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TIRES & PARTS

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



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Ahmad Marzouk

Fast Rent A Car, Fleet Maintenance and Service supervisor



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Ahmad Marzouk

Fast Rent A Car, Fleet Maintenance and Service supervisor

What is your background in lease management?

When I left university I was offered the opportunity to work with Fast Rent a Car. I have been with Fast since 2003, a total of 8 years and within the first 3 months I moved from a fleet assistant to assistant controller. Since then, I have graduated through the rungs of Fast Rent a car to the position which I currently hold, that being the Fleet Maintenance and Service Supervisor. I now manage a team of controllers, drivers, and PRO's and an additional sales division for used cars.

Tell us more about you and your teams' involvement at Fast Rent A Car?

We are involved in a number of processes. For example, if a car requires registering, servicing, repair or resale, my team and I take care of it. In the instance where a car requires a service, a driver picks up the car and brings it to use here at the office where we determine the necessary requirement of the vehicle. We then alert the various departments required and execute. The roles of my teams are to handle all aspects of leasing, business and private, ensuring the cars and fleets are utilised effectively (controllers) to ensure the cars are in the right places at the right time as it has a business impact if there are delays (drivers) and to handle all government aspects of cars from insurance, to registration and fines! (PROs)

What is involved in the day-to-day operations of maintaining your fleet?

Day to day, we move hundreds of cars per day. We handle all the vehicles based in the UAE, with an in house maintenance team, Fast Service Center. We also rely on a few selected suppliers to work closely with us. Once a vehicle is received, we ensure the vehicles are serviced to the highest standards. The car is then sent to quality control to check if it is ready for rental before it is sent back to the rental location, which could be 1 of 14 offices in the UAE.

In Abu Dhabi alone, we get through over 50 cars per day for servicing and maintain an average of 82% up to 85% of total vehicles on the road for our customers on a daily basis. My team works hard to ensure we have vehicles of the highest standards for our customers. For example, this month we just released over 100 brand new cars into our fleet, they require registration and checks to ensure that they meet the highest standard. Logistically, there are a huge number of people involved in the process from start to finish, it's a tough job, but we love it.

What challenges do you face in operating a fleet?

There are many challenges such as urgent cases that require immediate attention, following up with all staff at the same time in order to have the cars ready before dead-lines, ensuring each and every car that comes through us for servicing or registration meets highest criteria before reaching the end user. For us, the toughest challenge comes in the form of the last minute urgent cases.

We are lucky to deal with some great suppliers. They know our requirements and having dealt with them for so long, they anticipate our needs. In addition, we have worked with some of the biggest car dealerships in the UAE, they too understand and are accommodating in our needs for fleet. So our requirements can be readily managed with careful planning and process controls.

How do you accommodate servicing and repairs within the fleet?

As I mentioned, we have an in house company, Fast Service Center which deals with the everyday items, light servicing and maintenance and such, they get through approximately 35-55 cars on a daily basis. If we have a major overhaul of a car following a crash or we need to change something drastic on a car, which is rare due to the youth of our fleet (we handle the purchase and sale of between 300-500 cars annually) we also take care of this internally. This is a more lengthy process, we are lucky however to have such great partners in the market that work with us regularly. Our suppliers are chosen based on stringent checks from delivery turnaround to inventory stock.

Where does your job satisfaction come from?

My job satisfaction comes from many sources such as meeting dead-lines and having the cars ready for rental at outlets. The best job satisfaction however, comes from the great feedback from our customers. Knowing that when they receive a car which is in perfect condition and that they are happy with our service, gives me satisfaction in my job. In addition, ensuring the entire fleet is being utilised efficiently and hitting our target utilisation rates, really drives me, especially internally through comparing with our colleagues!



CAMARO ZL1

Most Powerful Chevrolet Convertible Ever

Chevrolet has announced the brand's most-powerful convertible ever – the 2013 Camaro ZL1 – will debut at the Los Angeles Auto Show next month. When it goes on sale in late 2012, it will deliver more performance and technology than many exotic cars and ultra-luxury convertibles.

"The Camaro ZL1 convertible will be one of the most powerful and most capable, convertibles available at any price," said Al Oppenheiser, Camaro chief engineer. "This is a car that is guaranteed to put a smile on your face every time you drop the top – or hit the gas."

Like the coupe, the Camaro ZL1 convertible features a supercharged 6.2L "LSA" engine, SAE-rated at 580 horsepower and 754 Nm of torque.

The Camaro ZL1 convertible's power is complemented by advanced powertrain and chassis technologies designed to deliver exceptional performance on the road or track. In fact, it's the same balance of acceleration, handling and ride quality that enabled a Camaro ZL1 coupe recently to lap the Nürburgring's Nordschleife course in 7:41.27 minutes.

From Day One, the architecture for the fifth-generation Camaro was designed to accommodate a convertible model, which gives the ZL1 convertible coupe-like driving dynamics. Four strategic reinforcements enhance the already-stiff body structure to quell the cowl and steering wheel shake common in convertibles. They include:

- A tower-to-tower brace under the hood
- A transmission support reinforcement brace
- Underbody tunnel brace
- Front "X" brace and stiffer cradle as well as rear underbody "V" braces.

Additional structural reinforcements in the ZL1 convertible are designed to improve noise and vibration characteristics, while also reducing unwanted ride and body motions. They include a hydroformed tube in the A-pillars, an inner reinforcement bracket in the windshield header, a reinforced front hinge pillar and reinforcements inside the rockers.

The suspension of the ZL1 convertible uses the third-generation of Magnetic Ride. New, twin-wire/dual-coil dampers at all four corners enable faster response, with damping levels now adjusted up to 1,000 times per second – about one adjustment per inch of vehicle travel at 96.56 Km/h – making the system exceptionally responsive to changing driving and road conditions.

The Camaro ZL1 convertible will also offer Performance Traction Management as standard equipment, which is exclusive to General Motors. First introduced on the Corvette ZR1, it is an advanced system that integrates magnetic ride control, launch control, traction control and electronic stability control, to enhance both launch-acceleration performance and cornering.

The result is a convertible designed to preserve nearly all the acceleration, road-holding and performance capabilities of the Camaro ZL1 coupe, which goes on sale in early 2012.



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Mika Häkkinen to make comeback as guest driver in Mercedes-Benz SLS AMG GT3

For the first time in four years, former Formula One and DTM driver Mika Häkkinen will climb into the cockpit of a racing car for the season finale of the Intercontinental Le Mans Cup on 13th November in Zhuhai (China). Häkkinen will be driving a Mercedes-Benz SLS AMG GT3 for the six-hour race along with 2010 Mercedes-Benz DTM driver CongFu Cheng and Lance David Arnold of Germany. The Finn is making an appearance in his capacity as a Mercedes-Benz brand ambassador and this will be the first time the gullwing SLS has raced in China. The car has been entered by an independent team, Customer AMG Sports Team China.

Häkkinen's most recent race appearance took place on 14th October 2007 when he drove an AMG Mercedes C-Class in the DTM season finale at Hockenheim. Between 2005 and 2007, he competed in 31 DTM races for Mercedes-Benz, securing three wins, three pole positions and eight podium finishes.

In the period between 1991 and 2001, the Finn contested 161 Grands Prix, signing for McLaren-Mercedes in 1995. At the wheel of the Silver Arrow, Häkkinen claimed the Formula One world championship twice (1998 and 1999), won 20 Grand Prix races, secured 26 pole positions and posted 44 podium finishes (51 overall). Mika Häkkinen and David Coulthard (who drives the Deutsche Post AMG Mercedes C-Class in the 2011 DTM season) hold the record for the longest team-mate partnership in the history of Formula One; they drove together from 1996 to 2001.

The Mercedes-Benz SLS AMG GT3 is the competition version of the legendary gullwing, designed for customer motorsport. The car contested its first full racing season in 2011, including the ADAC GT Masters, the VLN Endurance Championship at the Nürburgring and the FIA GT3 European Championship. In its debut season, the SLS AMG GT3 scored victories in all three of these series; in the FIA GT3 European Championship, customer outfit Heico Motorsport won the team title, the first trophy for the gullwing.

Mika Häkkinen: "It's a great honour for me to be able to contest the first SLS AMG GT3 race in China. Although I've visited China many times, I've never raced there, which is why I'm really looking forward to Zhuhai. It will be a tough race in a competitive field, but I'll do my best for Customer Sports Team AMG. Of course, being a guest driver in such a line-up should be a lot of fun, especially in the SLS AMG GT3. It's a great customer motorsport vehicle which is both fast and extremely good-looking."



Norbert Haug, Vice-President Mercedes-Benz Motorsport: "Mika Häkkinen is one of the most successful, best-known and best-liked racing drivers in the world. He won back-to-back Formula One world championships in 1998 and 1999 with our McLaren-Mercedes Formula One team and later had a successful career in the DTM. For over fifteen years, he has been a prominent, world-famous member of the Mercedes family. Mika enjoys enormous popularity, especially in China, and that's also why he was so willing to play an active role in the race debut of the Mercedes SLS AMG GT3 at Zhuhai. Lining up on the grid for us is more than just a great gesture by Mika – he still possesses the same competitive spirit as in the days of his great Formula One battles with Michael Schumacher in the late 90s and early 2000s."

Ola Källenius, Chairman and CEO of Mercedes-AMG GmbH: "We are very proud that a fan favourite like Mika Häkkinen will be a guest driver in the SLS AMG GT3 at Zhuhai. His participation is unique, and we want to use his appearance to inspire race fans in China both for the vehicle and for the AMG customer sports programme. The GT3 version of the gullwing was designed for customer sport and will be raced in China – as in all other markets – by private teams. Experience gained from over 40 years of motor racing is encapsulated in that vehicle. As the first complete in-house development and production car from the AMG factory, the SLS AMG embodies all our expertise in developing high-performance vehicles."

Klaus Meier, president and CEO of Mercedes-Benz China Ltd. "Although AMG first came to China in 2007, the brand has already proved to be a great success. By 2010, China had already become AMG's third-largest market, and sales to August of this year are already 50% up on 2010. Chinese customers appreciate the incomparable blend of speed, handling, driving dynamics, exclusivity, design and exhaust note of the AMG. The commitment to customer motorsport with the Mercedes-Benz SLS AMG GT3 as a style icon will further contribute to increasing Chinese enthusiasm for AMG."

THE ULTIMATE COMPACT CROSSOVER

JUKE-R SET TO INJECT NEW EXCITEMENT INTO THE CROSSOVER MARKET



Question: What do you get when you cross a Nissan Juke with a Nissan GT-R?

Answer: The fastest, most exciting and daring compact crossover in the world.

Not content with re-shaping the new car market by pioneering the crossover – a success reflected in the soaring sales of its Qashqai and Juke models – Nissan is now creating the Juke-R, the first ever super crossover.

Currently under development the bold design of the Juke is clear to see. However, with the addition of flared wheel arches, revised front and rear bumpers plus a unique split rear wing, highlights this is no standard crossover – It's a Juke that thinks it's a GT-R – and with good reason. However, the car is not for production and is a one-off, road legal concept car, developed by Nissan and built by leading motorsports outfit RML with input from Nissan Technology Centre for Europe (NTC-E).

Under the bonnet is a 3.8-litre twin-turbo V6 engine adopted directly from Nissan's flagship supercar. Under the boot floor hides the GT-R's six-speed transaxle, with the front and rear ends joined by a modified GT-R 4WD driveline and prop shaft, while chunky 20-inch RAYS forged alloy rims fill each wheel arch.

The interior merges crossover and supercar with finesse, as the Juke's dashboard has been transformed to accommodate the gauges, dials and 7-inch customisable LCD display from the GT-R. The Juke's iconic centre console, inspired by the fuel tank of a motorcycle, remains while the rest of the interior has the look of a machine bred for the track. Twin race-seats with five-point harnesses sit inside a visible roll cage that gives FIA safety standards as well as enhanced rigidity to provide the ultimate performance.

"Nissan Juke is one of the most exciting cars on the market today. Its bold crossover design has captured the imagination of car buyers all over Europe; after just a year on sale we are celebrating sales of more than 100,000 units," said Paul Willcox, Senior Vice President, Sales and Marketing for Nissan in Europe.

"Juke lends itself perfectly to a sports derivative and Juke-R explores that territory. Equally at home on road and track, Juke-R showcases two of the most exciting cars in our range and highlights the technical innovation that drives Nissan. This car will more than live up to the dynamic driving experience we engineer into all our cars."

London 2012 hopeful performs world-first long jump over three Mini's

England long jump champion J.J. Jegede succeeds in attempt to clear three MINI London 2012 Edition models.

England long jump champion and London 2012 hopeful J.J. Jegede succeeded in his attempt to jump over the roofs of three cars at the launch of the MINI London 2012 Edition Models.

This world-first took place at Potter's Field, London. The three MINIs when lined up measured approximately six metres in length, a successful jump by a world-class athlete in optimum conditions is seven to eight metres, so Jegede, with no safety-net and under pressure to perform in extraordinary circumstances had very little margin for error.

In order to give Jegede the correct elevation for the jump, the run-up track and sand pit were raised to the height of the MINI's roofs on specially-constructed structures positioned either side of the vehicles. Both track and pit were built to competition standard to ensure the best conditions for the attempt.

J.J. Jegede said: "When you watch athletics on TV it's hard to really understand just how far professional athletes can jump. I've always wanted to demonstrate my ability in a fun way, so I jumped at the chance to perform an Evel Knievel-style display. It is my ultimate dream to compete at London 2012. I spend much of my spare time working with young people to get them involved in sport too, but I certainly advise any budding athletes not to try this one at home."

British Olympian Steve Backley, who hosted the proceedings, added: "This has been a fantastic celebration of world-class talent, an extraordinary feat and a special treat for the fans. Having performed on the world stage myself I know how nerve-wracking it feels before a big performance, but in these extraordinary conditions I can't imagine what J.J. was feeling."

MINI UK, through its affiliation to London 2012 partner BMW, is proud to be an official partner to Team GB and the ParalympicsGB Team on their journey to the London 2012 Olympic and Paralympic Games. Acting as the biggest fan for both teams, MINI hopes its support will help to inspire extraordinary performances.

The event provided the first look at the new London 2012 special, limited edition models to celebrate the London 2012 Olympic Games. There will be just 2,012 of these special edition models built, and will come in the Union Jack themed colours of red, white and blue. All models boast a white roof featuring the iconic London 2012 Olympic Games logo. The exterior features a distinctive Union Jack single sport stripe and the side scuttles also bear the London 2012 Olympic Games logo.



Inside, the most striking feature is the London skyline, beautifully etched across the width of the dashboard. Silhouetting some of London's most iconic landmarks, including Tower Bridge, Battersea Power Station and the London Eye, the dashboard also displays the words "London 1 of 2012". The headrests complement the th 12 logo is stitched on the inner edge of both front seats.





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Grand Prix fever brings in exciting offer on Infiniti vehicles from Arabian Automobiles

Arabian Automobiles partners with Infiniti for competition to win exclusive Formula 1™ Paddock Club tickets

In celebration of the racing season set to kick-off in Abu Dhabi next month, Arabian Automobiles Company, the exclusive dealer of Infiniti in Dubai and the Northern Emirates is running a promotional offer from October 19th – November 14th wherein any customer buying an Infiniti vehicle will receive the opportunity to win a once-in-a-lifetime prize of Formula 1™ Paddock Club tickets to the 2011 Formula 1™ Etihad Airways Abu Dhabi Grand Prix. Complimentary two years insurance on select models and a 5-year unlimited mileage warranty on the Infiniti line up will be additional benefits they receive on any purchase during this period.

Following a successful first round at the Jumeirah Beach Residences (JBR) over the weekend, Arabian Automobiles will continue to partner with Infiniti Middle East to bring the 'Infiniti Pitstop Challenge' to its second venue in Dubai, the Dubai International Financial Centre. The exciting competition offers customers and fans the chance to win Formula 1™ Paddock Club tickets which include the chance to walk along the pit lane and take a tour of Red Bull Racing's pit garage.

Felix Welch, Director – Sales & Marketing at Arabian Automobiles commented, "We are delighted to bring to life Infiniti's vision of Inspired Performance through this exciting competition and the brand's global partnership with Red Bull Racing. Changing the tyres on an F1 car requires speed and dexterity and we encourage our customers to sign-up for the Infiniti Pitstop Challenge and to take advantage of the fantastic commercial offer we have made available across all Infiniti new vehicle purchases during this period."

To win the Infiniti Pitstop Challenge's coveted prize, contestants will have to demonstrate their Grand Prix-style pitstop skills by changing, in the shortest possible time, the wheels and tyres of a replica of the Red Bull Racing RB7 car. Each team of two people can enroll online for priority privileges through the dedicated microsite (www.InfinitiPitstopChallenge.com), or sign-up the day of at any of the competition's venues across Dubai and Abu Dhabi from October through to its conclusion in November at the Dubai International Motor Show.

The winning pair will be chauffeur-driven in one of Infiniti's inspired performance models to and from November's Abu Dhabi Grand Prix, given a tour of the paddock on race day, and then seated in two of the most exclusive vantage points on the circuit to watch the race itself. All participants will have the chance to have photos taken of them in front of the teams pit garage and cars.



Toyota ranked as world's best automotive brand

According to Interbrand one of the world's leading branding consultancies, Toyota was ranked as the world's top-rated automotive brand in its latest global brand value report

Improving its performance by six percentage points on 2010, Toyota commands 11th place overall in the annual study.

Interbrand, highlighted Toyota's achievement in meeting challenges, including the impact of the Japan earthquake and tsunami earlier this year.

"Even though Toyota faced both an internal crisis and an external crisis, the company forged ahead by focusing on safety and quality, modifying its leadership structure and capitalising on its world-renown green efforts," it said.

Commenting on the results, Mr. Simon Frith, Managing Director Al-Futtaim Motors said: "As the exclusive distributor of Toyota in the UAE, we are very pleased that the top selling brand in the UAE is also recognized internationally as the world's top automotive brand. We are proud to have achieved this result, especially when our success was being recorded in the most difficult post tsunami conditions"

Interbrand calculates its rankings by analysing three key aspects that contribute to overall brand value: the financial performance of branded products and services; the role of the brand in purchase decisions; and the strength of the brand in securing earnings for a company.



ASTON MARTIN NAMED THE COOLEST BRAND

Aston Martin has been awarded the prize of the UK's coolest brand, winning this prestigious accolade for an unprecedented fifth time in six years.

Once again, Aston Martin has topped a poll which comprises an array of leading international contemporary design-driven brands, including Apple and Bang & Olufsen, as well as other leading automotive brands. Aston Martin was also voted the top automotive brand surpassing a host of other luxury and specialist manufacturers to complete a double success.

Stephen Cheliotis, Chief Executive, The Centre for Brand Analysis and Chairman of the CoolBrands Council commented: "Smooth, sexy and sophisticated; British built, high quality and hand finished, let's be honest, young or old, male or female, opinion former or British public, who wouldn't aspire to own what is truly the coolest car on the road. Number one in five of the last six years, this British icon is truly the coolest of the cool."

Since it was established in 2001, the CoolBrands initiative has been canvassing the opinions of experts and consumers to identify the coolest brand in the UK, based on factors including style, innovation, authenticity, originality and desirability.

This year's council of 36 influencers includes music artist Jessie J, DJ and Bestival founder Rob da Bank and actress and fashion designer, Sadie Frost. After 10,000 brands are initially identified, a shortlist of 1,500 brands is established and the panel and consumers then vote to produce a top 500 of the most highly rated brands.

The past decade has seen Aston Martin transformed from a small-scale manufacturer of specialist sports cars to one of the world's best-known luxury brands, boasting its strongest ever line-up. From the breathtaking One-77 supercar and the elegant yet brutal V12 Zagato to the Tailor-Fit luxury city car, the Cygnet, from the powerful Vantage range and new Virage to the exquisite DB9, DBS and Rapide, every Aston Martin expresses the core values of Power, Beauty and Soul. The Aston Martin range was expanded further at this year's Frankfurt Motor Show, where the company unveiled the striking new DBS Carbon Series.

Aston Martin is globally represented with a network of 136 dealers in 42 countries, most recently opening new dealerships in Istanbul, Turkey, Las Vegas, USA and Mumbai, India. The company also has ambitious growth plans for up to four new dealer sites in China over the next 12 months, doubling the existing network.

Aston Martin remains at the forefront of contemporary manufacturing, a cultural force that embodies design and engineering excellence, and a brand with a truly special heritage. Renowned around the world, Aston Martin enters the next decade with the promise of radical innovation and change, without losing the core qualities that make this strong, independent British brand so widely revered.



New 2012 Fiat 500 "Pink Ribbon" edition proceeds benefit The Breast Cancer Research Foundation

The FIAT Brand has announced the introduction of the 2012 Fiat 500 "Pink Ribbon" limited-edition model. Produced in partnership with The Breast Cancer Research Foundation® (BCRF), the collaboration allows breast cancer awareness advocates to express their support for the cause in modern iconic Italian style.

"We are honored to partner with an upstanding organization like The Breast Cancer Research Foundation that supports a cause so important to our consumers and our company," said Laura Soave, Head of FIAT North America. "The Fiat 500 Pink Ribbon edition offers our FIAT consumers a unique and stylish way to express their support, help fund breast cancer research and ultimately drive change."

Through the partnership, 250 Fiat 500 Pink Ribbon limited-edition vehicles have been available at FIAT Studios from October. Through the sales of the Fiat 500 Pink Ribbon model, FIAT will donate \$1,000 per purchase, with a minimum of \$50,000 contribution to BCRF. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.

"At The Breast Cancer Research Foundation, we are constantly looking for ways to further breast cancer awareness during Breast Cancer Awareness month and beyond," said Myra J. Biblowit, BCRF President. "The partnership with FIAT is especially exciting as it allows breast cancer supporters to literally drive awareness for the cause year round. We are extremely appreciative of FIAT's collaboration in this effort as the brand's contributions will help fund innovative research that will advance the fight against breast cancer worldwide."

About the 2012 Fiat 500 Pink Ribbon Edition

Designed exclusively for FIAT Brand's partnership with BCRF, the new 2012 Fiat 500 Pink Ribbon limited-edition model features several exclusive design elements that highlight the Cinquecento's iconic silhouette.

Based on the highly stylized 2012 Fiat 500 Lounge model, the Pink Ribbon limited-edition is available in Argento (silver) and Bianco (white) exterior paint colors and features a signature dark pink bodyside stripe with "500" logo and an accenting "ribbon" in light pink.



The interior of the Fiat 500 Pink Ribbon adds to the 500 Lounge model's already stylish interior with unique pink accents contrasting the Nero (black) interior. Highlighting this limited-edition model are Nero leather front and rear seats with pink accent stitching on the perimeter and signature "500" logo embroidered on the front seatbacks and a pink ribbon embroidered on the floor mats. For added detail, pink accents are hand-stitched through the Nero leather steering wheel and provide additional contrast in front of the body-color instrument panel bezel.

And to match this specially appointed Cinquecento, a pair of uniquely designed Fiat 500 Pink Ribbon key fobs provide customers with a personal reminder of the FIAT Brand and BCRF's partnership to find a cure.

Only 250 Fiat 500 Pink Ribbon limited-edition models have been made available at FIAT Studios nationwide since October. The Manufacturer's Suggested Retail Price of the 2012 Fiat 500 Pink Ribbon is \$22,500 (including \$500 destination). For more information, visit www.fiatusa.com/500PinkRibbon.

About the 2012 Fiat 500

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers a multitude of safety features, fuel efficiency, world-class quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a unique driving and ownership experience.



140 YEARS OF INNOVATION

1871: Continental-Caoutchouc und Gutta-Percha Compagnie is founded in Hanover, Germany as a rubber manufacturer. **1904:** Continental becomes the world's first company to develop car tyres with tread patterns. **1908:** Continental becomes the first with removable rims for touring cars. **1932:** Continental launches Schwingmetall, a range of special rubber-to-metal bonded products that provides for vibration and noise damping engine suspension. **1943:** Continental becomes the first German company to make tubeless tyres. **1955:** Continental becomes the first company to develop air springs for truck and bus suspension. **1958:** Negative kingpin offset makes for directional stability by stabilizing a vehicle braking on a split-friction road surface without the driver's having to intervene. **1960:** Continental launches series production of belted tyres. **1967:** The Contidrom test track is opened – still considered one of the world's most modern test tracks today measuring up to the latest requirements for testing tyres. **1974:** Continental is the first manufacturer to supply the European automotive industry with extrusion-blow-molded polyurethane gaiters – flexible sleeves that collapse like an accordion protecting mechanically telescoping machine parts from extraneous influences or dirt. They are used in buses and rail vehicles. **1983:** Continental launches large-batch production of hydromounts for the automotive industry. **1984:** Continental introduces the world's first microprocessor-controlled anti-lock-brake system (ABS) for cars. **1987:** With the ContiEco Contact, Continental becomes the first manufacturer to market an earth-friendly car tyre. **1998:** Continental introduces Electronic Stability Control (ESC) into series production as a pioneering, active safety system. Now more than 80% of all new vehicles approved are equipped with ESC systems from various manufacturers. **2010:** Continental unveils a resource-frugal plastics-based process for refining three-dimensional structured surfaces. **2011:** Continental lays the foundation of a new research and development centre in Singapore.



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At this years Motor Show

Show-stopping global debuts and dazzling line-ups headline the dedicated tuning segment of the show

With a mission to meet the fantasies of the region's passionate car enthusiasts, the specialist and highly lucrative tuning industry is set to add an extra level of glamour, horsepower and design to this month's Dubai International Motor Show with bespoke automotive masterpieces that will thrill.

Running from 10–14 November 2011 at the Dubai International Convention and Exhibition Centre, the show's dedicated tuning section will showcase everything from high performance tyres and eye catching chrome rims to flaming hot decals and turbo exhausts. Many of the world's leading names are participating including Brabus, Depp-At, Fab Design, Gemballa Hamann, Invader, Mansory, Okcu, Tech Art, and Vorsteiner.

With the number of registered vehicles in Dubai close to one million[1], approximately one car for every two residents, and with over 182,000 high net worth individuals (HNIs) residing in the Emirate[2], it comes as little surprise that the region represents one of the largest untapped markets for automotive modification, tuning and specialty products in the world.

"The tuning segment has always been a hugely popular part of the show and we are thrilled to welcome back so many of the world's leading brands in the segment" said Trixee Loh, Senior Vice President of Dubai World Trade Centre, the organiser of The Dubai International Motor Show. "The after sales and accessories market are important elements to the show as they help to ensure that we offer a full representation of the motor industry"

The world-renowned tuner and car manufacturer, Brabus is gearing up to set the show off this year with their line-up that includes the world debuts of the Brabus 800 Coupé based on the MB CL-class and the Brabus 800 EV12 convertible as well as the middle east premieres of the Brabus 800 Rocket, the world's fastest sedan and the Brabus 800 Widestar, the world's most powerful off-roader.

Michael Kuepferle, General Manager of Brabus Middle East said: "Over the past years the Dubai International Motor show has developed into one of the most important exhibitions worldwide. Therefore, the region's largest and most influential motor show is a natural choice for the world debut of the Brabus 800 Coupé and the Brabus 800 E V12 convertible. It is the perfect setting to unveil the next evolution of these automotive legends to the most passionate and sophisticated fans of high-octane motoring in the world."

The legendary tuner and car manufacturer Hamann has a racy line-up this year that includes the Hamann Panamera - Exclusive Porsche Panamera Turbo with 550 turbo hp and the Hamann Hawk - Mercedes SLS AMG with 636 hp.

"Renowned for attracting discerning and passionate car enthusiasts from the region and the world, The Dubai International Motor Show is the ideal platform to showcase Hamann Motorsport's styling, tuning and personalisation solutions. Our two latest models the Hamann Hawk and the Hamann Guardian Evo are showpiece attractions for individuals looking for the ultimate supercar," said Nizam Uddin, Operation Manager of Hamann Motorsport Middle East.

The growing list of top exhibitors confirmed to join Brabus, Hamann, Fab Design, Gemballa and Depp-At this year include Audi, Aston Martin, Bugatti, Bentley, BMW Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Lamborghini, Land Rover, Lexus, Maserati, Mercedes-Benz McLaren, Mitsubishi, Nissan, Porsche, Peugeot, Renault, Rolls Royce Toyota, Volkswagen and Volvo.

The Dubai International Motor Show will be held from 10–14 November 2011 at Dubai International Convention and Exhibition Centre. The show is open from 5pm–10pm on Thursday 10 November, 3pm–10pm on Friday 11 November and 11am–10pm on 12, 13, 14 November. Tires & Parts magazine will also be participating at the show, please visit us at booth number z319, Hall number 3. Ticket prices are AED 50. For more information visit www.dubaimotorshow.com

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Full Hybrid Power comes to the 5 Series Sedan

BMW has announced the introduction of its newest hybrid, the BMW ActiveHybrid 5. Based on the BMW 535i Sedan, the ActiveHybrid 5 brings together BMW's 3.0-liter TwinPower Turbo inline six-cylinder engine, an electric drive system and an eight-speed automatic transmission for the first time. The latest generation of BMW ActiveHybrid technology also adds precisely controlled energy management to the mix. All of which gives the BMW ActiveHybrid 5 an exceptional balance of performance and fuel economy for a benchmark performance/luxury sedan. Its drive system generates combined output of 335 hp (DIN), allows the car to be driven on electric power alone up to 37 mph (60 km/h), and accelerates the BMW ActiveHybrid 5 from 0 to 60 mph in 5.7 seconds (preliminary). The BMW ActiveHybrid 5 will arrive in US showrooms in March 2012.

The 300 hp inline six with BMW TwinPower Turbo technology in the BMW ActiveHybrid 5 is the same engine renowned for its free-revving capability, pulling power and efficiency in the BMW 535i. The electric motor develops 55 hp and is supplied with energy by a high-performance lithium-ion battery housed in the trunk.

A harmonious blend of power from the two drive systems ensures that the BMW ActiveHybrid 5 boasts not only the sportiest performance in its market segment but also a double-digit percentage improvement in fuel economy over the BMW 535i based on preliminary results. Its full-hybrid drive system enables driving on purely electric power which means emission-free driving in urban conditions.

In order to fully exploit the potential of the BMW ActiveHybrid technology, the power electronics in the BMW ActiveHybrid 5 use a host of technologies to ensure the drive system runs at peak efficiency. The high-performance lithium-ion battery is charged when the car is coasting or braking. The electric motor acts as a generator feeding energy into the high-voltage battery. By contrast, under acceleration the electric motor takes on a boost function. Here, it assists the inline six by generating an extra burst of power, lending the sedan's sporty driving character a noticeably sharper edge.

Integrated into the standard Driving Dynamics Control is an ECO PRO mode. It provides a relaxed and fuel-efficient driving style by tailoring the driving systems for maximum efficiency, including making more frequent use of all-electric mode. In ECO PRO mode, the combustion engine can be switched off and fully decoupled while coasting at speeds of up to 100 mph (160 km/h). This coasting mode combines comfortable driving with optimum utilisation of the kinetic energy already generated. To avoid periods with the engine running at idle – at traffic lights or in stop-and-go traffic, for example – the BMW ActiveHybrid 5 is equipped with a hybrid start-stop function. Plus, the power electronics in the BMW ActiveHybrid 5 are linked up with the standard navigation system. This allows proactive analysis of driving conditions based on the selected route. This enables the drive components to be primed to deliver maximum efficiency (the effect may vary according to the quality of the available navigation data). All the hybrid-specific components of the drive technology and energy management systems have been developed specially for use in the BMW ActiveHybrid 5.

Innovative combination: award-winning six-cylinder in-line engine, newly developed electric drive system.

This is the first time that a BMW inline six has been mated to a BMW ActiveHybrid system. The 3.0-liter engine, which develops 300 hp and peak torque of 300 lb-ft, has won the international Engine of the Year Award two years running. The BMW TwinPower Turbo technology of the six-cylinder engine combines a twin-scroll turbocharger, High Precision Direct Injection, Double VANOS variable valve timing and VALVETRONIC intake control.

The synchronous electric motor of the BMW ActiveHybrid 5 is integrated into the housing of the eight-speed automatic transmission, saving space. The interplay between the electric motor and gearbox is controlled by a clutch. The motor's operating temperature is regulated by the combustion engine's cooling system. The electric drive system develops 55 hp and makes 155 lb-ft of torque available from rest. The motor is supplied with energy by a high-performance lithium-ion battery, specially developed for the BMW ActiveHybrid 5. The high-voltage battery is encased in a special high-strength housing and positioned between the wheel arches in the trunk, providing it with optimum protection. It consists of 96 cells, has its own cooling system and offers usable energy capacity of 675 Wh.

The BMW ActiveHybrid 5 has both a conventional 14-volt power supply and a high-voltage supply with an operating voltage of 317 volts. They are linked by a voltage transformer which ensures that maximum electric energy can be used to enhance driving dynamics and comfort in any operating phase. Like the electric motor, the air conditioning compressor is also fed with power from the lithium-ion battery exclusively via the high-voltage supply. This ensures a pleasant interior climate, even when the combustion engine is switched off – i.e. when the car is at a standstill, operating purely on electric power or in coasting mode. In addition, the stationary climate control function can be used to cool the interior before the engine is started.



Intelligently controlled hybrid technology: unprecedented precision for maximum efficiency.

The BMW ActiveHybrid 5 can operate in all-electric mode up to a speed of 37 mph (60 km/h), for zero emissions in town. The lithium-ion high-voltage battery can store sufficient energy to give an all-electric driving range of up to approximately 2.5 miles (4 km) at an average speed of 22 mph (35 km/h).

The internal combustion engine is only started when the driver requires more power: it is then engaged automatically. The electric motor provides a “boost” function to supplement the engine when accelerating. Maximum combined power is 335 hp (DIN), with maximum torque of 330 lb-ft. Under combined internal combustion/electric power, the BMW ActiveHybrid 5 delivers a 0 to 60 mph in 5.7 seconds (preliminary).

Hybrid-specific Auto Start-Stop function and coasting mode.

The specially designed Hybrid Auto Start-Stop function provides seamless operation when the vehicle is stopped in traffic – after the internal combustion engine is shut-off, the automatic climate control continues to run off the lithium-ion battery. When the driver releases the brake, the vehicle will restart on either the electric motor alone or the electric motor and the inline six, depending on the high-voltage battery's current charge level and on how much power the driver wants.

Another innovation being pioneered in the BMW ActiveHybrid 5 is the coasting mode. It further improves efficiency by shutting the internal combustion engine down not only when the vehicle is stationary, or when driving in town, but also while coasting at higher speeds. In the BMW ActiveHybrid 5, this coasting mode is available at any speed up to 100 mph (160 km/h). Coasting mode switches off the internal combustion engine and disconnects it from the drive shaft. From this point on, the BMW ActiveHybrid 5 continues moving soundlessly, with zero emissions and with no engine braking effect. In coasting mode, as with all-electric mode for urban driving, all safety and comfort functions remain fully operational.

Intelligent energy management reads the road ahead.

The advanced power electronics coordinate the operation of the internal combustion engine and electric motor proactively based on the selected driving route for even more efficient energy management in the BMW ActiveHybrid 5. The power electronics are integrated with the standard navigation system, which means they can access and analyze data indicating changes in certain road conditions based on the route ahead, or driver requirements. From this analysis, all powertrain systems and the on-board electronics are managed appropriately so that energy can be used as needed or stored in preparation for what is coming up in order to make the most efficient possible use of the available energy.

Factors that may cause a change in powertrain operating strategy include the topography of the route and speed limits. For example, if the selected route indicates that a hilly stretch is coming up soon, the BMW ActiveHybrid 5 can invest all the high-voltage battery's electrical energy in providing supplementary driving power for the up-hill without concern about depleting the battery, knowing that the battery will be recharged “at no cost” during the subsequent descent. On longer downhill sections the electric motor's generator function can be enlisted to recharge the high-voltage battery with no loss of speed. The operating strategy can also be managed so as to ensure that the high-voltage battery is as fully charged as possible when nearing the end of the journey, thereby increasing the potential electric driving range in anticipation of lower driving speeds.

The operating status of the powertrain components is shown in displays, unique to the ActiveHybrid 5, in the instrument cluster and in the Control Display. As well as the energy flow and energy recuperation display, these include an additional gauge next to the tachometer which shows the boost effect being provided by the electric motor during acceleration. A display in the iDrive interface provides a variety of information – for example on the battery's current charge level and the power-sharing between the internal combustion engine and the electric motor during the course of a journey.



State-of-the-art hybrid technology, typical BMW 5 Series: highest standards of driving dynamics, safety and comfort.

The chassis specifications of the BMW ActiveHybrid 5 are pure BMW 5 Series. They include double-wishbone front and integral rear suspensions, Servotronic speed-sensitive power steering, a high-performance brake system and 18-inch alloy wheels. Dynamic Damper Control, featuring electronically controlled shock absorbers, is available as an option. The Dynamic Stability Control system, which stabilizes the vehicle by individually applying the brakes and reducing engine power, also incorporates functions such as Dynamic Traction Control, the Anti-lock Braking System, Cornering Brake Control, Dynamic Brake Control, Brake Assist, Brake Fade Compensation, Brake Drying and Start-Off Assistant.

The hybrid-specific safety features, which protect the high-voltage lithium-ion battery and the power electronics, are integrated into the BMW 5 Series' existing active and passive safety systems. In a collision, high-strength structural components and large deformation zones help to keep impact forces away from the passenger cell and also from the hybrid drive components. Other standard safety systems on the BMW ActiveHybrid 5 include front and side airbags, side curtain head airbags for front and rear passengers, three-point inertia-reel belts on all seats, belt force limiters and belt latch tensioners on the front seats and ISOFIX child seat attachments in the rear. BMW Assist includes enhanced Automatic Collision Notification. In the event of a collision severe enough to cause an airbag to deploy, eACN immediately calls the emergency call center from the car's embedded phone. It not only transmits the car's location but also an assessment of the risk of severe injury to the people inside, based on a ground-breaking injury assessment algorithm. This assessment is provided to first responders before they even arrive at the scene.

In the BMW ActiveHybrid 5 the standard Driving Dynamics Control switch offers not only Sport+, Sport and Comfort set-ups (as well as Comfort+ mode if the optional Dynamic Damper Control is specified), but also the ECO PRO mode. As an alternative to the standard 8-speed automatic transmission, an 8-speed sport automatic with faster shift times is available.

A number of BMW ConnectedDrive features are available for the BMW ActiveHybrid 5 including Park Distance Control, a rear-view camera, Surround View, High-Beam Assistant, Parking Assistant, Active Blind Spot Detection, Lane Departure Warning, BMW Night Vision with pedestrian recognition and Head-Up Display. Innovative technologies also allow in-car integration of smartphones and music players. The BMW Apps option offers unprecedented integration of the Apple iPhone.

To further enhance comfort and individuality, the standard 4-zone automatic climate control and Navigation System can be supplemented by options such as active seats, front ventilated seats, Comfort Access, the Smart Opener for the trunk, and high-end audio and rear entertainment systems.

2012 Nissan Murano CrossCabriolet

Bold Expression of Nissan's Commitment to Design and Innovation
Combines Open-Air Driving Experience with the Practicality of a
Stylish All-Wheel Drive Crossover



As the world's first all-wheel drive crossover convertible, the Nissan Murano CrossCabriolet broke new ground in both the crossover SUV and convertible segments when it was introduced in spring 2011. With its never seen before design and custom boutique style, the Murano CrossCabriolet is unlike anything on the road – blending all of the things people love in a crossover with the open air enjoyment of a convertible. Its extraordinarily engineered fully automatic cloth convertible top folds to about the size of a 2-seat roadster top, providing ample room for four adults and plenty of cargo space with the top up or down. For the 2012 model year, the advanced Nissan Hard Drive Navigation System is now available as a standalone option and one new exterior color, Pearl White, has been added.

"The Murano CrossCabriolet represents not just a new car but also a new genre, breaking ground as the world's first all-wheel drive crossover convertible – with the ability to make everyday activities more exciting," said Al Castignetti, vice president and general manager, Nissan Division, Nissan North America, Inc. "And, with its extraordinarily engineered convertible top, standard all-wheel drive and room for four adults plus cargo, the CrossCabriolet is not just for cruising South Beach or Malibu. It's a vehicle to take to lunch, running errands or on a long ski weekend in any part of the country."

Murano CrossCabriolet Design Concept

The all-new Murano CrossCabriolet is designed to overcome the traditional functional limitations of a convertible – limited trunk space, a cramped back seat or none at all, and a lack of flexibility for everyday life.

It overcomes these obstacles, combining elegant design and state-of-the-art engineering. One of the priorities in the convertible top design was the retention of the traditional Murano silhouette with the top up, and a luxurious, sophisticated appearance with the top down.

The transformation of the Murano body from Crossover to CrossCabriolet and from 4-door to 2-door meant more than just removing the top. Along with creating new front doors (7.9 inches longer than 4-door Murano front doors) and eliminating the B-pillars, the structure has been reinforced from the A-pillar rearward. The cloth convertible top also includes a rear glass skylight, helping create the feeling of a wide-open interior environment even with the top in the closed position. Dual Pop-up Roll Bars are also standard. The coefficient of drag remains close to that of the hardtop Murano, just 0.39 Cd versus 0.37 Cd.

One of the keys to the CrossCabriolet's design's success is the convertible top's exceptionally compact size when stowed, which allows both additional interior and cargo volume (normally taken up by a traditional convertible stowage design). The hydraulically operated top mechanism includes an automatic power latch/unlatch system. Operation switches are located on the center console and driver's door handle. With the top down, the stowed size is similar to that of a conventional 2-seat roadster. Trunk capacity with the top down is 7.6 cubic feet, enough to fit two sets of professional golf clubs or two carry-on suitcases. With the top closed, cargo capacity expands to 12.3 cubic feet.

Along with the unique convertible top appearance, the Murano CrossCabriolet exterior also includes High Intensity Discharge (HID) bi-functional xenon projector headlights with auto on/off function, front fog lights and Nissan 370Z-inspired LED taillights. Other features include body-colored front and rear bumpers, chrome door handles, body-colored dual power/heated outside mirrors, and rear window defroster with timer. Along with convertible style, the CrossCabriolet offers the high ground clearance of a Murano for easy ingress and egress.

Six exterior colors are available: unique Murano CrossCabriolet colors Sunset Bronze and Caribbean, plus Merlot, Platinum Graphite, Super Black and new Pearl White.

A Highly Rewarding Interior

The luxurious Murano CrossCabriolet interior starts with a foundation of the top-of-the-line Murano LE and takes it to the next level of standard features and convenience items. The tall windshield and A-pillar design combines with the body's high beltline and high rear seat shoulders to help reduce conventional interior air turbulence with the top down, allowing conversation between occupants.

Premium materials are used throughout the interior, with the standard diagonally quilted leather-appointed seats available in premium double-stitched leather for added elegance. The interior's curving, sculpted lines, half-matte chromed trim finish and unique wood-tone trim, tuned to match each of three available interior colors, add an additional rich, quality feel. Interior colors include Black, Cashmere (light brown) and Camel (brown).

The Murano CrossCabriolet comes fully equipped, with a long list of standard features including 8-way power heated driver's seat with power lumbar support, 4-way manual heated front passenger seat with easy entry function, heated steering wheel, 2-position driver's seat memory system for seat, steering wheel and outside mirrors, passenger seat easy entry release button on instrument panel for driver access, driver and front passenger seatback pocket, leather-wrapped steering wheel and shift knob, and Nissan Intelligent Key™ with Push Button Ignition.

Every 2012 Murano CrossCabriolet is also available with standard Bluetooth® Hands-free Phone System, HomeLink® Universal Transceiver and RearView Monitor, and an optional Nissan Hard-Drive Navigation System with XM NavTraffic® with Real-Time Traffic Information, XM NavWeather™ (XM® subscription required, sold separately), Bluetooth® Streaming Audio, Voice Recognition and 7-inch VGA touch screen.

Open-air road tunes are provided by a Bose® AM/FM/CD audio system with 8 speakers including subwoofer, automatic audio adjustment for soft-top up/down position, integrated Interface System for iPod®, speed-sensitive volume control and auxiliary audio input jack. XM® Satellite Radio (XM® subscription required, sold separately) is also standard.

Under the Skin: Pure Murano

The 2012 Murano CrossCabriolet's drivetrain is shared with the all-wheel drive hardtop Murano, starting with the proven "D" platform (also utilized on Maxima and Altima sedans) and standard 3.5-liter 24-valve DOHC V6 producing 265 horsepower and 248 lb-ft of torque. The engine design includes the Nissan variable Induction Control System (NICS), twin knock sensors, low exhaust pressure, a 10.3:1 compression ratio, and 6,600 rpm redline. Estimated fuel economy is 17 mpg City/22 mpg Highway.

The engine is mated to a standard second-generation Xtronic CVT™ with Adaptive Shift Control (ASC) for sporty response and smoothness, which utilizes an advanced, sport-tuned controller with adaptive logic for driving comfort or driving performance as conditions require. The advanced all-wheel drive system uses information from yaw sensors, wheel slip sensors and steering angle sensors to distribute torque according to driving conditions.

The Murano CrossCabriolet's lightweight 4-wheel independent suspension features MacPherson struts in front, a multi-link rear design, cradle-type front subframe and front and rear stabilizer bars. Also utilized are dual-flow path shock absorbers for responsiveness and reduced ride harshness.

Steering is provided by a twin-orifice vehicle-speed-sensitive power-assisted steering system, while the braking system includes 4-wheel vented disc brakes with Anti-lock Brake System (ABS), Brake Assist (BA) and Electronic Brake force Distribution (EBD). Every CrossCabriolet comes with 20-inch split 5-spoke titanium finish aluminum-alloy wheels with P235/55R20 Toyo Proxes A20 all-season tires.

Standard Murano CrossCabriolet safety features include the Nissan Advanced Air Bag System (AABS) with dual stage supplemental front air bags with seat belt sensors and an occupant classification sensor, front seat side-impact supplemental air bags, and door-mounted curtain side-impact supplemental air bags with rollover sensor, along with front seat belts with pretensioners and load limiters, Zone Body Construction with front and rear crumple zones.

Other standard equipment includes front seat Active Head Restraints, Tire Pressure Monitor System (TPMS), Vehicle Dynamic Control (VDC), Traction Control System (TCS) and Dual Pop-up Roll Bars for rear passengers.

One Fully Equipped All-Wheel Drive Model

The 2012 Murano CrossCabriolet is offered in one fully equipped model. Along with the many items previously mentioned, standard features include power front windows with one-touch up/down and auto-reverse feature, Dual-Zone Automatic Temperature Control, and a 7-inch color display for audio, climate control, fuel economy, maintenance and comfort and convenience systems.

Also included are highly functional storage systems, including a two-tier center console storage box with fold-out function, cell phone holder, dual seatback pockets, Fine Vision gauges and driver instrumentation with white backlighting, illuminated steering wheel controls, auto door lock feature, four cupholders, power tilting and telescoping steering column, auto-dimming rearview mirror, cruise control with illuminated steering wheel mounted switches, front door map pockets, and Remote Keyless Entry (RKE) system.

Two options are available with specific exterior colors – a Camel interior with upgraded leather and the black top, and the Brown top/Cashmere interior combination (with upgraded leather).





BENTLEY LAUNCHES COLLABORATION WITH LINLEY

Bentley has announced the launch of a unique collaboration with British design company Linley for a limited edition of 10 Continental Flying Spurs.

The limited edition CFS models will be sold in China, reflecting continuing demand by Bentley's biggest four-door market. They incorporate signature Linley elements designed to appeal to customers who value pedigree and lineage, handcrafted quality and peerless design.

Christine Gaskell, member of the board for personnel, Bentley Motors, commented at the launch at Jack Barclay, Bentley dealer, in London's Berkeley Square: "Our collaboration with Linley brings a new element to the interior of one of our globally best-selling models. The Continental Flying Spur has a unique executive style and elegance which is complemented wonderfully by the Linley veneers. We share an expertise in the use of natural materials and a commitment to superlative craftsmanship."

Specially selected Linley veneers in Santos rosewood have been applied to the fascia, console, waistrail and roof console and integrated within the cars for the first time. The veneers cover the entire wood surfaces of the model, where Bentley chestnut or walnut would normally be used.

David Linley, Chairman of Linley, comments: "It is a great honour to be working alongside such an esteemed British brand as Bentley. Our two brands share a commitment to superlative craftsmanship and design. I believe that the culmination of our efforts has resulted in a car that is utterly unique and reflective of the passion that both brands share for pushing boundaries of engineering and excellence."

The iconic Linley Helix motif has been taken from the distinctive Linley Helix Furniture Collection and has been set, using the highly specialised skill of marquetry inlay, into the waist-rails and picnic table of the Flying Spurs. The Helix pattern is made up of four different types of veneer which contrast with the Santos rosewood to show the wave effect delivered by the marquetry.

In addition, the rear console has been modified for a customer-commissioned Linley humidor.

Brett Boydell, senior designer at Bentley, says: "The humidor has been designed by Linley and it drops into a unique console. We have reconfigured the console so that the humidor can fit in, moving things around and creating a space. It was an engineering feat to meet the quality requirements of a Bentley and the design cues of Linley."



The project has been worked on by Mark Blanchard, Head of Design at Linley, who comments: "It has been an exciting and challenging project to work on. We designed the interior within the stringent constraints specified by Bentley, however we ensured the car exemplified Linley craftsmanship."

"The car had to look different and we wanted a strong statement inside the interior, so we chose Santos rosewood, a straight grain veneer. Bentley usually uses burr veneers for their interiors as they are more malleable around compound curves. Using a straight grain veneer was a new challenge but together we succeeded and the final results look stunning."

Stainless steel Linley treadplates also feature on the cars, as does a Linley for Bentley rhodium-plated plaque in the glove box. There is also a stainless steel overlay of the Linley logo on the passenger fascia panel. Modified fluting on the seats features burnt oak contrast stitching, with additional burnt oak hide accentuating the storage areas and door pockets.

A Linley branded leather bag with a sumptuous cashmere blanket and other Linley items such as a leather luggage tag is also included in the boot of the limited edition Flying Spurs.

In working with Blanchard, Boydell ensured that all Bentley automotive quality processes were integrated with the design work.

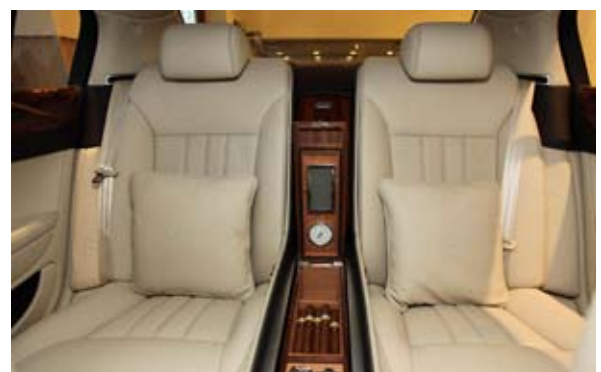
There were several design challenges, says Boydell. "For instance, the marquetry of the Helix pattern had to be combined with the manufacturing standards and processes which we adhere to in the automotive industry."

"The collaboration is a ringing endorsement of two great British brands working closely together. We have achieved a very high-class product which has the recognisable signs of Linley entwined into a Bentley. We are offering customers the chance to own a highly customised piece of British heritage."

"I hope the collaboration will be a springboard for future projects."

Key features of the Linley for Bentley limited edition Continental Flying Spur

- The distinctive marquetry inlaid Helix motif runs throughout the interior.
- Linley-designed box in the rear console - the humidor contains a humidification system, cigar cutter and ashtray.
- In-built fridge set behind the arm rest and rear console, with specially designed space for bottle storage.
- The picnic tables have a pop-up vanity mirror concealed within them, which is a standard option on the CFS.



First Hankook Masters in the U.A.E Inaugurated in Dubai



Al Dobowi, one of the leading tyre companies in Dubai, has inaugurated the very first Hankook Masters Shop in the United Arab Emirates. Al Dobowi, the official distributor of Hankook tires in the United Arab Emirates has cooperated with Hankook Tires Dubai in this project. Hankook Masters is located within the premises of Grand Service Station, Dubai. Specifically, it is in the corner of Baghdad Street and 10th Street in Al Qusais directly opposite Dubai Women's College. Hankook Masters boasts top of the line tyre service equipments, highly trained service tyre specialists and top of the line Hankook tire products. Hankook Masters is an exclusive Hankook store that is offering high quality and complete range of Hankook tyres and professional tyre services.

Hankook Masters Shop compliments and completes the one-stop-shop car services being offered by Grand Service Station (GSS). Currently, GSS offers car wash both manual and automatic, oil and lubricant services, and tint services among others. With the opening of Hankook Masters, its customers can now benefit from the best possible tyre and battery services and optimum and wide ranging Hankook Tire products. Convenience, accessibility and superior quality of products and services are guaranteed with Hankook Masters.

Mr. Surender Kandhari, Chairman and Managing Director of Al Dobowi Group, led the ribbon cutting ceremonies together with Mr. BH Kim, General Manager of Hankook Tires Dubai Office, and Mr. Rashid Bu-Haleeba of Grand Service Station, Dubai.

Complete and Reliable Tyre Services from Al Dobowi and Hankook Tires

Hankook Masters Shop is operated by Al Dobowi Tyre Company that has been in the tyre business player in the tyre industry in several countries. The state-of-the-art Hankook Masters facility offers wheel fitment, wheel alignment, wheel balancing, tyre change and fitment, alloy wheel fitment, battery change and battery check up as well.

Hankook Masters Shop is designed to cater tyre service requirements of 4x4 vehicles, sedans, vans and luxury cars. The facility is equipped to handle highly delicate low

profile cars with its specialized equipments like the Scissor Lift and the Robofit tyre changer. These machineries are made to perform precise functions catering to the sensitive handling requirements of luxury cars and low profile cars. These machineries along with highly trained and experienced tyre specialist will ensure damage free rims and perfect wheel alignment and balancing.

Moreover, Hankook Masters Shop can serve 3 vehicles simultaneously and can accommodate 30-40 vehicles in a day.

The facility is open for business from 8am to 9pm from Saturdays to Thursdays and is open from 8am to 11am and from 3pm to 9pm during Fridays and may be contacted at telephone number 04 251 1431 or at fax line 04 251 1420. Log on to www.aldobowi.com for more information or send an email to enquiries@aldobowi.com



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The Michelin Man celebrates his birthday and joins Madison Avenue advertising Walk Of Fame



The Michelin Man has a lot to celebrate this month. He is turning 113 years old and being inducted into Advertising Week's Walk of Fame as "Icon of the Year" in ceremonies at Times Center. As part of an online voting contest, The Michelin Man won the hearts of many who voted online to elevate him to his rightful place in advertising history.

For more than a century, The Michelin Man has served as an ambassador for the Michelin brand. In 1894, the two founding brothers, Andre and Edouard Michelin, saw a stack of tires and noted that with arms "it would make a man." Four years later, in 1898, The Michelin Man's character was born, appearing in Michelin posters and representing the company. Today, The Michelin Man — sometimes called "Bibendum" — is regarded as one of the most iconic symbols in the world.

The Michelin Man has stood the test of time while representing improvements in transportation of people and goods, respect for the environment and promotion of road safety. As one of the world's most recognized brand icons, The Michelin Man represents mobility to millions of consumers in more than 150 countries. As the ultimate stamp of approval, he gives consumers confidence wherever they are going by providing fuel-efficient, safe, long-lasting tires.

"The Michelin Man is much more than an advertising icon," says Don Byrd, vice president of marketing at Michelin North America. "He has become a global symbol of safety because of his longevity, his visibility among different audiences and the values he represents."

In the current advertising campaign, The Michelin Man reminds people that "the right tire changes everything™." The advertising spots feature The Michelin Man in an animated world as he comes to the aid of motorists in trouble, replacing their faulty tires with MICHELIN® tires, which he pulls from his body, thereby enabling them to keep driving. The campaign shows that by using the right tire, consumers may reduce fuel consumption, increase driving safety or extend tread life.

China's tire output increased in August

According to a report on the Chinese tire market, data from the National Bureau of Statistics of China showed that tire production rose during the month of August in the Peoples Republic of China.

In August 2011, 72.2 million tires were produced, a year-on-year rise of 12 percent yet 0.9-percent less than that of July. The report said output of synthetic rubber increased 20 percent year on year.

The report also noted that from January to August, 532.5 million tires were made, year-on-year rises of 6.4 percent, and output of synthetic rubber was 2.34 million tons, year-on-year rises of 16 percent. In August, output of synthetic rubber was 302,000 tons, year-on-year rises of 20 percent, according to the data.

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Continental Plans to Invest more than \$500 Million to Build a New Tire Plant in the USA

The international automotive supplier and tire producer Continental will build a new tire plant in Sumter, South Carolina (USA) to meet growing demand from both the retail level and automotive manufacturers. The first phase of production capacity at the plant in this project is expected to be nearly five million passenger and light truck tires when the plant reaches full production levels in 2017. A second phase in this announced project is expected to bring the plant's capacity to eight million units per year by 2021. Altogether, those initial phases of the project involve an investment of more than \$500 million and the creation of more than 1,600 jobs.

"This important announcement is part of Continental's growth strategy worldwide and in this case especially for the Americas' market," said Nikolai Setzer, member of Continental's Executive Board and head of Continental's tire division. "Increasing demand for Continental and General brand passenger and light truck tires in the USA, as well as the improved business results for Continental Tire the Americas (CTA), has made this significant investment possible. On behalf of Continental, I would like to offer our sincere thanks to Governor Haley, the state of South Carolina, the Port Authority, the city of Sumter and Sumter County."

CTA's business growth is highlighted by an annual growth rate of 20 percent in volume for the passenger and light truck tire business in the Americas region in the past two years. "Our customers, replacement market retailers and automakers, have told us they need more Continental and General brand tires," Dr. Jochen Etzel, CEO of Continental Tire the Americas, said. "This announcement is our commitment to helping them grow their business – as we grow ours. In 2011 alone, we have announced manufacturing investments of nearly \$1 billion which are dedicated to increasing our production capacity in the Americas region."

"Continental is a world-class company, and it is truly exciting that they have chosen South Carolina for this new \$500 million investment that will create 1,700 new jobs. This announcement is a big win for our state," said South Carolina Governor Nikki Haley.

Continental expects to begin construction of the plant in mid-2012 and complete the facility in 2013. In addition to the Greenfield announcement, CTA also announced an investment of more than \$4 million in its Lancaster County, S.C. headquarters to help meet the needs of a growing workforce. Today the headquarters is home to nearly 350 employees. Within the next four years 80 new jobs will be created.

In March 2011, Continental Tire the Americas already announced a \$220 million investment to expand production capacity at its tire plant located in Camaçari, Bahia, Brazil. The investment will create 400 new jobs and double capacity in the plant. In May, 2011, the company announced that it was investing \$224 million, and adding 444 new jobs, in its Mt. Vernon,

Ill. (USA) tire plant. Another element of the CTA growth strategy, this investment will increase capacity by nearly four million tires at Mt. Vernon.

Toyo to take Nitto brand to China

Toyo Tire & Rubber Co. Ltd. has agreed to work with international tire distributor YHI International Ltd. to introduce Toyo's associate Nitto brand to the Chinese market, via YHI's subsidiary in Shanghai.

The deal is part of Toyo's global plan to more than double sales of the Nitto brand to nearly 17 million units annually by 2015, the company said. That would represent 15 percent of Toyo's sales volume, up from about 9 percent in 2010.

Toyo said it also plans to start developing markets for the Nitto brand in Asia, South America, Oceania and other areas to support growth. The brand's strongest base is in North America, the Japanese tire maker said.

YHI, a publicly traded company on the Singapore Stock Exchange, is engaged in tire and wheel distribution and owns its own wheel manufacturing business in Malaysia. YHI has been linked most closely with Yokohama Rubber Co. Ltd., for which YHI has distributed tires for more than 30 years.

YHI is Yokohama's authorized distributor in Singapore, Malaysia, Brunei, Cambodia, Vietnam, Myanmar and Indonesia. Earlier this year it sold to Yokohama minority interests it held in distribution and manufacturing ventures in China.

YHI also distributes in various countries Nankang tires from Taiwan, Nexen from South Korea, Neuton, Achilles and Accelera from Indonesia, J.K. Tyres from India and others, YHI said, along with wheels and other automotive products.

YHI's main distribution hubs are in Singapore, China, Taiwan and Hong Kong, with warehousing in Singapore, Malaysia, China, Taiwan, Hong Kong, Australia, New Zealand and the U.S.

The company generated more than \$380 million in sales last year.

Toyo said it agreed to work through YHI Corp. in Shanghai after evaluating various sales networks in China.

The tire maker said building the Nitto brand is part of its five-year business plan to expand its tire business more than 40 percent to about \$4 billion.



tire fact

Show down or avoid curbs, potholes, and any debris in roads. also slow down on rough roads. Failure to do so may throw off your vehicles alignment and cause un-needed damage and wear to your vehicle tires.

Yokohama shows airless tire concept



This design means the tread is supported entirely by the mechanical ribs, whereas the Michelin design puts the tread on a rigid hoop that in turn is connected to the center hub by elastomeric polyurethane ribs.

The Yokohama design also takes the previous concept further by allowing the tread pattern to penetrate through the tread rubber, permitting water to evacuate not only in the plane of the road, but radially upwards toward the center of the wheel. No further details were available. Its size is given as 225/40R18.



Yokohama Rubber Co. Ltd. has developed an airless concept tire that relies on mechanical instead of pneumatic support and recently showed it at a "Good Design Expo" in Japan.

The concept tire, dubbed "Youmyaku" under Yokohama's "Nature Design" series of concept tires, is reminiscent of Michelin's Airless/Tweel concept—in which the tread area of the tire is linked to the bead area by a series of mechanical ribs—except the Yokohama concept is a much shallower version, similar to a low-profile tire, mounted on what appears to be a conventional rim.

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Toyo Tires Sponsors UFC Light Heavyweight Brandon "The Truth" Vera



Toyo Tire U.S.A. Corp. announces the sponsorship of UFC® Light Heavyweight fighter, Brandon "The Truth" Vera as a Team Toyo® Athlete. Residing in San Diego, California, Vera is a top contender in the UFC Light Heavyweight class with a solid 11-5-0 record. One of his highlights included stopping former heavyweight champion Frank Mir by TKO in just 69 seconds during UFC® 65 Bad Intentions in Sacramento, California.

A member of Team Lloyd Irvin/ Alliance MMA, the 33-year old, 6-foot 3-inch Vera currently fights in the 205 lb. weight class. His fighting style includes Muay Thai, Brazilian Jiu-Jitsu and Greco-Roman wrestling. He is a two-time Pan-American Champion with an Olympic Training background, and served in the United States Air Force. Vera will wear the Toyo Tires® logo on his fighting shorts while also promoting the Toyo Tires brand through appearances and additional marketing efforts.

"Being an official Toyo fighter is awesome," said Vera. "I always have great treads on my rides, and when they finally wear down, I have new kicking toys."

"We are excited to have Brandon Vera as one of our Team Toyo Athletes," said Stan Chen, manager of events and motorsports, Toyo Tire U.S.A. Corp. "Vera has impressive power and is versatile in The Octagon. His 'driven' style complements the Toyo Tires brand."

Yokohama Rubber Establishes TIRE SERVICE TRAINING CENTER in Thailand



The Yokohama Rubber Co., Ltd. has announced that it has established a TIRE SERVICE TRAINING CENTER in its comprehensive tire proving ground TIRE TEST CENTER OF ASIA in Rayong Province, Thailand. The opening ceremony for the center was locally held on October 14, 2011. The center is designed to train technical service staff of overseas Yokohama tire sales companies and sales representatives. Yokohama Rubber plans to use the center to train technical services staff and others from countries around the world in due course.

At present, Yokohama Rubber stations Technical Service Department members in its major overseas bases and is unfolding technical service activities aimed at further upgrading "Customer Delight" together with technical service staff of overseas tire sales companies and sales representatives. In the background to the establishment of the TIRE SERVICE TRAINING CENTER, there is Yokohama Rubber's strategy to further increase customer trust in Yokohama brand by improving global, technical service capabilities through pragmatic, systematic training based on an identical program.

The TIRE TEST CENTER OF ASIA is an advanced tire proving ground opened in April 2009 and is equipped with a 4.1-km high speed track and other facilities including a wet test course and special test courses able to reproduce a variety of road surface conditions around the world. Technical service staff can further deepen their understanding on tires through actual car driving experiences using these facilities. In addition, Yokohama Tire Manufacturing (Thailand) Co., Ltd., a tire manufacturing/marketing company located closely to the center makes it possible to efficiently provide consistent training including practical learning of tire manufacturing knowledge. Taking these advantages into consideration, Yokohama Rubber decided to establish a global technical service training center in Thailand.

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Nokian winter tire is very recommendable in tests

New Nokian WR D3 winter tire is "very recommendable" in the winter tire tests 2011 of the renowned German car magazines „auto motor und sport“ and „Auto Zeitung“. The Nokian is the best on snow and in the dry. It clearly wins the driving tests on snow. „Currently best winter properties compared to its competitors, good driving behaviour in the dry“, the judgement of „auto motor und sport“ praises. Maximum score, shortest braking distance, fastest handling time, and strongest traction on snow for the Finn. Nokian WR D3 is awarded price-performance winner being the most low-priced of the very recommendable premium winter tires with a price of 112 Euros compared to the others which cost around 133 Euros.

Showing excellent results, it clearly wins the snow tests: 100 points of a possible score of 100 with „auto motor und sport“, 142 of a possible score of 150 with „Auto Zeitung“.

„Outstanding properties on snow characterize Nokian WR D3“, „Auto Zeitung“ summarizes. „Brand new Nokian WR D3 is a highlight in this assessment. You can see where the Finn comes from for the competitors do not stand a chance in this test against it. In four out of five tests, the Nokian achieves full score. ... On snowy roads the new WR D3 is ahead of everyone else. Even at the limit, it is absolutely neutral and establishes enormous grip. ... Fast lap times and a high driving safety in the wet are on the Nokian's plus side. ... Dry braking belongs to the fast Finn's strengths...“

Shortest braking distance, fastest handling lap time, best traction on snow among all tested tires and fastest handling lap time in the dry prove its qualities. Second lowest rolling resistance and for this reason second lowest fuel consumption as well as second lowest road noise show its eco friendliness.



„The skill to achieve top scores in the tire test is to have ideal results on all road conditions“, „auto motor und sport“ explains. „Or at least to be strongly outstanding in one area so that slight weaknesses can be compensated in the scoring system under certain circumstances. The best example is given by new Finnish Nokian WR D3 which indeed on wet roads performs relatively poor due to feeble aquaplaning results but clearly sets the benchmark on snow with the shortest braking distance, the best traction and a very well-tempered driving behaviour: 100 points of a possible score of 100 for the Nokian which not only achieves the best lap time on the snowy handling lane but also drives effortless and precise at the same time.“

German automobile association ADAC ascertains the Nokian's strengths: „Top mark 1,8 in the dry“. Its handling is outstanding, marked 1,6. With the good marks 2,1 on snow and 2,3 on ice it performs well even in other driving disciplines and backs up its high safety. Its eco friendliness is proven by the green marks 2,0 in fuel consumption and wearing. Mark 1 is the best mark and 6 the worst mark in the German mark system.

Durable Nokian WR D3 is tailored for medium-sized and small family cars and drivers who value safe, economic driving. Nokian WR A3, on the other hand, is optimised for larger and more powerful vehicles with a special emphasis placed on the tyre's sensitive driving response even at higher speeds.



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Tire trade with Korea poised for upswing



The Tire Industry Association reports that the Korean-U.S. Free Trade Agreement (KORUS FTA) was signed into law on Oct. 25. This is the renewal of the U.S. Generalized System of Preferences (GSP), which was part of a trade pact originally agreed to between the U.S. and Korea in 2007. KORUS FTA will

reduce the tariff on the importing of Korean manufactured car and radial tires from 4 percent (3.4 percent for non-radial) through a series of graduated step-downs every year to 0, starting in the fifth year of the

agreement. The duty-free importing of tires from Korea will extend for a total of 15 years when the free trade agreement will need to be renewed. For American tire manufacturers, the Korean import duty of U.S.-

made tires will go from the current 8 percent to 0, beginning the first year of the agreement. The renewal removes 95 percent of the existing tariffs within five years for goods and services covered by the pact, and

gives particular preferences to the automotive sector for both importing and exporting goods, including tires.

Vietnam October rubber exports up 1.3% on year at 80,000 tons

According to MENAFN.com, Vietnam exported an estimated 80,000 metric tons of rubber in October 2011, up 1.3 percent from a year ago, the government's General Statistics Office (GSO) reported on Oct. 25. The value of exports rose to an estimated \$320 million from \$250 million a year ago, the GSO said. September exports reached 79,000 tons, valued at \$340 million, revised government figures showed. The country is estimated to have exported 608,000 tons, valued at \$2.603 billion in the first 10 months of 2011, up 2.7 percent in volume and 55.2 percent in value. The GSO usually issues rubber figures before the end of the reporting period, based on estimates.

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Hankook Winter I*cept RS

A safety expert for the cold season



Hankook presented its new winter tyre, i*cept RS at this year's Motor Show in Frankfurt. The tyre has been specially designed for vehicles ranging from small city vehicles, compact and medium-sized limousines to station wagons and family vans and optimised for the moderate climate of Central and Western Europe. It stands out with its particularly reliable and stable handling characteristics on wet, snowy, slushy and also dry roads.

"Our new winter tyre marks the beginning of a new generation and a new era of our company's winter tyre range", says Jin-Wook Choi, Hankook Tire Executive Vice President and Chief Operating Officer for Europe. "The i*cept range and the RS as the latest development for the European market are strictly in line with future ecological requirements. Their breakthrough technologies provide best-in-class performance in terms of energy efficiency and sustainability while meeting the most challenging safety standards. Winter i*cept RS therefore classifies as a worthy successor to our million-selling Icebear W440 which, after all, was awarded with top marks by the ADAC, the largest German automobile association."

The directional, V-shaped 5-rib tread design of Hankook's

Winter i*cept RS features 14% more kerfs. Enhanced traction on all surfaces is achieved as the kerfs are arranged in additional angles (lateral) ranging from 0° in the center-tread to 15° in the shoulder area of the tyre. A wider tread compared to the previous model, increases the contact patch thus significantly enhancing the tyre's performance, particularly on icy roads. Moreover, the grip on snow and slush is substantially improved by blocks in a staggered arrangement along the middle of the tread. Last but not least, the corrugated 3D kerfs increase traction and braking performance on all smooth surfaces.

The entirely new design of the high-grip full-silica compound assures the tread stays elastic even at very low temperatures, thus providing excellent traction and braking power. Four main grooves quickly drain the water away from the bottom of the profile. They interact with the flow-enhanced V-tread to efficiently prevent hydroplaning on wet winter roads.

Further benefits include a longer tread life as well as significantly reduced rolling resistance (-8% compared to conventional profiles). This allows for more fuel efficiency and a reduced carbon footprint. Taking block design one step further by revising the angles in the ribs resulted in a significant reduction of the tyre noise. Hankook's Winter i*cept RS thus supports enhanced driving experience inside the car and emits less noise to the environment.

Hankook's Winter i*cept RS is developed to meet future labelling requirements set by the European Union. Its design is focussed on the labelling criteria "wet grip", "rolling resistance" and "tyre noise" shall be effective in the EU as of 2012.

Bridgestone hikes TBR, tread rubber material prices

Bridgestone Commercial Solutions, the commercial tire business unit of Bridgestone Americas Tire Operations, is raising prices on Bridgestone- and Firestone-brand truck and bus radial tires by up to 8 percent.

Bridgestone also is hiking the price of OTR tread rubber and Bandag-brand retread materials—including tread rubber, cushion, cement, solvents and envelopes—by an average of 8 percent.

Both price increases are effective immediately.

This is the Bridgestone's third price increase this year in North America on these products. The company raised prices by an average of 11 percent Aug. 1 and by 12 percent Feb. 1.

Falken hiking TBR prices

Falken Tire Corp. has notified its dealers that it will increase prices on Ohtsu- and Falken-branded truck and bus radial truck tire lines by up to 8 percent, effective Nov. 1.

The company blamed the increases on the continuing escalation in raw materials and transportation costs.



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What makes RunFlat tires so special?

When a conventional tire is punctured, air pressure is lost, the sidewalls collapse, heat builds up and tire and rim are inevitably damaged. The outcome is serious loss of control and the vehicle cannot be driven safely until the tire has been repaired or replaced.

RunFlat technology is exactly as it sounds - it allows your car to keep on running after a puncture or blow out, even when the tire is completely deflated, for approximately 70 km at 70 km/h.

The ingenuity behind this is all to do with the tire's reinforced sidewalls. These revolutionary tires have powerfully reinforced sidewalls with resilient rubber inserts that ensure the sidewalls do not collapse when deflated, and continue to support the weight of the car, even when the air pressure that normally does this job, is gone. Build up of heat is also minimised, and the driver is still fully in control and can safely drive the vehicle until repair or replacement is possible.

In fact, the driver in most cases will be unaware that a puncture has occurred and it is therefore essential that tire pressure monitoring systems are fitted to the car to alert drivers, and immediately warn drivers of any significant loss of air.

Drivers will no longer have to worry about being stranded or late because of a puncture, or even worse, having to deal with dangerous blow outs. Changing tires on the hard shoulder will also be a thing of the past, as will be having to wait for the rescue service to assist you. RunFlat will keep you on the road and make sure you reach your destination safely.

What are the advantages of having a car that is equipped with RunFlat tires?

Changing a deflated tyre on the motorway or in an unsafe area can be very dangerous, in fact it can sometimes be a perilous job, especially at night. On some highways without side-strip it might





even be impossible. It is not a pleasant job to change a tire, especially in winter or in the rain. It might also prove to be a difficult job getting the heavy spare wheel out of a fully packed boot. With RunFlat tires you are able to continue your journey even with a totally deflated tire. You will be able to drive for around 80km. This should provide enough time to drive home or to reach the next tire or car dealer

With the RunFlat technology you don't have to drive around with the usually required heavy spare wheel. Without the spare wheel you will gain a lot of space in your car boot and also save petrol.

RunFlat tires fit on standard wheel rims. Tire or car dealers don't need special fitting tools.

As for any other tire, the inflation pressure should be checked regularly and corrected if necessary. Too low inflation is the leading cause of tyre failure. Pressure checks should be made when the tyres are cold. The vehicle's manual indicates the recommended inflation pressure. Only a professional car or tire dealer should handle the damage inspection, mounting, dismounting, repairing or replacing of the tyres.

Can RunFlat tires be repaired after a puncture?

Tire manufacturers recommend that RunFlat tires be changed after they have been used under deflated conditions. However, they understand that customers might want to repair their RunFlat

tires for cost reasons.

Unless otherwise specified in the car owner's manual, RunFlat tires can be repaired by a qualified tire professional after a thorough inspection and analysis of the tyre history. In case of doubt the tire should not be repaired. The professional who is going to repair the tire will be responsible for his work in any case.

Tyre manufacturers don't support tire repairs .

- outside the tread area
- if the inside or outside of the tire sidewall area has been damaged by a sharp object
- if the tire has been run at low or zero pressure for a distance longer than recommended in the vehicle's manual or at a higher speed than recommended. The driver has to provide the necessary information.
- if the inner liner looks damaged or rough
- if there is any damage that would make a standard tire not repairable

Do I have to maintain RunFlat tires?

As for any other tire, the inflation pressure should be checked regularly and corrected if necessary. Too low inflation is the leading cause of tire failure. Pressure checks should be made when the tires are cold. The vehicle's manual indicates the recommended inflation pressure. Only a professional car or tire dealer should handle the damage inspection, mounting, dismounting, repairing or replacing of the tires.



Currently the following brands carry run flat tires.

- Bridgestone RFT (Run Flat Tire)
- Marshal XRP
- Dunlop DSST (Dunlop Self-Supporting Technology)
- Firestone RFT (Run Flat Tire)
- Goodyear EMT (Extended Mobility Technology)
- Kumho XRP
- Michelin ZP (Zero Pressure)
- Pirelli RFT (Run Flat Technology)
- Yokohama Run Flat

Hamilton breaks qualifying monopoly using P Zero Red tires



McLaren driver Lewis Hamilton has broken Red Bull Racing's monopoly on pole positions this season, thanks to a lap of 1m35.820s on Pirelli's P Zero Red supersoft tires in Korea. Hamilton's pole, at McLaren's 700th grand prix, was his first since the 2010 Canadian Grand Prix, beating newly-crowned world champion Sebastian Vettel by two-tenths of a second. This was also the first time that a Red Bull Racing car has missed out on pole since the Brazilian Grand Prix last year (where pole was claimed by Nico Hulkenberg for Williams).

Unusually, both Red Bull Racing cars elected to use the P Zero Red supersoft tires during Q1, whereas all the other frontrunners used the P Zero Yellow soft tires to start the first session. For Q2 and Q3, just the supersoft was used.

With no dry running during free practice yesterday, the teams had plenty of work during the final free practice session this morning, assessing the performance of both slick compounds with heavy and light fuel loads in preparation for qualifying and the race. The track evolved rapidly as more rubber was laid down, with some damp patches from yesterday's rain making the surface slippery in the morning. At the end of the hour-long session, McLaren's Jenson Button emerged quickest with a time of 1m36.910s on the P Zero Red supersoft, eclipsing the equivalent time last year, and underlining the British team's pace at this circuit.

With most teams likely to make three stops tomorrow, some drivers concentrated on preserving their tyre allocation for the race in Q3. Nico Rosberg just did one run for Mercedes, while Force India's Adrian Sutil did not set a time and his team mate Paul di Resta completed only an out lap.

The wear rate of both the soft and supersoft compounds corresponded with expectations, while the way that different teams used the tyres during qualifying indicated that there are some interesting race strategies in place.

Pirelli's motorsport director Paul Hembery commented: "The teams were presented with a very short amount of time to evaluate the soft and supersoft tyres before qualifying, but from what we have seen so far we would expect most of the drivers to make three stops tomorrow. This is in line with the average number of pit stops we anticipate over the year as a whole, but we also wanted to test the boundaries of our compounds in the final part of the season as we make some decisions for 2012. The supersoft tire looks set to work effectively for about 10 laps tomorrow while the soft tire is good for up to 20 laps. We'd expect the time difference over a lap between the two compounds here to be in the region of 0.7s to 1.0s, based on what we have seen today."

True Costs of Underinflation



Did you know?

For every 2.96 psi a car or light truck is underinflated, it loses 1% fuel efficiency. For a set of 4 tires, that is 0.74 psi/tire. Not very much, and would probably be difficult to determine with most pressure gauges. If each tire was underinflated by 2.5 psi, which is nothing abnormal and not enough to make the TPMS alarm to come on, the total for the vehicle would be 10 psi, robbing 3.38% from the vehicles fuel efficiency.

The average car and light truck in the USA is riding on a set of 4 tires that is underinflated by 10-11 psi. That means a 3-4% decrease in fuel economy.

Tires lose 1.78% of their tread life for each 1 psi they are underinflated. So, the average case of 10-11% under inflation yields 17.8% less tire life.

Nitrogen tire inflation is a great way to minimize under inflation. Nitrogen filled tires maintain their pressure 4-6 times longer than air filled tires, allowing drivers to stay closer to their recommended tire pressures between service intervals. With the cost of gasoline over \$4/gallon in most parts of the world, these wasted dollars can add up to significant losses. Filling tires with nitrogen is a great way to recoup some of these losses

Source: California Air Resources Board



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EVENT	DATE	INFORMATION	LOCATION
International Auto Retro Barcelona	02- 06-Dec 2011	The best Show and the leader in Spain, for professional and amateur vehicle collectors. The supermarket of collection cars and motorcycles. Exhibition and Sales. The most attractive fully restored classic and historic cars. The largest range of spare parts and accessories. Gallery of Art and automobilia collections items.	Fira de Barcelona Gran Via, Barcelona, Spain
Valencia Auto Show	03- 08-Dec 2011	Valencia Auto Show is going to be one of the most exclusive auto fairs in the region of Valencia. This extraordinary car show will be one of the most exotic destinations for the car owners and patrons of automobile genre.	Feria Valencia, Valencia, Spain
Motor Show-Bologna	03- 11-Dec 2011	Motor Show-Bologna is the flagship event for the Italian 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 bologna, the exhibition platform for luxury cars, passenger cars, specialist vehicles, motorcycles, scooters & mopeds & off-road vehicles.	Bologna Fair Centre, Bologna, Emilia-Romagna, Italy
Tokyo Motor Show	03- 11-Dec 2011	Tokyo Motor Show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world. It is the most comprehensive show for the whole industry, which makes it the international platform for all those who develop, manufacture or use passenger cars.	Tokyo International Exhibition Center (Tokyo Big Sight), Tokyo, Japan
Laser India	06- 09-Dec 2011	The Laser India 2011 is one of the niches arranged to bring together a number of reputed and well known companies associated with Laser and Optonics industry. These companies will send their representative, directors, managers and other executive in the expo to launch their latest and innovative products.	Bengaluru International Exhibition Centre, Bengaluru, Karnataka, India

EVENT	DATE	INFORMATION	LOCATION
Automechanika Shanghai	11- 13- Dec 2011	The Automechanika Shanghai is one of the top notch events to be held in the industry related to the automotive parts, equipments and service suppliers. It is the perfect place for the one to gain information related to the latest technologies of automobiles. The event provides the perfect business opportunity to its members from all over the world.	Shanghai New International Expo Centre(SNIEC), Shanghai, China
International Motor Show-Luxembourg	09- 11- Nov 2011	International Motor Show-Luxembourg is a premier trade fair for automotive industry in Luxembourg. The Motor Show will provides the unique opportunity to meet all the professional form the Automotive sector all together under one roof. This is the three day event.	Luxexpo, Luxembourg, Luxembourg
Riyadh Motor Show	11- 15- Nov 2011	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.	Riyadh Exhibition Centre, Riyadh, Ar Riyad, Saudi Arabia
Baghdad Autoshow	19- 22- Nov 2011	Following the success of first and second edition of Erbil AUTOSHOW in 2010 and 2011, Expotim now offers you the opportunity to showcase your products and services in BAGHDAD AUTOSHOW International Automobile, Automotive, Commercial Vehicles and Spare Parts	Tehran Permanent Fair Ground, Tehran, Iran
CAR BIKE & CYCLE EXPO	22- 25 Nov 2011	Car Bike & Cycle Expo western india's largest and exclusive event for the car, motor cycle and bicycle segment..	Ganesh Kala Kreedha Manch, Pune, Maharashtra, India
International Auto Show-San Dieg	29- 01 Nov 2011	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, unparallel 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

New Camera-Based Collision Alert Debuts on GMC Terrain

Industry-first system designed to help drivers avoid front-end and lane departure crashes



The 2012 GMC Terrain smaller SUV features the industry's first crash avoidance system that exclusively uses a single camera to help drivers avoid front-end and unsignalled lane departure crashes.

Terrain's new active safety system uses a high-resolution digital camera mounted on the windshield ahead of the rearview mirror that looks for shapes of vehicles and lane markings. The system uses audible warnings and a high-mounted visual display to warn the driver if he or she is following another vehicle too closely, when a collision is imminent, or when departing a lane without signaling first.

According to National Automotive Sampling System estimates, rear-end crashes account for approximately 28 percent of the nearly 6 million police-reported incidents that occur annually. The National Highway Traffic Safety Administration maintains that the majority of rear-end collisions involve driver inattention, and the Insurance Institute for Highway Safety says forward collision warning systems have the potential to help prevent such crashes.

"Digital image sensors are used in just about everything from cameras to mobile phones to computers and this is making them a more-affordable alternative for use in vehicles," said Raymond Kiefer, General Motors Technical Fellow for crash avoidance systems. "By combining a digital camera with state-of-the-art image processing algorithms, we're able to estimate when a crash may be imminent."

Terrain's warning display contains green "vehicle ahead" and "lanes detected" icons, as well as flashing red "forward collision alert" and amber "lane departure warning" icons that are accompanied by warning chimes. Forward collision alert operates at speeds above 25 mph and warns a driver if they are following too closely or in imminent danger of a front-end crash. When a collision is predicted to be imminent, vehicle brakes are pre-charged to help drivers quickly reach maximum braking.

The forward collision warning software examines each frame captured by the camera – about 14 frames per second – searching for shapes characteristic of vehicles. Detected vehicles are then checked over successive frames for changes in size for calculating time-to-collision. The system also uses speed, directional change, and how the accelerator and brake pedal have been applied to determine when to alert the driver.

In order to operate in varying visibility conditions, the system combines four separate exposures to create each high-resolution image for analysis. This is particularly useful at night when short exposures are needed to get clear images of light sources while long exposures are needed to detect shapes and textures. Night time target recognition is also enhanced by looking for pairs of lights moving together that indicate taillights. The system operates as long as the camera eye is unobstructed, such as by snow or mud.

In addition to searching for other vehicles, the image processor also looks for lane markings to provide lane departure alerts. Available at speeds above 35 mph, the lane departure warning icon shines green when lane markings are detected to indicate the system is active. If the vehicle drifts out of the lane without a turn signal, the lamp switches to flashing amber and is augmented by warning beeps.

The GM camera-based forward collision alert system is listed at the Safercar.gov website as a result of passing three track tests required by the NHTSA's New Car Assessment Program.

"GM is committed to providing protection before, during and after a crash, but the best scenario is to avoid a collision in the first place, and this technology is designed to assist drivers for that purpose," said Gay Kent, GM executive director of Vehicle Safety and Crashworthiness.

GM Introduces Industry's **First Front Center Air Bag**

New safety feature designed to help protect driver, front passenger in side impact crashes



General Motors will introduce the industry's first front center air bag, an inflatable restraint designed to help protect drivers and front passengers in far-side impact crashes where the affected occupant is on the opposite, non-struck side of the vehicle.

The front center air bag will be introduced on the Buick Enclave, GMC Acadia, and Chevrolet Traverse midsize crossovers in the 2013 model year. This new safety feature will be standard on Acadia and Traverse with power seats and all Enclaves.

The front center air bag deploys from the right side of the driver's seat and positions itself between the front row seats near the center of the vehicle. This tethered, tubular air bag is designed to provide restraint during passenger-side crashes when the driver is the only front occupant, and also acts as an energy absorbing cushion between driver and front passenger in both driver- and passenger-side crashes. The air bag also is expected to provide benefit in rollovers.

GM analysis of the National Highway Traffic Safety Administration's Fatality Analysis Reporting System database, found that far-side impact crashes, which the front center airbag primarily addresses, accounted for 11 percent of the belted front occupant fatalities in non-rollover impacts between 2004 and 2009 involving 1999 model year or newer vehicles. These far-side fatalities, where the occupant is on the non-struck side of the vehicle, also represent 29 percent of all the belted front occupant fatalities in side impacts.

"The front center air bag is not required by federal regulation, and no other air bag in passenger vehicles today offers the type of restraint and cushioning this air bag is designed to provide for front occupants," said Scott Thomas, senior staff engineer in GM's advanced restraint systems.

The front center air bag is expected to "While no restraint add to the vehicles' record of third-party technology can address all crash test performance. The 2012 model body regions or all potential year editions of these midsize crossovers injuries, the front center air bag is designed to work with the other air bags and safety belts in the vehicles to collectively deliver an even more comprehensive occupant restraint system," said Gay Kent, GM executive director of Vehicle Safety and Crashworthiness. "This technology is a further demonstration of GM's above-and-beyond commitment to provide continuous occupant protection before, during and after a crash."

"The front center airbag has real potential to save lives in side crashes," said Adrian Lund, president of the insurance Institute for Highway Safety. "GM and Takata are to be commended for taking the lead in this important area."

GM and technology supplier Takata developed the front center air bag over the course of three years, testing many design iterations to achieve packaging, cushioning, and restraint for a variety of crashes and occupant positions. Numerous elements of the air bag's jointly patented cushion design address the restraint's unique performance characteristics while considering a range of occupant sizes.



All-New Ford Explorer Offers Surprising Level of Convenience, Connectivity Technologies

The all-new Ford Explorer will offer 4WD customers a broad range of trim levels and customer convenience and connectivity technologies that will raise the eyebrows among even luxury utility vehicle and 4-wheel drive owners.

"Today's customers really aren't interested in compromising," said Hussein Murad, Ford Middle East's director of Sales. "They want luxury, convenience and technology with their all-road capability. Until now, they had to choose a luxury SUV to get the features they want – a feature level that this all-new, industry-leading Explorer now exceeds."

The new Explorer challenges the utility vehicle status quo by offering luxury levels of convenience, connectivity and technology. From the highly equipped base model that includes MyFord driver connect technology through the volume-series XLT to the luxurious Limited series, Explorer provides buyers unexpected technologies and conveniences normally found in premium vehicles.

Blind spot monitoring, which looks out for the driver when backing from a parking spot with limited visibility, adaptive cruise control that safely monitors vehicles ahead, and active park assist that aids in finding and executing a parallel parking maneuver all represent technologies a buyer might expect to find when shopping premium vehicles. The all-new Explorer offers these and more.

Base is the new well-equipped

The base Explorer delivers a strong package of customer convenience and technology features, which includes the following as standard equipment: hill start assist, air filtration system, media hub, including an auxiliary input jack, four 12-volt power points; steering wheel-mounted five-way and secondary audio controls; cruise control; single CD/MP3-capable six-speaker audio system; and, MyKey™ owner control feature.

The base Explorer features cloth seats with first-row adjustable buckets, a 60/40 split fold-flat bench seat in the second row, and a 50/50 third-row split folding bench.

XLT volume series adds tasteful touches

The all-new Explorer XLT offers all the base model equipment with a higher level of harmonizing chrome and satin-finish accent trim, 18-inch aluminum wheels, unique cloth seating, leather covering for steering wheel and shift knob, SelectShift Automatic™ transmission, SecuriCode™ keyless entry keypad, fog lamps, perimeter alarm and reverse sensing system.

A premium audio system with eight speakers, rear view camera and dual-zone electronic automatic temperature control is also available.

Explorer XLT also offers a dual-panel moonroof, power-operated liftgate, BLIS with cross-traffic alert, inflatable second-row seat belts for outboard seating positions, 20-inch polished aluminum wheels, and premium paint colors – White Platinum Metallic Tri-Coat and Red Candy Tinted Clearcoat – as stand-alone options.

Range-topping Limited adds more luxury

Buyers seeking luxury with their capability will be impressed with the generous levels of convenience and connectivity technologies offered in the all-new Explorer Limited. From remote start through a 10-way leather-trimmed driver's seat to adjustable pedals with memory settings, Limited takes Explorer luxury to a higher level.

Visual distinction is assured with a unique body-color grille, body-color PowerFold® sideview mirrors with memory functionality, and 20-inch painted aluminum wheels.

Explorer Limited includes all of the feature content offered in the XLT, plus: ambient lighting; adjustable pedals with memory; cargo net; dual-zone electronic automatic temperature control; leather-trimmed, heated seats; 10-way power driver's seat with power lumbar and recline; six-way power first-row passenger seat with lumbar and recline; second-row 60/40 split bench seat with armrest and dual cupholders; electrochromic interior rearview mirror; Sony® Audio System with high-definition radio and 12 speakers; rear view camera; remote start; 110-volt outlet; SYNC voice-activated communications and entertainment system; intelligent Access with push-button start; and, universal garage door opener.

The most luxurious Explorer model also comes standard with MyFord Touchdriver connect technology. This includes a pair of cluster-mounted driver-configurable displays, an 8-inch LCD color touch screen in the center stack with compass and temperature display, media hub with a pair of USB ports, and an SD card reader and RCA video input jacks. Explorer Limited offers five-way supplemental controls on the steering wheel.

Explorer Limited also offers second-row captain's chairs and a second-row console for large vehicle buyers placing a higher priority on rear seat luxury and seating comfort.

"All these features help the all-new Ford Explorer challenge the notion of what 4WDs can offer customers," Murad said. "This level of luxury, capability, convenience and connectivity, combined with jaw-dropping fuel efficiency, is the kind of leadership today's SUV customers need and appreciate, coming from a nameplate they know and trust – Ford Explorer."





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Toyota Motor Corporation joins Al-Futtaim Motors and UAE govt. departments in nation-wide raids on counterfeit parts trade



Toyota Motor Corporation, through Al Shaali & Co., Advocates & Legal Consultant and its UAE exclusive distributor Al-Futtaim Motors and Department of Economic Development of Abu Dhabi, Dubai and Sharjah have recently joined efforts to combat the menace of counterfeit auto parts trade in the UAE.

At a press conference held at Intercontinental Dubai Festival City, the Department of Economic Development (DED) has announced the results of a triple sweep raid mission executed last week on a number of auto part retailers in Abu Dhabi, Dubai and Sharjah over 10 days. The sweep raid actions in the 3 emirates had been a success.

The conference was opened by Hatem Abdel Ghani, Director & Head of IP Enforcement in Al Shaali & Co, Advocates & Legal Consultants and featured an anti-counterfeiting presentation by Sajjad Pasha, National Sales & Marketing Manager Parts and Distribution Al-Futtaim Motors.

It was reported that the most common origins of illegal parts seized within the UAE were from China, Taiwan, Turkey, Korea and Malaysia.

"The sweep raid actions are aimed at demonstrating Toyota Motor Corporation's eagerness to work with the authorities in the UAE and its local distributors, Al Futtaim Motors to take actions against counterfeiters" said Hatem Abdel Ghani.

Sajjad Pasha also stressed on the negative impact the counterfeiting trade has on the brand image saying: "These illegal activities put both our brand and the consumers in danger. Auto part purchasers are being cheated and misled and end up with a hazardous part in their vehicles, which compromises their safety and the wellbeing of their families."



Al-Futtaim Motors last year spearheaded the formation of a Dealer Council to safeguard the interest of the company's 125-strong authorised dealer network. The Dealer Council has helped combat parallel imports of genuine Toyota parts in the UAE, and is working with government institutions to identify traders of counterfeit goods. It also serves as formal platform for all Al-Futtaim Motors dealers to share insights to further improving customer service, sales and marketing.

In 2008, Toyota Motor Corporation carried out similar sweep raid actions in a large scale fashion in the Sharjah market. The sweep raid actions assisted by Al Shaali & Co, resulted in seizure of counterfeit Toyota auto spare parts wherein many retail companies were raided against.

UAE has seen a tremendous growth in the auto spare parts trade since 2003. According to a study by the UAE's Ministry of Foreign Trade, the automotive market in the UAE has grown by 19.7 % in 2010. The counterfeiting activities concerning the auto spare parts industry enjoyed simultaneous growth with the automotive and auto spare parts industry and trade in the UAE.

Hatem Abdel Ghani said Toyota Motor Corporation expressed its satisfaction and appreciation to the authorities in the UAE for their readiness to cooperate with the brand owners and the support from the Economic Development Departments in the 3 emirates is shown through the smooth completion of the sweep raid actions that were recently carried out and the good results from the sweep raid actions. Toyota Motor Corporation had also expressed its intentions to continue to battle counterfeits in this region.

"The Dubai Department of Economic Development leads the way in the fight against counterfeiting. It is committed to taking all corrective measures according



to the laws that deem it illegal for wholesalers who deal with counterfeit products. We are keen to provide greater support to owners of global brands by doing whatever it takes against companies that carry out such illegal acts" said Abdulla Mohammed Al Shehhi Commercial Protection Director Dubai Department of Economic Development.

"The vision of the Department of Economic Development in Abu Dhabi is focused on addressing counterfeit issues which reflect negatively on the UAE economy" said Mr. Ali Fahd spokesman of the Economic Department in Abu Dhabi. He stressed the department was following this campaign closely and has already taken all legal actions against illegal traders in collaboration with the brand owners. He assured that the department will continue its efforts to prevent and protect consumers of the dangers of counterfeit products.

"Due to the efforts done by the Government of Sharjah in the fight against counterfeiting we have observed that counterfeiting activities have considerably decreased. This is mainly due to the sweep raids and legal actions conducted by the Department of Economic Development on behalf of international companies" said Mr. Khalifa Misbah Al Kutbi from Economic Development Department of Sharjah. He added that the department will not hesitate to take any action against the merchants who deal with counterfeit goods and who violate the UAE laws in that regard.

The success of the market sweep raids carried out by Toyota Motor Corporation and concerted efforts by all parties involved have amply demonstrated the willingness and common aims of all parties to fight this menace. The efforts and investment by Toyota Motor Corporation in continuously fighting counterfeit in this country should set a good example to all brand owners around the world to follow suit. With the support and commitment of the authorities in the UAE, in particular the Department of Economic Development, it is important that brand owners in the automotive industry continue their efforts to protect their brands, as it will go a long way to ensuring lives of vehicle owners are not put at risk, while protecting the legitimate rights of the brand owners.



My BMW Remote app goes Android.

The BMW Group doesn't only offer solutions for the integration of Apple smartphones; in the future, smartphones based on the Android operating system should also be able to use the BMW and MINI apps. The first step along this road is the Android version of the My BMW Remote app, which controls the same remote functions as its iPhone counterpart. In addition to opening and closing the car, the driver can also use the Climate Control function to access the car's climate control system and activate its auxiliary ventilation or heating. Added to which, the driver can use the Flash Light or Horn Blow functions to gain a visible or audible reminder of their car's location (not available in all markets). If the car is out of sight and earshot, it can still be located by the Vehicle Finder function within a radius of up to 1,500 metres. A map then guides the driver to the car. Google Local Search rounds off the portfolio of functions. Here, customers can use the Google search function or the smartphone's address book to send relevant Points of Interest (POIs) to the car's navigation system. The e-mobility-specific remote functions of the BMW ActiveE, such as battery charging from outside the car, will also be available for Android phones, as will the upgrade for the My BMW Remote app – slated for introduction in autumn 2011 – which adds the Real-Time Traffic Information (RTTI) function.

Android is currently the fastest-growing software platform for smartphones and tablets. As open-source software, it can be adapted to and used on a wide range of devices from different manufacturers. It is here that the challenge lies for the BMW Group developers. Different resolutions, not to mention the technical requirements and particular characteristics of the different devices, have to be taken into account in the development process. And that means the testing phase for Android phones is far more extensive and time-consuming than for apps for the iPhone, which only comes in two variants. Adapting the graphics as required is also a complex business. Android places different demands on the user interface and operating architecture. To this end, the user interface has to be adapted to the look and feel of Android phones, without making too many changes to the familiar and well thought-out appearance of the app. Here, the design of the Android user interface has already incorporated feedback from existing My BMW Remote app users and allows it to integrate new functions even more easily.



Emergency Brake Assist from Continental is now Available for Compact Cars

An important step towards ensuring 'Safety for Everyone': in future, the city version of Emergency Brake Assist from Continental will also be used in smaller cars. Studies have shown that, in addition to greater safety, the assistance system can also offer savings on insurance premiums.

The emergency brake assist for urban areas is already well established in mid-range and high-end vehicles – but now it is being installed in smaller vehicles too. At this year's Frankfurt International Motor Show, both a German and an Italian car manufacturer presented a compact car fitted with the Emergency Brake Assist city version from Continental. "Our goal of ensuring 'Safety for Everyone' means that we want to make safety systems available to everyone, everywhere, and for every size of vehicle", said Dr. Andreas Brand, head of the

Passive Safety and ADAS business unit at international automotive supplier Continental. "The fact that advanced driver assistance systems such as Emergency Brake Assist are now also being increasingly deployed in smaller vehicles is bringing us a significant step closer to achieving this goal."

The main cause of accidents in urban traffic is driver distraction

In Germany, 22 percent of all accidents involving personal injuries are rear-end collisions. Three quarters of all reported accidents occur within built-up areas at speeds of up to 30 km/h. Driver distraction is considered one of the main causes of such accidents, as in 50 percent of cases the drivers failed to brake at all. In those cases where the driver did brake, it was often delayed. Emergency Brake Assist intervenes if the driver is inattentive and shows no sign of having recognized the danger of an impending collision.

The city version of Emergency Brake Assist – EBA-City – is active at speeds of up to 30 km/h. It features an optical sensor that uses infrared beams to monitor the road space in front of the vehicle, up to a distance of about 10 meters. Its electronics calculate the distance to the vehicle in front. If there is a risk of collision, EBA initially prepares the brakes, issues a warning to the driver and then, if time starts to run out, automatically applies the brakes. If the maximum speed differential between the vehicles with the vehicle in front can be avoided in most cases. If a collision is unavoidable, automatic emergency braking can significantly reduce the impact velocity and thus the severity of the accident.

Emergency Brake Assist is also easy on your pocket

The Association of German Insurers (GDV) sees collision avoidance and emergency braking systems as the advanced driver assistance systems with the greatest potential for preventing accidents in the future. In addition to enhancing safety, Emergency Brake Assist also offers financial benefits to motorists: in 2010 the Allianz Center for Technology came to the conclusion that fitting all vehicles in Germany with a city version of Emergency Brake Assist could save €500 million in minor damages – costs which vehicle owners currently pay out of their own pockets. Recent studies by the Insurance Institute for Highway Safety in the US showed that drivers of the Volvo XC60 fitted with Emergency Brake Assist as standard make around 50 percent fewer insurance claims for damage involving personal injury than drivers of other comparable SUVs.

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Engineering partner with Bosch Group know-how



In its role as systems engineering partner, Bosch Engineering GmbH adapts field-proven Bosch automotive technology for a wide variety of automotive and non-automotive applications.

As a wholly owned subsidiary of Robert Bosch GmbH, the company has access to the Bosch Group's wide-ranging expertise and entire product portfolio. The engineering service provider has been creating complete solutions for its customers since 1999, offering everything from the initial study to the production-ready design - even for projects with a batch size of one. By adapting electronic systems to each individual project, products can be tailored precisely to the customer's requirements. 'Of the 500 projects or so we work on for customers each year, no two are ever alike,' says the company president Bernhard Bihr.

Systems originally conceived for automotive applications in luxury-class vehicles, development studies, and special models of production vehicles have in the meantime been transferred by Bosch Engineering to many other related fields of application. 'Whatever the field in question - be it commercial vehicles, agricultural and construction machinery, rail vehicles, robots and driverless vehicles, industrial and marine applications, or leisure craft - we offer individual electronic systems for diverse applications,' says Bihr, describing the company's expanding breadth of service areas. Active around the globe, Bosch Engineering currently employs some 1,600 associates at eight locations in Germany, Austria, France, the United Kingdom, the United States, Japan, and China.

Extensive range of services for powertrain systems

With its powertrain services, Bosch Engineering supports manufacturers of conventional internal-combustion engines, engines powered by alternative fuels, and hybrid and electric drive solutions. The company's engineers and designers take care of all development tasks, from defining the system design for development studies and developing the necessary functions and software to approving series production of control units in the Bosch manufacturing facilities. These activities are complemented by a full range of testing and consulting services. The services provided by the experts in electronic systems are by no means restricted to passenger, commercial, and off-highway vehicles. 'We can adapt our powertrain electronics to any vehicle that moves on two, three, four, or more wheels,' says Bihr. And a number of recent projects prove that such systems can be put to equally good use in applications involving no wheels at all. Tailor-made solutions based on Bosch technology for industry-standard products can today be found in ships and in combined heat and power plants.

Safety, comfort, and E/E integration

Vehicle safety and comfort is another of the company's service areas. These activities include the development of active safety and dynamic handling systems, based on the coordinated action of braking, steering, and chassis functions. Examples include dynamic tuning strategies for high-performance sports cars and solutions adapted to unusual weight distribution ratios or the extreme operating conditions encountered by special-purpose vehicles. Radar- and video-based driver assistance systems provide additional safety. The development of complete restraint systems also forms part of this area of expertise. Individual sensor functions and control algorithms are designed to meet different requirements and adapted to the customer's specifications. Another area in which customers can benefit from Bosch Engineering's system expertise is the integration of electrical and electronic systems. The services offered range from the design and optimization of system architectures and the configuration of in-vehicle communication networks to integration support.

Test services, sensor systems, and motorsports

Among the facilities at the Bosch Engineering site in Abstatt is a modern test center equipped with engine test rigs and vehicle dynamometers. Functional tests of the newly developed systems can be performed here, along with exhaust-gas and emissions tests based on any of the legal standards that exist in the world. The Bosch Engineering specialists also provide support with process optimization and with project and quality management. The newly established sensor systems unit focuses on the development of new and adapted systems, sensor manufacturing, and non-automotive sensor applications. In their work, the electronics experts have access to the full range of sensors offered by the Bosch Group and the wealth of experience the group has accumulated over the past decades. In this way, existing sensors can be adapted to new applications in rail vehicles, watercraft, and leisure craft, for example. And last but not least, Bosch Engineering also coordinates the Bosch Group's motor racing activities.

Cornish designer puts the art into Ford car parts



A Cornish designer has tackled one of the biggest and most unusual challenges of her career – creating a piece of jewellery out of Ford Focus car parts.

Twenty-six year-old Katherine Hawkins is a British designer who runs her 'Crème Nouveau' business from a studio in St Columb Major. She was commissioned by Ford to create a unique piece of vintage-style 'Ford' jewellery as part of the company's Centenary Tour – a month-long event celebrating 100 years of Ford of Britain.

The one-off necklace combines rhinestones and crystals with reversed instrument dials, needles, nuts, bolts and springs, on a template made from car seat material.

Katherine said: "When the box of car parts arrived, I didn't really know what to expect. It doesn't help that I can't actually drive so at first I didn't know what the parts were for! But once I got them spread out to see how they look and sit and how I could work with them, the idea came very quickly and I was able to use really cool metals, plastics and rubbery bits!"

The Ford Centenary Tour came to an end in September, covering a distance of over 2,200 miles across Britain, from Inverness to Southampton and Cardiff to London.



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The Bosch Group will generate more than 50 billion euros in sales in 2011



Franz Fehrenbach, the chairman of the Bosch board of management, the leading supplier of technology and services, states that "the business cycle may have passed its peak in the first half of the year, but this does not mean that collapse is imminent and it certainly does not warrant hasty overreaction. We are still expecting 5% of global automotive production in 2011." This suggests the need for a more vigilant approach for such economic developments.

According to Fehrenbach, growth in the automotive markets in emerging countries has recently seen a slight slowdown. Nevertheless, the emerging markets in Asia and South America will continue to catch up to the established markets beyond this year.

Against this backdrop, the Bosch Group is expecting growth to slow slightly in the second half of 2011 for its automotive technology, industrial technology, consumer goods and building technology business sectors. Nevertheless, sales are expected to increase by 10%. "We remain confident that the Bosch Group's sales will top 50 billion euros for the first time," said Fehrenbach. At the same time, automotive technology sales are expected to exceed 30 billion euros.

Bosch's growth is having a positive effect on employment. Fehrenbach is predicting the Bosch Group's workforce to grow by 15,000 to more than 300,000 associates this year, with employment in automotive technology growing by 10,000 to around 177,000 associates. Bosch is committed to invest considerable sums in its future. With 3.3 billion euros for research and development in the area of automotive technology alone, the R&D ratio for 2011 is over 10%. "This is our upfront investment in helping to shape the structural change of the automotive industry," affirms Fehrenbach.

The structural changes facing the automotive industry are of particular concern to Bosch as a global supplier. For Fehrenbach, the primary issue is not absolute growth in global automotive production, but how this growth is distributed across regions and segments. The chairman went on to list the central aspects: First and foremost, automotive production is continuing to shift to Asia's emerging economies. Despite the volatility in business cycles, those markets are remaining dynamic, but as they catch up, all small, low-price vehicles will predominate, according to Fehrenbach. As a result, during this decade global automotive production will grow strongly in terms of units produced, while growth in terms of value will be weaker.

At the same time, Fehrenbach added that technical demands are rising in all markets. Even small, low-cost vehicles need to meet tightening emission and fuel-consumption standards around the world. However, the most important factor is the demand for safety. For instance, the United Nations has proclaimed the decade of action for road safety – and in this respect Bosch's strategic imperative "Invented for life" is spot on. In this regards, Fehrenbach affirms: "We are doing our utmost to make accident prevention and environmental protection affordable everywhere."

The automotive technology business sector is stepping up its activities in the growing Asian market. Despite the crisis, it has managed to increase its annual sales by half compared with 2007 levels. By the end of the year, almost 10,000 of the 29,000 engineers it employs around the world will be based in this region. Here it also sells almost one in three of its diesel systems, and here it will be investing another 1.5 billion euros between 2011 and 2013.

With regards to the field of ecologically sound technologies, Fehrenbach said: "To us, developing ecologically sound technologies makes economic sense." One example of ecologically sound technology is electromobility powered by renewable energy sources. Bosch is currently investing 400 million euros annually en route to the electric vehicle – above all in traction batteries, electric motors, and power electronics. By 2013 the company will be delivering products from its electromobility portfolio to almost 20 projects for twelve automakers.

New functions that are emerging from greater networking of the car with its surroundings are enhancing vehicle safety, increasing comfort as well as convenience, and making mobility more efficient. Bosch is putting a lot of effort into car-to-x communication, whereby cars communicate with each other and with their environment. The aim is to warn drivers quickly of critical traffic situations or potential dangers. The company is also working on infrastructure solutions to support electromobility. With a pilot project in Singapore, Bosch is testing a service platform that will link the drivers of electric vehicles with service providers, energy suppliers, or parking operators, with the aim of making mobility efficient and comfortable.

In all its development work for the mobility of the future, Bosch is adjusting to the increasing uncertainty in economic circumstances. According to Fehrenbach, the automotive supplier and the automotive industry as a whole must overcome volatility in business cycles and press on with its major innovation projects. Partnerships for innovation between producers and suppliers have always depended on reliability – but, in uncertain times, it becomes even more important. "At Bosch, this goes without saying. Our partners can rely on us," concluded Fehrenbach.

UAE Auto Parts Trader Takes Lead in Environmental Protection



One of the Leading UAE auto part distributors, A-MAP is taking the initiative to prevent environmental damage as a result of poor manufacture and recycle processes.

With cars a necessity for the majority of UAE residents, the environmental impact from the manufacture and disposal of automotive products is becoming a key area of importance for many drivers.

The battery is the most challenging automotive product to deliver in an environmentally-friendly way, as it is produced with raw materials that can be challenging to dispose of, such as lead-acid.

Globally, lead recycling is already a mature industry, but without the cooperation of industry leaders it is difficult to monitor and ensure the correct disposal methods are being adhered to.

Facing the challenge of delivering green processes and products to increasingly eco-conscious consumers head-on, A-MAP is dedicated to contributing to an environmentally sustainable society.

"We make it a point not to sell any used batteries to scrap yards, as we can't be sure of their disposal or recycle methods. There are reports in the UAE of illegal dumping of toxic battery waste in the open environment in order to reduce the cost of recycling the batteries," said Asad Badami, Managing director for A-MAP which is the leading distributor of automotive spare parts, batteries, tires and lubricants.

"To ensure we are at the forefront of environmental conservation, we collect and ship used batteries back to our own suppliers that have specific and dedicated facilities to recycle this waste in an environmentally conscious manner," added Badami.

Automotive battery life is significantly reduced in the region as, according to experts, excessive heat is one of the main reasons for reduced battery life - heat increases the discharge rate of the battery causing it to die out quicker.

To this end A-MAP is opening a new technical centre for its Solite brand of batteries, dedicated to studying the deterioration of batteries in the MENA region in particular.

"The centre aims to provide accurate data to the manufacturers in order to facilitate improvements to the Solite range that is specific to the extreme weather conditions of the region. Ultimately this could mean fewer discarded batteries that end up in landfills," said Badami.

A-MAP is also concerned about tires, many of which are being produced using highly aromatic oils, already classified as carcinogenic.

"We want to assure our clients and the general public that our aim is to continue to bring cutting-edge green technology and products to the UAE. The FENIX brand tires distributed by A-MAP are produced without carcinogenic, highly aromatic oils and are designed to flourish in the heat-sensitive environment of the Middle East," concluded Badami.

A-MAP's sales figures suggest that UAE customers are increasingly opting for quality over corner-cutting; since 2009, the company has grown by 300 per cent and it is expected to double in size by 2013. Expansion into new markets is currently underway, with operations already established in Africa, Asia and North America.

TruXedo Tonneau Covers

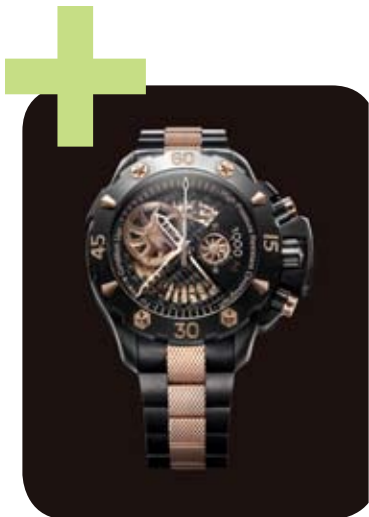
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Lenovo Showcases Latest Line Up GITEX 2011



Lenovo Middle East reinforces its bid for the number 2 spot in the global PC market with a world-class line up of Think and Idea innovations at this year's GITEX Technology Week. The product showcase demonstrates a firm commitment to serving the PC market with new technologies, and investing in new areas to continue outpacing competitor growth. Recent launches have extended Lenovo's product range into the tablet market and introduced powerful new super-slim laptops for the business and consumer markets.

"The PC industry is navigating a period of changing dynamics as we head towards 2012, with emerging markets really driving this next wave of expansion," said Jack Lee, Corporate Vice President, Lenovo Group, and General Manager, Middle East and Africa. "Lenovo continues to spearhead market growth and we are confident in securing the number two global sales position by the end of this year. To achieve it, we fall back on the innovation that is built into the DNA of our business and into the suite of technologies that you will see on display at GITEX." Launched earlier this year, the Lenovo ThinkPad X1 is a phenomenally thin, yet tough, laptop combining performance, mobility and style for business users. The IdeaPad tablet K1 is Lenovo's first entry into the tablet market, offering an Android-based device for computing and connectivity on the move, while the compact All-in-One desktop PC offers a space-efficient, sleek and powerful computer for family or small business use.



Big Pony 3 Cologne for Men by Ralph Lauren

The original Polo by Ralph Lauren was green as well, but its intensely herbal, almost powdery character made it more formal and starchy. Big Pony 3 is more aromatic and overall fresher, counterpointing spicy ginger to the tingling notes of mint in the opening. Taking the number of the captain in a polo team, this is a trustworthy, sporty masculine cologne that will exude the air of virility and cleanness you would expect from someone donning Ralph Lauren in the first place. Cooling spritzing for all over energizing all day long! Big Pony 3 comes in a bright green bottle following the flask shape of the classic Polo cologne embossed with the number 3 on it

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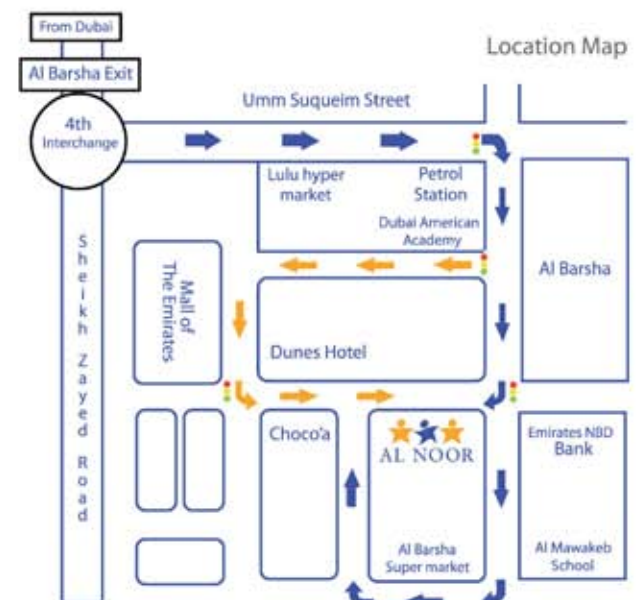
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Sony Ericsson 's Xperia™ arc S

Sony Ericsson has announced the Middle East launch of Xperia™ arc S, the fastest and the most entertaining smartphone from the Xperia™ family. The award-winning Xperia™ arc S comes with a 1.4GHz processor, delivering 25 per cent faster camera start up and media conversion, as well as 20 per cent quicker web page rendering compared to Xperia™ arc. Ruediger Odenbach, General Manager, Sony Ericsson Middle East, said: "Xperia™ arc S is the fastest and most entertaining Xperia™ to date. It clearly demonstrates the premier range of smartphones in the Xperia™ family that are embedded with features and offer a great entertainment experience."

Xperia™ arc S includes best-in-class Sony technology such as 3D sweep panorama that enables images to be captured in 3D and then viewed by connecting the phone using the HDMI output to a 3D TV. Xperia™ arc S has a visually brilliant 4.2" Reality Display with Mobile BRAVIA® Engine, an 8.1mp camera with HD video capability and Sony's award winning Exmor R™ for mobile image sensor that enhances still images and videos even in low light conditions.

Consumers also have access to a unique social entertainment experience of sharing through Facebook inside Xperia™, in addition to the extensive world of Android with over 250,000 applications.

Sony's Newest External Hard Drives

Sony is making data storage and backup easier, safer and more enjoyable with its latest range of external hard drives. The new HD-EG5 and HD-EG5U offer advanced features in a slim, stylish package that enable users to save and access their data quickly and conveniently, wherever they go.

The new drives with 500GB capacity provide USB3.0 compatibility and use pre-loaded Data Transfer Accelerator software to increase transfer speeds up to three times as compared to data transmission without the software. When connected to a USB2.0 port, the software boosts transfer speeds up to two times. These features make them one of the quickest 2.5-inch hard drives in the market.



The Password Protection Manager software makes it easy to lock all or part of the drive using advanced AES 256-bit encryption, allowing only password-holders to access the protected data. Meanwhile, Backup Manager makes it a cinch to set up automatic back-ups on any PC, and saves time by intelligently recognizing and backing up only data that has been added or modified. FAT32 formatter software is also included to sync the drives with FAT32 compatible hardware.

The Ferrari 458 Italia Racing Wheel for Xbox360

Is that regular ol' Xbox 360 controller leaving you unfulfilled after a marathon session of Forza Motorsport 4? Don't fret, Thrustmaster has announced the launch of its Ferrari 458 (F458) Italia Racing Wheel for Microsoft's gaming console.



The 11-inch wheel features a rubberized grip to stay comfy, built-in metal paddle shifters, a Manettino dial for mid-lap adjustments and progressive resistance to keep you on the straight and narrow. Not wanting to leave PS3 and PC racers in its dust, the company also revealed the TH8 RS gear shifter -- which connects to the T500 RS or the outfit's other PC wheel controllers via USB. This bad boy lets you release your inner Michael Schumacher with either H-pattern or sequential configurations plus 360-degree rotation adjustment to tailor the gearbox to your liking. Both the TH8 RS and the aforementioned F458 will be hitting your garage.



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