writing culture. As such it has a cultural duty to honour the most distinguished authors of human civilization.

Montblanc Limited Writers Editions are sought after by connoisseurs and avid collectors worldwide. Increasing their rarity and value is the unique handcrafting involved in their production process. The manufacturing tools, specially developed for the production of every Montblanc Limited Writers Edition are destroyed at the end of each production run to make reproduction forever impossible.



Montblanc honours Mark Twain the America's greatest novelist

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Citizen's Yacht Timer



Citizen, the world's largest watchmaker, has introduced the all new Citizen Yacht Timer (JR4046-03E). It is a magnificently powerful watch that combines the innovation of function and refinement of design.

Watch connoisseurs have described the watch as a watch with sophisticated functionality and versatility at its best.

Powered by Citizen's Eco-Drive technology, the watch features Race timer-99 min countdown,

split time, automatic chrono start, 1/100th of a second chronograph up to 24 hrs and water resistant to 200 meters, making it the ideal watch for yachting. The watch is also equipped with convenient features like 30 cities world time, UTC display, dual time, dual alarm, 12/24 hr time and Daylight saving time.

The rose gold colour case and the black PU strap makes this watch a real head turner.

Timelessly sensual,
elegant, virile...



There are some things that Armani does really well and discreet elegance is one of them, especially concerning masculine fashionable accoutrements. Trust him to put class in a seductive fragrance for men and there you are; Armani Code for Men in a bottle as beautiful as the fragrance inside is deep, sonorous and timelessly charming! Fresh yet spicy too, it opens on citrusy notes and an unusual olive flower heart, evocative of lines and lines of Italian olive groves, before warming up via the exotic wood of guaiac (lignum vitae) and the sweetness of Tonka beans with their half cut hay, half caramel aroma. Code for Men is a nice companion to a professional lifestyle year round and shines best on the unassuming, modern guy.

Gran Turismo 5



Developed exclusively for PS3 by Polyphony Digital, Gran Turismo 5 brings the world's most realistic and comprehensive driving experience to fans in one of the most highly anticipated games of all time. Gran Turismo 5 features more than 1000 licensed cars from the world's top manufacturers and more than 20 tracks with more than 70 variations, including famous world circuits, city courses, and other environments. Featuring exciting gameplay and modes to suit newcomers, automotive enthusiasts, and seasoned fans, Gran Turismo 5 raises the bar on the franchise's depth of content and unparalleled visuals difficult to distinguish from a live race. Further reflecting this realism, cars will feature real-time visual damage with adaptive and accurate car deformation based on point of impact and velocity. Additionally for the first time, Gran Turismo 5 will feature an extremely deep online and community feature set. Players can progress and acquire credits through a variety of modes like GT Career Mode, Championship Races, License Tests and more, or they can explore different tracks and circuit variations in Arcade Mode. Additionally, players can race online with up to 16 players through PlayStation Network.

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