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TOM LEE

Vice President and Head, Hyundai Middle East and Africa Headquarters

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ART 1300



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ART 1500



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PUBLISHER'S NOTE



Every Dubai resident will have his or her own horror story about waiting for a long time in the hot sun to even catch a glimpse of a taxi. With the pre 2008 boom returning to the UAE, taxis have once again become as rare as hen's teeth. Getting one when you really need it is a hit and miss affair. I once waited for what seemed like hours in the Palm area for a taxi till my pool maintenance worker saw me and gave me a ride.

Even if you are lucky enough to get a cab without a long wait, you could end up with a driver who has absolutely no clue where he is going and could do with a refresher course in customer service. Drivers are generally not very familiar with the roads and you could end up either on the wrong road or miles away from your destination. And who can forget the mad scramble for change for paying off the driver while he waits impatiently?

In a country that has the highest internet penetration and smart phone usage in the Middle East, private taxi services are finally coming of age with the launch of Uber in Dubai. Dubai will be the 42nd city for Uber, a startup that took the tech world by storm and is financed by companies like Google Ventures and Goldman Sachs. Uber's Dubai entry took off in style with a ride for well-known TV (CNN) host Riz Khan in a BMW 7-series car.

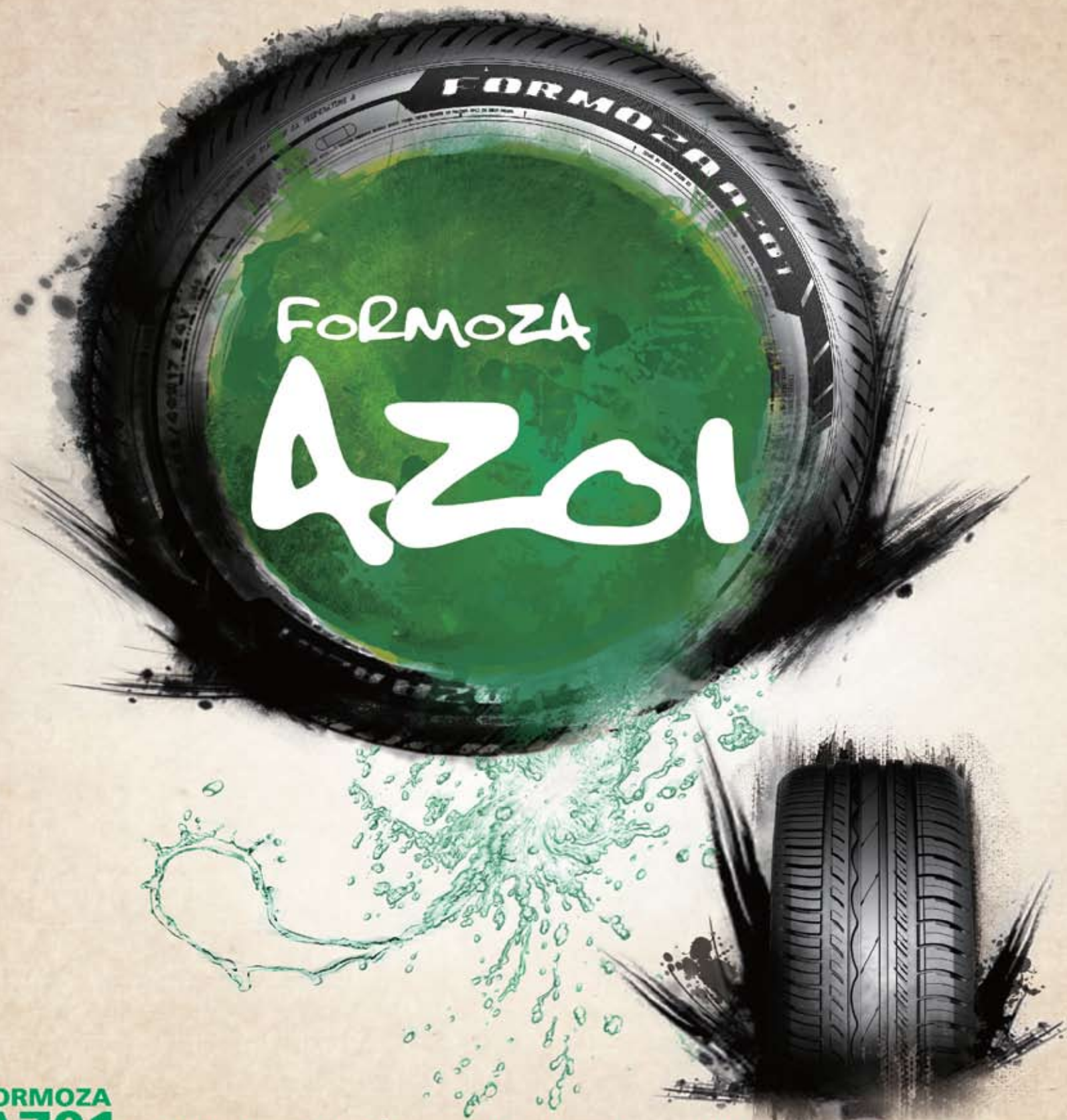
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Keeping an eye out for smart business ideas like these is something we do to keep our readers informed and up to date. Turn to page 53 for an article on another winning concept, a UK based startup called BioBeans that converts used coffee beans into biofuel.

Hamid Moaref

Publisher

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TOM LEE

Vice President and Head of Hyundai Middle East and Africa Headquarters

What are some of the critical issues faced by car manufacturers that are unique to the Middle East?

Hyundai's biggest focus at the moment is raising awareness of our entrants in the region's important and competitive premium car market. Our premium models, the Genesis and Centennial, benefit from all the luxuries and performance of fully-fledged luxury sedans. We are operating in a very competitive market, up against the likes of Mercedes, BMW and Audi. But research conducted earlier this year by influential automotive North African industry forecasters, ALG, showed that the new 2014 Centennial holds its value better than its key German competitors. We are steadily carving out our own share of the premium market in the UAE, whilst raising the overall perception of the Hyundai brand.

You have launched the Grand Santa Fe for the SUV segment in the summer. How well is this model doing in the SUV category?

With the new model still being rolled out across Middle East markets, it is too early to judge but with the success of Santa Fe which sold 10,206 units during the first half of 2013, we have no doubts that the Grand Santa Fe will follow in its footsteps. While it still benefits from our 'Modern Premium' brand direction, it is longer, wider and higher than Santa Fe adding more space and practicality which makes it perfect for Middle Eastern families who enjoy an active lifestyle.

Will you be launching any new models in the small and mid-size categories soon? Or will you be concentrating on the luxury and SUV segment in the Middle East to boost sales?

We have a number of exciting models that fit into the small and mid-size categories that will be released in the region in the coming months. Details will be communicated at a later date.

Hyundai has enjoyed good growth in the first quarter of 2013, but the rate of growth in UAE is less as compared to other GCC countries like KSA, Bahrain and Qatar. Can you tell us a little more about the sales growth you expect for the next quarter?

The UAE is already one of our biggest markets and is still growing as it accounted for 8.1% of our sales in the Middle East during the first half of 2013. Sales have increased by over 7% during the first half of 2013 when compared to the same period of 2012.

Hyundai's new global strategy is focused on quality over quantity, in line with our new 'Modern Premium' brand direction. As such, we anticipate a slight slowdown in our growth rate. Nevertheless, with the first six months of 2013 setting a new record for us in the UAE, we expect our sales to be up by the end of 2013 with sales of approximately 23,000 units.

You launched the Sonata Hybrid in June this year. In this region where customers are not very sensitive to fuel prices, what has been the response to the introduction of the Sonata Hybrid in Jordan?

The Middle East is a big region with the customers in each region having different requirements. This is why we chose to launch the Sonata Hybrid in Jordan, where models such as this benefit from strong tax incentives. Hyundai is keen to meet all customer needs in the region with our wide range of models.

The Sonata Hybrid enjoyed a great reception from media and customers in Jordan during its launch. Following the launch, the hybrid contributed to the overall Sonata sales increase of some 23% in the Hashemite Kingdom during the first half of 2013.

Can you please explain more about your concept of Premium Lounges and the new Premium Assurance Plus Programme to improve customer service for Hyundai customers?

To ensure our premium customers receive the highest quality service, we have worked closely with our distributors across the region to introduce our premium lounges. The premium lounges offer our customers an experience befitting of our premium models. Our Premium Assurance Plus Programme is the first of its kind to be introduced by Hyundai. It offers the owners of our premium models benefits that exceed those found in the other assurance programs. This includes a guaranteed buy-back value, a five-year unlimited mileage warranty plus free servicing for three years or 60,000 km.

How far have these initiatives helped you to differentiate yourself from other manufacturers? Are there any other new customer service initiatives you plan to implement in the near future?

The perception of the Hyundai brand is steadily changing in the eyes of customers. Our new 'Modern Premium' brand direction, and initiatives such as our 'Fluidic Sculpture' approach in designing cars, have been the main drivers behind this perception change.

This September we launched the Hyundai Training Academy in Dubai which will train all Hyundai staff across the Middle East. This is part of our ongoing efforts to ensure our customers receive the highest quality service possible.

Hyundai cars were initially seen as cheaper, lower quality cars as compared to Japanese, European and American model models. What technological features have you introduced in your models to change this image?

The 'Modern Premium' brand direction means you get all the modern comforts you would expect in a modern car, and more, all for a great value. Let's take our flagship model, the Centennial, as an example. Drivers have a wealth of technology at their fingertips. A 3.5inch TFT LCD placed between the gauge cluster provides important information in colour as well as access to other technologies such as the parking guide system, navigation system and AUX/ipod/USB connections. The premium LEXICON audio system, with up to 17 speakers, provides optimal sound from any part of the car. The panoramic camera makes it possible to drive the Centennial virtually blind.

Our premium features are not limited to just our premium line up, but can be seen in models such as the Santa Fe. The Electronic Parking Brake (EPB) is available on GLS models and frees up interior space while improving convenience, the EPB also works with Automatic Vehicle Hold (AVH) to provide greater control at traffic lights and on inclined roads.

Ever helpful in urban driving conditions, the Rear Parking Assist System (RPAS) uses ultrasonic sensors to determine the proximity of vehicles or objects behind, while a rear view camera can also be specified for enhanced visibility. On the other hand, in out-of-town driving conditions, drivers will appreciate the cruise control function.

ESC/4WD Assistance Control improves control and promotes driver agility, especially on highways with frequent interchanges and sharp curbs. Standard on models equipped with ESC and 4WD, it detects potentially dangerous situations early on and prevents the vehicle from straying off track.

How far has the "Modern Premium" concept worked in changing your image?

As I mentioned earlier, it has been absolutely key in changing the perception of the Hyundai brand.

Ford Middle East launched a new marketing campaign specifically for the Middle East with a fun Arab character. Do you plan to launch any marketing campaign specifically for the Middle East like the "Uncensored" campaign you launched in the US?

We are always looking for innovative ways to promote the Hyundai brand which are relevant to the region. We have partnered up with a number of influential people in the Middle East to promote our premium models, the Centennial and Genesis. TV personality George Qurdahi, who is famous for hosting the Arabic version of 'Who wants to be a Millionaire?', recently shot a promotional video in which he explains why he chooses to drive the Hyundai Genesis. We have also partnered up with influential automotive expert, Gerard Saunal, to run a competition involving Hyundai fans giving suggestions on how they would like to test the Centennial.

Volkswagen's "Catch Me if you Can" campaign for the Jetta got 15000 likes on facebook. Car manufacturers are increasingly integrating their offline media campaigns with their social media campaigns. How do you plan to implement this in the Middle East?

We launched Hyundai ME, our official Facebook page for the Middle East (<https://www.facebook.com/HyundaiME/>), in July last year and it has since picked up a great following. We have been integrating all our regional campaigns on Hyundai ME, including the current 'Centennial certified by you!' challenge with great results. You can take part in the challenge via the application on our Facebook page (https://www.facebook.com/HyundaiME/app_512285245506745)

Hyundai cars have greatly improved in the past five years when it comes to the design aspect. What role has this change in design played in improving sales?

Our designers have been implementing our 'Fluidic Sculpture' design philosophy on all our models. This philosophy derives inspiration from a number of industrial and natural aspects. For example the Hyundai Santa Fe's design is inspired by 'Storm Edge' design. Customers have taken notice of our improved designs and of course that has a positive impact on sales.

Hyundai is the official partner for the International Cricket Council (ICC) Champions Trophy 2013. What other partnerships and brand building activities are you planning in the coming future to enhance your image?

Hyundai has a number of partners in the world of sport. We have partnered up with FIFA on a number of events including the Euro 2012 and the World Cup. In the French football league (ligue 1) we partnered up with top club Olympique Lyonnais for a two year sponsorship contract. We even have a team in Korea called Ulsan Hyundai FC who play in the Korean Professional Football league.

As sport is a universal language, we are always looking for opportunities to partner up with the biggest names in the sports world and provide support.

Can you tell us anything about your plans for the Dubai Motor Show in November?

As the Middle East's second biggest car manufacturer, being present at the Dubai International Motor Show is an opportunity we cannot miss to show off our hugely popular range of models to both UAE customers and the many international visitors who flock to the show. Reinforcing the importance of the region's number one car show to Hyundai, this year we will be displaying a highly acclaimed concept that has never previously been seen in the Middle East.

New **Attention-Powered** Car Overrides Accelerator to Minimize Accidents



Accidents are the bane of every driver. Even if you are not involved in them, they cause traffic congestion and tailbacks that can significantly affect the time you spend on the road. If you are driving in a busy urban environment and take your attention off the wheel for just a second, that one second's distraction could cause an accident. The effect of distracted driving is as dangerous as that of speeding and drunk driving.

Car manufacturers have come up with many technological features that minimize the chances for accidents, but all of them demand proactive responses from drivers. There have been no devices so far that could compensate for distraction on the part of the driver. This is set to change with a new model that has been unveiled by road safety researchers from the neuroengineering company Emotiv in Australia. In Australia, it is estimated that driver distraction has been a contributing factor in at least 46 percent of fatal car crashes.

This new "attention-powered car", a customized Hyundai i40, is installed with a headset having 14 sensors to monitor the driver's brain activity. The sensors check on parameters like the driver's blinking rate, duration of the blink and the posture of the body to assess if the driver is paying attention or not. Once the car senses through the headset that the driver is distracted, it automatically adjusts the car's speed and slows it down to prevent accidents. The car was tested in many different scenarios with the headphone being used by drivers as they fiddled with their radio controls, read a map, or talked on their mobile. The "attention-powered" car overrode the accelerator to slow the car down when it detected that drivers were distracted and then automatically speeded up the car once their attention was back on the road.

The project was not meant to be applied on a commercial scale. It was carried out with a pilot vehicle mainly to raise safety awareness among the general public and reduce the number of traffic fatalities. But we are hoping auto manufacturers will be inspired by the goodwill and publicity this campaign has generated to come up with similar innovations to enhance road safety.



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Dubai International Motor Show Set to be Bigger and Better



With the Dubai International Motor Show being the cornerstone event of the newly launched Dubai Motoring Festival, the event is set to be much bigger and better this year. There will be a stunning array of more than 600 vehicles during the five day show and it will be 35% bigger than the previous edition of the show held in 2011. Based on current growth rates, the luxury car market in the Middle East is expected to double between 2010 and 2015. Many top manufacturers like Audi, BMW, Bentley and Bugatti will use the show as the platform to showcase their concept cars, hybrid cars and the latest models they plan to launch in the Middle East as Dubai is the hub of the automotive trade in the region. The success of the show is such that more than 40% of the exhibitors are participating in the show for the first time.

The Dubai International Motor Show will also be the main event of the Dubai Motor Festival which will feature other crowd pulling events like the Red Bull Middle East Car Park Drift Championship and the Dubai Grand Parade. The Red Bull Middle East Car Park Drift Championship will challenge the driving skills of the top drivers in the region culminating in the crowning of the "King of Drift". The Dubai Grand Parade will bring motor mania to the streets of Dubai with a parade of hundreds of vintage, sports and luxury cars and bikes.

Dubai International Motor Show will be held from 5-9 November 2013 at the World Trade Centre. The show is open from 5pm-10pm on Tuesday 5 November, 11am-10pm on 6, 11am-11pm on 7 and 8 and 11am-10pm on 9 November.

Dubai Transport Corporation Goes Green by Adding 20 Hybrid Taxis to the Fleet



The Dubai Taxi Corporation has taken many new initiatives in a bid to be environment friendly and reduce vehicle emissions. The latest effort in this direction is the addition of 20 Toyota Camry hybrid vehicles to the company's fleet. The new taxis will be powered by electricity in addition to petrol and will have a green leaf on the driver's door to signify that they are environmentally friendly.

Ahmed Bahroozian, the CEO of Licensing and Chairperson of DTC Supervisory Committee explained that while the hybrid car would consume 8.25 liters of fuel for a trip of 100 kilometres, a regular Dubai taxi would need 12 liters of fuel for the same distance. Thus, the new hybrid cars will use 33 per cent less fuel and produce only two-thirds of carbon dioxide emissions in comparison to the regular taxis.

This move was introduced as a result of the successful outcome of a pilot scheme in 2008 in which 10 hybrid taxis were added to the fleet. They successfully survived the Dubai heat while providing green benefits.

One outstanding feature of the new hybrid cars will be that they will be equipped with electric batteries that do not need to be plugged in to recharge, but can be recharged harnessing energy that would be otherwise lost while on the move and through breaking. DTC will proceed to add more hybrid cars to the fleet if the new vehicles provide the expected environmental benefits and prove to be cost-effective in spite of being slightly more expensive.

Sharjah Lifts Profession Based Ban on Issue of Driving Licenses to Expatriates

For many expatriates who arrive in the UAE looking for jobs to support their families back home, getting a driving license and buying a car is their gateway to improving their prospects in the job market and getting a better salary.

In a welcome move, the Sharjah Police Department has resumed accepting applications for driving classes from all expatriates, irrespective of their professions. This reverses a decision taken in 2008 not to allow expatriate employees in 86 categories such as nurses, cooks, typists and painters to take driving classes.



The high demand for driving classes had led to a tremendous backlog and long waiting periods for driving tests. Due to these reasons, and in a bid to cut traffic jams in the emirate, the Sharjah Police Department implemented this ban in 2008 for those professions in which it was felt mobility was not very crucial.

In 2010, the Sharjah Traffic and Licensing Department had removed 12 categories from the banned list. On August 28 this year, this decision was again amended to allow all expatriates to open files in the Sharjah Traffic and Licensing Department.

Ever since the ban has been reversed, driving schools are experiencing a huge increase in enrollments. The process of going for driving lessons and getting a license is prohibitively expensive and time consuming. The 2008 ban was seen as another barrier that prevented license seekers from achieving their dreams. With the field now being thrown open to all professions, expatriates who were previously in the banned categories are eagerly looking forward to the days when they can drive on Sharjah roads.

AUDI LAUNCHES NEW AUTO MANUAL APP

Even cheap home appliances come complete with user manuals whether it is a microwave oven or a food processor. Cars which are much more complicated though do not have user manuals. This was fine a decade or two ago when one car was much like another. But models today have highly intricate controls that even a rocket scientist would have trouble figuring out.

German car manufacturer Audi has just made things easier for those who purchase their A1 and A3 range with their eKurzinfor app. The app which was developed by the company Metaio familiarizes owners with as many as 300 components of their car and uses augmented reality to instruct them on how to operate these parts.

All car owners have to do to convert their iPhones into user manuals is load the app on their smartphones before pointing it to the part they need to know more about. The information that is used for the app is pulled in from a cloud that is constantly being updated with the latest specifications from Audi. eKurzinfor uses augmented reality to overlay the needed information and diagrams onto the part further simplifying the entire process for the owners.



Currently, eKurzinfor is available in English, German and Japanese for the A1 and A3 range. Audi will shortly roll out versions for their other models. This is one innovation that other companies need to emulate to make life easier for their customers.

Belaz Unveils the World's Largest Dump Truck



OA Belaz, the Belarusian manufacturer of haulage vehicles has just launched what it claims is the world's largest dump truck. Belaz has already submitted the paperwork needed to cement their claim to the Guinness Book of World Records.

The truck model, simply called the 75710 is meant to be used in mining operations and can carry a payload that weighs as much as 496 tons or 450 metric tons. Currently, there are only five companies in the world that manufacture trucks of this size.

The truck is so big that even one of its eight tires is double the height of a normal sized man. It weighs in at 893 tons with a full load. The 75710 is way bigger than Belaz's own 75601 model which can carry 360 metric tons and the current Guinness record holder, the Liebherr T282C which can carry 363 tons.

Equipped with Siemens drive systems, the truck has a two seater cabin and an electromechanical transmission that uses alternating current. It is powered by two 16 cylinder 2,300 hp turbocharged diesel engines and has a maximum speed of 40 miles per hour.

The Liebherr T282C was the biggest truck for a period as long as ten years. It remains to be seen how long the 75710 truck will be able to stay in the record books before another model with the capacity for a heavier load takes the trucking world by storm.

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NISSAN EVENT TO MARK MILESTONE ANNIVERSARY CULMINATES ON SUCCESSFUL NOTE

There is nothing like a spectacular month-long birthday party to signify a milestone. As part of celebrations marking its 80th anniversary, Nissan Motor Company held the "Nissan 360" brand showcase event in Irvine, California, during August and September. Aimed at highlighting the company's latest vehicles and showcasing its cutting-edge technologies, the event concluded with many impressive achievements.

This was the third "360" event hosted by Nissan since the automaker's inaugural event in 2004. This year's event offered a comprehensive product and technology experience to participants from around the world. Global in nature and execution, the program offered guests multiple opportunities to gain first-hand insight into the people, products, technologies and strategies that are driving Nissan's growth. This was the largest Nissan 360 hosted so far, and it delivered more stories about Nissan and involved more participants than ever before. It was also the first time that this significant corporate event included the Datsun brand.

"Nissan 360 showed the world our advanced automotive technologies, innovative products, and the people behind them," said Andy Palmer, executive vice president in charge of Global Product Planning, Corporate Planning, and Global Marketing Communications. "I was particularly pleased with the reaction to our autonomous drive technology reveal. The announcement that we will have autonomous drive vehicles ready for roads by 2020 showed Nissan's leadership in this area, and points the way forward for the exciting developments to come."



By the time Nissan 360 ended, the company had hosted more than 1,500 people—media, investment analysts, dealers, fleet and commercial customers. Overall, these participants, hailing from over 60 countries in Europe, Asia, Africa, and the Americas, logged over 15,000 test drives from among the 100 drivable vehicles on hand representing Nissan markets around the world. They drove over 30,000 miles (48,280 km)—about the same distance as the circumference of the Earth.

In addition to the 100 test cars, Nissan had 32 eye-pleasing display vehicles on hand. There were all kinds of cars available to drive or view; Japan's unique "kei" mini-cars, the Nissan Civilian minibus, the latest GT-R supercar, light commercial vehicles and electric vehicles—even a Nissan Cedric taxi cab from Tokyo. A diverse menu of seven test tracks offered a variety of road surfaces for nearly every type of driving scenario.

Many of the 800-plus journalists who attended the Nissan 360 event gained in-depth insight from briefings given about Nissan Motor Company's brands and technologies by the company's 42 key executives, designers, engineers and product experts from around the world. Much of the event information was delivered in an environmentally-responsible way by providing participants with a hand-held digital device to receive vehicle and program information, book test drives, and share/store content, thereby obviating the need for reams of paper.

Nissan 360 was the first in a series of signature events which were held to mark the company's 80th anniversary. It demonstrated the best of Nissan: the latest breakthroughs in vehicle technologies and detailed presentations about business strategies. The event exposed attendees to the stories that lie behind the innovative and exciting products and technologies that are driving Nissan's future growth—and making it a company to watch.

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New Mercedes Ad Uses Chickens to Showcase Magic Body Control



Magic Body Control is a feature that Mercedes Benz plans to highlight in their newly launched 2014 Mercedes-Benz S-Class range. The headline act of their well planned promotional campaign for the S-Class is an eye-catching new advertisement that features dancing chickens. The wacky new commercial produced by Markenfilm and directed by Daniel Warwick features the chickens dancing to the tune of Diana Ross singing "Upside Down". The ad uses real chickens and a little human help to enact the dance in which the bodies of the chickens move in time to the catchy tune, but the heads remain rigidly in place.

Apparently, this is similar to the tremendous body control the new car has. The advertisement does not mention or show the car in any way. But at the end of the dance the tagline "Stability at all time. Magic Body control" appears on the screen. The ad lasts only for 53 seconds but it took a lot of effort to find well trained chickens that could shake a leg and were not camera shy. The effort has truly paid off as within a very short period of time, the ad has proved to be a viral hit, getting close to 2.1 million hits on YouTube in just four days.

The "Magic Body Control" feature will make the 2014 Mercedes Benz S-class the first car in the world to have an air suspension with a stereo camera and sensors that checks the terrain of the road ahead for potholes and speed bumps. It will automatically adjust the ride to make it as smooth as possible.

The funky new TV ad went online and on TV channels worldwide from the end of September. The use of real chickens for an auto ad is definitely a first and the disco tune will have baby boomers taking a trip down memory lane. But whether the ad is compelling enough to get them to reach for their wallets to buy the Mercedes-Benz S-Class remains to be seen.



SAUDI YOUTH STONE CARS IN NEW ART TREND

"Tahjir" or mounting cars on eye-catching pedestals made of rocks is the new pastime of Saudi youth. Wheels and tires often make way for bricks and rocks as the cars become the centerpieces for unusual works of art.

"Tahjir" has turned into a major magnet for tourists in a Saudi town called Halbah. You would not normally expect a car mounted on a pile of stones to look very attractive, but the rock displays showcase the picturesque beauty of the region in the summer. The number of groups that travel to the area for creating "tahjir" displays is increasing year by year. Different groups and individuals compete fiercely with each other using colored stones and rocks of different shapes and sizes to create masterpieces that leave a stunning impact on viewers.

The sheer level of detail that is needed to make a "Tahjir" is amazing. Creating a "Tahjir" display can take anywhere between four to seven hours for a smaller vehicle and 10 hours for larger ones.

The day is not far off when similar to street paintings, "Tahjir" too would become a part of cultural celebrations. "Tahjir" fans are already lobbying hard to have individual and group competitions for this "art" and to have it included as part of the Abha Summer Festival.



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All-New BMW X5 makes its Middle East debut in Dubai



Sportier look, more spacious interior and increased comfort resulting in more driving pleasure

AGMC, the BMW importer, has just launched the third generation of the new BMW X5 – a pioneer model in the SUV segment and global market leader in its class - in their Dubai, Sharjah and the Northern Emirates showrooms this month.

Established back in 1999, the first generation BMW X5 was the first vehicle of its kind to combine superior dynamics on-road with impressive off-road characteristics thanks to BMW's xDrive intelligent all-wheel drive system. Right from its inception, the BMW X5 has been the absolute market leader in the SUV segment. It is one of BMW's best-selling model series and accounts for almost a third of all BMW models sold globally.

For AGMC too, the BMW X5 is one of the best-selling model series, accounts with over 500 vehicles sold to date in 2013 (Jan-Sept). The all-new BMW X5 is expected to further amplify the X5's success story.

This third generation BMW X5 will once again set new standards with its evolutionary design features, spacious interior and increased driving comfort. In addition, for the first time, the X5 will be available with a choice of new suspension packages. These include the Adaptive Suspension Comfort, Dynamic, Professional and Adaptive M Suspension, all of which further enhance ride comfort.

The design of the new BMW X5 combines the typical characteristics of the series with the power, presence and the sportiness of classic BMW models. The front-end looks even more expressive with twin circular headlights extending into the new broad-set kidney grille. The car also has an elegantly stretched silhouette, new distinctive rear and a new Sparkling Brown colour option.

Side on, the eye-catching curved air-breather over the athletically moulded wheel arches; horizontal lines and taut surfaces optimise the model's aerodynamic properties. From the rear, new aeroblades can be seen along with a newly shaped rectangular exhaust pipe and accentuated lights for a more distinctive look.

The interior has been redesigned to make it more luxurious with a selection of high quality leather and trims, atmospheric lighting options and increased spaciousness. Due to the model's 3.2cm extended wheelbase, the cockpit now plays host to a newly raised seating position and striking horizontal lines which extend into the door trim and noticeably enhance the interior. When it comes to storage, the boot can now hold 650 – 1,870 litres, a noticeable increase on its predecessor's capacity. In addition, an optional third row of seats will turn the new BMW X5 into a seven-seater. The outer seats in the second row can be tilted far towards the front, making it easy to access the two additional seats.

The BMW iDrive controller features a new touch sensitive controller for intuitive and convenient operations of the iDrive system. Instead of having to scroll for letter input, users can now write letters on the surface of the iDrive controller.



Customers keen to make the configuration of the exterior and interior a little more personalised, can for the first time, order the new BMW X5 with Pure Experience and Pure Excellence design packages, in addition to the M Sport package. The exterior and interior content of these two design packages can be ordered separately, and they can be combined with each other with standard equipment or the M Sport package.

Coming to performance and fuel efficiency, BMW Twin Power Turbo technology and additional BMW EfficientDynamics features ensure that the new BMW X5 is faster and more efficient than ever. Under the bonnet sits a newly enhanced engine variant, the BMW X5 xDrive50i with a new generation of the V8 petrol engine (330 kW/450 hp), 10 percent more power than the predecessor X5 model. The Driving Experience Control switch is fitted as standard with Comfort, Dynamic and Professional adaptive suspension packages and Adaptive M suspension which can be specified to enhance the car's sporty handling properties and ride comfort. Joining the BMW X5 xDrive50i in February 2014 will be the BMW X5 xDrive35i engine (225 kW/306 hp).

This model with its weight minimisation features, optimised air guidance, enhanced engine technology and the standard-fitted – and extremely efficient – eight-speed automatic gearbox with additional BMW EfficientDynamics technology; Auto Start Stop function, ECO PRO mode including coasting function and Proactive Driving Assistant demonstrates the BMW Group's ongoing commitment to sustainability.

The BMW X5 is BMW Group's best-selling Sports Activity Vehicle and has over the years continued to set new standards in the automotive industry in terms of its unusually sporty characteristics and innovative on-road technology. The third generation will once again establish a new benchmark in its class and ensure that this X model family member stays in pole position.

Nissan's Leaf Wins Grand Prix Award for Innovation at CEATEC



The Autonomous Drive (AD) technology Nissan uses in its LEAF model has won the Grand Prix award at the CEATEC (Combined Exhibition of Advanced Technologies) exhibition held in Yokohama, Japan. Nissan used the CEATEC exhibition as the platform for the public debut of its LEAF car, which takes driverless driving to the masses. With an electric engine that has zero emissions, the LEAF has a high sustainability rating too.

The technological finesse exhibited by the LEAF car was impressive enough to win the Grand Prix Award for innovation from a group of independent American technology journalists who chose the LEAF from a number of products, technologies and services exhibited at the CEATEC exhibition. The different entries were assessed on the basis of various parameters such as potential impact on the US market, innovation, functionality and ability to meet consumer needs.

This is the first time a car manufacturer has won the Grand Prix Award and it is definitely a feather in the cap for Nissan. The Autonomous Drive technology also won an award in the Smart Mobility, Special Award category.

The LEAF's autonomous driving technology makes it possible to get the car going without actually placing your hands on the steering. The technology uses five cameras and five laser scanners to continually monitor the surrounding area for navigational clues and any signs of danger. The vehicle can change lanes and even move around a stalled vehicle all on its own, without any human guidance.

The Autonomous Drive technology is complex enough to take into account multiple factors such as the movements of people, objects and vehicles. The technology is an extension of the Safety Shield technology which provides a full 360-degree view of the area around the vehicle to provide enhanced safety and reduce risks to drivers and pedestrians.

If all goes as Nissan plans and the LEAF is ready for a commercial launch in 2020, it is bound to be a spectacular success. It will open up vehicle ownership to those who have not been able to drive so far due to age or ability barriers including the elderly and visually challenged individuals. Normally, they are forced to depend on others or on public transport to get from one place to another. It will definitely change the face of driving and make the driving license a thing of the past.





1 out of 4 cars
produced in the world
comes from China.



Porsche Goes to School to Teach Kids about Road Safety

The third edition of Porsche Kids Driving School has kicked off to spread the importance of road safety among Dubai school children between the ages of 6 and 12.

Introduced by Porsche Centre Dubai in 2011, the event is a regular feature of the company's corporate social responsibility initiatives, aimed at developing a road safety culture among elementary school children across the emirate.

On its first day, the campaign visited the Star International School and this will be followed by visits to Al Ittihad School, Delhi Public School and several other schools in Dubai. The aim of the campaign is to reach more than 3,000 children. Eighteen schools have confirmed participation, including The Oxford School, Dubai Gems School and Dubai National School.

Vijay Rao, General Manager of Porsche Centre Dubai, Al Nabooda Automobiles, the authorised Porsche distributor in Dubai and Northern Emirates, said: "The Porsche Kids Driving School is a combination of theory and practice that children are taught through an educational and interactive approach that allows them to learn road ethics.

The main objective is to build a strong and long-lasting sense of road safety among our future drivers. The programme has proven its effectiveness during the past two seasons, and it is back now with a larger target and a busier schedule."

The Porsche Kids Driving School agenda consists of educating children on road safety fundamentals in the classroom, before taking them to a dedicated mini-track where they can practice what they have learned in Porsche 911 Carrera pedal cars.

Having enjoyed their first Porsche driving experience, the children are given symbolic driving licenses as an appreciation for their commitment to road safety practices. They are tested several weeks after the programme to prove that they remember what they have learned.

Rao added: "The test is crucial not only to assess the campaign's effectiveness, but also to make sure the children keep thinking about road safety and pass this on to their parents. Last year, 98 per cent of the participants successfully absorbed the campaign's messages, so we are very satisfied with the programme so far.

"We are thrilled to see children taking part in Porsche Kids Driving School and reminding their parents about the dangers of texting while driving for example, or by making them pay more attention at road crossings."

This year youngsters will also take part in the celebration of the 50th anniversary of the iconic Porsche 911 through a colouring competition. They will be asked to colour the '50 Years of 911' special edition sports car, with the a Porsche model car being the prize for the competition winner.

Porsche Centre Dubai dedicates specially trained instructors who have a wide range of experience in teaching road safety fundamentals to children in practical but enjoyable methods.



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ONE-OF-A-KIND 'GHAWWASS' DESIGN TO DEBUT AT ABU DHABI MOTORS

Rolls-Royce Motor Cars has announced that unique Bespoke Rolls-Royce Phantom and Rolls-Royce Phantom Coupe vehicles under the moniker 'Ghawwass Limited Edition' will go on sale exclusively at Abu Dhabi Motors, the sole dealer of Rolls-Royce Motor Cars in Abu Dhabi and Al Ain. The one-of-a-kind vehicles are inspired by the beauty of one of nature's greatest gifts, pearls.

The British ultra-luxury carmaker has revealed images and details of the one-of-a-kind models, which were conceptualised by Kadhim Al Helli, Rolls Royce Brand Manager at Abu Dhabi Motors before being hand-crafted by specialists at the home of Rolls-Royce in Goodwood, England.

The pearl is a valued gemstone and is cultivated or harvested for jewellery. Natural pearls are formed when a small foreign object, such as parasite, grain of sand, or piece of food lodges itself in the gonad or mantle tissue of a mollusc or oyster. Pearls have held intrinsic value throughout the ages. Often termed as 'nature's gift' this value has been reflected in pearl jewellery for more than a millenium. In Europe, Asia, India, and the Middle East, the pearl has been worn by royalty and traded as a valuable commodity.

The word 'Ghawwass' is derived from the Arabic word for diver. Diving for pearls from the depths of the ocean was a respected trade in the Middle East dating back to the beginning of the 20th Century. Etched in the Middle East's rich heritage, it is apt that the 'Ghawwass' pays homage to this age old Middle Eastern culture.

The customized Rolls-Royce Phantom and Phantom Coupe vehicles highlight this fascination for the sea and the culture of diving for pearls, with pearls being a symbol of preciousness, power and wealth. Crowns of monarchs were often embellished with clusters of pearls which also ties into the almost 'royal' feeling of owning a Rolls-Royce.

The vehicles of the 'Ghawwass' limited edition series have a sleek and seductive combination of classic proportions, powerful presence and breath-taking detailing, making them the perfect bespoke fit for pearls.

They feature a nautical theme with a turchese exterior. The interiors are fitted out in a twin tone seashell (white) and turchese. The theme continues throughout the vehicle with accents of turchese stained ash wood and bamboo star lights contrasting against the seashell colored main seat, carpets and foot mats.

Turchese inlays decorate the seat center, headrests, steering wheel and door pocket liners, while other bespoke touches include a personalised turchese clock, illuminated Spirit of Ecstasy, personalised tread plates graphics and a twin coach line in seashell with an integrated 'Dhow' logo. The vehicles also feature a personalised Dhow logo embroidered on the headrests in seashell thread and a personally embroidered text glove box, with the description "Exclusively Hand Built for Ghawwass, One of One."

"People in the Arabian Gulf started gathering natural pearls thousands of years ago. It was believed that pearls have the power of immortality and a legend says that moonlight fell from the sky and formed pearls. The beauty of the pearl, has since spread from the Arabian Gulf to the rest of the world," said Arno Husselmann, General Manager of Abu Dhabi Motors.

Arno added, "The power of the Bespoke programme lies in its ability to take the world's greatest car and make it even more unique through exclusive touches unmatched by any other vehicle or manufacturer. The exclusive 'Ghawwass Limited Edition'; a Phantom and Phantom Coupe, available at Abu Dhabi Motors will be the only two in the entire world. We are proud to deliver such an innovative and prestigious vehicle to our unique customers."

The Bespoke Programme is a service offered to Rolls-Royce clients whereby the client may specify features of the car, in order to create their own unique model. The Bespoke team at Goodwood, home of Rolls-Royce Motor cars, is dedicated to finding new paints, materials and engineering solutions that meet each client's demands to ensure he receives a truly unique and exceptional car.

Abu Dhabi Motors continues to be the "Global Leader" in Bespoke Rolls-Royce vehicles, winning the coveted award 4 years in a row by boasting the richest bespoke specifications, and developing creative vehicle concepts. In 2012 a host of unique models were conceptualised by Kadhim Al Helli. These included the Phantom Venus, Phantom Rayyan, Phantom Coupe Mirage and Ghost Firnas. This year the dealer also launched the Rolls-Royce Andalusia and Rolls-Royce Phantom Coupe "Ruby Edition".

Abu Dhabi Motors recently made history when it outclassed the Rolls-Royce dealerships in Beijing, London and New York for the title of "Global Dealer of the Year" for 2012 at the annual Rolls-Royce World Dealer Conference held in London. Abu Dhabi Motors thus became the first dealer to win the new trophy, now named an "Eleanor".

The dealer further demonstrated Abu Dhabi's dominance in the market for Ultra-Luxury vehicles when it was announced as the biggest market in the world for Rolls-Royce vehicle sales during the first half of 2013, edging out markets such as Beijing, New York, London and Moscow.



SellAnyCar.com Partners with Fasttrack to offer free vehicle inspections

SellAnyCar.com, the Middle East's first car buying service that guarantees it will purchase any car within 30 minutes following a free online evaluation and free car inspection, has associated with Fasttrack vehicle servicing centres in select Emirat locations to offer free vehicle inspections. SellAnyCar.com will place a dedicated inspector at Fasttrack locations to offer fast and free inspections to customers wanting to sell their car to SellAnyCar.com.

The move indicates SellAnyCar.com's growing regional credentials, which will now be further enhanced by this partnership with a large, trusted, vehicle service company. The collaboration will offer greater convenience to SellAnyCar.com customers and extend SellAnyCar.com's pre-sale inspection capabilities nationwide.



SellAnyCar.com with branches all over the country prides itself on its competitive prices and ability to purchase cars straightaway, regardless of make, model, age and even condition. The company promises a 100 percent free and hassle-free car buying service with instant payment.

"SellAnyCar.com has already revolutionized the car selling experience in the region with its guarantee of purchasing cars of any make or model within 30 minutes of an online evaluation and physical inspection. Our collaboration with Fasttrack not only improves SellAnyCar.com's customer service and physical reach but also gives us the advantage of being backed by a large, established brand. This is yet another step to ensuring that SellAnyCar.com can offer a fast,

easy, fair and regionally available car-buying service in a market characterised by high vehicle turnover," said Saygin Yalcin, Founder and CEO of SellAnyCar.com.

Fasttrack is considered the best alternative to authorized auto dealers for vehicle servicing. The company's ability to offer relatively fast and wide services makes it a preferred port of call for regular vehicle maintenance.

"We are pleased to have been selected by SellAnyCar.com for their customers' car inspection, offering their consumers a hassle-free way to sell their vehicle. Fasttrack was established to offer customers a unique, convenient way of maintaining their vehicles. Now, with our cooperation with SellAnyCar.com, we can offer Fasttrack services to SellAnyCar.com customers. Fasttrack is proud to be an excellent alternative to auto dealers for vehicle services, which now includes the ability to get SellAnyCar.com customer vehicle inspected" said Ahmad Ayyash, General Manager, Fasttrack, Emirat.

SellAnyCar.com guarantees hassle free car sales for its consumers and offers an effective solution for the mismatch of information between buyer and seller when it comes to car value and condition. An online evaluation is followed by a standardized, maximum 30-minute, manual inspection on site to determine fair value. Sellers can expect instant payment.

DAVID BECKHAM IS THE FACE OF BREITLING FOR BENTLEY

Breitling for Bentley has announced David Beckham as the watch's brand ambassador across the Middle East. Beckham will be starring in Breitling for Bentley's new global advertising campaign, a powerful visual display reflecting 'this world of its own'.

Beckham is the leading light of a new advertisement shot in the Californian desert by Anthony Mandler, the famous American photographer. This dark, original and striking portrait reflects the entire Breitling for Bentley spirit.

Since its launch in 2003, the collection of Breitling for Bentley chronographs has matched exceptional mechanisms with quintessential British style. The tagline of the campaign is "The essence of Britain. Made in Switzerland by Breitling." David Beckham, the British football icon who is idolized by people across the world as the embodiment of British style is perfectly placed to represent this inimitable blend of elegance, luxury, originality and true class.

"My aim was to make Beckham a hero: a strong, masculine figure", commented Mandler. "I wanted to take the strongest elements of Breitling communication and associate them with the strongest aspects of David's image and personality."

Destined for the long haul, the partnership between Breitling for Bentley and David Beckham is based on a long-established mutual admiration.

"I was among the first to acquire a Breitling for Bentley chronograph", says Beckham. "I love the combination of a high-performance 'engine' reflecting Swiss excellence and a powerful design. I have been a long-time admirer of Breitling and its heritage."

Breitling has a strong presence and following across the Middle East region, with stores in all six GCC countries, Egypt and Lebanon among others. The brand also operates prestigious boutique stores in Doha, Dubai, Kuwait City, Manama and Riyadh.



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LINCOLN LAUNCHES THE ALL-NEW MKZ AT GITEX, HERALDING A NEW FUTURE FOR THE LUXURY BRAND IN THE REGION



The all-new Lincoln MKZ made its Middle East debut at a special reveal event hosted at the Lincoln stand at GITEX Technology Week 2013. This launch marks a key milestone in the Lincoln brand's reinvention in the region. The first vehicle from the dedicated Lincoln Design Studio, the MKZ signifies the introduction of the reinvented Lincoln brand, which will focus on attracting a new body of premium automotive customers.

"The all-new Lincoln MKZ represents the future of Lincoln in both style and substance, featuring stunning design wrapped around intuitive, purposeful technology," said Paul Anderson, Marketing director of Ford Middle East. "It is proof of our commitment to deliver a new breed of Lincolns for a new generation of Lincoln clients – vehicles that are distinctive, elegant, full of technology and a delight to own."

The all-new Lincoln MKZ, the 2013 GITEX Technology Week Official Car of the Show is the first Lincoln created by a dedicated team in its new Lincoln Design Studio. The MKZ incorporates one of the world's widest-opening retractable glass roofs and the Lincoln Drive Control is an intelligent system that delivers a refined ride and engaging driving dynamics. Standard Lincoln Drive Control intuitively integrates multiple systems (engine, transmission, body and chassis) to deliver totally new Lincoln driving quality. Other MKZ innovations include a distinct Push Button Shift gear selector that enables flowing and architectural center console design. The quiet, well-appointed interior is enhanced by standard Active Noise Control, genuine wood trim and full LCD instrumentation. Coming to safety features, class-exclusive available inflatable rear safety belts supplement eight standard airbags

DRIVER TECHNOLOGY

Camera- and Radar-Based Driving Aids

The new Lincoln MKZ offers the Lane Keeping System, a suite of advanced driving aids that helps drivers avoid drifting from their lane due to distraction or fatigue. Consisting of Lane Keeping Aid, Lane Keeping Alert and Driver Assist, the Lane Keeping System utilizes a mono-vision camera integrated into the rearview mirror to read the lane markers ahead.

Available radar-based (ultrasonic) driving aids further enhance the driving experience. Adaptive Cruise Control and Collision Warning with Brake Support each use a long-range radar system that scans in front of the vehicle, automatically adjusting to traffic speed and providing a visual and audible alert when a potential front-end collision is detected.

Active park assist and Blind Spot Information System (BLIS®) with cross-traffic alert use multiple short-range wide-angle radar sensors. Each function provides a distinct benefit, ranging from making parallel parking easier to warning of oncoming vehicles while backing out of a parking space.

SYNC® with MyLincoln Touch®

SYNC with MyLincoln Touch is standard in the new MKZ. The combined system makes it easier to use the entertainment, climate and available navigation features as well as devices brought into the car (e.g., phones, PDA, MP3 players). Twin five-way controls on the steering wheel manage essential systems, and many functions can be voice-activated via SYNC.

ENGINEERING

MKZ Dynamic Driving Technologies

The new MKZ offers Lincoln Drive Control as standard. Lincoln Drive Control is an automatic system that delivers an ideal balance of a smooth ride with confident handling as it intuitively responds to driver commands and the road, making the 2013 model the most refined and engaging MKZ ever.

Always on, Lincoln Drive Control orchestrates the performance of the Continuously Controlled Damping (CCD) adjustable suspension, electric power-assisted steering (EPAS), engine, transmission, Active Noise Control (ANC), traction control and stability control systems.

The result is an unsurpassed combination of refined ride and engaging driving dynamics. CCD offers three modes (Sport/Normal/Comfort) that are accessible using MyLincoln Touch. Selecting "Sport" on the Push Button Shift gear selector enables a decidedly more sporty driving experience.

CCD contributes to Lincoln Drive Control's transparent action by monitoring the car's suspension settings up to 500 times per second. The real-time system adjusts the suspension up to 50 times per second to deliver more controlled handling with a smoother ride. CCD augments a highly developed chassis that includes a refined strut front suspension and an all new integral link rear suspension.

The new MKZ is the only sedan in its class to include Continuously Controlled Damping and Active Noise Control as standard equipment.

MKZ Engines, Transmissions and Drive Systems

The all-new Lincoln MKZ comes with a 3.7-liter V6 that produces significantly more power than the previous model while improving fuel economy approximately 5 percent. MKZ also utilizes a six-speed automatic transmission. Standard paddle shifters mounted behind the steering wheel add to the performance driving experience.

A 2.0-liter four-cylinder EcoBoost® engine (late availability) will deliver the performance of a traditional V6 along with outstanding fuel economy, delivering a projected 20-percent increase in highway fuel economy versus the previous MKZ.

Improving grip on slippery roads, the available all-wheel-drive (AWD) system anticipates and adjusts the power delivery to the front and rear axles in as little as 16 milliseconds, faster than the blink of an eye.

OPEN-ROOF MOTORING

Retractable Panoramic Roof

The Retractable Panoramic Roof is a new signature feature for Lincoln. The 15.2-square-foot glass panel offers one of the largest openings available on any current sedan. The design maintains the structural strength of a steel-roof vehicle.

DESIGN

The all-new Lincoln MKZ embodies a design language that is subtly distinctive.

"We call it elegant simplicity," said Max Wolff, Lincoln Design director. "We wanted the new MKZ to be inviting and approachable. We moved away from traditional luxury cues and complex designs. We came up with something warm that is rich, yet still intentionally restrained."

MKZ Exterior

A sweeping roofline defines the new luxury sedan's profile. The steeply raked windshield and lengthened backlight make for a sleeker and more flowing appearance that is 10 percent more aerodynamic than the model it replaces. "The MKZ shape is a vision completed with just a few strokes," said Wolff.

Although strikingly modern, the design retains classic Lincoln design elements including a more refined interpretation of the split-wing grille, first seen on the 1938 Lincoln-Zephyr.

Rearview mirrors stand on door-mounted, sculpted pedestals. This fitment enables the front door glass to extend farther forward to improve visibility and to allow even more light into the interior.

The crafted headlamp assemblies include bright, energy-efficient LED lighting. The front headlights turn in sync with the steering wheel, providing enhanced visibility. At the rear, LED technology enabled a thin, distinctive full-width taillamp graphic.

MKZ Interior

Design teams created an inviting interior featuring bold architectural elements, rich natural materials and fine details.

"The exterior's front graphic is repeated in the dramatic sweep of the new instrument panel, helping tie the interior to the exterior in a harmonious manner. These flowing forms – along with the open center console – create a comfortable and functional interior that particularly appeals to younger, more diverse drivers we believe will now consider Lincoln," said Wolff.

Innovation and technology abound inside the new MKZ. Replacing the traditional mechanical transmission shift lever is a contemporary five-button interface. The individual buttons of Push Button Shift engage Park, Neutral, Reverse, and forward gears in two modes, Drive and Sport.

Push Button Shift gave designers freedom to create a sculptural multi-level center console with more functional storage areas.

Positioned ahead of the driver, the full-color 10.1-inch LCD instrument cluster operates with the latest version of SYNC with MyLincoln Touch. The all-new design combines dimensional indicator rings framing a brilliant and reconfigurable Thin Film Transistor (TFT) LCD. An equally critical component of MyLincoln Touch is the nearly flush-mounted center 8-inch LCD touch screen that displays information clearly in easy-to-reference color-keyed quadrants.

Premium-grade, supple leather covers all seating surfaces. Responsibly harvested wood and metal-toned surfaces create a luxurious and comfortable interior space.

Standard luxury amenities include an 11-speaker audiophile entertainment system and cabin air filtration, plus heated front seats (with the driver's featuring 10-way power controls), remote start capabilities and Active Noise Control.

To make the MKZ exceptionally quiet, ANC electronically targets frequencies and reduces their intensity. To improve the refinement of the driving experience, other frequencies are subtly enhanced.

The available THX® II Certified Car Audio System is a Lincoln-exclusive that features 700 watts, 14 channels and 14 speakers. THX audio engineers spent more than 200 hours custom tuning the THX-certified equipment to the new MKZ's interior. The result delivers home-theater surround sound to the road.

The new MKZ is the only sedan in its class to offer inflatable second-row outboard seat belts. Rear-seat passengers – often children or mature passengers – can be more vulnerable to head, chest and neck injuries. The available inflatable second-row, outboard seat belts spread impact forces across more than five times the area of conventional belts, reducing pressure on the chest while helping to control head and neck motion and helping to reduce the risk of injuries.



HANKOOK VENTUS V12 EVO² PERFORMANCE, DESIGN AND ENVIRONMENTAL EXCELLENCE COMBINED IN A NEW WIDE TIRE



Premium tire manufacture Hankook is rejuvenating its line-up in the refitting/tuning segment and bringing an exceptionally elegant yet high-performance wide tire onto the European market in spring 2014 with the newly developed Ventus V12 evo2. In addition to considerable improvements in all performance parameters, environmental characteristics were also a key element for the developer when creating the V12 evo2.

The flow-optimised, directional tread consists of the 3D block structure, already known from the predecessor model, which has been enhanced for excellent water channelling. The tire contour in the Multi-Tread-Radius Technology, derived from the manufacturer's successful involvement with motor sports, in combination with the extremely stiff yet particularly lightweight steel cord material of the belt layer also guarantees the best possible tire contact area under extreme stress, for example high cornering speeds.

With the usage of a high traction nano-silica tread compound in combination with the optimisation of tread block stiffness along the entire tread width, braking distances of both dry and wet braking is shortened by 4 to 5 percent. The high traction styrene polymer formula in the rubber compound enables improved wet performance while rolling resistance is reduced for maximised environmental excellence.

A refined cooling system of surface-enlarged fins anchored in the base of the tread grooves enable faster heat dissipation for more stable handling characteristics and longer tire durability. In order to make the driving experience even more comfortable, like its "big" brother Ventus S1 evo2, the new Ventus V12 evo2 is also equipped with an aerodynamic shaped wing that further reduces tire noise and highlights the sports-look of the tire.



The Ventus V12 evo2 is manufactured mainly in the company's state-of-the-art European factory in Hungary and will be available in spring 2014 in 25 dimensions starting with 16 to 19 inches with tread widths of 205 to 255 mm in the 30 to 50 series.

LANXESS Unveils Two New Grades of Synthetic Rubber to Fashion Fuel Efficient Tires



Sustainability is the new buzzword in the automotive industry. If vehicles use tires with lower rolling resistance, they use less fuel and cause lower atmospheric pollution. This reduces the overall cost of vehicle ownership. One main hitch with using synthetic rubber for the manufacture of tires with low rolling resistance was the difficulty in processing it.

LANXESS, the German based manufacturer of synthetic rubber has now officially launched two new grades of neodymium polybutadiene (NdPBR) rubber, named Buna® Nd 22 EZ and Buna® Nd 24 EZ that have the requisite high molar masses to make tires with low rolling resistance.

Generally varieties of rubber with high molar masses have high polydispersity making them difficult to process. With advanced rubber modification technologies, LANXESS has ensured that these two varieties have lower polydispersity making them more amenable to the inclusion of fillers and thus easier to process. LANXESS has also used an in-house chemical process to improve the rubber filler interaction.

LANXESS has already started commercial production of Buna® Nd 22 EZ and Buna® Nd 24 EZ varieties in sample and industrial size. These two grades of synthetic rubber will now emerge as viable alternatives to NdBR Buna CB22 and Buna CB24 which are currently the most widely used varieties in the tire industry and are much harder to process.

This new development will hopefully be just the first of many similar innovations that will lead to the development of tire solutions that increase fuel efficiency, are environmentally friendly and are cost effective.



Tire Fact

It takes half a barrel of crude oil to produce the rubber in just 1 truck tire.

Bridgestone launches new tire in Ecopia range for fleets

Bridgestone has just unveiled a new addition to its Ecopia range, a premium tire that is ideal for fleet vehicles with twin benefits of higher fuel efficiency and greater tolerance to high-scrub environments. Fleet vehicles normally need tires that are quite hardy in high-scrub conditions due to the frequent turns and stops and the damage tires can sustain from bumps and scrapes.

Generally when tires are optimized for greater durability, fuel efficiency is compromised. But the R268 premium all-position radial tire offers fuel efficiency as well as more effective scrub tolerance. The tire has high scrub compound, a unique wave channel tread design and protective features in the casing to make it more resistant to damage caused as a result of increased maneuvering. The ribs too are thicker and stiffer to distribute wear evenly throughout the tire and offer higher traction. This will increase the tread life of the tires. The use of Nano Pro-Tech compound for manufacturing the R268 will make it a tire with low rolling resistance and thus reduce fuel consumption.

"Up until now local and regional pick-up and delivery fleets had to choose between a long wearing tire for high-scrub applications or a tire designed for pickup and delivery use," said Bert Jones, Manager, Product Marketing, TBR, Retread and OTR, Bridgestone Commercial Solutions.



Mr. Jones stated that the new tire is highly suitable for both these needs. The sustainability quotient too is quite good as the tire is compliant with California Air Resources Board (CARB) standards and is EPA SmartWay verified.

He added that, the R268 will be a valuable addition to the Ecopia product range as fuel-efficiency is an important criterion when it comes to rating tire performance for fleets.

The R268 Ecopia will initially be available in size 295/75 R22.5 in the U.S. and Canada with more sizes in the range being added in the forthcoming months

HiQ International Automotive Servicing Centre sends one lucky customer on a trip to London

HiQ, the international multibrand car servicing centre, announced the winner of the draw that celebrated the opening of its first flagship store in the Middle East in partnership with Arabian Automobiles Co. LLC. Customers who purchased tires or services at HiQ received an entry into a raffle draw for a chance to win an all expense paid trip for two to London.

The Emirati winner, Mr Ibrahim Al Naqbi was more than delighted to receive his travel prize, "I like to make sure my vehicles get the best possible care and was very happy with the personal service and care I received from everyone at HiQ. There was a feeling of confidence with the technical staff and winning this trip was completely unexpected and of course I couldn't be more happier than going for an all expense paid trip to London."

An international hallmark of the Goodyear brand, HiQ offers a wide range of services including professional tire care and fast fit services.

"It can be quite difficult to find a tire expert you can trust and who has an honest pricing," commented Mitchell Peeters, General Manager for Goodyear Middle East and Africa, "With the opening of the HiQ center, we aim to bring customers a radically improved one-stop fast fit service - an outstanding, consumer oriented approach taking the uncertainty and stress out of the car care process, which is just what we have been doing months," he concluded.

The HiQ flagship store in the Middle East joins more than 300 point of sales in the UK and South Africa offering customers premium services with HiQ's technologically advanced equipment and highly experienced professionals. It is the first of a number of planned service centers set to launch across the Middle East over the coming years.



SHOES WITH RUBBER FROM CONTINENTAL POWER WILSON KIPSANG'S RECORD BREAKING MARATHON RUN



Kenyan runner Wilson Kipsang had made quite an impact with his victory at the Abu Dhabi half marathon in 2010 and a second place finish the Ras Al Khaimah Half Marathon in 2009. September 29 was a red letter day for Continental Tires when he raced to a record breaking win of the 40th Berlin Marathon, using Adidas shoes manufactured with the aid of Continental's expertise in rubber technology. This time round he crossed the finish line at Brandenburg Gate in Berlin with a time of 2:03:23, shaving more than 15 seconds off the previous record that was set two years ago.

This is one outstanding example of a case where a tire manufacturer has used its expertise in the rubber industry to benefit other sectors. Professional runners and even amateur athletes are constantly on the lookout for new techniques to improve the grip shoes have on running surfaces. The shoe manufacturer Adidas has been using rubber compounds from Continental to equip their running and trekking shoes with a vastly improved grip on surfaces of all kinds. With better grip comes stronger traction and hence faster running times.

This partnership has evolved over the past four years to the stage where today Adidas manufactures more than 80 different models of shoes for men and women using the non-slip sole that has been perfected with expert knowhow from Continental. The sales of the shoes manufactured with this technology are projected to more than double from 1.2 million units in 2012 to 3 million in 2013. In the outdoor shoes category, sales have zoomed six fold in comparison to the past year.

David O'Donnell, Head of R&D for Passenger and Light Truck Tires at Continental commented "We are delighted that the Adidas running shoes with our rubber compound technology developed in Hanover are helping many professional athletes and other runners to achieve new personal best times and break course records. This shows the potential long-term benefits of looking beyond your immediate industry for new technology and solutions."

Vredestein wins gold!



The winners of the 4th Cannes Corporate Media & TV Awards, one of the world's most important awards competitions honouring excellence in the corporate audio-visual industry, were revealed on Thursday, October 17 at Palm Beach Cannes during an exquisite Awards Gala Dinner. More than 200 guests representing producers, film makers, marketing and communication professionals from corporations, public relations agencies, the public sector, and TV stations travelled from all over the world to take part in the festivities.

Apollo Tires Ltd. entered the competition with the product introduction film for Ultrac Vorti tire of their brand Vredestein. The concept of the film was a music video, also shot with a Google 360 degrees camera, exclusively composed music and a game available in the Apple store with Facebook integration. The creative idea and execution was a joint effort by Artin Advertising, Sounds like film, Little Chicken and DPDK. In the category Marketing Communication the film won a Golden Dolphin. Amongst the competitors were renowned brands like Porsche, Accenture, Volvo, Shell and Deloitte. Bandi Vaczi, Head Global Marketing Communications says with a big smile: "It feels like a recognition that our creative approach and storytelling stands out! With a marketing case of a low interest and slow moving product we need to be different. Our aim is to bring sexy to the industry, and gold is pretty sexy."

The international competition received a record number of 719 submissions representing 40 countries, some as far-reaching as Australia, New Zealand, Japan, Singapore, Taiwan, Thailand, Malaysia, Kazakhstan, Bahrain, United Arab Emirates, Qatar, Morocco, South Africa, Brazil, Mexico, USA, Canada. 120 productions were awarded the coveted Dolphin Trophies in Gold, Silver and Black in 36 categories in Cannes.

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Kumho Wins Further OE Business from Mercedes-Benz



Kumho has been growing its OE commitments to the world's major manufacturers for many years now and its partnership with Daimler AG dates back to 2007. Now this already very fruitful liaison has been expanded to include the recently revised Mercedes-Benz G-Class.

The tire in question is the Kumho Solus KL21 in size 265/60 R18 110H that is manufactured in the company's state-of-the-art plant in Vietnam. It is an all-purpose touring tire, the new wide, symmetric tread pattern of which ensures stability allied to a low rolling resistance and comfortable ride, while its compound has been optimised for improved traction and longevity. The KL21 is readily available on the aftermarket in sizes from 16 to 20 inches.

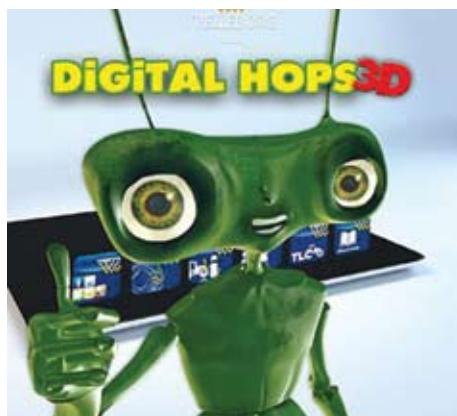
The G-Class (G stands for Geländewagen – the German for cross-country vehicle) has now been in production for 34 years, making it the longest serving model in Daimler AG's history. A four-wheel drive vehicle of legendary off-road capability, it is produced for the company by Magna Steyr at their plant in Graz Austria.

Kumho's association with Daimler AG began with the A Class range of saloons and has subsequently included the Viano X-Clusive, Sprinter van, G-Class Guard and, for the Korean market, the Actros range of rigid trucks and tractor units, as well as the Smart car line-up.

Trelleborg to Launch 3 D Animated Video to Popularize Apps

Trelleborg Wheel Systems S.P.A. will launch a quirky 3 D animated video to popularize apps related to its products. The central character in the video which is called "Digital Hops" is a "cricket farmer". The smart cartoon cricket will promote existing apps in addition to three new apps. The new apps will be launched at the leading agricultural show, Agritechnica 2013, which is scheduled to be held in the second week of November in Hanover, Germany.

The "cricket farmer" in the video is an eye catching character who brings the apps to life and explains how they will make life a lot easier for the customers of Trelleborg products. He is puzzled by the different types of tires in agricultural machinery from x-ply tires to radial tires but soon figures out the complexities using the apps.



The Tire Efficiency app, Dealocator app and Attraction apps are the apps which will be launched at the Hanover exhibition. With these apps customers can locate dealers, can clarify their exact requirements when it comes to tire solutions and get optimal use from their tires. Current apps like Load Calculator, Tire Book and Tire iBrochure are of a more informational nature.

"The world we live in is changing quickly with new technologies transforming the way we live our lives, both at home and in the workplace," said Roberto Angelucci, digital marketing manager at Trelleborg Wheel Systems.

Mr. Angelucci added that digital offerings can help Trelleborg to add more value to their agricultural products and this kind of interaction is fundamental for the growth of this sector. It is crucial for farms to be more productive in the future, but in a more sustainable manner.

The short 3 D video is the third in a series of short films Trelleborg has made in its bid to popularize its products. The first video was named "Hopping back to the future 3 D" in which the cricket character made its debut. The second video "Hopping back to the future – making" detailed the story behind the making of the first video to create more engagement with the customers. The videos detail the life of the cute cricket, the proud owner of a farm and an agricultural business who struggles to cope with the innovations in farming machinery. This third video, "Digital Hops" too is made in the same vein and it looks like it is headed to be a viral hit.



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Tire Dealers Need to Watch Out for Zipper Ruptures When Servicing Truck Tires

Zippers can be tricky. They can even be deadly. We are not talking about the zippers that hold your pants together but the kind of zipper ruptures that happen in truck tires. Tire technicians need to watch out for zipper ruptures when servicing and inflating truck tires. Zipper ruptures are so called because they have the appearance of an open zipper and they occur when a rupture occurs in the mid-sidewall of a steel-cord radial truck tire. The rupture begins at one point and then opens in both directions due to the instant transfer of load to adjacent steel body plies till the air pressure eases. When the tire is re-inflated, the pressure put back in the tire pushes against the cords that no longer have the strength to hold it. The tire then blows out, often with an explosion. The danger lies in the unpredictable nature of these ruptures and the explosive force with which air is expelled from the tire, force that is strong enough to throw a man across a room.

Generally, these ruptures are more likely to occur when overloaded trucks are driven with underinflated or flat tires for a long period and then inflated. They rupture explosively with a deafening blast either during or just after inflation. This leads to a gaping 10" to 36" rupture in the sidewall and can even shatter the rim with deadly debris flying around. Considering the fact that the minimum weight of truck tires is often more than 175 pounds, it is understandable that the exploding tire and the accompanying debris turn into lethal missiles resulting in horrific injuries and even death..

Though professional tire service providers and manufacturers have been aware of the dangers of zipper ruptures from the 1990s and have provided appropriate training programs to their technicians, more needs to be done on this front in the Middle East.



ROTARY LIFT LAUNCHES AIR-POWERED WHEEL LIFT TO REDUCE RISK FOR TIRE TECHNICIANS

As per reports by the U.S. Bureau of Labor and Statistics, back injuries account for more than 20% of work related injuries. Working in a service center involves a lot of lifting and pulling of heavy objects posing greater risk of back injuries.

Rotary Lift, a leading manufacturer of vehicle lifts and other service center equipment has just unveiled an air-powered lift that will make life easier and more productive for tire technicians and tire shop owners. The lift will reduce the scope for back injuries with its capacity to lift loads as heavy as 200 pounds at 100 psi.

Called the MW-200 model, the new rotary lift does not need any batteries and has single-lever controls that simplify operation. The maximum rise time is six seconds and three large rollers facilitate 360 degree rotation of tires and wheels. Any technician can easily



align and rotate wheels with the aid of these rollers. The lift is fitted with four casters for easy mobility and is relatively lightweight at just 135 pounds. Technicians get clear access to lug nuts as the entire column of the lift is fitted on its rolling base. The MW-200 also comes with an air hose and is equipped with an additional connector on the column if the user needs to add another air tool.

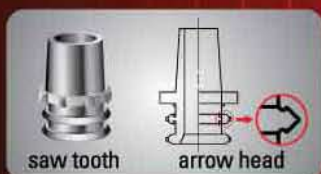
With the introduction of devices such as this new lift, the service bay will soon be a safer, more productive workplace.

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Michelin releases 2014 edition of its famed guide to New York's best restaurants

With cuisines and culinary influences from all parts of the globe, New York is one of the most exciting culinary scenes in the world.

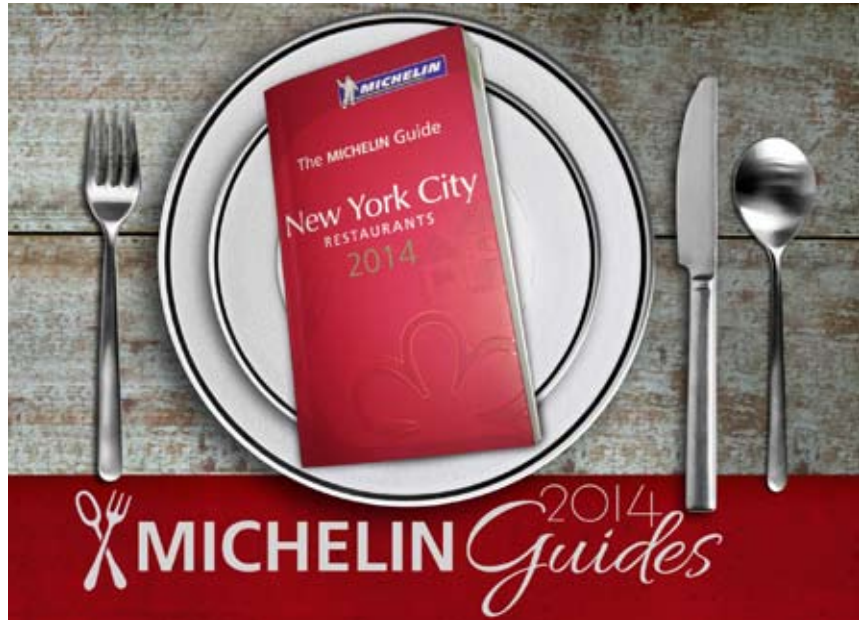
Michelin has announced its highly respected selection for the ninth edition of the MICHELIN guide New York. The new selection reflects the tremendous variety and diversity of the New York culinary scene, recognized for its excellence and quality.

This selection awarded one new restaurant two stars, TriBeCa's Jungsik. This Korean restaurant, moving up from its one star designation last year, offers its own distinctive reflection on that region's cuisine, further highlighting the unmatched breadth of New York's diverse international dining scene. New York now proudly boasts five two star restaurants: Atera, Jungsik, Marea, Momofuku Ko and Soto.

In the one star category, nine restaurants earned their first star this year, including Aska, Babbo, Carbone, Caviar Russe, Ichimura, Le Restaurant, Lincoln, the Musket Room and Telepan. Aska in Brooklyn represents the fourth Michelin star restaurant in that borough. One of the more exciting selections, the Musket Room, specializes in an enthusiastic and contemporary take on New Zealand fare. Finally, in this new edition 55 restaurants were awarded this distinction versus 52 a year ago.

Inspectors noted that chefs continue to be more creative and more ambitious. In addition, at the very top of the gastronomic scene, all seven New York restaurants with three stars in the 2013 edition: Chef's Table at Brooklyn Fare, Daniel, Eleven Madison Park, Jean-Georges, Le Bernardin, Masa and Per Se retained that distinction in the 2014 edition. A Michelin three star rating is considered the ultimate international recognition in the culinary world, with just over one hundred restaurants in the world currently holding this prized distinction.

This year, 67 New York restaurants received a coveted Michelin star rating, the most awarded since the famous French restaurant guide was first published for the city in 2005. The mere inclusion in the MICHELIN guide New York 2014 is an acknowledgment of excellence and quality. A total of 930 restaurants are included in the guide, which spans all five boroughs in the city. This year, Michelin inspectors embraced 61 different cuisines in the guide, reflecting New York's rich history of cultural diversity.



The release of the MICHELIN guide New York 2014 comes one week after Michelin announced its famous Bib Gourmand choices. Starred restaurants and Bib Gourmands are only two of the categories within the MICHELIN guide New York 2013. The book also includes a popular "Under \$25" category. In fact, throughout the guide there are helpful symbols for easy reference on price ranges, overall dining comfort, wheel chair access, late night dining, breakfast and brunch service, and notable wine, beer, sake, and cocktail lists. Eateries that serve dim sum are also listed.

New York is one of three cities in the U.S. where Michelin publishes an annual guide. Later this year, the Michelin guide San Francisco Bay Area & Wine Country 2014, and the MICHELIN guide Chicago 2014 will also go on sale.

Thanks to the rigorous MICHELIN guide selection process that is applied independently and consistently around 23 countries, the MICHELIN guide has become an international benchmark in fine dining. The selections of all restaurants in the guide are made by Michelin's famously anonymous inspectors who dine in the New York City area regularly. These local inspectors are trained to scrupulously apply the same time-tested methods used by Michelin inspectors for many decades throughout the world. This ensures a uniform, international standard of excellence. As a further guarantee of complete objectivity, Michelin inspectors pay all their bills in full, and only the quality of

the cuisine is evaluated. To assess the quality of a restaurant, the inspectors apply five criteria defined by Michelin: product quality, preparation and flavors, the chef's personality as revealed through his or her cuisine, value for money, and consistency over time and across the entire menu. These objective criteria are respected by all Michelin guide inspectors, whether in Japan, the United States, China or Europe. They guarantee a consistent selection so that a star restaurant as the same value regardless of whether it is located in Paris, New York or Tokyo.

Michelin has been a pioneering force in advancing mobility through innovation and excellence in manufacturing quality. The company patented the pneumatic, or air-filled, tire in the late 1800s. This was a milestone moment in mobility, permitting automobile owners to travel at great length in a single journey. Then, in an effort to prompt travelers to enjoy their newfound mobility, the company created guides and detailed maps to steer travelers on their way. The most famous publication that developed from this is the internationally recognized MICHELIN guide.

Infinity Tires Celebrates Prestigious Tire Industry Award



Infinity Tires is the proud winner of the 2013 Tire and Fast-Fit (TAFF) award in the Industry Advertising Campaign category, hosted by the National Tire Distributors Association at its 84th annual dinner.

The TAFF awards recognise the pinnacle of industry achievement and are always fiercely contested. The 2013 ceremony was no exception with Infinity Tires holding off strong rivals Dunlop, Goodyear, Michelin and Pirelli to win its first ever TAFF trophy.

The accolade for 'Industry Advertising Campaign' highlights the very best in design and creativity and Infinity Tires stood out for its innovative 'Not All Tires Are Created Equal' campaign. Using this theme to promote its extensive tire product range in print, digital media and at events across the United Kingdom, Infinity Tires is fast developing recognition throughout the industry.

The TAFF award was presented at the ceremony to Mr. Harjeev Kandhari, Executive Director of the global AI Dobowi Group, who commented: "On behalf of everyone at Infinity Tires, we are delighted and honoured to receive this award. The progress that Infinity Tires has made within the U.K. tire trade is strongly associated with our brand awareness campaign and our great partnership with Bond International. It is an honour that the Infinity team's dedication and hard work have been rewarded with our first ever TAFF award".

Apollo Tires expands its footprint in Sri Lanka

Apollo Tires, a leading tire major, made further inroads into the Sri Lankan market with the opening up of its first branded retail outlet in the island nation. Christened as Apollo Zone, this outlet is designed to provide customers with an enhanced retail experience and a better feel for the brand and products -- both passenger and commercial vehicle tires. This Apollo Zone is located in the up-market area of Galle Road in Colombo, and is operated by Apollo's Business Partners, Ideal Wheels & Tires (Pvt) Ltd.



Sri Lanka has become one of the fast growing exports market for Apollo Tires, with sales increasing by more than 50% year-on-year. Since its introduction in the Sri Lankan market in June 2011, Apollo branded tires -- both passenger and commercial vehicle -- have been well received by the consumers.

Commenting on the inauguration, Satish Sharma, Chief, India Operations, Apollo Tires Ltd. said, "Sri Lanka is at the cusp of growth, especially the regions which were most affected by war. Also, there is enough movement of commercial vehicles due to the rapid infrastructure development across the country; this in turn leads to increased demand for tires. Branded retail outlets, such as the one which we have opened today in Colombo, will result in an higher visibility for the Apollo brand."

The Apollo Zones, follow a modern up-market retail format for selling tires ensuring ample visual appeal, comfort and convenience to customers, and providing an opportunity to learn about the product's applications

and performance before making the final purchase. They thus bridge the gap between tires being a low involvement category product and the need for expert guidance, to enable customers to buy the right tires, suited to their vehicle and driving style.

Nalin Welgama, Chairman, Ideal Wheels & Tires, said "we are very much excited to have partnered the leading Indian tire manufacturer and exporter, Apollo Tires, which is a US\$ 2.34 billion company with a huge global presence. We are proud to announce that we have been able to capture a lion's share of the truck-bus bias tire market in our territory within a short span of time. The opening of the ultramodern Apollo Zone and island wide distributor network will enable us to consolidate our market share further."

Goodyear simultaneously launches TreadMax retread range with new KMAX and FUELMAX lines

Goodyear has announced that for the first time it is launching its TreadMax retread lines simultaneously with the introduction of its brand new tires. The inclusion of the KMAX and FUELMAX lines in retread means that Goodyear now offers its full range of commercial vehicle tires as moldcure retreads, which provide performance close to that of new tires and keep operating costs down.

Previously, retread versions have followed a while after the launch of new tire lines. The simultaneous introduction of the TreadMax KMAX and FUELMAX versions means that commercial vehicle operators do not have to wait to experience all the benefits of TreadMax KMAX and FUELMAX; they can have their worn Max Technology tires retreaded to the new designs right away. The new products are TreadMax KMAX D and TreadMax FUELMAX D drive tires, and TreadMax KMAX T and TreadMax FUELMAX T trailer tires. The drive tires are available in sizes 315/8022.5 and 315/7022.5, with 295/80R22.5 and 60 series tires being added later. The trailer tires are available in sizes 385/6522.5 and 385/5522.5, with the later addition of size 435/50R19.5 in FUELMAX T.

"Until now, truck operators have had to buy new tires in order to experience the benefits offered by the latest products that have been introduced. With TreadMax KMAX and FUELMAX those benefits are available now, and will help to further decrease costs per kilometre for our customers," said Leszek Szafran Director Retread Operations Europe Middle East and Africa (EMEA). "We are also very pleased that we can now provide the full range of current Goodyear commercial vehicle tires in our premium TreadMax range." Operators using Goodyear Max Technology tires (Marathon LH or Regional RH tires) can upgrade to the new tire designs by having their worn tires retreaded as TreadMax KMAX and FUELMAX products. To ensure a high quality tire, only Goodyear Max Technology casings are used for TreadMax retreads, which use the same materials, tread designs and technology as the new tires they replicate. This means that they offer similar levels of performance to those of their new premium counterparts. For example, an operator can now benefit by returning a worn Goodyear Marathon LHD II casing and having it retreaded as the latest TreadMax FUELMAX D tire.

These new products now complete the comprehensive line-up of Goodyear commercial vehicle tires. This range includes the recently introduced Marathon Coach and Ultra Grip Coach tires as well as the Marathon LHD II and LHT II, Regional RHS II, RHD II and RHT II, Mixed service MSS II, MSD II and MST II and Municipal MCA and MCD Traction tires. The multiple life concept of regrooving, retreading and subsequent regrooving can extend the life of a new tire by one and a half times at about 80% of the cost of a new tire. Two thirds less oil is used and 34% less greenhouse gases are produced in making a retread compared with a new tire's manufacture, which is important for the environment. Also fewer materials, including chemicals, are used and less tire casings are scrapped. The tire performance being close to that of a new tire, thanks to low rolling resistance and high mileage, means that costs per kilometre are kept low. All TreadMax products are produced in-house by Goodyear at its plants in Riom in France, Wittlich in Germany and Wolverhampton in the UK, to the same quality standards as those used in the manufacture of new tires.

Goodyear provides three choices to operators when their tire tread depth reaches a level where retreading is an option and the carcass is undamaged.

- Casing Exchange – the old tire is purchased by Goodyear and a new retread then sold to the customer.
- Customer Owned Casing – the old tire is retreaded by Goodyear using the mold cure process and returned as a new TreadMax product. The customer just pays for the retreading process. Many operators prefer this option as they like to know the whole life history of their tires.

- Casing Purchase – the old tire is sold to Goodyear for retreading and use by another vehicle operator. The Casing Exchange and Customer Owned Casing options, which have been available in Italy and France for some time, were recently introduced in the Benelux region and will be offered in Germany, Austria and Poland in September and in Spain later in the year. Other European countries will follow next year.

Retreading and regrooving are just two of the services within Goodyear's FleetFirst broad portfolio. These services are available through the nearly 2000-strong network of TruckForce service providers, strategically located in 28 European countries. Each has the equipment and trained staff to tackle all tire-related requirements. These and a further network of approved workshops and operatives also form part of the ServiceLine 24h roadside assistance program, which is available 24/7, 365 days of the year. Also part of FleetFirst is tire management through FleetOnlineSolutions (FOS) and FleetOnlineSolutions Mobile, which take the worry of tire maintenance away from fleets and help further reduce costs.

Infinity Tires Foundation Supports Mothers2Mothers in South Africa

The latest CSR program of the Infinity Tires Foundation a plan to support Mothers2Mothers (m2m), a South African organisation founded in 2001. This new initiative is based on the simple, but powerful, premise that mothers are the key to ending AIDS in childhood and sustaining the long-term health of women and children in the communities affected by this condition.

m2m believes in the power of women to help prevent mother-to-child transmission of HIV and create health and hope for themselves and their children, families and communities. The organisation empowers mothers living with HIV through education and employment, and assists them in becoming role models to help other women access essential services and medical care.

Mr. Jorge Crespo, General Manager for Infinity Tires Europe, said: "We are pleased to offer the support of the Infinity Tires Foundation to m2m. Our business is now global and it's also part of the Infinity culture to support local communities wherever we are also operating. The distress of AIDS and HIV still affects many in South Africa and Infinity Tires is committed to supporting m2m in bringing their excellent work to the eyes of the world."

Hankook Tire's 7th Global Production Plant Opens in Indonesia



Hankook Tire's Indonesia Plant, built in a strategically important location, will be a major growth factor contributing to the company's continued global business expansion. Of the total production capacity of 6 million tires a year, approximately 30% will be allocated to cater for the Indonesian domestic market, while the remaining 70% will be exported to serve the demands in emerging markets across the globe including ASEAN region, North America and Middle East.

Covering an area of 60 hectares, Hankook Tire's Indonesia Plant is a modern manufacturing facility equipped to produce mainly passenger car tires, Ultra-High Performance (UHP) tires, and light truck tires.

"Today's commemoration of Indonesia Plant Opening marks yet another milestone in Hankook Tire's ongoing growth as a global top-tier tire company. This is also a clear manifestation of our strong will and commitment for further growth together with Indonesia and other emerging economies," said Mr. Seung Hwa Suh, Vice Chairman and CEO of Hankook Tire. He also added, "As a leading global tire company, we will continue our relentless efforts to supply customers around the world with more advanced, globally acclaimed tires via our new export base in Indonesia."

With a Groundbreaking Ceremony held in June 2011, Hankook Tire commenced the construction of its 7th global manufacturing plant in Indonesia. The company currently employs approximately 1,400 staff members and will increase to a total of 4,300 employees by 2018.

Reflecting Hankook Tire's commitment in further growth and business engagement in Indonesia, Hankook Tire has established its end-to-end distribution channel, called HANKOOK MASTERS. In Indonesia, Hankook Tire has already established its HANKOOK MASTERS outlets in Surabaya and Bandung, targeting to increase the number to 30 outlets by the end of this year.

Hankook Tire, the leading and one of the fastest growing tire companies in the world officially opened its 7th global plant in Indonesia. Located in Lippo Cikarang, Bekasi, West Java, the company's newest plant will act as an export base for the North America and Middle East markets as well as a regional business hub for the emerging Asian market, reaching the production capacity of 6 million tires per year.

On September 17th, Hankook Tire celebrated the grand opening of its newest Indonesia Plant with the presence of Hankook Tire's top executives, including Mr. Seung Hwa Suh (Vice Chairman and CEO of Hankook Tire), Mr. Hyun Shick Cho (President and CEO of Hankook Tire Worldwide) and Mr. Hyun Bum Cho (President and CMO/CCMO of Hankook Tire). Welcomed by Hankook Tire's top executives, the President of Indonesia, Susilo Bambang Yudhoyono, was also present at the ceremony along with by several other prominent Indonesian government officials.



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Al Habtoor Motors signs up with Sumo Firenza Tires

as a part of its expanding brand portfolio



The year 2013 has been a very significant one for Al Habtoor Motors. The foremost name in the UAE's automotive industry continues to add world renowned brands to its growing automotive product portfolio. In keeping with its expansion plans, Al Habtoor Motors was recently appointed as the official dealer and GCC distributor by Stamford Tires for Sumo Firenza, a premium value tire brand from Singapore.

The official signing ceremony was held on 7th October 2013 at Al Habtoor Motors' Corporate Office and was attended by Mr. Sultan Al Habtoor, President, Al Habtoor Motors, Mr. Ahmed Khalaf Al Habtoor, CEO of Al Habtoor Motors, Mr. Karl Hamer, Managing Director, Al Habtoor Motors and all the Directors of Al Habtoor Motors.

Mr. Peter Hofmann, Senior Vice President of Stamford Tires - Singapore Operations and Mr. Daniel Eng, Assistant Vice President of Stamford Tires (International Distribution) represented Sumo Firenza Tires during the contract signing.

As a premium value tire brand, Sumo Firenza tires is dedicated to evolving into a global brand with quality, dependability and evolution as its corner stone philosophy. During the past decade Sumo Firenza has steadily evolved into a brand name synonymous to credibility and

offers a series of quality tires that are constantly innovative and in line with the company's ambitious objective to provide products that are well respected within the industry.

"Mr. Karl Hamer, the Managing Director of Al Habtoor Motors and the management of Al Habtoor Motors have chosen Sumo Firenza as the premium value brand which is manufactured in Asia Pacific. Sumo Firenza is our preferred tire partner to support all operations within the Al Habtoor Group, we are extremely excited to take our new partnership forward and look to new horizons with Sumo Firenza. After a thorough review of many tire brands across the world, we, at Al Habtoor Motors, decided on Sumo Firenza based on the quality, value and reliability that their tire products offer," said Mr. Neil Coolledge, General Manager of SpeedFit and Tires & Batteries Division.

The company continues to concentrate on constant technical and product advancements along with sound corporate branding. The current Sumo Firenza range of passenger vehicles, SUV, light commercial and HGV tires continue to expand in both sizes and patterns as demanded by the global markets.

Incorporating an experienced expertise of its own engineering team, the Sumo Firenza Tire range continues to ensure ongoing progression of the brand by meeting new market trends as and when they are developed.

Back to Basics Adapting Your Sales Strategy to Sell to Women

John Gray's famous book "Men are from Mars, women are from Venus" describes the differences between men and women when it comes to relationships. Men and women are very different when it comes to buying decisions too. Car dealerships, tires and parts shops are primarily geared to sell to men. But a 2012 study in the US found that 68% of new car purchase decisions were made by women. Most women who own cars prefer to take care of their own vehicle. This includes buying tires and parts. Players in the auto sector need to rethink their sales strategy to appeal more to women. What exactly do women customers look for when they look for a parts or tire shop they feel they can trust?

1.Be consistent: Women have a great eye for detail and they do not mind spending a lot of time on going through the pros and cons before going ahead with a purchase. They are generally more patient and more critical than men. Rather than throwing facts at them and expecting them to make a quick decision like a man would, provide them with the information they ask for and wait for them to reach a decision at their own pace.

2.Be honest: Women do not take kindly to sales people who blend fact and fiction just to make a sale. If you deal fairly with them, they will not mind going a little out of their way to give you business. But if they suspect that you are trying to get them to buy something they don't really need just to improve your profits, they will never return. Being more relationship oriented, women are more likely to return to give you repeat business once they have established a relationship with your shop.

3.Be communicative: Women enjoy talking. They thrive on communication and give a lot of importance to building relationships. Don't be afraid to go into detail and explain everything about your product in detail. This will get you started on building a rapport.

4.Be Respectful: Don't make the mistake of talking down to them or act as if they don't know the first thing about cars, tires or parts. Be polite and straight with them on all the pros and cons and they will value your input.

5.Demonstrate your product: In your shop, take your female customer through the different brands or types of product available. Carefully explain the features and benefits of each model and brand. If she needs new tires, explain to her why she needs them. Treat her with respect and you will earn her respect.

6.Be A Stickler for Quality: Women generally are very value conscious. They do not mind paying a bit more for a product that they feel gives them better value. The other side of the coin is that they need to be fully convinced about the quality aspect before they go ahead with the purchase.

So, you do need to put a lot of thought into how you will train your sales staff to deal with female customers. This will certainly give you rich returns in the future.

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EVENT	DATE	INFORMATION	LOCATION
Transmission Expo	02- 05 Dec, 2013	This is a perfect amalgamation of tradeshow and conference where attendees will get ample opportunity as well as advice on various articles and products like chemicals, MagnetAssemblies, Variable Reluctance Resolvers, Encoders, gear tooth forming, grinding etc	Berlin, Germany
Professional Car And Hull Fair	03- 05 Dec, 2013	Professional Car And Hull Fair is an exclusive trade event and it is going to be held in Limburg, The Netherlands. It will be continuing for the duration three days. It is an international car trade fair that is proposed to develop and uphold the large scale motor vehicle and automotive industry..	Venray, The Netherlands
Custombike Show	06- 08 Dec, 2013	Custombike Show, The largest trade fair in Europe for the bikes and bike related equipments and accessories. This trade fair is going to be held at Bad Salzuflen, Germany. This event will be organized by Huber Verlag GmbH and Co.	Bad Salzuflen, Germany
Motocasiao Expocasiao	06-08 Dec, 2013	At times when companies generally deal with various kinds and large amount of stocks, Motocasiao Expocasiao is the best place to remember.	Lisbon, Portugal
Motor Show-Bologna	07- 15 Dec, 2013	Motor Show-Bologna occupies the pride of place as the sole automobile sector trade shows in Italy. Organized at the Bologna Fair Centre, the show enjoys a high degree of popularity among visiting participants, with millions thronging to the show at its previous editions	Bologna, Italy
Winter Bike Expo	07- 08 Dec, 2013	Winter is already here and it is time to prepare for winter sports. The expo namely Winter Bike Expo is all about bike rides during winter. All the interested riders gather here every year and enjoy winter bike riding.	Minneapolis, United States Of America

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EVENT	DATE	INFORMATION	LOCATION
Commercial Vehicles Middle East	09- 11 Dec, 2013	Commercial Vehicles Middle East is the region's only specialized event for all types of commercial vehicles, parts and services attracting transport, fleet and logistics managers from regional commercial enterprises and procurement officials from the region's transportation departments.	Dubai, United Arab Emirates
Automechanika Shanghai	10-13Dec, 2013	Automechanika Shanghai is the largest automobile show where the interior items and automotive parts are designed and put in together by the renowned engineers of the leading companies. In 2011, the show has served a mixture of more than 61178 local and foreign traders coming from 131 countries.	Shanghai, China
New York International Motorcycle Show	13-15 Dec, 2013	New York International Motorcycle Show is acknowledged as renowned trading fair for Automobiles, Spare Parts and Accessories industry. Hosted by Advanstar Communications, Inc., at Jacob K. Javits Convention Center, New York,	New York, United States Of America
Saudi International Motor Show	24-28 Dec, 2013	Saudi International Motor Show (SIMS) is the flagship event for the Saudi Arabian motor industry. The show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world.	Jeddah, Saudi Arabia
Auto & Truck Expo	26-28 Dec, 2013	Auto & Truck Expo is going to be the perfect testimony to the growing needs automobile industry as this platform will exhibit most advance products and services which will boost the automobile and other correlated sectors...	Bogra, Bangladesh
International Car & Bike Expo	28 - 29 Dec, 2013	All the professionals who are well related with the Auto Companies are cordially invited to take active part in International Car & Bike Expo. This forum is based on up to dates and modern Indian and International Car & Bike which one can easily avail at this forum.	New Delhi, India



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And Then There Was Light

Lighting Basics Types and Technology

Michael DeHaas,
President and CEO of KC HiLiTES

Michael DeHaas has already made it to the Guinness book of world records as the father of two sets of identical twin girls who share the same birthday. But in addition to this, he is also the President and CEO of KC HiLiTES, an Arizona based company that has been in the business of manufacturing vehicle lights for the past five decades. In the last session of the Automechanika Academy, he spoke knowledgeably about lighting basics, the different types of lighting and the evolution of lighting technology from halogen lights to HID and now LED.

Sometimes our drive to be noticed can lead us to choose high power lighting equipment that is not really appropriate or necessary for our vehicle. Headlights generally come as part of the standard equipment for the car but there are a variety of fog, driving, flood and spot beam lighting fixtures that be customized to suit the buyer's preferences depending on their taste, their driving style and driving conditions.

Michael rightly stated that there are two types of lights; lights to see with and lights to be seen with. Lights to see with such as headlights, interior dome lights and auxiliary lighting like fog lights, driving lights, and spot beams are generally white in color. Lights to be seen with such as brake lights, hazard lights and turn signals are generally red or amber in color.

Each of these different types of lighting has their own unique properties. For example fog lights give a lot of left to right lighting, whether they are clear or amber. The driving lights reach much further than standard headlights while spot beams go the furthest but they have a narrower field of distribution. He compared the reach and amplitude of light beams to the way water behaves when squirted from a hose. When it is squirted tightly, it can go a long way. When the stream of water is spread out, it does not go as far but covers a lot more width. In fog lights and driving lights, either a lens or the reflector can be used to achieve the right optics.

He drove his point home with a specimen of a fog light that was in vogue 30 years ago, with halogen bulb as the light source, lens optics and vertical fluting for providing a horizontal beam pattern. Technology has now changed to the extent that the pattern of distribution of light can now be controlled with a reflector. He then held up a new fog light with reflector optics and LED lighting as the light source to illustrate the magnitude of the progress made in lighting technology. Essentially lighting started off with incandescent lighting, and then moved on to halogen lighting which was considered a breakthrough at the time. Then it progressed to HID (high intensity discharge) lighting and the latest technology in lighting is LED (light emitting diode) lighting.

Another factor the reach of light depends on is its color temperature. Light with longer wavelength such as red light can be seen from much further than light with shorter wavelength such as blue light. The red lights of a police vehicle can be seen much before its blue lights, not because the red light is brighter but because it has a longer wavelength. Lights with low color temperatures such as sealed beam and halogen lights may not provide the best visibility. The color temperatures of LED lights which operate in the 5000 K range provide the optimum color for seeing. Pricy hi-tech lights with 8-9000 K can be blinding and affect the visibility of drivers in the cars behind a car with such lights.

LED lighting is the lighting of the future as it is energy saving, emits virtually no radiation (hence being designated as a "green" light, does not need a hot start-up time and occupies a very small space, giving designers room for innovation. LED lighting enables us to do many things that cannot be done with halogen lighting. For example, with LED technology, the same light can be turned from amber to clear and vice versa just by flipping a switch. LED lighting though is much more expensive, cost wise than halogen lighting.

Michael ended the session by promising us that his company is working on an advanced technology that goes beyond LED lighting. Though he cannot reveal details at this stage, we are sure we will be hearing a lot more on lights and lighting from Michael in the future.

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Going Green Without Compromising on Performance

Pipe Dream Or Reality?

Georges Mourad,
Head of Middle East/East Africa and Overseas Sales,
MAHLE Aftermarket GmbH

For the majority of vehicle users, one of the main features they look for while making the purchase decision is performance. But with rising concern about sustainability due to the issue of global warming, OEMs and Tier 1 suppliers, particularly in Europe and the US have to keep one step ahead in the manufacturing process to make sure they always stay within the regulations for the emission norms which are becoming tighter day by day.

In the Automechanika Academy session on accessories and tuning, the first speaker, Georges Mourad, the head of Middle East/East Africa and Overseas Sales of MAHLE Aftermarket GmbH spoke about how vehicle users need not necessarily compromise on performance to reduce the impact on the environment.

In 2004, a level of 150-250 g/km of CO₂ emissions was permitted but by 2020 the regulations will only allow for a level between 98 and 138 g/km of CO₂. This definitely has an impact on the engines because CO₂ emissions can be reduced only by reduction in the size and power of the engines. Consumers, especially younger buyers on the other hand do consider the power and size of the engines as a factor when it comes to choosing the model they are going to buy. Manufacturers and users are now looking out for ways to have their cake and eat it too.

The automotive industry has been working on a slew of methods to make cars eco friendly while maintaining or improving their performance but the main buzzword when it comes to going green is hybridization. A hybrid car has a normal combustion engine and a battery that works on electric power which acts as a support to the engine. The most popular model is the Toyota Prius, the first hybrid vehicle to come on the market.

Then you have cars that work with a range extender. A range extender is a small two cylinder engine optimized for low cost and flexible installation (vertical to horizontal) which is then put in an electric car. In these cars, the battery is the chief source of power while the engine acts as the auxiliary source of power. In a hybrid vehicle, the engine is directly connected to the wheels. But in a vehicle with a range extender, the engine is connected to the battery and helps to reload the power in the battery when it runs out. Space being a crucial issue, the range extender's portability and small size makes it highly convenient for OEMs.

There are essentially three types of vehicle use; the test cycle known as the NEDC cycle (New European Drive Cycle), commuter cycle and business use cycle. For normal cars with a typical four cylinder engine the CO₂ emissions for the commuter cycle which is hardest on the engine is 175 g/km while for the business cycle it is 150 g/km. In vehicles with range extenders the average CO₂ emissions came down by 82% in the NEDC cycle. In the commuter cycle which is the best case scenario as the range extender normally does not have to be used at all with the battery having sufficient charge, there will be no CO₂ emissions at all. In the business cycle too, CO₂ emissions are reduced by more than half. Even in the worst case situation where the battery is fully depleted and the user needs to completely depend on the range extender, the CO₂ emissions do not exceed 140g/km which is well within the norms. With regard to performance, vehicles with range extenders perform as well as normal cars.

Downsizing is another key technology of the future. Downsizing is having a smaller engine with say only three cylinders instead of a four or six cylinder engine while getting it to yield the same or even more power and the same performance. The main component in such engines is a turbocharger with lighter components which though small in size ensures better combustion and thus less CO₂ emissions. This new technology is already being adopted by European manufacturers in their latest models such as the Audi 6 and the BMW 5 series which have smaller engines and may come with one or two turbochargers. The OEMs and the tier 1 suppliers are still working on optimizing all the components to make maximum use of this technology. When this technology was tested in a Volkswagen Passat through a New European Drive Cycle, fuel consumption and CO₂ emissions fell by 32% and 30% respectively while the performance level was even better than that of a six cylinder engine with 2.4 liters. When it comes to the fun factor and smoothness of drive, the turbo chargers lend a completely different feel to the drive with a much more responsive and dynamic engine.

Cars can also be made greener and more fuel efficient through the use of new components that are much lighter as compared to the normal components. These include lightweight valves that can sustain the same stress, replacement of aluminum pistons with steel pistons and different crankshaft technologies that also reduce the weight of vehicles to make them more fuel efficient and eco friendly.

Cars that have electricity as the sole source of the energy or battery driven vehicles (BDV) have generated a lot of talk but they are not yet a commercially viable option. The other technology that has also been in the limelight in the automotive industry is the fuel-cell technology. It is also a very promising technology but so far research into this technology has not yet produced any roadworthy models.

With lighter parts and new technologies such as hybridization, range extenders and turbochargers that have made it more efficient, the combustion engine is far from becoming an obsolete technology. Mr. Mourad concluded his presentation with the statement that the idea of having a green car with an engine that is fuel efficient while making driving fun is no longer a pipe dream but one that has already been achieved.

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Federal-Mogul to Feature Eco-Friction Low- or Zero-Copper Brake Pad Materials on Over 1 Million Cars by 2015



The array of Eco-Friction low- or zero-copper brake pad formulations of Federal-Mogul Corporation has been experiencing quick market acceptance since its release in 2012 for OE applications. Recently, the company has officially secured contracts with three international car manufacturers to supply low- or zero-copper brake pads for light car platforms starting in model year 2014, and projects that over 1 million cars will be equipped with Eco-Friction pads by 2015. Federal-Mogul is one of the initial braking product manufacturers to supply low- or zero-copper pads to the automotive industry.

Copper, the main element in brake pad formulations, limits judder, noise and rotor wear in addition to contributing to the stability of friction over different operating temperatures. On the other hand, metal makes up 5%-20% of the friction material mass in standard Low-Steel and Non-Asbestos Organic (NAO) formulations utilized throughout North America, Asia and Europe.

The latest legislation in some states in the U.S. mandates copper's final phase-out from brake pads due to its unfavorable impact to the environment, primarily restricting content to less than 5 percent of pad weight and ultimately necessitating less than 0.5 percent. The outcome--car manufacturers now need brake systems with lower copper levels, making substitute products such as Eco-Friction, the latest standard for newly manufactured cars worldwide.

"The U.S. legislation is a key driver for global OEMs as they specify brake friction material for their products," stated Martin Hendricks, Federal-Mogul Vehicle Components segment Vice-President and General Manager. "Federal-Mogul's expertise in material formulations and manufacturing has enabled us to provide a solution that fits the requirements of each regional market. We are proud to be a leader in this technology and to supply Eco-Friction to our OE customers nearly 10 years ahead of the legislated deadlines," he added.

The Eco-Friction low- and zero-copper formulations range were developed utilizing tribological fingerprinting method to recognize substitute materials that can provide similar stopping performance; harshness, vibration and noise characteristics; as well as low wheel dust generation and durability as traditional copper pads. Another advantage of the Eco-Friction zero-copper pads is that they provide the brake rotor with better corrosion protection and superior friction performance, which is specifically advantageous in sloped parking conditions.

Eco-Friction formulations were examined and authenticated with the use of several OEM specifications and are well-suited for electric car braking systems, lighter brake calipers and electronic parking brakes. Eco-Friction pads are engineered at the technical facilities of Federal-Mogul in Asia, Europe and the U.S as well as manufactured at multiple Federal-Mogul locations worldwide.

To ensure the worldwide exposure of its products, Federal-Mogul presently provides them to the automotive aftermarket sold under the Wagner and Ferodo® brands.

GE Automotive Officially Releases Megalight Ultra +120



In the quest of GE Lighting Automotive to define new performance levels in its innovations, it has officially released the Megalight Ultra lamp +120.

The appropriately named high performance lamp gives up to 120 percent more light through a 100% high pressure Xenon filling gas, a distinctive blue coating and an outstanding coil luminance. With the lamp's clear illumination, paired with whiter, brighter light that results from the blue partial coating, it provides extra safety advantages when driving at night specifically for fatigued and elderly drivers.

"The new Megalight Ultra lamp is our most high performance product in the range and significantly improves visibility and safety for drivers," explained Gabriella Mózes, General Manager at GE Lighting - Automotive. "We have a rich heritage in automotive lighting and we are constantly developing to make improvements all the time. The Megalight Ultra +120 is our latest offering to the market."

Quality and reliability is high on the company's agenda in terms of automotive lighting. Thus, GE Lighting is approved by world-renowned vehicle manufacturers. The company's products have been tested worldwide and are manipulated by controlled design processes, an efficient quality assurance system, fully automated production lines, a commitment to constant enhancement and sustained investment programs.

For years, GE Lighting has established groundbreaking automotive lighting solutions. The wide array of premium lamps of the company, which operate on 12V or 24V, all provide superior performance, guaranteeing that the visibility of the driver is maximized – increasing safety and decreasing the threat of road accidents. However, the Megalight Ultra lamp +120 outshines them all due to innovative technology it uses.

Will Used Coffee Beans Solve the Energy Challenge?



There are very few people who can get through their day without a cup of coffee, or possibly two or three or even four. But who would have thought of recycling used coffee beans for fuel?

Well, that is exactly the idea entrepreneur Arthur Kay came up with to win the 2013 "Pitch Live" award for startups. His business BioBean converts used coffee grounds into biodiesel and biomass pellets.

BioBean kills two birds with one stone; reducing the need for waste collection and creating energy sources in a world that is starved of fuel. It creates energy that is clean and green from cheap sources. Kay believes that his business is the first of its kind in the world and by diverting tons of coffee beans from landfills and converting those into a source of energy will provide both environmental and economical benefits.

The numbers speak for themselves. The annual coffee consumption in the UK is 200,000 tons. Every day 132,000 kilograms of used coffee grounds from coffee shops in London is deposited into landfills. Imagine how much waste is generated on a global basis from used coffee grounds if this is the figure for just one city like London.

BioBean has developed an inhouse technology to extract oil from coffee beans and use it to create biofuel and biomass pellets. Using this patented technology from BioBean, companies will be able to save 5 million pounds annually and prevent the release of 100,000 pounds of methane gas into the environment.

In the long run, BioBean has plans for global collection of used coffee grounds and for franchising in Northern Europe. Bio-Bean is definitely one of the frontrunners when it comes to clean, green technology for the future.



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Intel and Carnegie Mellon University Researchers Develop Smart Vehicle Headlight System that can Cope with Rainstorms

Drivers struggle to see when driving in a snowstorm or rainstorm, but with the smart headlight system developed by the Robotics Institute of Carnegie Mellon University, they can enhance their visibility by redirecting light to shine between precipitation particles.

When demonstrated in lab examinations, the system has been proven to prevent the unsafe, distracting glare that appears when precipitation reflects headlight beams back toward the driver.

Srinivasa Narasimhan, Associate Professor of Robotics, claimed that if anyone is driving in a snowstorm or thunderstorm, the smart headlights will make it look like a drizzle.

The system utilizes a camera in tracking the motion of snowflakes and raindrops and then applies an algorithm to forecast where the particles will be a few milliseconds later. Then, the light projection system adjusts to disable light beams that would brighten the particles in their forecasted positions.



Narasimhan claimed that the headlights' flicker will not be visible to the naked eye, and because the particles of precipitation are not being illuminated, the driver will not see the snow or rain either. She also added that to most people, the rain looks like elongated streaks filling the air, but to high-speed cameras, it consists of thinly spaced, separate drops.

"That leaves plenty of space between the drops where light can be effectively distributed if the system can respond rapidly," she said.

In the lab test, the research team headed by Narasimhan showed that their smart car headlight system could effectively detect raindrops, forecast their movement and regulate a light projector in 13 milliseconds. The system could also remove 70%-80% of visible rain at low speeds during a storm, while losing 5% or 6% of the light from the headlamp.

To successfully operate at highway speeds and to work in both hail and snow, the response of the system needs to be lessened to a few milliseconds. Narashiman and the researchers also believe that the system's speed can be enhanced.

For example, the test apparatus, pairs a camera with a DLP projector. On the other hand, road-worthy systems would be based on a wide spectrum of LED light sources in which single components could be turned on or off, based on the raindrops' location. The latest LED technology could make the combination of LED light sources with image sensors on just one chip possible, leading to affordable high-speed operation.

To date, Narasimhan and his team are engineering a more solid version of the smart headlight that could be installed in a vehicle for road testing in the coming years.

Though the system is not capable of eliminating all precipitation from the field of view of the driver, lessening the reflection amount and distortion triggered by precipitation can significantly enhance visibility and lessen driver distraction. The system can also sense oncoming vehicles and direct the beams of the headlight away from the eyes of drivers, thus eliminating the necessity of shifting from high to low beams.

Skimp on Fuel with Synthetic 5W-30 Grade Lubricants



Two of the major issues faced by the United Kingdom commercial car industry today are the high cost of fuel and an unstable economic climate. As a consequence, enhancing the fuel efficiency of trucks is an important objective as operators continue to search for ways to improve their bottom-line while staying competitive.

Original equipment manufacturers around the world continue to develop their vehicle and engine designs to enhance fuel efficiency, but operators can also enhance the fuel efficiency of their present and future trucks by investing in the most up-to-date synthetic lubricants. The good news is that in addition to using the right engine oils, commercial car owners can save on fuel costs by integrating synthetic lubricants via the car's drivetrain.

The presently available synthetic 5W-30 grade lubricants can positively impact fuel efficiency, enabling operators to utilize oils with lower viscosity without compromising performance. Choosing the lubricant with the most optimum viscosity at the outset is crucial, and once that is done this viscosity can be maintained by utilizing fully synthetic engine oils. The synthetic technology helps to keep lubricant contamination and breakdown at bay. Experts reveal that if oil can preserve its original viscosity, a 5% fuel savings is possible over an oil drain interval course.

Apart from premium synthetic engine oils, high-performance rear axle and commercial vehicle transmission oils, specialty products and greases can provide further benefits to fleet operators.

CONTINENTAL BEGINS MANUFACTURE OF HIGH-PERFORMANCE INJECTOR TO ENHANCE GASOLINE ENGINE EFFICIENCY

Conformity with upcoming emissions standards like Euro 6c (from 9/2017) and Euro 6b (from 9/2014) will call for more enhancements in engine combustion procedures. As gasoline engines provide noteworthy scope for lessening emissions through turbocharging, downsizing and more effective combustion, they will offer an important role in actualizing these enhancements. This is the reason why more gasoline direct-injection engines are making an appearance in the global automotive industry.

The injectors needed for this high-performance engine type are presently designed to function at up to 200 bar pressures. Continental, a leading global automotive supplier, anticipated this trend and developed a product that effectively meets these requirements in the form of the XL3 solenoid injector, which went into bulk production this year in a turbocharged 1.5-L GDI engine.



Wolfgang Breuer, Engine Systems Business Unit Head in Continental's Powertrain Division, says that the XL3 injector's debut in a solid 4-cylinder gasoline engine is an evidence of their injection technology's potential.

"Building on the level we've already reached, we are continuing to work on the XL3 injector with an eye to meeting the stringent requirements of Euro 6c. The refinements will focus among other things on designing the actuation system for fast injector opening and closing, which is key to ensuring ultra-accurate metering performance, particularly in the small quantity range. Precision metering, combined with multiple injection capability, helps to reduce the particulate emissions of GDI engines and can cut the costs of aftertreatment technology," he adds.

GDI engines need exact matching of the injector's characteristics to the engine for optimum fuel efficiency.

According to Gunnar Lowack, Injector Product Line Head in the Powertrain Division's Engine Systems Business Unit, the XL3 possesses the precision it needs to effectively meet this prerequisite.

"For example, the Controlled Solenoid Injection (COSI) function continuously monitors the closing rate of the injector needle. On the basis of this information, an integrated correction function then ensures compliance with the nominal injection values throughout the lifetime of the injector," he adds.

In order to meet the strict mass emissions limits and number of Euro 6c, accurate injection control is essential as it can pave the way for the achievement of the necessary spray preparation and permeation characteristics under all the combustion chamber circumstances. This precision is bound to become more important in the future, as contemporary examination systems such as Real Driving Emissions and World Harmonized Light Duty Driving Test Cycle greatly emphasize transient conditions.

Lowack further explains that such variations in combustion and injection circumstances can have a huge impact on fuel consumption, resulting to a higher demand for injectors in the UAE and around the world.

Osram Reveals Product Strategy towards Organic LED Serial Production

To take another step in innovating future of automotive lighting' Osram revealed its product plan for organic LEDs also known as OLEDs utilized in automotive applications.

Ulrich Eisele, Osram's OLED Unit Chief, says that they have significantly attained road suitability for their OLEDs this year and they will be providing preliminary OLED based special equipment next year. He also adds that in the year 2016, they look forward to witnessing OLEDs utilized in the new vehicles' series production.

Last year, the company had successfully exhibited preliminary research with organic light-emitting diodes. Stability of the temperature, the biggest obstacle to series production, was increased at 85°C to a record level of 700 hours.

"After a further year of research, the remaining obstacles regarding serial production are small," claims Eisele.

Organic LEDs are surface light sources, making them perfect to use in applications like rear light fixtures. The transparent variations also come available with fresh design possibilities for those applications.



In the Electronica Trade Fair 2012, Osram revealed a demonstrator and will introduce its successor this year that conforms to road traffic requirements not just in tail light matters but also in brake light applications. Dividing the homogenous light area into controllable segments is also possible, thus creating a different lighting scenario, for instance, by clicking on the door lock remote control.

The organic light rear light fixture was also exhibited as part of the 10th International Symposium on Automotive Lighting held in Darmstadt at the end of September.



Opel Develops Groundbreaking Safety Lighting System

Opel has recently developed a groundbreaking safety lighting system called the intelligent LED matrix light. This light technology is designed to make night-time driving more relaxing, safer and more comfortable for drivers.

The company is the first auto maker in history to road-test an integrated matrix light in prototypes, which represents a modern philosophy in lighting technology. Instead of utilizing the low beam as the default setting, the high beam is constantly the regular mode in the latest matrix lighting concept. With this innovative approach, the high beam is constantly kept free of glare and is automatically adjusted in accordance with the traffic situation. In that case, the matrix light helps the driver in a smart way, providing him with a hassle-free driving experience, while keeping the highest safety level. The light adjusts more quickly to the present traffic situation than any solution which depends on the driver or is based on elements that are mechanically moved.

"Active safety is a focal point of the engineering strategy at Opel," claims Opel Vice President of Engineering, Rita Forst. "We were the first automakers to bring AFL – the combination of dynamic xenon curve light and static cornering light – to the market back in 2002. Opel is now set to revolutionize night-time driving again with the intelligent matrix light, the most advanced automotive lighting system in the world."

The matrix light works in conjunction with the front camera which is situated between the rear-view mirror and the windshield. As soon as the front camera's sensors detect the light sources originating from proceeding or oncoming traffic, that part is dimmed, while the rest of the road stays brightly illuminated. This guarantees that while other motorists are not dazzled, non-illuminated obstacles are constantly made visible.

Utilizing LED elements inside the matrix light comes with a series of benefits since the modern light system is more efficient in terms of energy than standard halogen and HID lamps. It only utilizes around half the energy used by halogen lamps. Each of the 2 matrix headlamps is composed of 4 light segments. Behind every segment, there are 4 individual sources of light that can be separately switched on or off, creating 16 AFL combinations for every headlamp. The transformations between the 256 varying light settings are fluid and smooth, without the driver noticing them.

The test has further shown that only day running lights were able to imitate the signature arrow shape of Opel. However, the low beam can also do this when used at night. This was made possible by amalgamating the 2 functions: the low beam and the day time running lights now share the 7 light elements. The solution provides car designers a chance to be more free and creative in coming up with the latest car designs.

The latest matrix light concept will be slowly rolled out across the car lines of Opel in the succeeding years, as was the incident in the year 2002 when the company became the initial auto maker to introduce the safety lighting system AFL to the aftermarket. The updated AFL system consists of LED daytime running lights, high beam light assistant, static cornering light and dynamic curve light, adverse weather light and bi xenon gas discharge lamps.

HAMANN Presents Innovative Auxiliary Display Unit for BMW X6



HAMANN has manufactured an innovative auxiliary display unit for the BMW X6. The company which specializes in high-quality vehicle accessories is now able to provide X6 users with more information on driving dynamics using this unit that is powered by a modern OLED display. The BMW X6 (E71 model) reserved system reads data from the engine control unit and displays it on a dimmable display.

The monitor, which is built into the high-quality interior with a custom-fit housing not only enhances the look of the cockpit but also gives the driver useful information on cooling water temperature, engine oil temperature, a diagrammatic representation of torque and horsepower, boost pressure, fuel pressure, and temperatures of the individual sections of the exhaust system. The controls of the system can be easily operated through buttons located on the steering wheel. Dynamic driving data, such as longitudinal and lateral acceleration, speeds driven, with Vmax details, as well as an acceleration measurement from 0-100 and 0-200 km/h, can also be accessed using this display.

The scope of delivery of the completely pre-assembled system includes the display module, wiring harness, sensors and adapters, MDI (measuring data interface), fresh air duct as well as an installation and operating guide.

EcoBoost Engines Provide New US Police Vehicles with Efficiency and Power



To meet the specific needs of police agencies in the United States, Ford has introduced a non-pursuit-rated exclusive service police car that if fitted with a 2.0-liter EcoBoost® engine to boost its fuel efficiency while being used by police personnel such as patrol and college police officers, administrators and detectives who are not involved in fields that require active pursuit.

The 2.0-liter turbocharged 4-cylinder petrol engine, which won the Ward's Ten Best Engines Award this year, is rated at 270 lb ft of torque and 240HP. This implies that the exclusive service police sedan offers both efficiency and durability. It fares considerably better in comparison to the 4.6-litre Crown Victoria, which is only capable of attaining 13.8L/100km, when it comes to the fuel savings aspect. According to Ford's estimate, the special police package would help agencies save about \$5000 over 3 years, based on 48,000km-driving per annum.

"Not every police officer needs pursuit-rated vehicles, and as agencies look to replace older, less efficient V8-equipped cruisers with more efficient vehicles, Ford wants to offer the most efficient—yet still very capable—full-size police vehicle available," said Jonathan Honeycutt, Ford Police Marketing Manager.

The 2.0-liter EcoBoost engine's addition to Ford's engine lineup implies that agencies will have four powertrain selections in the Police Interceptor, which include a V6 roster that outperforms the old V8 engine models. The Interceptor is also equipped with a 3.7-liter V6 coupled with all-wheel drive, a 3.5-liter V6 coupled with front-wheel drive and the 3.5-liter v6 EcoBoost engine with all-wheel drive—enabling police agencies to select the right engine to meet their specific patrol requirements.

GCC Automotive Aftermarket Industry Presents Billion Dirham Opportunity

Dips in automotive sales, an aging vehicle population and a challenging economy have presented billion dirham opportunities for the automotive aftermarket industry, says a leading expert.

Echoing the US aftermarket industry which registered a 3.5% increase in 2012, the GCC's aftermarket sector has also seen significant growth, with total consumption for the same year estimated to reach as much as USD 7.5 billion, according to research firm Frost & Sullivan.

While parts and accessories take the lion's share of consumption for the region, tires, inner tubes, lubricants and batteries also follow closely.

"Two primary factors are pushing growth: the vehicle fleet on the road overall is getting older, and people are generally hanging on to cars longer - this creates a vast segment of out-of-warranty vehicles requiring repairs and replacement parts," said Asad Badami, Managing Director of UAE based A-MAP, the region's leading distributor of aftermarket automotive spare parts, batteries, tires and lubricants.



"The recent challenging economy dampened consumer confidence which translated in lower tire sales, meaning car owners would need to invest in maintaining and repairing the cars they have. There has also been a rapid growth in population numbers over the past year or so which has translated in an increase in the number of vehicles on the road," added Badami.

The Frost & Sullivan report predicts a CAGR of around 13% between 2012 and 2017 for parts, accessories, lubricants and batteries, with tires and inner tubes keeping pace at a rate of 12% over the same period.

The spare parts and tire industry holds many opportunities for players in the Middle East, which ranks within the world's fastest-growing markets for automotive products, according to Business Monitor International.

With a strong and well-developed re-export trading sector, especially in auto parts due to the lack of a dedicated automotive manufacturing industry, there are huge opportunities within areas such as Jebel Ali Freezone (Jafza) where companies can find a local supply niche, as the UAE continues to cement its position as a major hub for the re-export of automotive aftermarket parts.

A-MAP has seen its total scope of operations more than double in size since 2009. The company specialises in the distribution of automotive batteries, tires, spare parts and lubricants, with its significant brand names including Asimco brake pads, Fenix tires, RBI rubber products, in addition to Solite batteries.

Johnson Controls presents first generation Micro Hybrid battery at IAA Frankfurt Auto Show

Johnson Controls, the globe's primary supplier of automotive batteries presented its first generation 48V Lithium-ion Micro Hybrid battery at the IAA Frankfurt Auto Show held from September

The new battery prototype was part of the company's wide spectrum of innovative energy solutions for vehicles.



"We expect this technology to play an integral role in meeting aggressive fuel economy and emission reduction targets," stated Ray Shemanski, Original Equipment Group for Johnson Controls Power Solutions Vice President and General Manager.

Featuring double voltage architecture, the Micro Hybrid battery system of Johnson Controls includes a 48V lithium-ion battery and 12V starter battery that allows optimization of energy consumption and generation. The technology behind the system is capable of providing up to 15% fuel savings in cars and is available for examination with top automotive consumers this December.

"Micro Hybrid systems will be able to support the automotive industry's needs at a much lower cost than hybrid or electric vehicles, and therefore, offer a mass-production solution that can be leveraged across our customers' fleets," claimed Shemanski.

The 48V battery has the capability to immediately capture energy from braking and can hold up higher loads like active chassis and air-conditioning technologies. On the other hand, the 12V battery will continue to power up the automobile starter, exterior and interior lights, and entertainment systems including DVD players and radios.

The complete systems and lithium-ion cells for the Micro Hybrid battery prototypes were created at Johnson Controls manufacturing facility based in Holland, Mich. To help reduce cost and drive scale, the battery is well-designed with standardized size and components. "We expect Micro Hybrid technology will be adopted in Europe first, due to more stringent fuel economy and emissions standards, and then quickly move to U.S. markets in the next few years with global adoption starting in 2020," claimed Shemanski.

WORLD FIRST IN VEHICLE TESTING TECHNOLOGY MAKES GLOBAL DEBUT IN DUBAI

Bosch automotive aftermarket brings 'ICperform' to Middle East as RTA officially inaugurates Quick Registration testing facility



Bosch Automotive Aftermarket Middle East and Africa has introduced to Dubai the world's first ever vehicle testing centre that uses the company's new vehicle inspection platform, capable of processing up to 374,400 vehicles annually.

The brand new centre in Al Ghusais, called Quick Registration, was officially inaugurated by His Excellency Mattar Al Tayer, Chairman of the Dubai government's Roads & Transport Authority (RTA) as one of the RTA's official vehicle testing and licensing facilities. Joining him were Andreas Bodemer, Vice President for Bosch Automotive Aftermarket in Middle East and Africa, as well as Marwan Qasqos, Co-owner and Managing Director of the Quick Registration vehicle testing centre.

The five-lane workshop is the first of its kind in the world to use 'ICperform', a fully automatic vehicle inspection test lane developed by Beissbarth – the brand name that forms part of the Automotive Solutions division of Bosch Automotive Aftermarket.

The test lane is controlled by Beissbarth software that links the entire testing process automatically, beginning with emissions and headlights before moving on to the front axle suspension, brakes and rear axle suspension, and finishing up with a final visual inspection.

The whole procedure, which can be completed in under ten minutes, is monitored by Bosch Security Systems video technology, enabling car owners to view the tests from the waiting area and track their vehicle's documentation live via 42-inch TFT displays.

Automatic data transfer within the test procedure via the ICperform software platform and the camera surveillance impede any possibility to manipulate the test results.

"We are very proud that the RTA's Quick Registration centre is the first in the world to use our pioneering Beissbarth ICperform vehicle testing platform," said Andreas Bodemer, Vice President of Bosch Automotive Aftermarket, Middle East and Africa, during the official inauguration of Quick Registration.

"The centre performs all the routine activities and prerequisites necessary for vehicle registration in both diesel and petrol variants, as well as additional services such as chassis inspection following accident damage, motorcycle testing, tire changing, and wheel alignment and balancing.

"Not only is the brand new ICperform platform effective, it is fast. A general test can be completed in less than ten minutes, meaning up to 1,200 vehicles can be processed every day. This translates to potentially 31,200 vehicles per month, or 374,000 per year."

Bodemer said that the new Dubai facility will be the benchmark for which all other vehicle testing centres are measured against in the region, adding that Bosch Automotive Aftermarket is already in discussions with other potential customers within the Gulf region.

"The success of Quick Registration will be a point of reference for many future potential customers in the Middle East, particularly governments that are looking to establish more comprehensive vehicle inspection centres in their countries," added Bodemer. "We are currently participating in a tender in Oman, while Kuwait and Saudi Arabia are also on our radar."

Joining Al Tayer and Bodemer at the official inauguration of the Quick Registration vehicle testing centre in Dubai was Ahmad Bahrozian, CEO of the RTA Licensing Division, and senior officials from Beissbarth headquarters in Germany as well as Robert Bosch Middle East office in Dubai.

The Quick Registration with ICperform is the one-stop-shop for all vehicle testing centre needs, combining efficient, rigorous, and quality controlled vehicle testing procedures with software that can be easily adapted as per country-specific legislations, making it an ideal match for regional vehicle testing and licensing facilities throughout the Middle East.

Breakthrough Fluke 810 Vibration Tester provides on-the-spot diagnosis of mechanical problems

Diagnostic technology provides expertise for maintenance teams who need answers now



Fluke Corporation, the global leader in portable electronic test and measurement technology unveiled the unique Fluke 810 Vibration Tester, which is the most advanced troubleshooting instrument available for vibration. The Fluke 810 enables maintenance teams to rapidly collect data and diagnose and solve mechanical problems with an affordable, easy to use tool.

The handheld Fluke 810 is designed and programmed to diagnose the most common mechanical problems of unbalance, looseness, misalignment and bearing failures in a wide variety of mechanical equipment, including motors, fans, blowers, belts and chain drives, gearboxes, couplings, pumps, compressors, closed coupled machines and spindles. When it detects a fault, the Fluke 810 identifies the problem and rates its severity on a four-level scale to help the maintenance professional prioritize maintenance tasks. It also recommends repairs. Context-sensitive on-board help menus provide new users with real-time guidance and tips.

Steve Hood, Fluke General Manager, Middle East, Africa and Turkey, explaining that the Fluke 810 is a new approach to machine testing, said that vibration analyzers used in condition-based monitoring or predictive maintenance programs rely upon the previously established baseline conditions to evaluate machine condition and estimate remaining operating life. "In contrast, the Fluke 810 is a troubleshooting tool that analyzes current machinery condition and identifies faults by comparing vibration data to an extensive set of rules developed over years of field experience". Steve Hood also added, "This means that every measurement taken is compared to a "like new" machine".

Typical vibration analyzers and software are intended for monitoring machine condition over the longer term, but they require special training and investment that may not be possible in many companies. The Fluke 810 is designed specifically for maintenance professionals who need to troubleshoot mechanical problems and quickly understand the root cause of equipment condition.

Mechanical diagnosis with the Fluke 810 begins when the user places the Fluke triaxial TEDS accelerometer on the machine under test. The accelerometer has a magnetic mount and can also be installed by attaching a mounting pad using adhesive. A quick-disconnect cable connects the accelerometer to the Fluke 810 tester. As the machine under test operates, the accelerometer detects its vibration along three planes of movement and transmits that information to the Fluke 810. Using a set of advanced algorithms, the 810 Vibration Tester then provides a plain-text diagnosis of the machine with a recommended solution.

Viewer Application Software

The Fluke 810 Vibration Tester includes Viewer PC software, compatible with Windows XP and Vista, to expand its data storage and tracking capability. With Viewer the user can:

- Create machine setups at the computer keyboard and transfer the data to the 810 Vibration Tester.
- Generate diagnostic reports in a PDF file format.
- View vibration spectra in greater detail.
- Import and store JPEG images and Fluke .IS2 thermal images for a more complete view of a machine's condition.

The Fluke 810 Vibration Tester comes with embedded diagnostic technology, triaxial TEDS accelerometer, accelerometer magnet mount, accelerometer mounting pad kit with adhesive, accelerometer quick-disconnect cable, laser tachometer and storage pouch, smart battery pack with cable and adapters, shoulder strap, adjustable hand strap, Viewer PC application software, mini-USB to USB cable, Getting Started Guide, illustrated Quick Reference Guide, User Manual CD-ROM and a hard carrying case.

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EnerSys Adds New Products to ODYSSEY Performance Series Product Line



Leading automotive battery supplier EnerSys has expanded ODYSSEY Performance Series battery line to comprise a Group 78 and Group 34 battery, specifically designed for SUVs, classic and custom cars, commercial vans and consumer passenger. Both the ODYSSEY Performance Series 78-790 battery and ODYSSEY Performance Series 34-790 feature 114 reserve capacity minutes and 792 cold cranking amps. According to the company, the batteries feature deep cycle capacity up to 400 cycles at 80% discharge depth.

While the Performance Series do not have as much RC and CCA minutes as the Extreme Series, they both have the same robust construction and feature equal deep cycling capabilities, high reliability and long service life. Also, they deliver more deep cycle capacities for parasitic loads.

"We are pleased to introduce the ODYSSEY Performance Series 34-790 and 78-790 batteries to offer a wider selection of ODYSSEY Performance Series batteries to customers," said Dave McMullen, Commercial Marketing Director for specialty and UPS markets at EnerSys. "The ODYSSEY Performance Series 34-790 and 78-790 batteries are an ideal choice for consumers as they combine long service life, high reliability and deep cycle capabilities so that vehicles can run stronger and for a longer service life than conventional batteries."

The Performance Series product line comes with 2-year storage life at 77°F and 3 to 10-year service life. It is also vibration-resistant, rated non-spillable by the United States Department of Transportation and is offered with a 4-year full replacement warranty. Both the ODYSSEY Performance Series 78-790 and 34-790 battery conform to Battery Council International Group 78 and 34.

Apart from these brand new battery models, EnerSys also offers the ODYSSEY Performance Series Group 65 battery (65-760), which is set for release in January 2014.



ALLVIEW Panoramic Rearview Mirror takes the Guesswork out of Driving with 180 Degree View

One of the tests for a newbie driver is whether he can crane his neck around far enough to cover the blind spots missed by the standard side and rearview mirrors. If he doesn't, he is sure to fail the driving test. The blind spots caused by the plane mirror and the visual distortion caused by the convex mirror can be a fatal cocktail if you are tired or distracted. With these mirrors, even the most alert driver will get not an overall view but three distinct pictures of the road behind him with a maximum of 52 degree viewing angle. The new ALLVIEW panoramic mirror is a promising product that will eliminate these dual issues.

The ALLVIEW panoramic mirror is simple to install and can easily be clipped to the rear view mirror. It gives a 180 degree view of the road behind you and the rear seats to keep tabs on the cars behind, your pets or your toddlers. Drivers can react quickly to dangers ahead of them and behind them without the need to turn their heads. With its patented technology that makes the mirror free of distortion and nighttime glare, changing and merging lanes becomes a very seamless process even at night. It is also highly durable, shatterproof and vibration free.

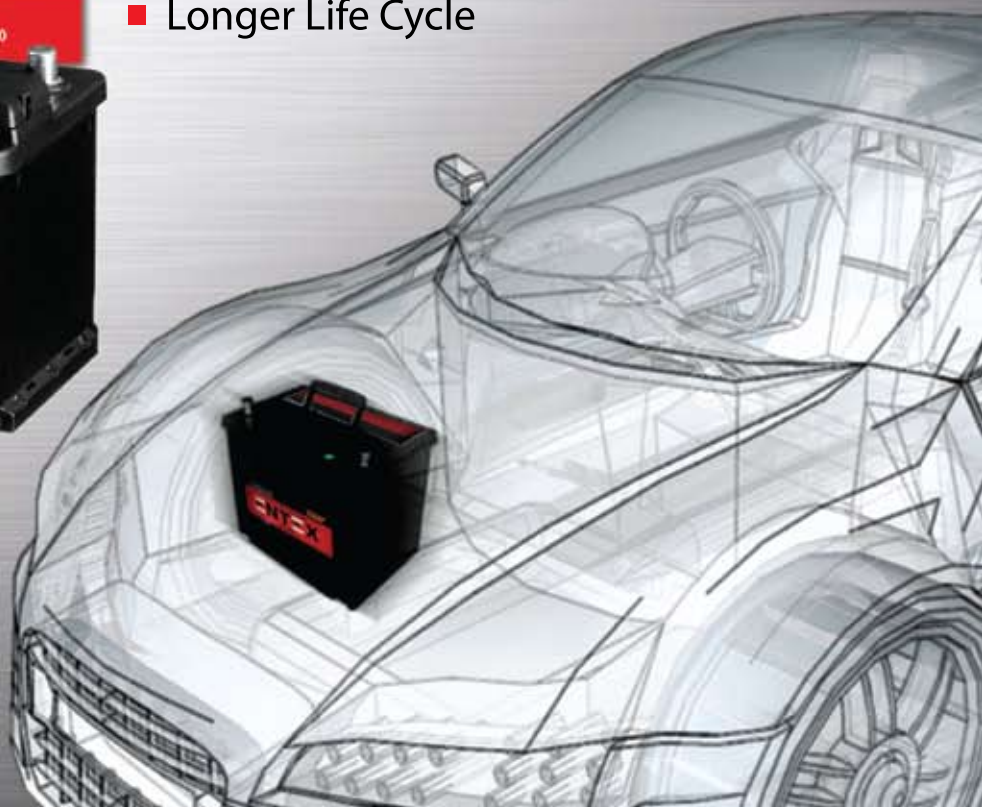
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Dancing Cat Speakers

Have you ever heard of speakers that dance in tune to the music they emit? These dancing cats are guaranteed to bring a smile to any face, even that of your pets. So, make sure these cute cuddly speakers are kept out of the reach of your children and pets.

Available as plush toys, they can be easily plugged into your mp3 player, smart phone or laptop with a 3.5 mm input jack to make a few eye-catching moves in time to the music. Externally just a furry toy, you can also use them to surprise your friends. Their expressions when they see these cats that dance will be really priceless.

The Dancing Cat Speakers have two modes; the speaker and dance mode. If you just want to use it as a speaker minus the dance all you have to do is give its left paw a squeeze and the button hidden inside will switch off the dancing. Toggling the switch again will make it resume dancing. These cute portable speakers that sashay and wiggle their hips will soon have you making a few moves of your own.

GRAND THEFT AUTO V



Rockstar's Grand Theft auto V, the action-adventure video game has finally hit the market after a long wait. The fifth part of the game will definitely be a boon to keen followers of the game. It has a vastly improved storyline with players having the option to switch between the three main characters by just pushing a button. The characters are fully fleshed out with families and friends and the highly developed setting of Los Santos complete with trees, oceans and businesses. The game retains all the elements that fans have come to love about this series such as personalized cars, gadgets and weapons. In what Rockstar Games touts as an industry first, players have the real-time option

of switching characters and stepping into their shoes to complete six main challenges and amass wealth for themselves. It also has a few new missions that involve fields like yoga, tennis, stock trading, golf, gold and hunting; things that have never been explored in GTA before. With plenty of depth, a complex story and with amazing attention to detail, GTA part V will be an interesting game for GTA novices and veterans. The best feature of the game could well be the online multiplayer sandbox game where players get to play with other players and make a life for themselves. Up to 16 players can play the online version of the game at one time. With sales topping \$1 billion in the first three days, Grand Theft V looks like a runaway success.

Dash 2.0 Wallet

Bulky wallets can create an unsightly bulge and may not fit every pocket. The new Dash 2.0 wallet has a stylish, slim design with a small square hole on the side for instant access to the cards that are used most often. The vertical design is more suitable for the RFID chip cards that are the norm nowadays. The Dash 2.0 wallet has three compartments; a quick draw slot for cards that are used most often, a second one for the other cards and



IDs and a third compartment for carrying cash. The Dash 2.0 is made from a combination of leather and more durable elastic sourced from recycled fibers. This particular kind of elastic is so strong that the wallet can be stretched in any direction, greatly increasing its capacity while retaining the slim fit. The wallet is lightweight and weighs less than 7 grams. Available in black or brown versions, the Dash 2.0 is the perfect accessory for all trendy men.

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HOT PRODUCTS

Atlas Coffee Socks



In the corporate world, the way you look and dress has a great impact on the impression you make. This is why almost everyone wears formal shoes to the office. Wearing formal shoes does help you look good, but however good you look, being stifled in dress shoes and socks can make your feet stink in just half a day.

The new high tech Atlas Coffee socks launched by the firm, Ministry of Supply will make your feet odor free even at the end of a very long day at the office. This pair of dress socks is made from cotton, recycled polyester and carbonized coffee. The coffee is recycled from used coffee grounds obtained from coffee shops and roasting factories and is processed to remove the coffee oils before being infused into the polyester yarn. The coffee is the secret ingredient that attracts and absorbs all the odor causing molecules. These odor causing molecules are then released back into the laundry water when they are washed. The makers claim they are three times more effective than regular cotton socks when it comes to controlling feet odor.

The Atlas socks do not just keep pesky odors at bay; their material is such that they keep feet temperature down by providing better ventilation. Ministry of Supply used "strain analysis" and "pressure mapping" to figure out conventional feet movements and regular pressure points. A lot of thought has gone into the design of the Atlas socks so that they provide the maximum possible comfort. They are designed and knit by robots to confirm to the contours of the feet and make them fit the feet better.

Initially Atlas socks will be available in mid-calf length in six varieties; three solid shades (black, blue and grey) and three striped designs.

Yurbuds Inspire Duro



Two main snags when using earphones is that they keep falling out and getting tangled up. The new Yurbuds Inspire Duro headphones are specially designed not to fall out with their ergonomic design and patented "Twistlock" technology. Each pack has two sizes of silicone-based buds for an appropriate fit. Designed by a triathlete and a 24-time marathon veteran, they avoid sensitive pain points and can be secured snugly in place even in the most intense workout conditions. The sound quality is crisp and clear with a 15 mm speaker, neodymium magnet and 20 Hz-20k frequency response. The Yurbuds Inspire Duo headphones do let in some ambient noise to warn users of any approaching hazards but are otherwise mostly soundproof. Tangled cords will be a thing of the past with the woven cloth cord and clip for the cord. Sweat proof and water resistant with a special rubber casing, the Yurbuds Inspire Duo headphones are the ideal choice for all sports activities.



FRENCH FRY CONE & DIP

There is no classy way to enjoy your French fries. They are crunchy, salty and gloriously messy with lots and lots of ketchup. Eating them one-handed while driving if you can't wait till you get home after buying them is even messier. The new French Fry Dipping Cone is a simple but stylish utensil with two separate compartments; a larger one for the fries and a smaller removable one for the ketchup. There will be no spills and messes if you use this handy Cone for munching your delicious fries while in the car or anywhere else. Just stick it into the cupholder of your car to eat fries on the go.

Measuring 6.75 inches x 3.75 and made of white BPA free plastic, the French Fry Dipping Cone can be used for numerous other finger food combinations like carrot sticks and hummus, chicken nuggets and sauce, cheese straws and dip or any other combo of your choice. It is also dishwasher safe for the top rack. So, go ahead and enjoy your fries. Serve and eat them in style with the French Fry Cone & Dip.



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