

TIRES & AUTOMOTIVE PARTS MAGAZINE

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MARCO MORETTI

AFTERMARKET BUSINESS UNIT MARKETING DIRECTOR BREMBO SPA

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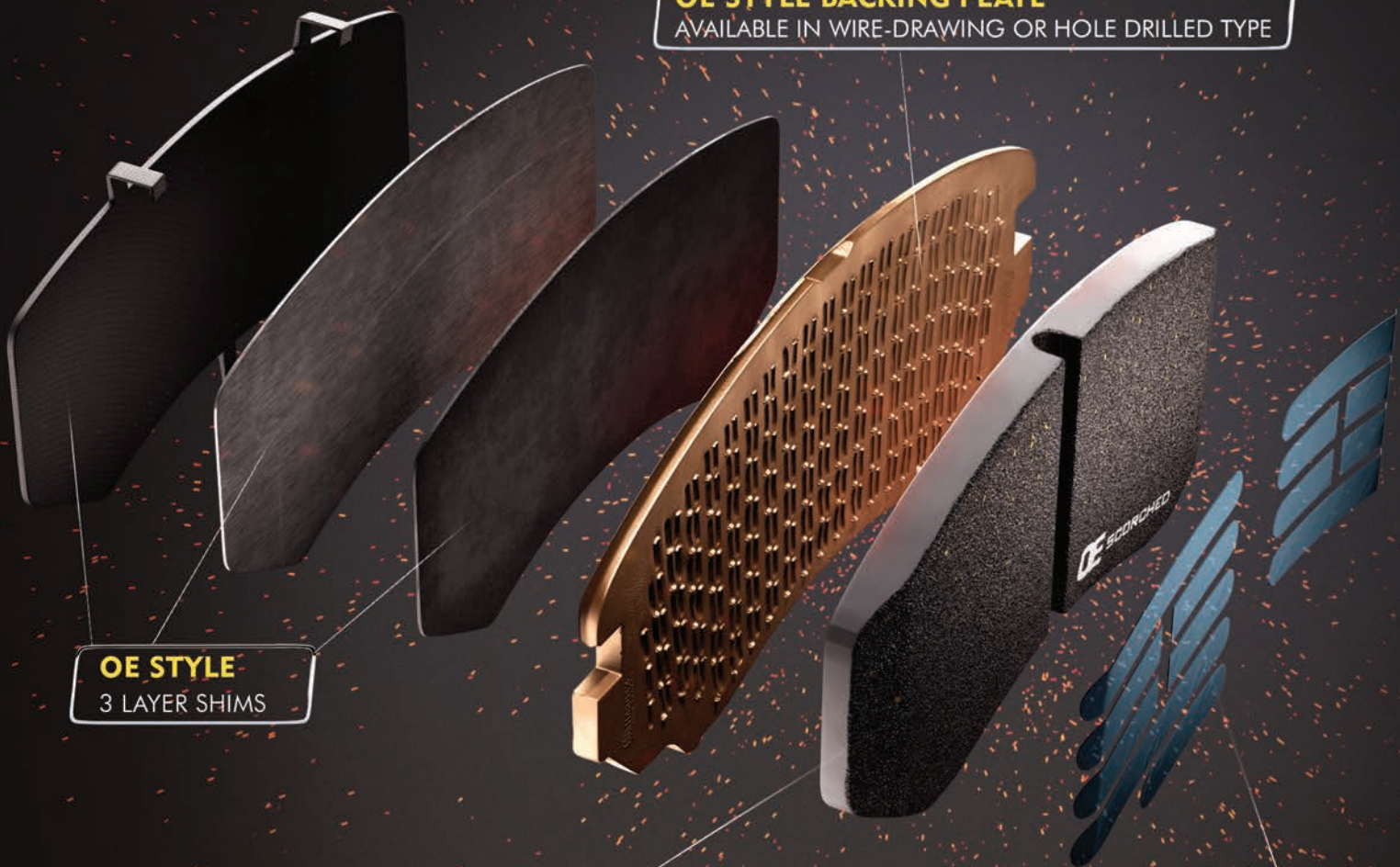
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PUBLISHER'S NOTE



October has been an interesting month for those in the automotive world. The Paris Motor Show and closer home, the GITEX Technology Week witnessed launches which have been covered in this issue.

To make sure that our readers are truly up-to-date, we now have a new section on interesting products and technologies in the automotive world.

Speaking of technology, it has been evolving at a very rapid pace in the car industry. A time traveler from the 1950s or even the 1960s would be amazed at the number of switches and knobs on the console of a modern vehicle. Nowadays, we take the GPS for granted when it comes to finding our way. Nevertheless, there was a time when the only way to get to a new place was to ask a number of people for directions.

Almost all automotive manufacturers have joined the bandwagon of connected car technologies. There are now a plethora of connected car technologies that make the driving process a whole lot easier, safer and more fun. These include connected navigation systems, parallel park assist, collision warning systems and adaptive cruise control.

Nielsen recently conducted a study in which 5,985 motorists participated. According to the results of the survey, 79% of the respondents said that these technologies added to the vehicle's safety features. The features users valued most included crash notifications (64%), Internet-enabled navigation (58%) and safety alerts (51%).

The technologies also add greatly to the entertainment and fun factor with 36% of users regularly streaming audio, 41% connecting to the internet and 21% downloading media every time they are in the car. In fact, respondents to the survey said 25% of the time they spent enjoying music was while they were driving.

At the Paris Motor Show, Daimler and Renault-Nissan announced that they will be widening their partnership to work on more projects together. These include working on connected car technologies where Daimler clearly has the edge.

With the survey confirming that customers want to be connected even while they are behind the wheel, the modern car has definitely turned into a part of the Information Superhighway. Automakers are even working on new features that will personalize content for users depending on their lifestyle and preferences.

Connected car technologies will soon no longer be optional extras. With so much to choose from, any automotive company which is serious about retaining and increasing its customer base should definitely make sure that its customers have access to the connected car technologies of their choice.

Hamid Moaref

Publisher

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MARCO MORETTI

AFTERMARKET BUSINESS UNIT MARKETING DIRECTOR BREMBO SPA

Could you give us a brief history of Brembo?

The company was established on January 11, 1961 by Emilio Bombassei, the current President's father, and his brother-in-law, Italo Breda. Its original name was "Officine Meccaniche di Sombreno", and at that time, the company was just a small and provincial family-run business doing mechanical work as a subcontractor. It started to produce brake discs for cars three years later, taking advantage of its lengthy experience in mechanics and metal working to serve customers such as Alfa Romeo, which until then had imported discs from Great Britain. In 1972, Brembo designed and created its first braking system for two-wheeled vehicles, which was then applied to most motorcycles manufactured in Europe.

Brembo's high technological standards were established in 1975 when the company ventured into Formula 1 and supplied its own braking systems for Ferrari cars. Shortly after, it became a leader in braking systems for racing too, supplying nearly all the F1 teams. In 1995, Brembo was listed on the Milan Stock Exchange and inaugurated a strategy for growth. During the last decade, many agreements and financial operations were accomplished, which contributed to the expansion of the company worldwide. The group, composed of six brands, is now multinational with operations in three continents and production facilities in sixteen countries.

What does "Brembo" mean, and why did you choose it as the name of your company?

Brembo is an acronym of the owners' surnames: Breda and Bombassei. Brembo is also the name of the River that flows in Paladina, the small town where the company's headquarters was originally located. It was chosen as the company name because it recalls its origins and it expresses a tie with the territory where it is born. Even though it is now a global company, it will always keep a special bond with the area that has shaped its mindset and values.

What sets your company apart from other automotive brake systems manufacturers?

Brembo is the only brake systems manufacturer producing original equipment, aftermarket and performance products, as well as motorbike wheels and passive safety accessories. Its quality is relished by global groups (i.e. BMW, Daimler, Volkswagen and Ford) and independent brands (Harley Davidson, Aston Martin). Moreover, Brembo has its own R&D center as well as foundries and machining plants, giving the company the control of the entire process. This offers an added value to the customer, having only one supplier for the entire brake system.

Could you share with us the technology behind your brake products?

It is rather difficult to give an overview of the technology used for the study and production of braking systems, mainly because it is a very broad topic and also depends on the type of application. Generally speaking, we can say a part of our research is dedicated to projects that will come to light only in the next few years and providing for the application of innovative solutions for shapes and materials. We also work closely with customers to meet or anticipate their requests for closer applications. Each business area has its own dedicated engineers, who work in the same area to facilitate the exchange of information in order to find solutions that can be transferred from car to motorbike and from racing to road production. The other aspect that characterizes us is the total control of the entire production process: from the choice of ferrous materials, fusion, processing and assembly, to delivery of the finished product.

What is the latest breakthrough in your brake pad technology?

About 100 different mixtures of materials are used in Brembo brake pads, thus guaranteeing exactly the same OE quality. This is the result of the ongoing research and extensive testing in the laboratory as well as on the road.

Sharing with the discs the stress generated during braking, the Brembo pads are the result of avant-garde planning, followed by deep analysis in the laboratory and rigorous road tests, which guarantee superior quality. The Brembo brake pads range features:

- thermal scorching as per Brembo OE specifications which minimizes running-in and fading
- OE Direct Moulding Pressing Process which guarantees maximum product accuracy
- underlayer which provides noise dampening and heat shield to reduce heat transfer to the caliper
- backing plate and premium metal shim which reduce noise and provide extremely safe braking experience.

Brembo offers a complete range of pads, with over 1200 items, covering a remarkable 98% of all passenger cars in Europe. The whole range is approved for the road in accordance with ECE standard R90 and labeling for its ready identification. The catalogue gets regularly updated by Brembo technicians and is available either as digital version online (www.bremboparts.com) or for your smartphone (Brembo Parts App is available for iOS and Android system).

When replacing the brake disc, is it also necessary to replace the brake pad? If the disc and the pad are of different brands, would this have any negative effect on braking performance?

Usually, it would also be better to replace brake pads when replacing brake discs, unless they are brand new. It's not mandatory that brake discs and pads are of the same manufacturer. What is important is that their quality and technical content are OE equivalent.

How do you ensure that the technology you use promotes sustainable development specifically in the environmental aspect?

Promoting sustainable development and protecting the environment are certainly some of Brembo core values. Back in 2000, Brembo obtained the 14001 certification, and last year, the 50.7% of the waste produced has been recovered. Moreover, the company voluntarily adhered to the CDP (Carbon Disclosure Project), an organization that encourages companies and cities across the world to measure and disclose their environmental information so that carbon emissions can be managed.

How many countries are Brembo products distributed? Which among these countries do you have most customers in?

Brembo distributes and sells its products in more than 70 countries all over the world. Germany and the United States are the Group's top markets.

How can you assess the marketability of your products in the Middle East—in the UAE in particular?

The Middle East market is very interesting and shows a huge growth potential for automotive products. It is definitely a region where a brand like Brembo needs to be present and develop its business. Furthermore, with specific reference to the UAE, Brembo OE products are already present in a huge portion of the country's car parc. This represents a great opportunity to leverage and satisfy market demand for OE equivalent spare parts.

Given the extreme weather conditions in the Middle East, how compatible are Brembo products with the vehicles in this region? Could you please elaborate more on the technology used in these products for this particular region?

Our products are tested in all weather conditions. Our engineers test even in track, or in the areas where the climatic conditions are more extreme. Our standards provide limits in excess of those required by our customers to ensure the absolute reliability of the products.

Who are the buyers of Brembo products?

The manufacturers of cars, motorbikes and commercial vehicles are the most important customers of Brembo for the OE products. Moreover, Brembo brakes can be bought as AM and are featured in popular cars as well as in the most prestigious and exclusive models. For this reason, people who buy our products can be either customers who deserve premium-quality brakes even though they use their car for normal road purposes, or people who want their vehicles to be performing. A significant segment of our customers is also represented by teams competing in motor sports.

What do you consider as Brembo's biggest milestones in the industry so far?

Thanks to its experience in racing, Brembo had the chance to introduce to the market some of the most important innovations that have represented a milestone for the technology of the brake systems that are now still used on road applications. For example, Brembo introduced in the '80s the first aluminum calipers for cars, still used on several car models of today.

How did Brembo become one of the top-tier auto parts manufacturers in the world? Where does your secret lie: in marketing strategy or product quality?

It's impossible to choose between marketing strategy or product quality, because the success of Brembo lies in the combination of the two elements. The quality of the products and the capacity to anticipate the need of the market for technological innovations are what made Brembo famous. However, without the courage and the ability of tackling different markets rather than specializing in just one, the company simply wouldn't have reached the same goals.

Brembo products are used in cars, bikes, vans and racing. Which among these vehicle types is your brand most popular in?

Historically, the company owes its name to its presence in competitions. Since 1975, in fact, cars and motorcycles that have won the most prestigious world championships have been equipped with Brembo products. This is why through the years, the company's fans have grown a lot. Since it is much easier to see our braking systems in two wheels, our customers tend to present vehicles with wheels more and more open in the recent years, allowing the consumer to see our products more easily.

Brakes denote safety. How can you assure car owners that your braking products and systems help enhance their and their passengers' safety on the road?

All our braking products are tested in all driving conditions. In fact, we have internal static benches able to simulate all weather conditions. Moreover, every day, our engineers go on road and track to test the performance of the brake systems. In other words, they are extensively trialed so that endurance and safety can be guaranteed even under extreme conditions. Furthermore, Brembo's know-how in terms safety is not just limited to active safety, but also involves passive safety. In fact, Sabelt, one of the brands of the group, produces harnesses, car seats and child safety equipment.

Just recently, Brembo celebrated the grand opening of its expanded North American manufacturing operations. Why did you choose the region as your lead market?

Brembo started to expand in North America back in 1988. The company has always had a strong presence in the North American market due to its significant European-based original equipment manufacturer (OEM) applications. Brembo North America's recent growth was spurred by two events: the purchase of the Hayes-Lemmerz Automotive Brake Component division in November 2007 and the substantial growth of US-based OEMs.

If Brembo would be remembered by people in just one word or two words, what would it/they be and why?

Some key terms that identify Brembo are certainly innovation, performance and internationalization. Innovation and performance have been the driving forces of the company since its beginnings—without the innovation and performance that they brought in the braking systems, it wouldn't have become the world leader that it is now. When you think of Brembo, you also associate with the company the term “internationalization” because of its presence worldwide and on famous international auto and bike brands.

Could you share with us the new products you have in store for customers later this year and in the near future?

In the recent years, the market's attention has been directed towards the reduction of emissions. In fact, parts manufacturers have moved their offer in this area. Brembo has focused its research towards innovative solutions that enable the use of new materials other than the conventional ones in order to achieve a substantial weight saving of components, with a consequent impact on unsprung weight, reduction in fuel consumption and lower emissions into the atmosphere. For Brembo, this is one of the most important aspects of research, and the new solutions that will be presented to the market have these characteristics.

Brembo has recently launched a new website for spare parts professionals. What are the things that this site has in store?

www.bremboparts.com is especially dedicated to aftermarket professionals and their everyday needs. It has been designed with a wealth of technical information, including assembly diagrams, technical drawings, info bulletins, and the updated catalogue, as well as with support services, including training calendar, tutorial videos and technical documentation. Yet another valuable chapter is dedicated to direct communication with aftermarket specialists that are given the opportunity to discover the latest products and advertising activities, take part in surveys, or even to become a Brake System Expert by succeeding the Brembo Certification.

Recently, Brembo has also launched the Brake System Academy 2.0, a new program for repair and maintenance professionals who are ready to face all the latest innovations in the world of brakes in the best possible way. It contains detailed information about the most advanced electronic systems, the automotive technologies of tomorrow, brake energy recovery systems, and the impact that all these have and will have on the work of brake professionals. The new program will all be available at www.bremboparts.com, with a new, catchy and dynamic graphic, user-friendly approach and easy access.

2015 LINCOLN MKC STAR OF THE SHOW AT 2014 GITEX TECHNOLOGY WEEK

Lincoln is normally a marque that is known for its luxurious big cars and not for small cars. However, the 2015 Lincoln MKC, a small premium utility vehicle, proved to be the star of the show at the GITEX Technology Week, which was held from October 12 to 16. The car was designated as the 'Official Smart Car of GITEX 2014'.

Ford had announced plans in 2013 to launch four all new cars in four years under the Lincoln brand. The Lincoln MKC is the second car in the planned series, hard on the heels of the MKZ sedan, which was also launched in the Middle East at the GITEX Technology Week last year. According to a statement issued by the company, the revamped Lincoln Navigator SUV will be launched shortly and the all-new Lincoln MKX luxury crossover will round off the series in 2016.

The MKC is Lincoln's first small utility car and offers a great blend of stylish design and performance. Externally, it has low shoulders for a sporty look. Rich materials and intricate detailing on the seats and door panels are used for a luxurious feel in the interiors.

The MKC is powered by Ford's 2.3-liter EcoBoost® engine and comes with user-friendly features like adaptive cruise control, approach detection, Lincoln Drive Control, Collision Warning, Parallel Park Assist, cross-traffic alert and lane keeping alert. These features improve customer safety and comfort by a wide margin, making each drive a luxurious and smooth experience.

According to Kalyana Sivagnanam, Sales, Marketing and Service director for Ford and Lincoln in Middle East & North Africa, the brand's sales have tripled in the past five years in the Middle East. Moves such as Lincoln's tie-up with GITEX for the second straight year, the launch of the MKZ and MKC in the Middle East and the forthcoming introduction of other new products will help Lincoln to increase its volume by at least 25% by 2019.

Speaking at the launch, Matt VanDyke, Global Lincoln director said that the MKC was designed to meet the growing global demand for small premium utility cars. This particular segment has grown globally by 25 percent from 2012 and by more than 200 percent from 2009. The increase in demand is driven by customers who are purchasing a luxury car for the first time and those who want to downsize to a smaller luxury car from a bigger one. Lincoln is in good shape to exploit this increase in demand with the Middle East launch of the 2015 MKC.





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LEGENDS EDITION COMES TO GRAND FINALE WITH REVEAL OF 'ETTORE BUGATTI'

There are special editions and then there are Bugatti special editions. The Italian marque still retains its flair for design and performance of its models after being taken over by the Volkswagen Group. All Bugatti models have these qualities but the six Bugatti Legends from the "Les Légendes de Bugatti" series are in a class of their own. They are versions of the open-top Veyron 16.4 Grand Sport Vitesse, the street legal version of the Super Sport which is arguably the fastest car on earth. Each edition has only three models and all 18 cars were sold out even before the final sixth edition was unveiled.

Bugatti came up with the "Legends" series to pay homage to the people and cars who have played a key role in the company's history. The model that launched the series one year ago was named after Jean-Pierre Wimille, the racing legend who made his motorsport debut with a Bugatti. The "Jean Bugatti" which was unveiled at the Frankfurt Motor Show came next in the series followed by the "Meo Constantini" at the Dubai Motor Show, the "Rembrandt Bugatti" at the Automobile Salon in Geneva and the "Black Bess" at the Beijing Motor Show.

The "Ettore Bugatti", named after the company's founder, completes the series and was first revealed a few weeks ago at the Monterey Car Week in California. The car made its premiere in Europe at the Volkswagen Group Night, which was held on the eve of the Mondial de l'Automobile Paris, the Paris Motor Show.

Commenting on the model, Wolfgang Dürheimer, the president of Bugatti said, 'Ettore Bugatti always strived for the creation of a total work of art. His ideas and vehicles set the foundation stone for an automobile brand that was lauded then and now as the most valuable in the world. Ettore Bugatti himself is a legend. It was clear from the start that we should dedicate the final Legends model to him personally.'

Though it comes with a hefty €2.35 million price tag, the "Ettore Bugatti" has been completely sold out and this fact reveals volumes about its wow effect.

Equipped with an 8.0 liter W16 engine having an output of 1184 bhp power that takes it from 0-62 mph in a mere 2.6 seconds, it has a top speed of 254mph even with the roof down making it the world's fastest production roadster.

The exterior is just as impressive with a dual shade composite body. The front part is fashioned from hand-polished aluminum having a clear lacquer finish and the rear is built from exposed dark-blue carbon fiber. The luxurious interior matches the finish of the exterior with seats trimmed in calf leather and cordovan leather.

The polished, eight-spoke, diamond-cut wheels are color-coded in navy blue and have been inspired by those on Bugatti race cars, like the Type 35.

The Bugatti Veyron was limited to a production run of only 450 units consisting of 300 coupés and 150 roadsters. With less than 20 cars remaining to be sold, all automotive fans are eager to know if the next Bugatti can match up to the Veyron.

Speaking about this on the Volkswagen Group night, Bugatti President Wolfgang Dürheimer said that the next Bugatti will, without compromise, help Bugatti retain its position at the pinnacle of the automotive world.



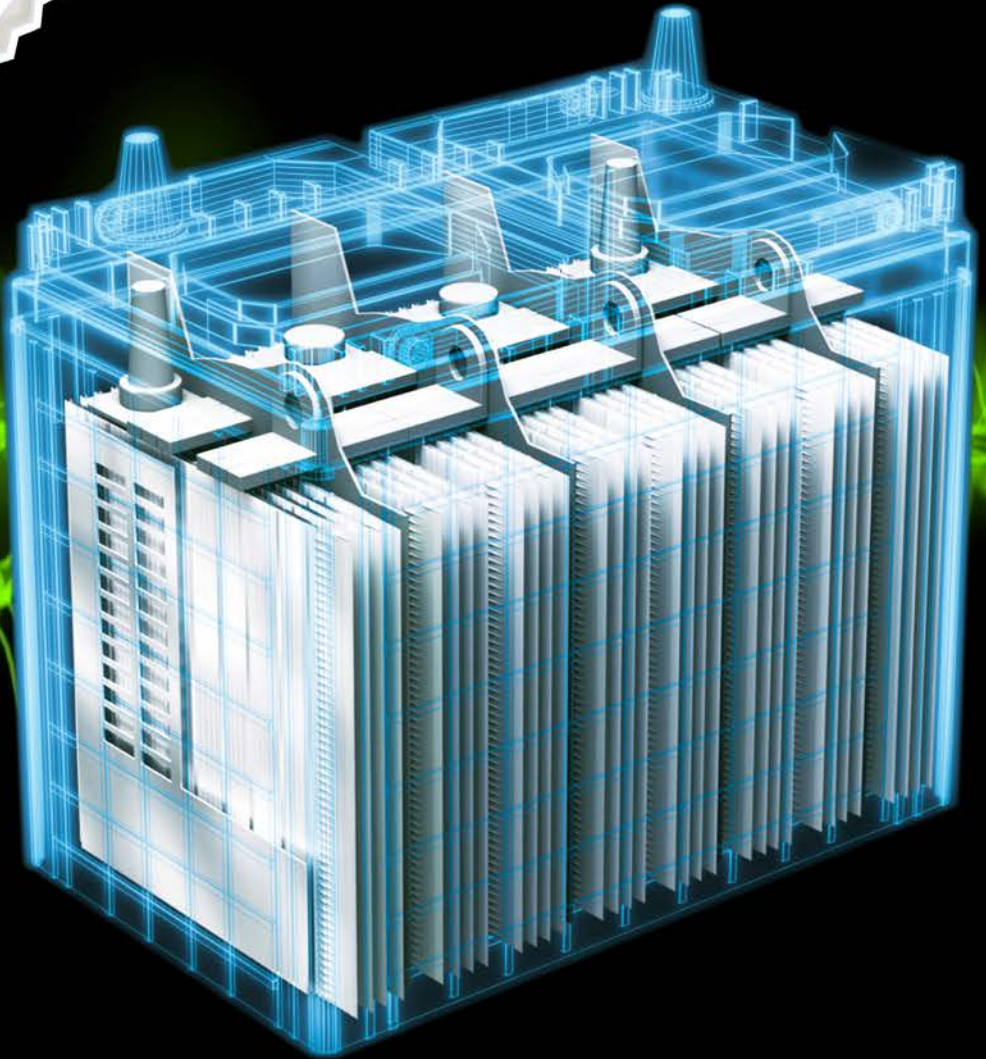


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FERRARI MAKES SPECIAL F60 TO MARK SIX DECADES IN THE US



The Italian luxury carmaker, Ferrari has had a presence in the US for the past six decades. To celebrate its 60th anniversary in the country, the company came up with a supercar named F60 America, based on the F12 Berlinetta. The car debuted at a gala function held at the Beverly Hills City Hall.

Just like the 1967 Ferrari 275 GTS4 NART Spider, which was also created specifically for US customers, the F60 special edition had a production run of only 10 cars. All the 10 cars have all been already sold, in spite of an incredibly high price tag of \$2.5 million. It would definitely not be an easy task to get to drive an F60.

The body is in the shape of a roadster and is an improved version of the already stylish F12. The car has flying buttresses stretching the entire length of the vehicle from behind the cabin to the rear that are trimmed with carbon fiber. The typical Ferrari front grille dominates the front of the car.

In the interiors, the driver's area has red trim and the passenger side has black trim in keeping with the colors of Ferrari's racing livery. The racing seats pay homage to the American anniversary with the motif of the US flag on the backrest and center of each seat.

Catering to the needs of US customers, the F60 comes with Ferrari's award winning mid-front mounted V12 engine and an open top. The 6.3 liter engine is powerful enough to take the car from 0-62 miles per hour in just 3.1 seconds and has an output of 730 horsepower. Though there is no soft or hard top, the car comes with a light fabric top that provides adequate protection against the elements up to speeds of 75 miles per hour.

With the new F60, Ferrari has proved that it is a company which produces world class supercars.

CAR PRODUCTION IN IRAN ZOOMS AFTER THAW IN SANCTIONS



Iran was one of the thriving centers of the automotive industry in the Middle East, producing more than a million cars on an annual basis. This was the scenario before sanctions were imposed by the US and other western countries. With the advent of these sanctions, the cost of essential imports for the car industry became prohibitive and car production steadily declined in the past two years.

However, the industry has undergone a sea change today. With sanctions slowly easing from January onwards based on promises of more openness regarding its nuclear program from the Iranian government, the industry is once more on the growth track.

According to a statement issued by the country's minister for industry, Mohammad-Reza Nematzadeh, after two years of decline, production figures crossed 455,000 cars in the first six months of the current Iranian year. Domestic carmakers estimate that they will manufacture 1.2 million cars by the end of the year. This paints a rosy picture indeed in comparison to the fact that based on official statistics, the country manufactured 624,000 cars in Iranian year 1392 (March 2013-March 2014), a 29 percent drop from the Iranian year 1391 and a 55 percent fall compared to the year 1390.

According to the World Bank, in 2013, Iran's GDP was \$369 billion with the car industry accounting for approximately 1.7 per cent of the GDP. Back in August, the government had ratified a national document for the development of the auto industry. The national document projected that the country's GDP will increase to \$1,158 billion in 2025, with the car industry generating an amount of \$47.5 billion or 4.1 percent of the GDP within the next 11 years.



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MERCEDES-BENZ G-CLASS MARKS 35 YEARS WITH RECORD TRIP AROUND THE WORLD



One man, one G, one life's work. That sums up the essence of an unprecedented global adventure. When Gunther Holtorf and his wife Christine set out in their Mercedes-Benz 300 GD to visit as many of the countries around the world as possible, the G-Class was just ten years old. Finally, after 26 years, almost 900,000 kilometers, and 215 countries, Gunther Holtorf drove his cherished G – christened 'Otto' – back home to Swabia.

The marathon vehicle took pride of place in the Mercedes-Benz Museum in Stuttgart-Untertürkheim, where it was displayed to visitors in the Classic Cars section from 21 October onwards. As a world-record holder, 'Otto' will also be immortalized in the Guinness Book of World Records. Since the finish of this unique journey around the world will coincide with the 35th anniversary of the G-Class, the occasion was marked with the launch of the highly exclusive G 350 BlueTEC Edition 35 and G 500 Edition 35 special models.

When the vehicle was officially handed over to the Mercedes-Benz Museum, Dr Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars, was equally impressed by the driver and the vehicle. "I promise that there will still be a G-Class in the future. Will there be more characters of Mr Holtorf's ilk in the future? I hope so," said Dr Zetsche.

For 77-year-old Gunther Holtorf, his Mercedes-Benz 300 GD, which his wife Christine affectionately christened 'Otto', is quite simply the expedition vehicle par excellence for this kind of torturous tour. "In 1988, when I bought the car I was a bit more skeptical about the promise made by Mercedes-Benz, namely "Where there's a G, there's a way". After all, I'd already seen something of the world beforehand and had a rough idea of what the vehicle would have to endure on this kind of world tour!" This initial skepticism gave way though to an unreserved trust in Otto's capabilities as the years went by. Especially in precarious situations, the symbiosis between the Holtorfs and the G-Class grew.

Earth - Moon - Earth plus 80,000 km under grueling conditions

Over 250,000 of the 900,000 kilometers the 300 GD covered were off-road - on gravel or washboard roads, in mud, on pot-holed roads or rocky uphill stretches in the mountains. For the suspension and chassis, this punishing workout is equivalent to around 2.5 million kilometers under normal central European conditions. In addition to the challenging terrain, there were also the disparate meteorological conditions to contend with, which 'Otto' took in its stride throughout all the world's climate zones - from the unforgiving searing heat of the desert, through steaming jungle regions to the freezing cold of the Arctic climes. As if the demands on the 300 GD were not already high enough, 'Otto' actually always had to contend with excess weight. Including expedition gear and food, with jerry cans, operating supplies, tools, recovery gear, spare parts and spare wheels, the expedition vehicle fully tipped the scales at 3.3 tons - around 500 kilograms in excess of the permissible gross vehicle weight. The roof alone of the cross-country vehicle had to take 400 kilograms. But according to the Holtorfs, even that could not faze the world record vehicle: "Actually the G was always overladen, which is why I fitted it with reinforced springs and bad-road shock absorbers. Otherwise, 'Otto' is the same as any series-production vehicle. The entire drivetrain with the engine, transmission and axles is still original. Neither the frame nor the body have shown any signs of fatigue."

When the journey is an end in itself

By the time the vehicle crossed the finish line in Stuttgart, Gunther and his now deceased wife Christine Holtorf covered around 215 countries with Otto. "Travelled around - mind you!", stresses the former pilot and aerospace manager. "A quick stop, with a stamp in your passport to prove it and a symbolic photo with the vehicle at the border crossing - that was never enough for us! In our eyes, you can only travel through a country once you've delved into the particular hemisphere, come into close contact with the locals and got to know their very many facets." Once a country had been ticked off according to these criteria, another red line was added to the personal world map "ROUND-THE-WORLD RECORD TOUR 1990 - 2014." This now definitive world map is criss-crossed by red lines and, in the course of his tour planning, had opened a few doors for Gunther Holtorf, letting him undertake journeys which hitherto had been deemed impossible. He managed to get into hitherto entirely inaccessible countries like North Korea and Myanmar and even undertook a grand tour through China across 25,000 kilometers with only him at the wheel. Gunther Holtorf calls these journeys "pioneer tours" - the first time a foreign vehicle with a foreign driver was allowed to drive through the particular country.

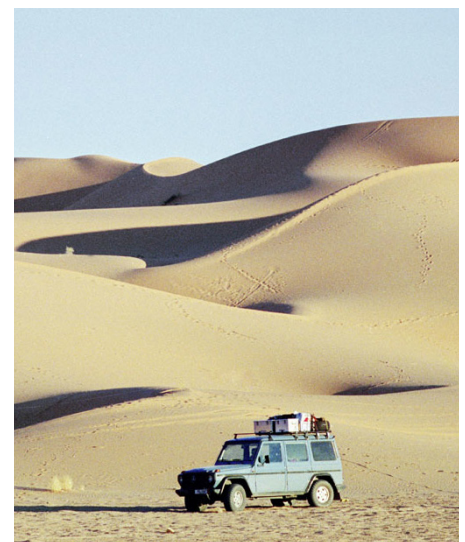
Before 'Otto' gets his definitive space in the Mercedes-Benz Museum, he is going to be sent out on the road again for two years from the end of February 2015 - travelling around the Mercedes-Benz Centers and company-owned sales and service outlets in Germany and Europe. 'Otto' will accompany a touring exhibition developed specially for the vehicle, recounting his interesting stopovers and most impressive experiences. The tour is likely to kick off in Munich in February 2015 and the details of the stopovers can be found on the Mercedes-Benz website, www.mercedes-benz.com.

Exclusive G-Class Edition 35 special model

As the body which has been unchanged for 35 years consistently demonstrates, its own lines are the only path that the G-Class never ventures away from. To illustrate this once more, the exclusive Edition 35 special model is available for the G 350 BlueTEC and G 500 models to coincide with the anniversary. The 18-inch 5-spoke light-alloy wheels shine in bright black, the front and rear bumper, wheel arch linings, exterior mirrors and the roof sparkle in obsidian black metallic. Together with the mystic white bright or palladium silver metallic paint finishes, this adds up to an extremely exciting contrast. Anyone looking for something a little more subtle can also opt for the obsidian black metallic paint finish for the body. Then the exclusive design features harmoniously blend in with the overall appearance. Buyers can opt for either the standard-fit Sports package or the Chrome package. The standard-fit Sports package comprises the AMG wheel-arch flaring and sports exhaust system on the 300 GD. The Chrome package includes chrome highlights in the radiator grille and chrome surround on the seat adjustment switch panel and loudspeakers.

Pure luxury and comfort in the interior

The interior of the Edition 35 models matches the exclusive exterior. Two high-grade leather upholstery and appointments options are available; two-tone combination of porcelain and black or single-tone design of black. In both cases, red contrasting topstitching underscores the sporty touch of the special model. Together with the leather-covered dashboard, AMG performance steering wheel, design trim in black piano lacquer as well as the roof liner in stylish design of black DINAMICA microfiber the result is a luxurious interior. The adjustable multicontour seats with climate control provide the last word in luxury when it comes to the interiors.



ROLLS-ROYCE METROPOLITAN COLLECTION MAKES DAZZLING DEBUT AT PARIS MOTOR SHOW



Rolls-Royce used the Paris Motor Show as the venue to launch its latest limited edition series of Rolls Royce Phantom sedans. Limited to just 20 cars, the new Metropolitan collection is a worthy successor to the Waterspeed Collection, the Pinnacle Travel and the Ghawwass Edition in the marque's Bespoke Collection series.

The Metropolitan Collection is inspired by the major metropolises of the world and features exquisite attention to detail. The company's renowned designers and craftsmen have ensured that every buyer will be enjoying a super-luxurious ride when they use a Metropolitan Rolls-Royce. In the interiors, the major metropolises across the globe are recreated through the art of marquetry wherein small pieces of veneer are inlaid into the wooden trim to create pictures and designs. Even the signature picnic table in the second row of seats is fashioned with painstaking care from 500 separate wooden pieces to give passengers an elevated view of the particular city when it is open and a different perspective when it is closed. It takes the company's skilled craftsmen several days to finish the picnic tables as it involves hand-cutting, coloring, shaping and applying the veneers. The individual wooden veneers are carefully selected after rigorous screening to weed out those with even minor imperfections like knots and flecks and the color is carefully adjusted through hot-sand shading by hand before finally being inspected under magnification on a lightbox.

Other than the wooden trim, the predominant material used in the interiors is Aetherius Grey leather. The grey color echoes the hues of a modern city and the 6,800 stitches of the central rear seat form the abstract pattern of a skyscraper. The theme continues to the front of the car with a specially developed clock having a rotating bezel which displays 24 of the major metropolises in the world and their time zones on the central console.

The exterior is finished in the darkest shade of Tungsten paint. As this is a Bespoke collection similar to the Ghawwass Edition launched here, buyers can choose from as many as 44,000 different shades based on their individual preferences. Any other shade that the customer wants can also be provided as part of the bespoke scheme. A hand-applied coachline depicting an abstract silhouette of modern skyscrapers is the perfect finish for the exterior.



The Phantom which was launched back in 2003 marked the resurgence of the Rolls-Royce brand. It is well known for its opulent interiors and the elegant exterior which provides the discerning customer with a highly luxurious and comfortable ride. Expense is no bar when it comes to using the rarest and most expensive materials and the expertise of the most technically skilled craftsmen.

Commenting on the Metropolitan edition, Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars said that Paris was the perfect city for the launch of this collection as like the car, Paris also is a perfect combination of the timeless and the modern.

He added, "Our customers across the globe delight in challenging our designers and craftspeople to create true, one-of-a-kind pieces of automotive art. This latest Collection serves to showcase the extraordinary scope for Bespoke personalization afforded to every patron of the marque."

With this latest addition to the Bespoke collection, Rolls-Royce is definitely the marque which provides the best fit for a customer who wants an ultra luxurious personalized car.

BEAT THE HEAT

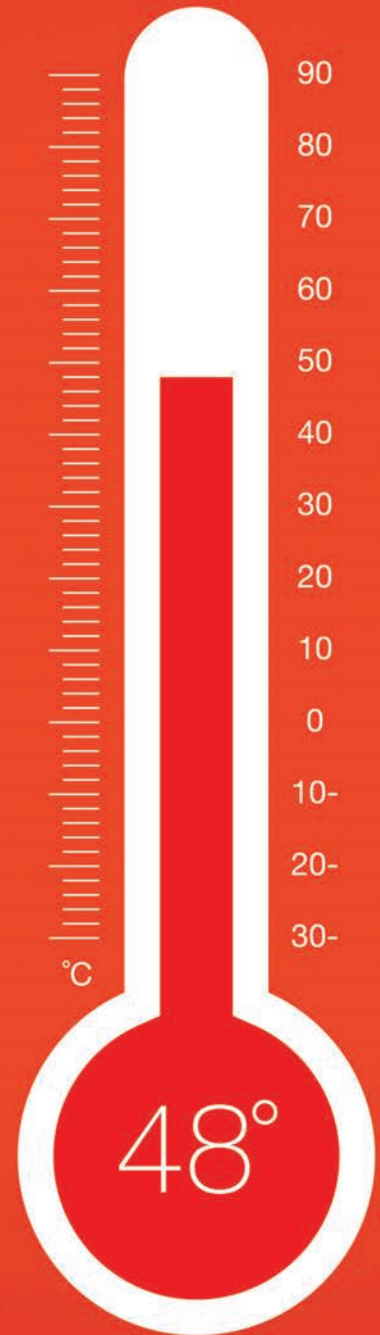
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THE NEW BMW X3 JOINS ITS MIDDLE EAST FAMILY

The latest to join the BMW family in the Middle East, the third-generation BMW X3 has not only lived up to the expectations set by its predecessors, but has gone a few steps further with exciting, new innovations. The new sporty design, spacious interior, new colors and low-fuel consumption are few of the reasons why the X3 was being eagerly awaited.



The upgraded features stand out in the latest version. The redesigned kidney grille, modified twin headlights, and a new front and rear bumper all give the car a super sporty, dynamic look. The new X3 comes with two additional options: the xLine package and the M Sports and the M Aerodynamics packages. The xLine features matt aluminium inserts in the bumpers, aluminium satiated side cladding and bars in the air intakes. What's more, with this version, buyers can get an option of two exclusive 18 and 19-inch light-alloy U-spoke wheels.

The M Sport and the M aerodynamic packages further enhance the car's presence on the road, courtesy the BMW Individual High-gloss Shadow Line trim. Plus, with six exterior paint colors to choose from, and three exclusive light-alloy wheel options in 18-, 19- or 20-inch, buying this car will be as much fun as driving it.

Available in two TwinPower Turbo engines – xDrive28i four-cylinder with 180 kW/245 hp and the xDrive35i with 225 kW/306 hp – the environment-friendly, fuel-effective machines power the car from 0 to 100 km/h in mere 6.5 seconds.

Inside the car, the X3 spells class and spaciousness like no other car in the X family. With the rear load capacity of 550 to 1600 liters, the five-seater is amazingly roomy and comfortable. Next, get bowled over by the sophisticated, discreet design and color scheme. The understated chrome finish complements high gloss black-panel look of the center console with optional automatic climate control system. Wood-panelling with pearl-effect chrome highlights further contribute to the stylish surroundings. Furthermore, the xLine package gives buyers an option to select from a different-colored additional cloth or leather upholstery with contrasting stitching.

Much as one would like to lose oneself in X3's comfort and luxury, the BMW ConnectedDrive ensures that the driver stays connected with the outside world. Included in its features are iDrive Controller with integrated touchpad, parking assistant, full-color Head-Up Display, and anti-dazzle High Beam Assistant for improved visibility in the dark among others.

Armed with sophisticated technology, a sporty design and a cozy interior, the BMW X3 is indeed a must-have.

BENTLEY FLYING SPUR V8 ZOOMS INTO THE MIDDLE EAST



Bentley fans in the Middle East are in for a double treat. As the much-awaited new V8—the latest variant to join the Bentley Flying Spur W12—arrived in the region, it was joined by the brand's flagship grand tourer, the Continental GT Speed which comes with improved performance and refinement. Both the vehicles are now available at Bentley dealers across the Middle East.

With the V8, consumers in the region now have the option of upgrading from a premium sedan to an ultra-luxury performance automobile.

A delicious combination of exquisite craftsmanship and sophisticated on-board technology makes V8 so special. With a luxurious design and advanced mechanism, the sedan is every bit as promising as its W12 siblings – the fastest-ever four-door Bentley. The sleek, sculpted body is perfectly complemented with Bentley's 4-liter twin-turbo V8 engine which yields 507 PS and 660 Nm, notching up the car speed to 60 mph in 4.9 seconds and culminating to a top speed of 183 mph.

In terms of style, the chromed exhaust finishers are fashioned in the characteristic figure eight to denote the alternative powertrain, and the famous Bentley winged badge comes with the usual red center to indicate the V8 engine.

Powered by Bentley's 6-liter twin-turbo engine, the Continental GT Speed has also zoomed into the region's showrooms. The W12 engine, more potent than ever before, yields 635 PS and a record 820 Nm torque, which spurs the GT to a maximum speed of 206 mph, and the convertible to 203 mph (327 km/h).

Neil Wilford, Regional Manager, Middle East, India and Africa, Bentley Motors, calling the Middle East "as one of our most prominent markets", promised to fortify the brand's presence in the region and launch members of the Bentley family in order to best serve the requirements of the existing and potential customers.

In 2013, Bentley delivered 1,185 cars in the region.



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NEW PRANCING HORSE FROM FERRARI STABLE DEBUTS AT PARIS MOTOR SHOW



Ferrari has just unveiled what it claims is its most powerful and most aerodynamically efficient convertible ever. This claim stems from the fact that the new car can go from 0 to 100 kilometers per hour in just 3 seconds and from 0-200 kph in just 9.5 seconds.

The new 458 Speciale A is the convertible version of the celebrated 458 Speciale. The 458 Speciale has won numerous motoring media awards and track victories including the Le Mans and Daytona races. The suffix "A" stands for "Aperta" in Italian meaning open. The car comes with an aluminum-retracting top that can be opened and closed within 14 seconds and adds 110 pounds to the total weight.

It is powered by a 4.5-liter V8 engine having an output of 597 horsepower and 398 pound-feet of torque. The CO2 emissions are remarkably low for a car of this class at 275 g/km.

The 458 Speciale A is made of lightweight but exclusive materials and will have a limited production run of just 499 cars. It made its official debut at the Paris Motor Show. The model at the show had a yellow body with a unique Bianco Aavus and Blu Nart central stripe and seats in matching yellow Alcantara leather having contrast stitching. The other distinctive features of the car include molded door panels, a central tunnel fashioned from customized blue carbon fiber and a dashboard that truly showcases Ferrari's penchant for design.

AUTOMOTIVE TRADE FIGURES IN JAFZA JUMP BY 400%



Dubai is the largest hub in the Middle East for the automotive trade. The latest figures were released by Talal Al Hashimi, the Chief Operating Officer of Economic Zones World (EZW), Jafza's parent company, while speaking at an event organized by Jafza for clients from the automotive sector. According to Al Hashimi, in the last decade, trade in the automotive sector through the Jebel Ali free zone has increased four fold from USD 1.1 billion in 2004 to USD 4.7 billion in 2013.

Commenting on this tremendous growth, Ibrahim Mohamed Al Janahi, the Deputy CEO of Jafza and the Chief Commercial Officer of EZW said that the sector's growth is one of the indicators of the upcoming boom in the industry. This offers new opportunities for expansion and growth to companies that are already based in the free zone and will encourage more multinationals to set up base in the free zone to capitalize on the access it offers to one of the fastest growing markets in the auto industry. He concluded by quoting figures from a recent report published by the Boston Consulting Group.

The BCG report projected that the total annual sale of vehicles in the MENA region which is currently 4 million units will grow to nearly 7 million by 2020, while the auto component sector is expected to experience double digit growth in the region over the next three years.

Another renowned research group, Frost and Sullivan, said that the total number of registered cars and pick-ups in the GCC is expected to grow to 16.36 million units in 2017, with a CAGR of 6.3% in the five year period from 2012 to 2017. Meanwhile when it comes to trucks and buses, the number of the units on the road is expected to cross 1.42 million units by 2017.

According to Al Janahi, there are more luxury cars on the roads with big brands like Maserati, Jaguar Land Rover, Bentley, Porsche, Rolls-Royce and BMW experiencing 80%, 46%, 45%, 26%, 17% and 15% growth respectively in their 2013 Middle East sales figures.

This growth will in turn drive the demand for auto components and services, thus boosting the aftermarket. Frost & Sullivan forecasts that the market for auto parts, tires and batteries in the GCC will grow at a CAGR of 14.9 % and reach USD 13.46 billion by 2017. When this is compared to the estimated 3.5% for the US aftermarket, we realize that the GCC is truly the biggest and most dynamic automotive market in the world.

The main factors responsible for the tremendous growth this industry has experienced in the region are the growing private sector, significant increase in government spending on developing the economic and social infrastructure, higher per capita income and generally high national wealth. Dubai's successful bid to host the World Expo in 2020 has given a further fillip to automotive trade in the region.

As an outcome of this growth, many renowned brands such as Toyota, GM, Mercedes, Honda, Ford, Scania, Mitsubishi, and Caterpillar have set up regional parts distribution centers and fabrication units in Jafza. The free zone is now home to as many as 625 companies from the automotive sector and is aggressively reaching out to new clients from this industry.

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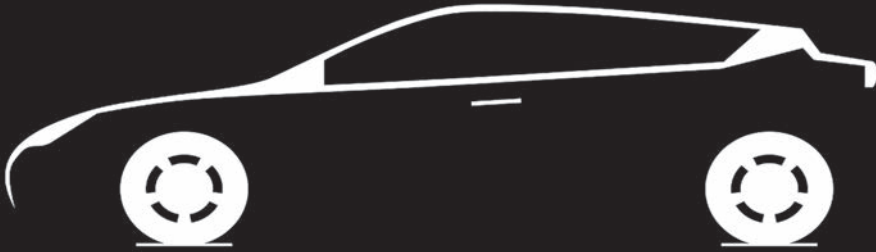
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INABIKARI SET TO LAUNCH FIRST CAR FINANCED BY CROWDFUNDING



There are many innovative products that never did take off due to lack of funds. In the past, impoverished entrepreneurs with brilliant ideas had to depend for funds on kind family or friends or on venture capitalists seeking a share of the profits.

Crowdfunding sites like kickstarter and indiegogo however totally changed this scenario and made it possible for entrepreneurs to connect directly with people all over the globe who would be interested in funding their products through big and small contributions.

Normally crowdsourcing campaigns are used to fund products like video games, movies and community campaigns. The multicultural team of executives, engineers and designers at Inabikari however hopes to use the platform, indiegogo for the first time to finance an all-electric vehicle named the Rev.01 crossover.

The Inabikari team's target is to raise \$1,000,000 with each person contributing one dollar. If they get adequate funding, they will begin working on the Rev. 01 prototype in 2015. The product will be launched later in the year. After undergoing road tests in 2016, the next stage would be to invite bids to raise money for commercial development and production of the vehicle. If all goes as planned, customers can get their very own all-electric Rev.01 in 2017.

The core focus while designing the prototype of the Rev.01 was to develop a car with clean, renewable and sustainable technology to minimize the impact on the environment. The car however will not compromise on performance and will have all the features customers normally look for in a typical crossover vehicle. These include the ability to go from 0 to 60 mph in 5 seconds and a battery that is powerful enough to last for a 400-mile trip. Thus, the Rev.01 can be used for both short, everyday commutes and long weekend trips.

Inabikari was set up in 2013 to come up with new products and technologies that will create and distribute clean energy. Forthcoming projects from the company's team of engineers include a universal charging station more powerful than anything on the market at the moment. The compact charging station which can be used for both indoor and outdoor gadgets will take less than two hours to deliver 90% charge and can be connected to any power network. Other projects are clean energy batteries, capacitors, generators and convertors.

In view of the fact that non-renewable sources of energy like coal and petroleum are set to run out shortly, the Inabikari team is working tirelessly today to avoid the problems of tomorrow. With such an admirable vision, they definitely need all the support they can get from the public.



The most expensive car ever sold at a public auction was a 1954 Mercedes-Benz W196R Formula 1 race car, which went for a staggering \$30 million at Bonhams in July 2013.

DAIMLER EXPANDS ALLIANCE WITH RENAULT-NISSAN AT PARIS MOTOR SHOW



The German automotive giant Daimler first tied up with Renault-Nissan back in 2010 to work together on three projects. The partnership soon expanded to cover 12 projects including a joint plant located in Aguascalientes, Mexico. Of the vehicles developed as an outcome of the partnership, the Renault Twingo was launched in September while the Smart Forfour and Smart Fortwo will be available for sale from November.

The collaboration between the two companies covers many aspects. In September, Renault began supplying Daimler with 1.6-liter diesel engines for the new C-Class and the Vito van. Renault is also supplying Daimler with engines for the Smarts, a 1.0-liter, three-cylinder naturally aspirated gasoline engine and a turbocharged three-cylinder gas engine. Infiniti makes a 2.0-liter turbocharged four-cylinder gas engine for its Q50 at its Tennessee plant and this will also be used for the Mercedes-Benz C-Class.

Further expansion of the alliance was announced at a joint press conference held by Carlos Ghosn, the CEO of Renault-Nissan and Dieter Zetche, the CEO of Daimler at the Paris Motor Show. According to the announcement, the partnership will be cemented with several more joint projects. These include using a Mercedes gasoline engine in an Infiniti, supply of a Renault diesel engine for the Mercedes C-Class and joint research projects related to automated driver technologies where Daimler has an edge.

Both CEOs admitted that the alliance was working out much better than they expected. It has yielded significant cost savings that have already crossed 2 billion euros (\$2.5 billion), according to Ghosn. In comparison to the disastrous alliances between Daimler and Chrysler and BMW and Rover, this is one alliance that has gone from strength to strength and is set to outlive the tenure of the CEOs.

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CONTINENTAL INTRODUCES TARAXAGUM – THE NEXT-GEN RUBBER



When Continental Tires created a certain winter tire last July, it was no ordinary product. The difference? The treads of the tire were made out of Russian dandelion rubber, instead of ordinary rubber.

Three years ago, Continental Tires had begun a joint research project with the Fraunhofer Institute for Molecular Biology and Applied Ecology on sourcing rubber from the Russian dandelion. The breakthrough came last year, and now Continental has proudly announced that under the brand name of Taraxagum, the tiremaker will shortly make and market its dandelion rubber products.

While the botanical name of the rubber is taraxacum, the Continental marketing team came up with the brand name Taraxagum, which will become the banner under which the tire producer will continue its research and development projects on the dandelion rubber.

Continental has found the development process of Taraxagum quite promising. According to Dr. Andreas Topp, Head

of Material and Process Development and Industrialization, the tiremaker and its partners will continue to industrialize the dandelion rubber. The company also plans to launch a number of products under the brand within the next five to ten years. Dr. Topp is also confident that the tire tests will confirm the research results and show a positive performance. According to Nikolai Setzer, Continental Tire's Division Head, the new tire is currently in its testing stage at the Contidrom proving ground near Hanover and in Arvidsjaur, Sweden.

The Russian dandelion rubber will be of immense economical value to Continental since the dandelion grows close to the factory sites. With the development of Taraxagum, the tire manufacturer will eventually be able to shake off its dependence on natural rubber, 80 percent of which comes from Southeast Asian countries, said Setzer. Besides shaving off logistics costs, the new rubber will also help take pressure off natural rubber while meeting growth in the product's demand.

DUNLOP TO DEVELOP GT CLASS RACE TIRES NEXT YEAR

In a bid to expand its race tire program next year, Dunlop Motorsports plans to develop a tire for GT-class cars which will contest in the international endurance racing series.

According to James Bailey, Communications Director, Dunlop, the tire maker has already scheduled tests for the tire at Italy's Autodromo di Monza and plans to test it on at least three other circuits in the coming weeks. For the tests, it will partner with other car makers who are already active in the GT competition. Dunlop can even draw experience from the Touring Car competition, the race tires it uses for the British Touring Car Championships and the Australian V8 Supercar championship.

In the past few years, Dunlop Motorsports, a unit of Goodyear Dunlop Tires Europe B.V., has been successful in providing tires to teams competing in the LMP2 category of both the FIA World Endurance Championship as well as the European Le Mans Series. This year, the LMP2 running on Dunlop tires remained unbeaten.

The tire maker has also done well in GT-class racing with open tire competition, having won the European Le Mans Series with JMW Ferrari in 2007, 2008, 2012, and the American Le Mans Series 2011 and 2012 and the Nurburgring 24h with Mercedes-AMG in 2013.

With focus on achieving the best possible test results, Dunlop is yet to confirm which cars it will partner with in 2015. Bailey has also said that the company is not targeting any individual race series, but did admit of the tiremaker's more focused approach towards Europe in the past few years. Although Dunlop has not ruled out supplying to the GT LeMans class of the Tudor United SportsCar Championship, Bailey has indicated that efforts are more directed at the World Endurance Championship, European Le Mans Series and German endurance series.

Dunlop has decided to broaden its portfolio several months after Goodyear-Dunlop shifted the manufacturing of its race tires for four wheel vehicles to Hanau, Germany. The plant is the base of the main Dunlop European Technical center.

LINGLONG TIES UP WITH EUROPEAN FOOTBALL CLUBS TO EXPAND BRAND AWARENESS



In the month of October this year, Linglong Tire has signed deals with 10 football clubs belonging to the FA Premier League in Europe. These clubs are highly active in Division A League Matches and belong to four countries where football is highly popular, namely Spain, Italy, France, and Germany. As an outcome of this deal, Linglong will be able to get advertising in all of the stadiums where the matches of these teams take place and will be able to considerably expand brand awareness among customers in Europe.

Using various promotional methods, Linglong has been constantly striving to working on creating a high-end brand image. One of the dimensions of this marketing drive is to use sports marketing by supporting different sports which are popular in different parts of the world, like cricket in Zimbabwe and volleyball in China. This strategy has proved to be highly successful in promoting the brand. Some of the teams supported by the company include Australia Brisbane Roar Football Team, the Queensland Football Team, Bulgaria's Mountaineering Team, the Chinese Volleyball Team, and the Zimbabwe Cricket Team among others. Linglong also took the initiative to create and support the first all-woman race team – Linglong Beauty Racing Team. Another marketing initiative was to set up over 200 image shops across the world to expand the company's brand influence.

As a leading player in the tire industry in China, tires manufactured by Linglong Tires have been sold in over 180 countries, covering markets like the Middle East, Europe, Africa, America, and Asia. Linglong Tire also has several OE fitments with leading auto manufacturers to its credit.



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CHENGSHAN OFFERS COOPER US\$286 MILLION FOR STAKE IN CCT JV



Cooper Tire & Rubber Company experienced many difficulties in the past year. These included a takeover bid by India's Apollo Tyres and conflict with the Chinese partner, Chengshan Group Company Ltd. in relation to their joint venture, Cooper Chengshan (Shandong) Tire Company Ltd (CCT). Cooper has a 65% stake in the joint venture while the Chengshan Group holds the balance 35%.

On learning of the deal with Apollo, both the employees at Cooper's Chinese plant and the Chengshan Group threw a spanner in the works. The employees went on strike while the Chengshan Group demanded \$400 million for its stake in the joint venture. The deal with Apollo did not work out, and now it looks like the dispute with Chengshan Group is going to be resolved.

Back in January this year, the two companies had agreed to have an independent firm value the company so that one of the two parties could buy out the second party. Both parties also agreed that the minimum value for the plant should be at least \$435 million. The independent firm valued the company at US\$440 million.

Now the Chengshan Group, in accordance with this agreement, has come up with an offer of US\$ 286 million for Cooper's stake. Subsequent to this announcement, the share price of Cooper fell by a dollar from \$29 to \$28.

This led Cooper chairman, chief executive officer and president Roy Armes to issue a statement stating that Cooper will continue to grow in China and to meet the needs of its customers. He added that Cooper has a commercial offtake agreement with CCT according to which the latter will continue to manufacture Cooper's products including Roadmaster truck tires. By the time this agreement expires in mid-2018, Cooper will have new acquisitions, offtake agreements or Greenfield operations in place to ensure continued availability of Cooper products in China.

Going forward, Cooper appears to lean towards the greenfield option or expansion of the Cooper Kunshan, China plant near Shanghai for increasing its manufacturing capacity.

Cooper is currently reviewing the notice and documentation supporting the offer submitted by Chengshan to check if it meets all the requirements of the option agreement.

HANKOOK RELEASES ITS NEW SMARTCONTROL AW02



Having earned The Three Peak Mountain Snowflake and M+S markings, the new Hankook SmartControl AW02 does its jobs pretty well. Especially created for truck steering axles, but suitable for all tire positions, the AW02 exhibits great winter features.

Those driving in severe winter conditions, like icy and snow-covered roads, will particularly thank this make. The newly developed tire mixture makes the tire resistant to extreme cold, and ensures maximum performance even in the worst of weathers, besides enhancing high mileage and low fuel consumption. Coupled with

Hankook's Stiffness Control Contour Technology (SCCT), which distributes the pressure in the tires uniformly, the AW02 guarantees smooth, stable driving, besides increasing longevity and improving retreadability.

The tire tread in SmartControl AW02 is extra-wide, especially designed to enhance its safety features. The width enables the tire to have more contact with the road, resulting in improved handling. Aquaplaning safety is ensured through the five main drainage grooves with a zig-zag tread pattern. The AW02 also comes with 3D-kerfs which not only guarantee even tire wear and higher mileage, but also create better traction on icy and snowy surfaces, courtesy its unique half-open shoulder design. Individual blocks, connected with web bring stabilizing effect and higher performance quality.

Hankook's continuous research and development efforts are evident in the SmartControl AW02. Specifically designed to work in extreme weather conditions, the new features in the tire give it an edge that makes the ride safe, smooth, comfortable and stress-free.

BRIDGESTONE SETS UP COMPANY TO PRODUCE CONVEYER BELTS IN CHILE

Anticipating the current trends in the copper market, Bridgestone Corporation's wholly owned subsidiary Bridgestone Industrial Products America Inc. (BIP) has established a new company in Chile. The Bridgestone Productos Industriales Latinoamerica SpA. (BIPL), set up in Santiago, will be selling industrial materials such as conveyor belts and other related products.

The US\$ 250,000 worth BIPL was legally established in August this year and commenced operations in October. The Bridgestone Group, predicting an increased demand for copper, expects a significant rise in copper production at copper mines across Chile and Peru – two of the world's most important mining locations.

In this scenario, the group believes that BIPL will be in a position to supply mining customers and others with conveyor belts and related products for transporting minerals. Other services include providing help to customers run their belt systems more effectively and achieving overall operating results in their mines. In the future as well, the Bridgestone Group pledges to respond swiftly to any changes in market demand, and offer better quality products and services for their customers.

Bridgestone Industrial Products America Inc. has technical support staff that is located throughout the Americas, with its corporate headquarters in Nashville, Tennessee. The Bridgestone Corporation is the world's largest tire and rubber company, which also manufactures a wide array of diversified products such as industrial rubber and chemical products and sporting goods. The products are marketed in over 150 countries.

HANKOOK TAKES ROOT IN THE US



Hankook established its manufacturing presence in the US by breaking ground for its first plant in Clarksville, Tennessee. Exactly one year ago, the company had signed an agreement with the Clarksville-Montgomery county government to build the greenfield plant on the site. The sprawling site which covers 469 acres will also have testing grounds. This factory will be Hankook's eighth tire manufacturing facility.

The company's US subsidiary, Hankook Tire America Corporation held a gala event on the site chosen for the plant to mark the milestone. The event was attended by eminent dignitaries like the Mayor of Clarksville, Kim McMillan and Seung Hwa Suh, the vice chairman and CEO of Hankook.

The construction of the factory will be in two phases and is scheduled to be completed in 2018. After the completion of the first phase, the plant will have an annual production capacity of 5.5 million UHP, LT and passenger cars. With the completion of the second phase which will begin January, 2017, the factory's capacity will be ramped up to 11 million units annually. The plant is situated in the Southern automotive corridor and many leading automotive companies like Nissan, General Motors and the Volkswagen Group of America have factories nearby.

According to Suh, the total outlay for the project will be over \$800 million and it will create at least 1,800 new jobs in the area.

Once the plant is fully operational, its output will contribute immensely to Hankook's drive to improve its position to become the world's fifth largest tiremaker and cater to the needs of its customers in the North American market.

"There will be no delays for American consumers who want high quality Hankook tires," said Suh, adding that the Tennessee site is located centrally for both the U.S. OE and replacement tire market.

Hankook also used the gala as an opportunity to honor disabled veterans from the Korean War and announced a \$50,000 donation to the DAV (Disabled American Veterans).

PIRELLI WINS INNOVATION AWARD FROM BMW



Pirelli and BMW are two premium brands belonging to the tire and auto industry respectively. Hence, it is only fitting that Pirelli has as many as 200 homologations with models belonging to the BMW marque, for sizes ranging from 16 to 21 inches. The BMW models fitted with Pirelli tires include SUVs like the X6, the 7 Series and the 6 Series. MINI models like the Paceman and the Countryman are also fitted with Pirelli tires.

On a global basis, Pirelli is one of BMW's key suppliers when it comes to the amount of tires provided. Pirelli is in a position to develop and supply tires for BMW models everywhere, with tire factories and research centers in markets all over the world like China, the US, Brazil and Europe.

For manufacturing run-flat tires, the Pirelli design team works closely with BMW's engineers in order to customize the tires for each BMW model. This cooperation helps to make the tires safer with the outcome being a much smoother driving experience. Such tires developed specifically for BMW models have a special star mark on their sidewall.

Pirelli is also a frontrunner when it comes to research and innovation. For example, recently the company developed the pathbreaking Real Dynamic Curing technology for the tire vulcanization process. Tire vulcanization is the stage in the production process in which a tire's properties are set by heat. The Real Dynamic Curing technique involves the use of a thermal sensor so that each individual tire is vulcanized to the optimal degree.

It was on the basis of this innovation that Pirelli won the 2014 BMW Supplier Innovation Award. The German auto manufacturer gives the award every year to its most innovative suppliers. Pirelli's General Manager of Technology, Maurizio Boiocchi collected the award on behalf of the company at a gala event held in Amsterdam on October 8th.

BRIDGESTONE PLEDGES ONE MILLION DOLLARS TO FIGHT EBOLA

The recent outbreak of the dreaded Ebola virus throughout west Africa, and particularly in Liberia where leading tire manufacturer, Bridgestone has a subsidiary, Firestone Liberia, has triggered a worldwide campaign to eradicate this scourge.



As part of its corporate social responsibility initiatives, Bridgestone has publicly pledged to contribute one million dollars to the global campaign to fight Ebola, particularly in Liberia. Of this \$1,000,000, \$500,000 will be given to support aid by Samaritan's Purse in Liberia, while the remaining \$500,000 will be donated to the UNICEF to combat Ebola in Nigeria and Liberia. The company's Firestone Medical Center which is located at its rubber farm has provided treatment to patients in its Ebola Treatment Unit, saving 17 people who contracted the disease.

Bridgestone has been directly affected by the outbreak with as many as 71 Firestone Liberia employees, former employees, family members, and people from surrounding communities suffering from the virus.

The funds will be used in a number of ways, including provision of better medical treatment, public awareness campaigns, smoother delivery of in-home care supplies for those who are affected and aid to children who have been orphaned as a result of the Ebola outbreak.

Commenting on the donation, Gary Garfield, CEO and President, Bridgestone Americas, Inc. said, "Our Firestone Liberia teammates and community have selflessly met the demands of this deadly outbreak and we support them and the great work Samaritan's Purse and UNICEF are doing in the region to help protect the citizens of Liberia and West Africa. We implore others to step up in taking on this fight against Ebola."

BRIDGESTONE USES SPORTS TO SHARE SAFETY MESSAGE IN NEW MARKETING CAMPAIGN



In view of its position as the top tire manufacturer in the world, Bridgestone has debuted a new advertising campaign in six key European markets with road safety as the main focus. With the tag line "There is only one part of your car's safety systems that actually touches the road", this integrated multimedia campaign is aimed at customers in Poland, Spain, UK, Germany, France and Italy.

In tandem with a well rounded awareness campaign and the development of new safety technologies, Bridgestone hopes to use these ads to increase the awareness of customers regarding road safety. Safety depends not only on choosing the right tires for your vehicle, but also on checking and maintaining them on a regular basis. Hence the behavior of consumers after purchasing tires is just as important as the development of a quality product and it is this gap that Bridgestone is trying to fill with these ads.

While on one hand customers demand development of tires with better quality to improve their safety, on the other hand, they refrain from making simple checks that could increase their safety on the road.

According to a study carried out by the company in 2013, 43% of customers considered safety to be their top priority while buying a tire. However, based on data from thousands of random tire safety checks done by Bridgestone in 2012, 78% of drivers drive on underinflated tires. This reduces their safety by a significant margin as it impacts on their ability to brake and contributes to higher fuel consumption and shorter life for the tires.

The new ad campaign will use multiple channels like the print media, digital media, television and outdoor publicity to maximize reach and interaction with customers. The television ads will progressively emphasize Bridgestone's support for various sports and will link sports and tire performance. These will be aired in conjunction with product ads targeting different types of end users.

By the end of the year, Bridgestone will be rolling out another pair of ads regarding winter and wet weather safety performance. These ads will highlight the new Blizzak LM001 winter and the Turanza T001 touring tires respectively. The ad for Blizzak LM001 will correlate winter driving and downhill skiing while the Turanza ad will connect wet grip performance with swimming.

According to Bridgestone, a striking combination of slow-motion and high-speed footage, unconventional camera angles and high-tech modeling techniques have been used to increase the visual impact of the ads and reinforce the core message of safety.

"We aimed to demonstrate the benefits of Bridgestone tires in an emotional way, linked to our sponsorships and delivering on the Bridgestone corporate signature 'Your Journey, Our Passion,'" commented Jake Rønsholt, managing director of Bridgestone Europe's Consumer business unit.

The campaign was developed by UM (Universal McCann), the agency handling Bridgestone's media strategy in European markets.

Pirelli Helps Bring F1 to the Masses Through GP Experience



EXPERIENCE THE RUSH OF RIDING IN A WINNING RACE CAR

Watching a Formula One race is one of the most thrilling experiences in life. Haven't you ever wished that you could be like Sebastian Vettel or Jenson Button and drive some of the fastest cars in the world? Even if you are not of F1 racing caliber, Pirelli now makes it possible for just about anyone to drive a Formula One Grand Prix car. It does not matter if you do not have what it takes to be an F1 driver, for one day you can get a chance to realize your dream.

This new program launched by Pirelli in partnership with Laurent Redon School (LRS Formula) F1 driving academy is called GP Experience. It is the first ever program that will permit people to get behind the wheels of an F1 racer for a day.

The day will begin with several laps in go-karts and will gradually evolve into three laps around the track in supercars and finally, in an F1 racer. Of course, it will not be the latest F1 car driven by Vettel, but you will still get a chance to drive F1 cars used between 2005 and 2008 that are fitted with either V8 or V10 engines having more than 600 hp. Backed by a team of racing professionals including professional drivers, engineers, mechanics and even physiotherapists, the GP Experience aims to provide drivers with the experience of a lifetime.

Once they finish the first level of the program, F1 fans can become member of the GP Driver's Club. They may be one of the chosen few who will get an opportunity to go around the track in an F1X3 three-seater driven by a racing professional or even get to drive the 2012 Lotus E20 used by Kimi Raikkonen.

The first events by the GP Experience program are scheduled to be held on tracks like the Thermal Club track in Palm Springs and the Palm Beach International Raceway in Florida. The program will be available to F1 racing fans in Monaco and all over North America including the United States, Canada and Mexico. At \$6,995 per day, it is not exactly cheap, but there are many who will think it will be well worth the price to get to drive an F1 car.



Tire Fact

Race car tires may use as many as 10 different types of processing oils to give them the ability to resist heat, while passenger car tires usually use only half the number of oils.

Starco Expands Presence in Sri Lanka with New Factory

Starco, the renowned Danish manufacturer of specialist tires has expanded its presence in Sri Lanka with a new factory for solid tires, thus strengthening its presence in the country. The company's first factory in Sri Lanka was set up three years ago.

That factory's production consisted of Starco's "standard" Unicorn FLT and premium Tusker brand of tires. It became highly successful with a combination of the company's LEAN manufacturing philosophy and the resourcefulness and creativity of its employees. Sri Lanka has a long tradition of rubber cultivation which dates back to the 19th century.

The success of the first factory sparked the decision to replace that facility with this new factory which is more modern, has better equipment and has a higher production capacity of 100,000 tires annually. The facility was officially opened with a Buddhist ceremony in which the new plant, its management and the workers were traditionally blessed.

Commenting on the new factory, CEO, Peer Ejlersgaard said that Starco set up its own factory to manufacture rubber tires, the company's first such facility, in Sri Lanka as no other manufacturer could produce tires with the quality and guarantee Starco needed for its forklift range.

The COO of the company, Richard Tood said that like other Starco facilities, in Starco Lanka also, the main focus was on attaining quality and flexibility of the highest standard in production through "Single Piece Flow". The complete manufacturing and logistical layout has been designed based on the LEAN manufacturing philosophy.

He added that the company considered its employees to be its greatest asset. This is reflected in the top notch facilities provided to employees including the care given to address the office and plant equipment and environment, health and safety aspects, and provision of support facilities like the canteen, and changing rooms.

The Starco Group has experience of more than half a century in the tire business and distributes tires in over 26 countries through a worldwide distribution network. The tires produced in the new Sri Lankan factory will account for a major share of the company's output of solid tires to service the global forklift tire market.

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HARD WORK FOR HANKOOK TIRES AT DTM



As the penultimate round of Deutsche Tourenwagen Masters (DTM), the popular international touring car series recently kicked off in Zandvoort, Netherlands, where Hankook's tires faced one of their biggest challenges of the year.

Given that the track surface alternates between porous and compact, and yet abrasive and sharp, a lot depends on the tire to keep the car steady, speeding and balanced. Exclusive partner of DTM, Hankook has its work cut out on Circuit Park Zandvoort. The mechanical grip level of the tires was affected by the sand that was constantly blowing from the North Sea on the track, which meant that cars slide more, putting extra pressure on the tire tread. As the racing line was driven clean, the surface changed, but the change and the asphalt on Zandvoort caused more wear to the tire than any other DTM circuit.

Furthermore, the repeated sliding resulted in the Hankook tires building up extreme heat. Fortunately, given the ideal operating temperature range from 90 to 110 degrees Celsius, and the fact that it was September, the air track temperatures remained moderate.

Given the challenging race track on the dune circuit with its many off-camber corners, there's a lot of demand for the structure of Hankook tires and tread. Also, the high stresses in Zandvoort caused the drop-off effect to set in earlier. As explained by Christophe Stucki, Hankook's DTM race engineer, due to the banking and high speeds in the corners, the carcass of the slick had to work extra hard.

The pressure got more intense as the energy increased further with the velocity. However, in the past, Hankook's the Ventus Race baseline slick and the Ventus Race Plus tires have lived up to drivers' expectations, giving them the confidence to tackle fast corners and dune circuits at top speed. According to Stucki, the new regulations allowed Ventus Race Plus to be used for a maximum of 21 laps. Now that the teams are more familiar with it, pilots may even turn faster laps.

COOPER TIRE LAUNCHES THE ALL-TERRAIN A/TW



Celebrating its centennial year, Cooper Tire and Rubber Company has launched its most progressive SUV/light truck tire yet. The Discoverer A/Tw is an all-terrain winter traction tire that further

develops the proven technology of the brand's successful Discoverer A/T3, and emerges with advanced compound technologies and innovative designs.

Adept at adjusting to both on-road and off-road conditions, the A/Tw is particularly useful in harsh winter conditions. The new wheel comes with micro-gauge corrugated siping and Snowgroove™ 2.0 technology that gives the tire an upper-hand in battling fierce snow-on-snow traction, helping it achieve the 'severe snow' rating via the 3-peak mountain snowflake symbol.

Equipped with computer optimized pitch sequence and twin tie-bars, the A/Tw allows drivers handling and control on roads and highways. On wet conditions, the tire adds stability and hydroplane resistance while reducing invehicle noise. On more challenging surfaces like mud, sand, loose soil or even rocks, the AT/w ensures steady performance courtesy chevron grooves and cut and chip compound additives that go well with the advanced all-terrain tread pattern of the tire.

What is even better is that this premium, all-terrain tire is available in 23 SUV and light truck sizes, with more sizes to be added next year, thus catering to a large, diverse-ranging audience. It also offers a tread wear protection warranty.

Commenting on the A/Tw, Scott Jamieson, Cooper's Director of Product Management said that the tire "far exceeds the standards set to earn the mountain snowflake symbol for superior snow capability" and claimed that it will be the first option for drivers looking for a diverse 12-month tire option.

RICE HUSK WASTE TO BE USED IN GOODYEAR TIRE TREAD



The Goodyear Tire and Rubber Company has recently announced that it will use rice husk waste to produce fuel-efficient tires. Keeping in line with their eco-friendly policies, the Akron-based company will use the ash left after burning the husk to produce electricity, which will serve as an environment-friendly source of silica to be used in tires.

Silica is particularly useful to increase the rubber's strength and help reduce rolling resistance when mixed with the rubber in tire treads. It also helps with tire's traction on wet surfaces. Goodyear has already tested the ash from rice husk, and after two years of testing, found that its effect on tire performance is the same as traditional sources. The company is now in negotiations with potential suppliers to buy the rice husk ash silica.

According to the UN the Food and Agricultural Organization, more than 700 million tons of rice is harvested each year. Since disposing rice husks is a huge environmental challenge, it is often burnt to generate electricity. The initiative by Goodyear will address the issue without any danger to the environment. According to Joseph Zekoski, Interim Chief Technical Officer, the step demonstrates the company's "commitment to innovation and to the environment."

Zekoski added that Goodyear has always strived to offer consumers products with optimal performance through innovative, environmentally viable resource like Air Maintenance Technology (AMT). The company, he said, has looked to renewable resources, including soy bean oil, to replace petroleum-based materials in tires.

One of the world's tire largest companies, Goodyear claims that since 2008, it has required its manufacturing plants to maintain Zero Waste to Landfill to reduce, reuse and recycle manufacturing waste. It has two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg, which develop state-of-the-art products and services.

ENASAVE NEXT FROM SUMITOMO REDUCES ROLLING RESISTANCE BY HALF



Sumitomo Rubber Industries (SRI) has come up with a new tire in the Enasave Series. The Dunlop Enasave Next in the line of fuel-efficient Enasave tires was launched in the Japanese market in size 195/65R15 91H. In a remarkably short time, the tire qualified for the 'AAA-a' rank under the Japanese tire label, which is the highest possible rating for wet grip and rolling resistance.

The Enasave line of fuel-efficient tires was developed as a part of the company's drive to reduce the effect of tires on climate change and minimize dependence on fossil fuels. The line was launched at the Tokyo Motor Show last year when it unveiled the Dunlop Enasave 100, the first tire to be completely free from fossil free material.

The company claims the new tire offers 50 per cent less rolling resistance than the typical replacement Dunlop tire did in 2008, the year that Sumitomo began working on the project to develop a tire with 50% less rolling resistance.

Several innovative technologies have been incorporated in Dunlop Enasave Next in order to achieve such a remarkable reduction in rolling resistance. These include the use of 'New Functionalized Polymer' and UPNR (Ultra-Pure Natural Rubber). "UNPR" involves the complete elimination of all the impurities found in natural rubber resulting in the formation of stronger bonds with carbon. The "New Functionalized Polymer" process increases the length of polymer chains, reduces the number of terminals per unit volume, and promotes the dispersion of styrene to prevent clustering, thus minimizing the generation of waste heat.

Both these advanced materials are the outcome of Toyo's proprietary '4D Nano Design' technology. In addition, Sumitomo used its latest 'Wet Grip Powder', to increase the contact area between the tire and the road and improve the new tire's wet grip performance by 10 per cent in comparison with its predecessor, the Enasave Premium.

The reduction in the waste heat in tire sidewall and tread parts as a result of the use of these advanced materials brought down the rolling resistance by a phenomenal 50% making the tire extremely fuel-efficient and environment-friendly.

The launch of this tire firmly cements Sumitomo's position as a tire manufacturer at the forefront of the sustainability initiative.

PIRELLI TOPS TIRE INDUSTRY IN DOW JONES SUSTAINABILITY INDEX



For the eighth year in a row, Pirelli has emerged as the top ranking company in the tire industry when it comes to sustainability. The Dow Jones Sustainability™ Index is announced jointly by S&P Dow Jones Indices and RobecoSAM. The S & P Dow Jones Indices is one of the most renowned providers of financial market indices while RobecoSAM is an investment firm that specializes in Sustainability Investing.

The Dow Jones Sustainability Index, which was launched in 1999 measures the performance of companies on a global basis based on their long-term environmental, social and economic practices from a general as well as industry-specific perspective. The evaluation spanned 2,500 companies that had the biggest free-float on the S & P Global Broad Market Index and covered 59 industry sectors in 47 countries.

Only the leading firms in each industry are considered for inclusion in the index which is created and maintained on the basis of a systematic methodology. This methodology consisted of comprehensive analysis to measure the performance of companies across a wide range of sustainability metrics including climate strategy, supply chain management and engagement with stakeholders with special emphasis on industry-specific criteria.

Mere inclusion in the index is by itself considered as a creditable achievement. However, Pirelli has truly set a benchmark by becoming the global leader in the ATX Auto Components sector of the sustainability index for the eighth year running with a score of 85 points which is close to twice the sector average of 48 points.

UAE TIRE BUYERS TO GET SMARTER WITH SMART TIRE TAGS



The extreme temperatures and the tough terrain in the UAE mean that motorists have to be extra vigilant when it comes to the condition of their tires. Many accidents could be averted or their impact could be minimized if the tires are in good condition. However, most drivers lack awareness about the correct specifications needed for the tires and the basic measures needed to maintain them in a roadworthy condition. Even if they are aware, only few check their tires on a regular basis. In fact, some customers settle for tires of poor quality based only on the cost factor.

In some cases, the tires may be genuine and may even belong to a premium brand. However, like the winter tires meant for the European market, they may not be suitable to the road and weather conditions in the UAE. Such tires will not last very long in the country and are liable to burst. The use of substandard or inappropriate tires has been the cause of many accidents in the past, both here and all over the globe.

According to a recently published report in Gulf News, a UAE official stated that in order to increase safety for motorists and to reduce the accident rate, a new regulation will be implemented. The new law will make it mandatory for all tires to have smart tags with their specifications.

The Emirates Authority for Standardisation and Metrology (ESMA) is expected to launch the mandatory system for tire tags sometime later, possible in early 2015.

Jasem Al Ali, an engineer who heads the conformity section at ESMA, said the new law will have the dual benefit of protecting the consumer from imports not meant for the region and of protecting the reputation of traders and brands.

The smart tags can be read with the QR (Quick Response) code readers of smartphones and will clarify if the tire conforms to UAE specifications and is registered with ESMA. The tags will carry additional information that will be of benefit to the customer such as the name of the manufacturer, date of manufacture, the country of origin, vehicle type, correct specifications for pressure and speed range and the weight of the tire.

The tires will also be embedded with an RFID chip which contains information that is shared with a central database. The chip can be read by inspectors using hand held devices.

ESMA has already introduced an app that helps drivers understand what the engravings on the tires mean. The regulatory body has received positive feedback from traders regarding the move to have smart tags on tires. The compliance chief said, "They are willing to follow through, it's good for them and for the consumer."

BRIDGESTONE'S DUELER H/L 33 TO BE ORIGINAL EQUIPMENT ON LEXUS NX

When the new Lexus NX compact crossover SUV hits the global market, it will be proudly propped on Bridgestone-brand Dueler H/L 33 tires. Selected as original equipment for many premium class SUVs, the Bridgestone's Dueler line has been recognized worldwide for its extensive range and its ability to work on diverse terrains. The Dueler H/L 33, engineered with low rolling resistance, will perfectly complement the SUV's ability to provide impressive handling, stability and fuel efficiency.

A premium summer tire, the Dueler H/L 33 will assist the car in delivering impressive handling, stability and fuel efficiency. The tire will be fitted to both the Lexus NX200t and NX300h in all global markets. The NX will be equipped with the 225/60R18 100H tires which will be fitted in Japan, Europe, Australia and China. Moreover, those countries, along with North America and South Korea will also have 235/55R18 100V tires.

Bridgestone Dueler tires combine road-gripping feat with versatility, suitable for challenging terrains. With a distinctive combination of compounds and improved tire construction, they feature technology that allows for smooth riding and ensures good wear life. A blend of high-level grip and sturdiness needed for full-fledged 4WD vehicles allows a superior driving experience, comfort and reliability for a wide range of SUVs, CUVs and their premium versions.

The Lexus NX has been launched in Japan in June and reached the European market in October this year. While the NX200t comes with a new two-liter turbo engine for an exceptional driving experience, the NX300h boasts a 2.5-liter hybrid system, both offering world-class environmental performance.



GITI ADDS NEW RADIAL UHP AS TO ITS CHAMPIRO FAMILY

Expanding its Champiro line, the Giti Tire Group has added a new tire to its portfolio. The new radial UHP AS tire comes armed with maximum variable pitch technology to help reduce harmonics and road noise.

The tire, more suited for coupes, sedans and SUVs, features an advanced all-season compound tread design. The compound comprises styrene butadiene rubber which works together with

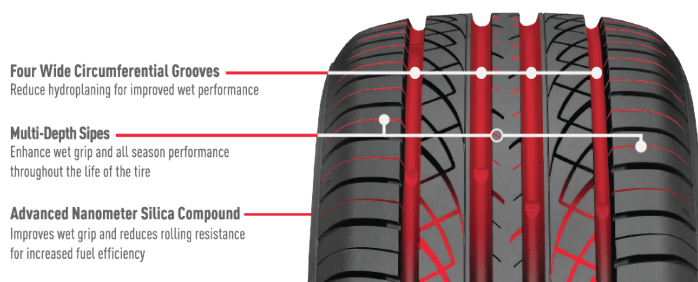
evenly distributed nanometer silica to improve grip in high and low temperatures, and in wet and light snow conditions. The silica in the compound also increases fuel efficiency by reducing rolling resistance.

As for the tread, Giti claims that the all-new design with four wide circumferential grooves helps reduce hydroplaning. The multi-depth sipes, on the other hand, improve wet grip and ensure that the tire performs smoothly in all seasons. The V-shape directional grooves and sipes also help evacuate water, whereas larger shoulder blocks boost rigidity for precise handling.

Supported by a 45,000-mile limited tread wear warranty, the Champiro UHP AS will be available in 38 V, W, and Y speed-rated sizes for 15- to 20-inch size rims. The sizes will be suitable for a range of vehicles, including 2013-14 Cadillac ATS, 2010-13 Cadillac CTS, 2006-13 Range Rover Sport, 2009-14 Volkswagen CC, and 2011-15 Subaru Impreza models.

According to Armand Allaire, Executive Vice President of Sales and Marketing, Giti, the new member of Champiro family answers a car owner's call for a wheel that they can ride on all year round with confidence. The GT Radial Champiro UHP AS is perfect for drivers looking for ultra-high performance or grand touring tires. It provides great straight-line stability, cornering grip, and its braking capabilities serve well in both dry and wet conditions. Furthermore, the rim protector protects wheels from curb damage.

The tire is sourced from a company plant by Rancho Cucamonga-based Giti Tire (USA), a subsidiary of Singapore-headquartered Giti Tire Group.



KENDA CELEBRATES WINNING STREAK AT 2014 AUTOMECHANIKA



The team from the Taiwanese tire manufacturer, Kenda Tire was in a celebratory mood at the 2014 Automechanika show held in Frankfurt. The company had just won the Taiwan Excellence Award. In a press conference held on September 17 in Frankfurt, along with other winners of the award, the Kenda team also showcased the company's latest products.

The gala event was attended by eminent dignitaries like Patty Lin, Project Manager at TAITRA, Agnes Hwa-Yue Chen, the Representative of Taipei in Germany, and Chin-ling Yu, the Director of the Taiwan Trade Center (TAITRA) in Düsseldorf.

The Taiwan Excellence awards are given by the Taiwan External Trade Development Council, a trade promotion organization set up by the Taiwanese government. The awards recognize the achievements of companies which have excelled in the fields of design, marketing, research and development and quality. The award program has a longstanding history of picking winners in every field and has been in existence for 22 years.

Many Kenda products including the K589 and K592 ATV tires, the KR26 and KR30 passenger car tires, the K1080 and K1150 bicycle tires and the K492 motorcycle tire have won the award in previous years.

During the award presentation ceremony, Michael Andre, Marketing and Sales Manager, Kenda Rubber Industrial Europe GmbH, said the company's main focus now is on winning over the European market for tires in the passenger car category.

Kenda has carefully studied the demands of the European market and has mapped out an aggressive strategy for future growth and development. Current products under development include an ultra-high-performance tire in the "W" speed category customized for the European market.

"We are working at full speed to develop products for the high performance demands in Europe. Our goal is to be capable of competing against the established brands on this market," said Michael Andre. The new tires from Kenda undergo rigorous testing at well known test centers like IDIADA in Spain, MIRA in England and Test World in Finland. A detailed development plan is already in place to fill all existing gaps in the product portfolio and to develop innovative new products.

EXPLORER ATTEMPTS EPIC JOURNEY WITH GOODYEAR TIRES

Rainer Zietlow is an adventurer who is known all over the world for his epic feats related to long distance driving. He and his team broke a new world record with support from the leading tire manufacturer, Goodyear. With stops only to refuel, the team of three plans drove a distance 17,752 kilometers from Cape Nordkapp in Norway to Cape Agulhas in South



Africa journey covering 19 countries on 3 continents. The team started on their epic trip in a Volkswagen Touareg V6 TDI fitted with Goodyear Wrangler HP tires for SUV and 4X4 vehicles at 3.00am CET on Sunday, 21st September. Each team member drove five hour shifts in rotation.

The team was provided with the essential supplies needed to endure the extreme climatic conditions and tough terrain they encountered on their trip including the icy conditions in Norway, the mountains and valleys in Ethiopia and the notorious 400 kilometer 'road to hell' in Kenya consisting of volcanic rocks and gravel.

Commenting on the company's sponsorship of this record, Matthias Urban, Consumer Sales and Marketing Director of Goodyear Middle East and Africa said, "We were happy to welcome Zietlow and his team when they flew from Adana, Turkey to Cairo, Egypt on their route taking them to the African continent."

He added that Zietlow's Touareg had been fitted with Goodyear Wrangler tires having SmartTred Weather Reactive Technology in order to help the tires to adjust easily to a wide range of road conditions. This makes the tire an outperformer in all weathers and terrains.

For each kilometer that he covered on the journey, Zietlow will donate 20 Euro cents Children's Villages run by the SOS charity in Zambia and Tanzania. Goodyear has pledged to contribute twice the amount Zietlow donates to the SOS Children's Villages.

With Zietlow succeeding in his attempt to cover 17,752 in less than 10 days, he is the first person ever to cover this record distance in such a short time in his gulf-to-gulf trip.

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APOLLO TO BUILD A MANUFACTURING PLANT IN HUNGARY



India's Apollo Tires Ltd. has identified a manufacturing site for their plant in Hungary, the first one in a Greenfield facility outside India.

Hungary was chosen over other neighboring Central Eastern European and Asian countries after assessment of several factors, and will complement Apollo's manufacturing setup in the Netherlands. The site will be close to other original equipment manufacturers who will serve as potential customers. The company plans to apply for necessary permissions and licenses in order to set up the plant, and start an environmental impact assessment.

Hungary will provide investment aid of nearly \$124 million for the project, for which it already has approval of the European Commission. The site for the \$615 million tire plant is located in north-central Hungary, at an industrial park, approximately 65 miles east of Budapest. Once completed, the plant will be able to provide employment opportunities to 975 workers – most of whom would be locals – and produce 5.5 million passenger and light truck tires and 675,000 heavy commercial vehicle tires in both Apollo and Vredestein brands annually.

Calling it a "significant milestone" in Apollo's international growth, Neeraj Kanwar, the Vice Chairman and Managing Director of the company, said that their aim is to further solidify the brand's competitive presence in European market and to create a "benchmark manufacturing facility". Kanwar added that the facility will also contribute towards development of the region and create indirect jobs.

Appreciating the importance of this facility, Peter Szijjarto, the Hungarian Parliamentary State Secretary to the Ministry for Foreign Affairs and Trade, said that the investment would be "an important step in the re-industrialization of Hungary".

The plant in Hungary will be Apollo's eighth plant in all, including four in India, two in southern Africa and one in the Netherlands, with a combined production capacity of 1,700 metric tons daily.



NITTO UNVEILS TWO NEW TIRES

Catering to both the SUV and the truck market, Nitto has launched two models of all-terrain tires, the Terra Grappler G2 and the Exo Grappler AWT. Both the tires were unveiled in California.

The Terra Grappler has been around for 13 years, and has been more of a bread-and-butter tire for Nitto. But given the room for improvement, the makers have replaced the original Terra Grappler light truck/SUV that was launched in 2001 with The Terra Grappler G2. The tire gives an option of two different sidewalls designs on each side where one side features Nitto's original thunderbolt pattern while the other features a blade-shaped tread design.

With a symmetrical, non-directional tread that sets it apart from the original Grappler, and a tougher tread compound, the G2 delivers longer tread life, an improved all terrain action and a 50,000- or 65,000-mile warranty for LT-metric and flotation sizes. In order to improve tread wear and traction, Nitto has used full-depth siping for better handling of off-road, muddy and rocky surfaces. The new 'hill and valley' shoulder lugs provide better traction and a smooth ride.

In all, Nitto is offering 55 tire sizes for the new G2 with sizes offered for 17- to 22-inch wheels to fit most truck and SUVs. The largest G2 size offered will be of 37 inches. Of these, 20 tire sizes, with Q, R, S, T and H speed ratings, have been available from October 1 this year, while the rest will be available from January 15, 2015.

Meant to be partnered with heavy duty trucks, pickups and SUVs, the EXO Grappler AWT (all weather traction) is the all-terrain tire which will stand the test of durability on gravel roads and areas heavily affected by severe weather and road conditions. The sipes and lateral grooves that give an edge in snowy and rainy conditions and pre-molded grooves for snow studs have earned the tire a Three Peak Mountain Snowflake rating.

A harmonious blend of innovative design and technologies, the tread pattern of Exo has been reinforced with center tread blocks for better contact with the road and stability. The tire even comes equipped with stone ejectors between tread gaps that reduce stone retention and protects the wheel from damage in the long run. Like the G2 tire, AWT also comes with two different tread designs on each side of the tire, with additional three-ply sidewall for sturdiness.

The Exo will be available in eight LT-metric sizes from 17- to-20-inch wheel diameters – with Q speed rating – from October.

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Global Tire Industry Outlook, Opportunities and Challenges



Mr. Surender Singh Kandhari,
The chairman of the AI Dobowi Group

Mr. Surender Singh Kandhari, the chairman of the AI Dobowi Group is the doyen of the tire industry in the UAE. Every year, without fail, the Automechanika Academy has a session by Mr. Kandhari. This year, his session was on the topic "Global Tire Industry – Outlook, Opportunities and Challenges"

Mr. Kandhari began his presentation with an overview of the condition of the world economy as it has a direct impact on the condition of the tire market. The global recession of 2008 has affected virtually every developed country with the Japanese economy slowing down, the US economy alternating between recovery and recession, the European countries like Greece and Iceland needing financial rescue and even curbing the growth of fast growing Asian economies like India and China.

With regard to the tire industry, the glut of rubber and other raw materials has led to farmers protests in Malaysia. It is expected that the operating environment will become increasingly difficult with volatility in the price of raw materials and lack of certainty regarding the political and economic conditions in many countries across the globe.

Regarding major tire manufacturers, Bridgestone's fortunes have improved with better sales in America and Asia though sales have declined in Europe. The Japanese government's new monetary policies in the light of a stronger yen are helping the economy to recover increasing the demand for cars. The company's operating income increased by 53% and tire turnover increased by 19%. Goodyear's overall sales declined by a slight margin but the company had record operating income in the fourth quarter, especially in North America. Goodyear benefited significantly from the reduction in raw material costs and made a strong showing in Asia. Michelin fared well in the North American OE and replacement market, in China and in South America. Nevertheless, the company had lower sales and operating income as compared to previous years though it also benefited from lower raw material costs and a stronger Euro.

On the macro level, the World Bank is forecasting overall economic growth of 3.2% this year, reversing the trend of the past three years. The developed markets like North America, Japan and the Euro Zone are slowly showing signs of a self sustaining recovery though there is still some concern about Europe. With the prospect of less dependence on imported oil, higher investment in real estate, a very low current deficit and lower rates of unemployment, the US economy is back on track. Led by the economic powerhouse Germany, so are the European markets though they are being kept in check by austerity measures and decrease in lending by banks in the wake of the global recession. The Japanese economy is plagued by overregulation, an ageing and shrinking population and mounting public debt. However, the weaker yen and a reform program by the government has set things in motion for more sustainable growth. Automotive demand and hence the demand for tires is increasing in markets like China and India. These countries have a growing population, a significant middle class with plenty of disposable income and increasing urbanization. With the mindset of customers slowly changing from fixed investment to consumption, the outlook for the tire industry is very bright in both these markets. It is estimated that within 15 years, the number of middle class families in China and India will be more than that in the US and Japan respectively.

Coming specifically to the tire market, it is estimated that the units of tires sold will increase on an annual basis by 4.3% till 2017 with a Freedonia study projecting that 2.6 billion tires will be sold in 2014. This far exceeds the growth in the global GDP which is expected to be 3.2%. Light and heavy motor vehicles contribute to 70% of the global demand for tires. Based on the ageing and decline in the country's population and decrease in exports the Japanese tire market is set to decline. Due to low growth of population and mature rates of auto usage, the Euro zone will grow, but only by a small margin of less than 2%. However, in the developing countries, the tire market is set to grow due to the heavy demand from the OE and replacement tire markets.

All studies predict a minimum growth of 3% in the tire sector driven by the growing economies in the developing countries and the recovery of the US economy, which is still the biggest market for tires. Another favorable factor is the downward trend in the prices of raw materials. The policies of the OPEC countries who have kept a tight rein on petroleum prices in the last three years will play a major role in determining the outlook for the tire industry. As the industry becomes increasingly competitive, weaker brands will slowly become sidelined.

With customers increasingly becoming conscious of the need for a sustainable environment many tire manufacturers have come up with innovations to make tires that are more eco-friendly. These include tires with less rolling resistance, methods to reduce or recycle scrap, tire labeling, and developing substitutes for natural rubber like dandelion rubber and guayule rubber. Michelin for instance opened up more than 40 of its RFID patents in order to make it possible for the entire industry to use RFID. Continental came up with dandelion rubber.

Mr. Kandhari then proceeded to give an overview of the tire market in the Middle East. He said that the Middle East automotive market is set to grow at an annual rate of 20% in the next five years with every company reporting growth between 20-40%. The outcome of this growth is that the aftermarket too in the GCC countries will hit \$14.4 billion by 2016 as indicated by reports of growth between 15 and 20% in 2012-2013. Saudi Arabia and the UAE are the top two automotive markets in the region.

He subsequently gave an individual analysis of the leading tire markets in the region. He estimated that the tire market in Saudi Arabia will exceed 10 billion by the end of this year, as it is one of the largest automotive markets in the region. Though there is little local production, sales of tires will be driven by huge auto imports and this will have an impact on the tire market as well. Demand is expected to grow at a CAGR of 12% during 2014-18. The demand for passenger car tires outpaces that for commercial vehicles tires. However growing industrialization and construction activities will have commercial tires catching up in the next five years.

Dubai has retained its position as one of the top suppliers of tires, tubes and batteries to many international markets with a highly organized retail and wholesale market. The total value of the trade amounts to US\$ 1.5 billion. Imports are mainly from China, Japan and India. About 65% of the imports are re-exported and the main markets for re-exports are countries in the GCC region, Africa, Iran, and CIS and the Indian subcontinent. Experts predict that the tire market in Dubai will grow at a rate of 30 per cent in the next five years. With Dubai having the highest rate of car ownership in the world, with one car for every 1.84 residents, this prediction is likely to come true.

Kuwait is one of the wealthiest countries in the world with more than 95% of the population living in urban areas and the outcome is a booming auto market set to grow at a CAGR of 14% in the period from 2014 to 2019. With the auto sector mirroring this trend, the demand for tires will grow in the OEM as well as the replacement markets. The harsh climatic conditions shorten the replacement period to 1.5 years, driving increased demand. With passenger car sales set to grow at 16% on a Y-O-Y basis and commercial vehicle sales at 25%, the demand for both types of tires will certainly grow.

Qatar is firmly on the growth track with many construction projects, the growing industrialization, the upcoming FIFA World Cup 2022 and the government pumping funds into infrastructure projects. It is projected that the tire market in Qatar will cross USD 42 million by 2018.

Iran once had the largest automotive industry in the Middle East, but the imposition of sanctions had a severe negative effect on the industry. The partial thaw in sanctions from the beginning of this year has reversed this trend and auto manufacturers like Renault and Peugeot have slowly returned to the country. In the five year period from 2014-18, with growing demand for automobiles, the tire market is expected to grow at a CAGR of 7%.

Like many others dealing with the automotive and tire market, Mr. Kandhari concluded by shining the spotlight on an emerging market in the tire industry-Africa. The expansion of the middle class in many countries has led to growing demand for automobiles and thus for all kinds of tires.



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Industry Experts Give Overview of Upgrading Modern Cars with ICE Gear



JASON BROWN,
President, EMMA Arabia



THIERRY GAY,
Managing Director, Good Ideas

Music makes the world go 'round, and depending on its quality, any road trip can be more fun and exciting. No wonder, there is a never-ending quest for car audio innovation nowadays, and there are several associations that make this possible. However, the big question in today's industry is whether modern vehicles can still integrate aftermarket in-car entertainment (ICE) systems. This is what the fifth session of this year's Automechanika Academy shed light on.

Starting his speech, Jason Brown introduced EMMA Arabia, which stands for the European Mobile Media Association. The president of the association revealed that car audio competition dates back to the 1990s, so for 24 years, installers have been competing for audio assistance and multimedia with the use of PCs instead of DVDs in their car. Since Europe is made up of several countries, EMMA was established to create a level playing field for sound quality competitions and to unify the different rulebooks used all over the continent.

EMMA International is the leading organization for all national car audio associations worldwide, which is responsible for the yearly organized international Head Judge training, which he attended over the year along with Thierry Gay, the other session speaker. Here, they have learned the rules, techniques, installation procedures, the standardized rulebook and the media used for the competition.

To give the audience a glimpse of the global car audio competition held in the Middle East, Brown showed a picture of the recent competition held in Yas Marina Circuit in Abu Dhabi where sponsors and their flags could be seen in the background. Signing an agreement with Yas Marina to use only one F1 circuit enabled EMMA Arabia to facilitate the whole-day competition with access to world-class facilities.

Based in the UAE, EMMA Arabia, with the Arabian national organization, is responsible for organizing car audio events in the Middle East. Its mission is to offer guidelines for an independent group of national car audio organizations worldwide by guiding competitors as well as providing them the rules and standards important for the competition playing field. The association also works with sponsors, manufacturers and distributors of various brands to determine how to promote them to the general public all at the same time. In addition, EMMA encourages both competitors and installers to expand their knowledge of the equipment they are using by emphasizing the importance of proficiency in modern auto electronics.

According to Brown, there are several cases and stories worldwide that when installers performed installation, they cut the yellow wire. This ultimately resulted in airbag explosion in a Mercedes-Benz car, which thereby led to losing an eardrum and a very expensive replacement of the arm shock. Installing modern electronics to modern cars has become more intricate and meticulous than ever. It is no longer just about the positive and negative and another wire going somewhere else. Also, there is more than just cutting the yellow wire. When the installation conforms to high quality standards, the equipment will perform to its optimum, thus leading to a huge customer base that wants to spend more for the brand. Brown claimed that this is how EMMA Arabia works, adding that its new globalized website, www.emma-arabia.com, links back to the EMMA International site, which presents the competition's rules, mission and list of sponsors and competitors.

The competition comes in three parts: ESPL, which is about building the loudest possible audio component in the car, exceeding 160 decibels, with 1682 decibels being the full record of cars; EMMA Racing, which is about modified cars, audio and tuning; and ESQ, which aims to obtain loud and clear party music that can be heard even outside the car.

Moving on to the trends in consumer demand for ICE performance and functionality, Brown gave the floor to Good Ideas Managing Director, Thierry Gay. He presented a wish list of the activities that can be performed in a car apart from driving. Among them are making or receiving phone calls; navigation; listening to music, radio or news; watching videos or TV; kids entertainment, which is also known as babysitting; and internet radio or browsing. Aiming to

further understand and cater to the demands of 21st century customers, Gay classified these activities into need and want. The 'need' category pertains to functionality elements, including babysitting, GPS/navigation and telephone integration with Bluetooth. On the other hand, the 'want' category pertains to lifestyle elements, which include streaming and audio/video. To give customers both their needs and wants, EMMA targets to elevate the soundstage when evaluating a car or listening to the music inside it to make listeners feel like they are attending a concert.

Car functions and entertainment are now merged together into one in-dash solution. This proves to be very important for installers because nowadays, removing any car audio component is no longer as simple as replacing a radio and replacing it with a new radio. Some of the cars that come from Germany in particular use a standard called MOST, which stands for Media Oriented Systems Transport network. This means that the whole system of the car is based on fiber optics and is not electrical. Tapping into an optical system is more difficult than tapping into an electrical system, and this is one of the issues that EMMA seeks to address.

Gay also revealed that aftermarket satellite navigation and smartphone integration have now become a must either as an OEM or aftermarket solution, adding that it is common to represent solutions combined with apps, telephone, Bluetooth and GPS to get all the functions from the car into the smartphone—once again, wirelessly transmitted.

The speaker then moved on to discuss other factors that EMMA takes into consideration. Basically, the association delves into the media support that can be used for video/audio upgrades such as for installation, integration, tuning and safety. It also decides whether portable devices on the car will be controlled by car commands or device commands, and whether to use OEM car amplification or to add external amplifiers that deliver a more powerful sound. Other considerations of the association are the speaker systems and the number of channels for the sound system, plus the kind of acoustic or damping material the car should have given its extremely sensitive interior environment due to low volume and the reflective properties of its components. Therefore, choosing an installer is very important to ensure safety, which EMMA is very strict about. Since system installation entails dealing with electricity in a mobile environment, any installer must be sure that he is doing it right, with great consideration to cleanliness, fabrication, sound tuning and many others.

Gay also enumerated the challenges and considerations in aftermarket satellite navigation and smartphone integration, involving the following: phone, connectors, device, download, CAN bus intervention vs. plug and play, MOST integration and safety.

Nowadays, most people are normally torn between the iPhone and the Android; the 30-pin connector and the lightning connector; the smartphone and the tablet; and the CD and the USB. They also do not know the difference between MP3 and FLAC music file formats. As revealed by Gay, it is just a matter of resolution. mp3 is a lossy format because it is light, thus the risk of information loss is high while FLAC is a lossless format, enabling users to save all their music files. When it comes to MOST integration, the challenges lie in telephone and/or audio streaming BT and aux input or audio pre-out in German cars. Meanwhile, in terms of amplifier installation, the right size of cables and fuses is something that EMMA is committed to teach installers about. Last but not the least, customers should also decide whether they are going to use OEM replacement for the speakers and the upper parts or they are fabricating.

Gay also highlighted the importance of sound tuning in a car and revealed the things they tune to ensure a loud, clear, crisp and high quality sound. First in the list are speaker crossovers. Speakers come in different sizes because they reproduce different frequencies. Normally, big speakers reproduce low frequencies, which are the bass and small speakers reproduce high frequencies. Each of these speakers must be given the specific frequency that they can reproduce because if the small speakers, for instance, are given low frequencies, not only they will underperform but also, they will break. This is why it is important to set crossover points, which are the frequencies given to each individual speakers. This significantly benefits the user by further improving the soundstage. Gay revealed that in a car with an OEM system, the soundstage is under the feet. He even challenged the audience to do an experiment by switching on the music in the car and figuring out where the sound is coming from.

Time alignment is done to keep the imaging, which enables the listener to identify the singer, the base player, the drums, etc. This alignment enables car audio companies to create artificial delay when the speakers that are close to the driver make him feel like he is sitting in between the speakers, and this is something that can only be done with the digital sound processor, which is responsible for the imaging.

Another consideration in tuning is equalization due to cabin acoustics. Glass is an inevitable component in cars, which effectively reflects sound. This is why it is advised to have more bass in the car than high frequencies because of the noisy environment, which is mostly bass. Without equalization, some frequencies will peak, and when the volume is increased, it will cause hearing fatigue. With an equalizer, the peak is decreased, thus bringing them closer to the ideal reference curve or line, which enables drivers to get better effects and use their system to the optimum.

Jason Brown has once again taken the floor to discuss the last part of the presentation, which is about customization of systems. He said that as EMMA does car audio competitions, it leads them and their competitors to start customizing a car because they do not like the sound quality of their car audio system. In fact, even with digital processors, it is still difficult to get the soundstage exactly right. This is why several people are willing to spend money on installation, aftermarket equipment and many others. AED 2,000 is the fundamental amount spent for a car audio system. However, it is not yet enough to buy speakers and other components and to cover the installation.

Brown revealed that during the car audio competition held in the UAE, there were three to four car owners who spent more than AED 100,000 on their cars. People are now more willing to spend that much than before in order to win. Last year, they had an average of 20 competitors per event, and the average span which could be around 10,000 to 15,000 translates to AED 300,000 spent on the equipment. This year, the average is close to around 30 to 35, and people are spending more. Next year, EMMA anticipates having 50 to 100 competitors all spending more.

In order to win, participants are advised to constantly evolve. They can spend AED 100,000 on a car but cannot expect to win the game the following year because someone else will come along with the latest equipment, and they will just find themselves behind the game.

Moving on to installation, Brown revealed that bad modification is what EMMA is trying to avoid at all cost because customers will certainly not be happy. According to him, a fully customized car takes five to eight weeks to build in a shop, which translates to a build time of 40 hours a week, equivalent to around 500 to 1,000 labor hours.

Brown cited two other examples of dangerous installations. First is running the cables from the firewall to the battery located in the hood. According to him, 95 out of 100 installs in the UAE run it through the nearest valve hole without bonnets in a cable. In a vibrating environment, the middle shaft of the hole and the cable leads through another cable and then shoots on the car, causing the car to get burned up. Second is putting speaker boxes that have not been fastened down on the car battery. A 500 gram tissue box in speed of 100 kph becomes a 500 kilogram missile that can damage the driver and passengers if the car stops from 0 to 100 kph in the next point. So, if there is a large speaker box in the car that has gone unfastened and weighs 50 kg, it would do serious damage to everyone on the car when the driver hits the brakes. EMMA promotes things about fastening and tying down speaker boxes, cable protection and cable lengths. Unfortunately, there are installers in the UAE that do the job for only AED 200, so people must be educated to prevent road mishaps brought by bad service.

Brown also mentioned that the industry gains from installing and selling speakers, cables and accessories as well as tuning car audio. With shops in Abu Dhabi, EMMA Arabia takes advantage of this by promoting the aftermarket. It is a pioneer Emirates sponsor, which exists to pioneer people who use pioneer products. The association has Gay's brands for car and racks and other brands, one of which is Kickers.

Brown concluded his speech by saying that big car audio systems lead to more work and faster turnover of stock, thus bringing more people into the shop. Small systems, on the other hand, are more cost-effective for companies to do because they entail faster turnaround and they can also charge more for the labor. As a result, the business grows significantly.

Anyone who is addicted to entertainment would agree that the best thing about modern cars is their sophisticated in-car entertainment systems. Thanks to car audio competitions that open up a world of advancement possibilities, thus providing both car owners and the aftermarket with huge benefits.

EVENT	DATE	INFORMATION	LOCATION
Motor Show Oman	02-05 Dec 2014	First organized in the year 1990, it has pioneered the automotive shows in the entire Sultanate. In 2009, the show was approved by UFI, the Global Association of the Exhibition Industry.	Oman International Exhibition Centre, Muscat, Oman
Reifen China	03-05 Dec 2014	Reifen China has been running biannually in Germany since the 1960 and is the grandest and most successful tire show in the globe today after going through a development which took 50 years. As of now, China is the globe's fastest growing and most active market. In the Reifen's 2014 session, an international communication platform will be set up for Chinese tire industries. Both tire dealers and manufacturers will greatly benefit from the event.	Shanghai New International Expo Centre, Shanghai, China
Baghdad Motor Show	04-07 Dec 2014	Held for four days, Baghdad Motor show has a lot of things in store for participants. It presents wide-ranging products such as vehicles, auto parts and accessories, tires, gps systems, engines and mechanical components, etc.	Baghdad International Fairground, Baghdad, Iraq
International Auto Retro Barcelona	04-08 Dec 2014	International Auto Retro Barcelona gathers vehicle collectors across Spain at a forum where various motor vehicle models are showcased to attendees. Both motorbike and car exhibitors take part in the fair to take advantage of Barcelona's sporting culture.	Fira De Barcelona Montjuic, Barcelona, Spain
Bologna Motor Show, International Automobile Exhibition	08-14 Dec 2014	Motor Show Bologna is one of the most popular auto shows in Italy with the 2014 session anticipated to have 14 exhibition pavilions. It also serves as a perfect business platform for top corporate personnel in the industry to meet.	Bologna Fair Centre, Bologna, Italy
Automechanika Shanghai	09-12 Dec 2014	Automechanika Shanghai is the grandest auto trade fair in Asia covering automotive equipment, tools, services, machineries and other products. This is a perfect place where decision-makers and exhibitors from all over the globe can meet. Most of all, the show offers a great opportunity for business contracts to be signed.	Shanghai New International Expo Centre, Shanghai, China



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EVENT	DATE	INFORMATION	LOCATION
Milano Auto Show	11-21 Dec 2014	Milano Auto Show is the newest Italian motorshow with global allure. Designed to revive the country's automotive sector, the event is endorsed by the Roman government. This fair will serve as an ideal medium for exhibitors to showcase their hottest automobiles and latest automotive parts.	Fiera Milano Fair Grounds, Milan, Italy
International Motor Show-Luxembourg	12-14 Dec 2014	This show brings together motorbikes, sports cars, unique models and competition and collector cars, which visitors will appreciate and admire.	Luxexpo, Luxembourg, Luxembourg
Kuwait International Automobile Exhibition	14-20 Dec 2014	Kuwait International Automobile Exhibition is one of the grandest and oldest automotive trade fairs in the Middle East. Since its establishment, it has grown remarkably and has positioned itself as one of the leading trade fairs in the region.	Kuwait International Fair Ground, Mishref, Kuwait
Saudi International Motor Show	15-19 Dec 2014	This year's edition of Saudi International Motor Show (SIMS) has a lot of things in store for exhibitors, visitors and sponsors. Jeddah, the center of the country's automotive industry, is a strategic location for the show and offers extra features that create a fun, interactive carnival atmosphere.	Jeddah Centre for Forums & Events, Jeddah, Saudi Arabia
EV China Shanghai	18-21 Dec 2014	This is a vital information and communication platform with nearly 500 exhibitors showcasing the latest products and technologies around various types of EVs to a qualified and interested audience of around thousands of visitors.	Shanghai World Expo Exhibition & Convention Centre, Shanghai, China
Auto Show China Shanghai	18-21 Dec 2014	Held at Shanghai World Expo Exhibition & Convention Centre, this four-day event showcases different types of vehicles for various purposes. Conventional passenger cars are represented as special cars, including the necessary manufacturing equipment, decoration and accessories.	Shanghai World Expo Exhibition & Convention Centre, Shanghai, China

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CLEAR AND SAFE WINDSHIELDS WITH ICESCREEN - THE SCREEN FOR ALL SEASONS

Not all of us are lucky enough to have covered parking for our car. With the climate cooling off in the Middle East, if you leave for your office early in the mornings, the morning dew on the windshield can start your day off on a bad note. Mornings are hectic in every household as every member rushes to prepare for work or school. Just the 5 minutes needed to scrape ice and snow or clean fog from your windshield can make the difference between being punctual or tardy at work.



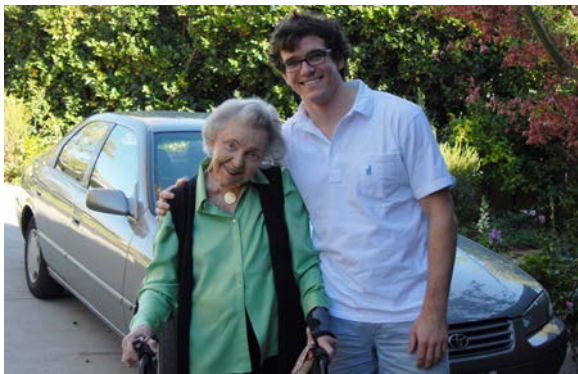
With the innovative windshield protection cover, iceScreen, you will no longer have to worry about being late because you spent a few minutes cleaning your windshield. Made of durable, weather resistant polyolefin, the iceScreen is essentially a magnetic cover that protects your windshield from the vagaries of the weather. The screen can be flipped over to use it as a sun reflector which is essential in this part of the world.

Easy to install and remove, the iceScreen comes with suction cups on the inside to make the whole process simpler. For extra protection, it has a double waterproof coat to minimize the possibility of water seeping into your vehicle. The special inside locking device for theft-prevention will ensure that though others may envy your iceScreen, they will not be able to get their hands on it.

Users need only two seconds to pull off the cover in the morning. It dries quickly and the screen has an in-built zipper pouch for easy storage. Early morning dew will no longer be a problem that makes you late for work every day.

Developed by Andy and Dan, a mechanic and a computer technician, the one size fits all cover is practical and user-friendly. It underwent stringent tests to maximize its functionality, design and convenience. The iceScreen is modified on a regular basis based on feedback from customers and is a boon to drivers in areas that experience regular ice and snow. Scraping ice and snow off the windshield in freezing weather is not fun and with the iceScreen, that is one chore they will no longer have to do.

LIFT HERO – LENDING WHEELS TO SENIOR CITIZENS



One of the main reasons we wait eagerly to get our driving license is the mobility it offers us. We have the freedom to go wherever we please at any time we like. When it comes to senior citizens though, mobility is a major issue. Their failing eyesight, hearing and reflexes may impair their ability to drive, at a time when they probably need it most and have no one to assist them on a regular basis. Many taxi drivers hesitate to provide rides to the elderly as they may take longer and may need more assistance.

The founder of Lift Hero, Jay Conolly was a pre-med student in college when his grandmother faced the same situation. He witnessed his dad and aunt struggling to rearrange their schedules in order to fit in a weekly trip to the physiotherapist with his grandmother, who could no longer drive herself. She eventually found a driver she could trust and this made life much easier for her and her children.

This experience sparked the idea of starting a service which is now known as "Uber for Seniors". The service acts as a connecting link between seniors who need a driver to go to medical appointments and qualified drivers. The drivers own their own cars and are often health care professionals or students looking to make extra money. Conolly felt that pre-med and med school students were the perfect people to provide rides to seniors.

The drivers are carefully screened to ensure that seniors signing on for the service benefit from having a companionable driver who will provide them with non-emergency door-to-door transportation. Though a medical background is not compulsory, all "Lift Hero" drivers are certified in first aid and CPR. This makes them knowledgeable enough to provide seniors with assistance in the event of an emergency. After joining, they are provided with training to equip them to deal with the special emotional needs of seniors.

It is a win-win situation for all parties. Seniors benefit from having a safe, reliable and trusted transportation option which increases their mobility and reduces their isolation. Unlike other services, Lift Hero guarantees round-trip availability. Seniors have the option of making bookings through phone or using a web app to schedule rides,

and get notifications and alerts. Even family members can make the booking for them. Family members can also view the ride in real time to ensure their loved ones are safe and comfortable.

The drivers get training, extra money, experience working with seniors and the chance to provide a valuable service to the community. Lift Hero gets a cut of the fare. As all the cars are owned personally by the drivers, Lift Hero saves the cost of maintaining a fleet of vehicles and these savings are passed on to the consumers.

The ride sharing service has been launched on a beta basis with 100 drivers in the Bay Area of California and will be extended to cover other areas if it proves to be a success. Uber and Lyft paved the way by introducing the innovative concept of ridesharing to customers and getting the regulatory and insurance framework modified to accommodate such services. Ultimately, Lift Hero expands the ride sharing concept promoted by services like to those who need it the most – the elderly.

SEMA Research Reveals 6.7 Percent Increase in Auto Parts Sales This Year



With the SEMA Annual Market Study showing the continuous surge in sales of automotive specialty equipment products, the industry is headed towards a bright future. Last year, the sales reached a staggering \$33 billion, representing a 6.7 percent increase over the previous year and marking the fourth consecutive year of growth.

According to Chris Kersting, SEMA president and CEO, the specialty equipment market produced the highest growth since the recent recession, and there are a number of factors figuring into this rising trend.

The specialty equipment market includes products that improve a vehicle's safety, convenience, comfort, styling and performance. Some of the factors driving the growth of the industry are as follows:

Street performance products are responsible for 26 percent of sales. The OEMs' renewed focus on performance models has significantly helped steer interest in this segment. High performance packages such as the Hellcat Challenger, redesigns such as the 2015 Mustang and brand new models such as the Scion FR-S have spurred both the industry and consumers to target better performance.

The truck market had a healthy upward impulse. In 2013, the sales of specialty equipment for light trucks grew 8 percent, posting the market's best sales year since 2007. Amid anticipation for huge redesigns to multiple flagship pickups, sales of new trucks continue to increase. As the CUV/SUV sector grows continuously, crossover products offer an opportunity to vary and expand light-truck product offerings.

The optimism in the automotive industry continues to build, making this year's SEMA Show the biggest event yet. The number of attendees is trending upward, and buyers will see more products and exhibitors than ever on the show. SEMA Ignited, a new feature in this year's edition, is a special consumer and media attraction after the show. It meshes with other consumer-facing association projects as part of a plan to improve awareness of specialty products.

The economy of the United States consistently shows positive indications for industry growth, with unemployment rates declining and gross domestic product (GDP) escalating. Generally, forecasters are foreseeing sustained moderate growth for the country's economy over the next few years. Car buyers have also shown renewed eagerness, pushing the sales of new vehicles upward.

In an attempt to help SEMA-member companies better understand the industry and make informed business decisions, the SEMA Annual Market Report is conducted on a yearly basis. Research reports are offered to SEMA members for free and to non-members at just a nominal cost. These reports can be accessed at www.sema.org/2014samr.



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Castrol Unveils Its First CO2 Neutral Engine Oil Range



Castrol, the globe's top-tier manufacturer, distributor and marketer of the finest lubricating oils, has recently announced the debut of its Castrol Professional range, touted as the first-ever CO2 neutral engine oils, in a recently held event in Dubai.

Castrol Professional products such as Castrol GTX Professional, Castrol Magnatec Professional and Castrol EDGE Professional, are the company's latest innovations, which fully meet stringent international environmental standards. These products have all been certified CO2-neutral by BSI PAS2060, the international standard with the toughest demands for gauging and managing the CO2 footprint of a product's life cycle.

This year, Castrol Professional is likely to neutralize 200,000 tons of CO2, and this figure is projected to grow to about half a million tons in 2015.

According to Mike Phillips - Vice President, Castrol Middle East, addressing CO2 emissions is a key issue for the automotive industry globally, and Castrol Professional has made this a central part of its working relationship with both manufacturers and dealers, as they develop more sophisticated and advanced engine oil formulations. "This is a practical step towards a longer commitment to innovate sustainably through continued technological and scientific advancement."

During the event, the all-new Castrol EDGE Professional was also unveiled, now enhanced with TITANIUM FST™ technology which doubles its strength against oil film breakdown. The distinctive titanium polymer in the engine oil is proven to prevent friction—which consumes energy, slows the engine and hinders the ability of the engine to deliver power by up to 15 percent—as well as to reduce metal-to-metal contact that may severely damage engine components. Eventually, this helps the engine deliver better performance than ever before.

Famous race driver Abdou Feghali was also present at the launch event. He brought to life the Castrol Edge Titanium Strong Blackout trials that demonstrated the synchronized performance of man and machine while Castrol EDGE boosted with TITANIUM FST™ offers the excellent oil strength they demand.

Commenting on the new oil's launch, Phillips said that as advances in engine designs and technologies develop, automakers intend to deliver greater efficiency than ever, which results in increased fuel economy, reduced emissions and higher performance. "Engines are working harder with engine pressure almost doubling; the only thing keeping metal engine components apart is the oil, so it needs to be strong and remain strong."

New ESMA Regulations to Boost Road Safety in UAE



مؤسسة الإمارات للمواصفات والمقاييس
Emirates Authority For Standardization & Metrology

After passing a 2013 law mandating the use of speed limiters for commercial vehicles, Emirates Authority for Standardization & Metrology (ESMA) is set to issue another notice soon to further reinforce the existing regulations. Accidents were reduced by up to 40% over the last year after the order was made mandatory on 100+ types of vehicles, which include mini-passenger buses such as Hyundai H1, Nissan Urvan, Toyota Hiace, etc.

According to ESMA sources, the latest regulations will be targeted to further reduce the recorded accidents by a considerable percent and ensure a well-tracked road discipline, working towards Dubai's goal of zero casualties due to accidents by 2020.

As revealed by the studies from the World Health Organization (WHO), the UAE is the most unsafe country in terms of road safety. Meanwhile,

in accordance with a recent report issued by Dubai Police, the first half of this year saw a total of 788 road accidents, with 1214 injuries and 106 road casualties. These numbers were reduced compared last year, which recorded 1,555 road accidents and 2,506 injuries, leading to 160 deaths.

In accordance with the previous sets of law, vehicles that are not installed with a speed limiter will not get a pass certificate required for renewal of yearly registration, and UAE residents can anticipate stricter guidelines this year. The law also mandated school buses to have speed limiters, which have significantly impacted over 253,000 students in Dubai who are served by over 3,000 buses. The speed control systems of these buses limit them to 80 km/h. The initiative has been tremendously successful last year and has also seen huge improvement this year.

According to a reliable source from ESMA, its new set of directives will have a huge impact to the road safety situation in the UAE. The upcoming regulation is said to put a spotlight on the responsibilities of competent authorities in further determining the categories and types of vehicles that need to be installed with speed limiters. "We intend to reduce the accidents by a large percent again in the coming years."

Recent figures reveal that over speeding is the leading cause of around 85% of accidents. This driving violation poses a huge threat to other drivers, while some of the causes include lack of focus and sleep, driving for long periods of time, and running late to reach the destination.

AL HABTOOR MOTORS TEAMS UP WITH LULU GROUP TO LAUNCH SPEEDFIT IN RAK MALL



The Al Habtoor Group has come up with an innovative service concept in partnership with the well known retail chain, Lulu Group. Taking your car for a minor or major repairs or even to get its regular maintenance check no longer needs to be a chore for which you will have to find extra time that you do not have.

Lulu customers in Ras Al Khaimah will now benefit from having the facility of getting their car serviced while they shop, eat or get entertainment in the RAK Mall, which is owned by Line Investments & Property LLC, one of the subsidiaries of Lulu Group International.

The SpeedFit Auto Clinic which was officially opened in RAK Mall, is the first such facility located within a shopping mall in the UAE. Staffed by expert technicians who can provide your car with all kinds of services ranging from tire maintenance and oil change to brake repair, customers will be spared the hassle of sparing time to drive to the nearest service center to get their car fixed. Customers do not need prior appointments and the facility has extended working hours to suit the needs of all clients.

The state-of-the-art facility was inaugurated in a grand manner in the presence of key executives from both organizations including Karl Hamer, the Managing Director of Al Habtoor Motors, Hussain Jamal, RAK Mall Manager, Neil Coolledge, the General Manager of SpeedFit and other senior officials.

With the addition of this service center, SpeedFit now has facilities at 42 different locations throughout the GCC region. SpeedFit Clinic serves the needs of all kinds of vehicles including SUVs, passenger cars and light commercial vehicles.

The Al Habtoor Group has ambitious plans to make SpeedFit the leading fast-fit company in the Middle East, and will shortly expand the current network to Qatar, Saudi Arabia, Bahrain, and Kuwait.

Karl Hamer, the Managing Director of Al Habtoor Motors, described SpeedFit Clinic as an important initiative that would change the retail experience in the region. He said customers will no longer have to endure the long waiting lines and hours of boredom at a service station while they wait to get their cars fixed.

Raja Abdul Khader, the Director of Line Investments & Property LLC, said that adding the SpeedFit Clinic facility to the RAK Mall would enhance the shopping experience for customers, making the mall the perfect place to spend their free time.

At the SpeedFit Clinic, customers can opt either for standalone services or a Gold Service Package costing AED 96 inclusive of all fluid top-ups and a vehicle health check with oil change. For a limited period, the Platinum Service Package with added extras will also be available for the same amount.

Commenting on the opening of the new facility, Neil Coolledge added, "SpeedFit Group have created a new concept for servicing all makes of vehicles for RAK Mall visitors and can assure UAE residents that they will be seeing many more facilities opening soon in partnership with Lulu Group."

A-MAP APPOINTS NEW CEO TO PROPEL ITS INTERNATIONAL GROWTH PLANS

A-MAP, a leading automotive aftermarket global player based in Dubai, has recently appointed Umesh Agrawal as Chief Executive Officer to drive its ambitious plans for growth and international expansion.

In 1990, Agrawal embarked on his career in the Middle East with Ernst & Young's Abu Dhabi office. Since then, he has held multiple senior executive positions with both local and international companies prior to joining A-MAP in January this year as advisor to the Managing Director and interim CEO.

Before joining the company, he served as Co-Managing Director of Augur Middle East, a Dubai-based management consulting company, and was the Managing Director of BRF (Brazil Foods) in Saudi Arabia, one of the top food distribution companies in the globe. Agrawal also held the position of Managing Director for Federal Foods, one of the leading food distribution companies in the UAE.



Agrawal has a lot to offer with his years of experience in formulating and implementing effective business strategies as well as organizational restructuring and capability, building to propel profitable and sustainable growth.

Asad Badami, the owner and Managing Director of A-MAP, said in a statement that the appointment of a permanent CEO is part of their long-term strategy to improve business and organizational capabilities to meet the upcoming challenges in the industry and the market. He also added that their target is to position A-MAP as a global leader and a chosen partner for all stakeholders in the automotive aftermarket industry best known for providing advanced products and solutions, excellent customer service and above average business results.

According to Badami, he is confident that Agrawal's experience makes him the right person to help them drive their future growth and international expansion plans and lead the company forward, adding that he has a proven ability to create strategic clarity, propel growth and innovation, ensure disciplined execution and deliver results. "We believe that his passion for excellence will help ensure that A-MAP continues to deliver positive customers experience while pursuing our daily objective of keeping people safe and hassle-free when on the move."

Meanwhile, expressing his excitement about the opportunity to partner with Badami to help A-MAP evolve into a world-class organization in the automotive aftermarket, Agrawal said that he looks forward to working with the entire A-MAP team, customers and business associates as they embark on a new phase.



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Volvo Upgrades the Powertrain of Its V40 Cross Country



Aiming to give adventurous drivers the power to explore, Volvo Cars continues to refine the performance of the V40 Cross Country by upgrading its powertrain.

According to Dr. Peter Mertens, Senior Vice President Research & Development at Volvo Cars. The combination of the Drive-E T5 engine with AWD will give drivers the control they need to be confident in all road conditions.

With 245 hp and 350 Nm of torque, the V40 Cross Country delivers all the power that is expected from a Volvo car. Apart from the refinement and fuel-efficient drivability of the vehicle hatchback, it also boasts an 8-speed automatic gearbox with optional paddles on the steering wheel for manual gear shifting.

Since their launch in 2013, the Swedish automaker's revolutionary four-cylinder Drive-E engines have been widely acclaimed for their exceptional ability to combine efficiency and power with just a small footprint. Compared to the V40's previous T5 engine, the brand new powertrain reduces emissions to 149 g/km – a level unrivaled by the Mercedes-Benz B-class (SUV) 220 Sport 4MATIC DCT (156 g/km), the BMW X1 xDrive20i xLine auto (170 g/km) or the Audi Q3 TFSI Quattro (179 g/km).

The powertrain upgrade in the V40 continues the enhancement series that has been made to the hatchback this year. Other latest additions include a 19-inch Damara alloy wheel with grey diamond-cut rims, which delivers not just additional comfort and off-road capability, but also less noise and extra rim protection; Power Blue, a new exterior color; and Sensus Connect, an updated on-board infotainment and navigation system offering customers with a fully connected car.

Infiniti Builds a More Powerful Aluminum Engine Family

Infiniti, the luxury automobile division of Nissan, is now developing a family of smaller, more powerful aluminum engines that will start rolling out within two years. The engines promise to deliver more horsepower for higher end cars.

According to reports, a 3.0-liter twin turbo is the first of the new group to appear. Infiniti intends to combine it with an electric hybrid-drive system to get 550 hp.

Infiniti officials call the engine family "downsized", which means that the powerplants will be smaller than the current engines they replace but offer greater power.

According to Francois Goupil de Bouille, vice president for Infiniti's operations in Europe, Russia, the Middle East and Africa, the latest engines are being built separately from Nissan Motor Co.'s expanding product-sharing collaboration with Daimler AG.

Speaking at the Paris Auto Show after taking the wraps off the Q80 Inspiration, a full-size fastback concept car, de Bouille said that they are creating the new engines in-house.

Reports say that the Infiniti Q80 concept represents an upcoming vehicle the brand will manufacture. Infiniti revealed that the new hybrid engine could yield fuel economy of around 42.8 mpg in a full-size car.

The engine development demonstrates a different path for Infiniti. The brand is involved in a number of upcoming products reliant on Nissan's collaboration with Daimler. This summer, the two automakers inaugurated an engine plant in Decherd, Tennessee that is scheduled to produce a new family of downsized engines for Mercedes-Benz and Infiniti vehicles. However, those engines were built by Daimler.

2015 Ford F-150 Gets Extra Protection Against the Elements



In a quest to build a car that will stand the test of time, Ford developed special parts for the 2015 Ford F-150 and tested the truck to ensure that it will resist fading and damage from harsh sunlight. Much of the fade and glare testing was conducted in the company's Central Lab – where Ford engineers devote their time and expertise making individual parts more durable. A device called Thermatron mimics damaging UV sunrays, and can be utilized for long periods of time on prototype parts to help determine the best design for production.

The antiglare testing was conducted in the Visual Performance Evaluation Lab, also called the Ford lighting lab. In the facility, changes to natural light caused by weather conditions, as well as any sunlight conditions from dusk 'til dawn can be simulated.

According to Cindy McComb, materials engineer in the Central Lab, Build Ford Tough implies more than just surviving dirt, mud and rocks, or towing heavy trailers. She also added that their work on the truck had provided it the kind of sun protection Built Ford Tough trucks need to look as good after five years of exposure to the rain, wind and sun as they do the moment they leave the showroom floor.

The F-150 badge is also tough-tested for exposure. Both the F-150 and Blue Oval badges endured 3,000 hours of sun-like conditions, equal to five years. To ensure that chrome plating strongly adheres and the individual pieces would not crack or warp, the three-piece badge was exposed to temperatures as cold as below 40°C followed by blasts of 100°C steam.

In the American automaker's Central Lab facilities in Florida, which is also home to NASA test facilities, engineers put individual exterior and interior parts on outside racks for six months to spot for fading and other signs of degradation. Using special xenon light, the parts are examined to detect damages not visible to the human eye. Also, they are only approved for production upon meeting stringent fade-resistance standards.

Unknown to many, direct sunlight causes more than just fading on vehicle parts over time—it can also make it difficult to see data displayed on screens and gauges used for entertainment and navigation systems. To significantly determine the least reflective materials to use, Ford engineers utilized innovative computer-aided design software and integrated shaded gauges on the instrument panel to minimize glare.

In some cases, instruments and gauges shaded from glare are improved with supplemental lighting throughout the interior of the Ford F-150 to make them readable in their recessed positions. Indirect glare from daylight brightness can also wash out entertainment and navigation screen displays. Engineers tested different colors for the new truck and ended up choosing those that can be easily seen under bright conditions.

"By reducing indirect glare, the driver should practically never see a sun spot in the center screen or instrument cluster," said Cary Diehl, Ford human factors engineer. He also added that they also looked at the amount of light emitted by LEDs in window and steering wheel control switches to ensure they would not distract the driver when lit.

During antiglare assessments in the Ford lighting laboratory, which features 6,000 watts of light and a planetarium-like dome, the automaker tested prototype F-150s under various simulated lighting conditions. This is because several F-150 customers use their trucks at job sites and they neither have time nor patience to deal with hard-to-read controls or gauges inside the truck.

In a statement, Mahendra Dassanayake, Ford lighting technical specialist, said: "Our work in the lighting lab ensures that despite almost any weather outside, customers will find it easy to read controls inside the truck today and years down the road."

Bosch Unveils First Trade Loyalty Program in the Middle East



Bosch, one of the globe's largest suppliers of automotive spare parts, definitely knows how to reward its loyal customers. For the first time, the German company has launched its auto trade loyalty program in four GCC markets: the UAE, Saudi Arabia, Oman and Kuwait.

The all-new 'extra' loyalty program enables auto spare parts traders to get points throughout the year on every purchase they make from wide-ranging selected parts from the company. The accumulated points can then be used to exchange for a variety of rewards, including several non-cash prizes and items such as power tools, electronic gadgets, and home appliances.

According to Andreas Bodemer, Vice President of Bosch Automotive Aftermarket Middle East and Africa, the Bosch 'extra' program was brought to the Middle East to reward their loyal partners. He also added that they are proud to be the first-ever automotive aftermarket supplier to launch such a project in the region, and they are confident it would become an extremely popular initiative in the next few months.

The program has been launched for auto aftermarket professionals following its debut at this year's Automechanika Dubai, the grandest automotive trade fair in the region.

Workshop operators, retailers and wholesalers who subscribe to the Bosch 'extra' loyalty program can choose their reward using a user-friendly online portal, through direct contact with their local agent or via SMS or mobile phone. Since 2009, over 500 workshops in Europe have benefited from a similar scheme.

Newly Upgraded LIQUI MOLY Products Offer Better Wear Protection



Apart from the development of new products, LIQUI MOLY also works on further improving its existing products. Just recently, the German specialist in oil, lubricant and additives, has announced that it upgraded Motor Protect and Cera Tec, which it claims as its key wear protection additives.

According to David Kaiser, Head of Research and Development at LIQUI MOLY, although Cera Tec and Motor Protect were already two of the most effective engine wear protection additives previously, better is ever better.

The secret of the two additives' enhanced efficiency lies in their formulation.

Motor Protect contains friction modifiers that offer chemical protection against engine wear. Its advanced ingredients deposit on the metal surfaces, thus smoothing the surface structure and forming a reactive coating to ensure reduction of direct metal-to-metal contact. This additive is designed for those who do not want a solid lubricant in the oil.

Cera Tec offers dual protection: chemical and physical. Acting as a solid lubricant, minute ceramic particles enable the metal to slide well. Given the particles are so tiny, they pass through the oil filter smoothly. Tests conducted by the Laboratory for Automotive Testing in Landau, Germany has shown that even with the old formula, Cera Tec already offered twice engine protection compared to motor oils without the additive.

The new formulations of Motor Protect and Cera Tech significantly reduce engine friction, thus decreasing wear. This leads to the engine's extended service life and increased fuel mileage.

Honda to Equip Its 2015 Models with Android-Powered Infotainment System



Just recently, Japanese automaker Honda has announced its plan to equip a number of its 2015 cars in Europe with industry-leading 7-inch Android-powered infotainment systems. Called Honda Connect, the systems will have special access to a purpose-built app store.

This year, Google partnered with a number of automakers and renowned chip-maker Nvidia, to establish the Open Automotive Alliance, with the target of making Android common on dashboards. Honda fulfilled its promise after successfully putting a 7-inch panel in the central console of its 2015 CR-V, Civic Tourer and Civic models.

Honda Connect systems do not run Android's newest KitKat flavor, but instead manage with the 4.0.4 version of the Ice cream Sandwich OS, which was updated two and a half years ago. The systems are powered by Nvidia's Tegra 3 chip and also come pre-loaded with reliable apps such as Garmin satellite navigation and radio service Aha. Unfortunately, it does not have Google Play Store access, but users can download extra apps from the Honda App Center.

Nvidia claims that interacting with the 7-inch display presents a similar experience to what is normally expected from an Android tablet or phone, and the home screen can be fully customized to perfectly suit the owner. Just like contemporary dashboards, users can connect their smartphones to the system via Bluetooth and make hands-free calls. Here, they can also mirror content onto the bigger screen, provided they are using an Android phone.

Furthermore, Honda Connect systems will also have integrated features such as information on trip meter, journey time and fuel economy as well as rear-view parking cameras with dynamic guidelines. And what's more, those who cannot still bear to part ways with 90s-era dashboard systems can still pop their old CDs into an optional CD player.

Bosch Shows Huge Technological Leap in New Instrument Cluster Concept



When in "comfort" mode, the display presents a power meter on the right which specifies the use of energy on a dial, including the e-boost from the electric traction motor and the recuperation through the vehicle brakes. Offering a more detailed representation of the transition states between the propulsion technologies, "Eco Pro" mode can encourage the driver to embrace a certain economical driving style. Last but not the least, "Sport" mode presents two red instruments with an all-new rev counter on the right, proving the i8's power capabilities. Information such as telephone, radio or navigation are all displayed in the space between the two sets of instruments no matter what mode the car is in.

In addition, the instrument cluster uses advanced dual-processor architecture, with one processing unit designed to handle the graphics and the other for the remaining functions. Bosch chose a computing power level that additionally enables the electronics of a head-up display to be controlled via the instrument cluster. Plus, the cluster's TFT display is covered with an optically bonded mineral glass pane, like the latest tablet PC and smartphone models, thereby underlining the advanced design and contemporary look and feel of the instrument cluster.

For the i8, Bosch also supplied a variety of sensors, starter motors, a gasoline direct injection system, electric water pumps, the front wiper system, and the power electronics for the starter generator.

It seems like Bosch always has a groundbreaking technology in store for the automotive world. However, what the German company considers as one of its biggest technological leaps is the all-new display-based instrument cluster, which is featured in the BMW i8.

The cluster does not come with mechanically moving parts, and with a large monitor, it offers maximum flexibility for processing and displaying content. It joins the car on a fun, comfortable trip into a future that is progressively shaped by infotainment systems and driver assistance as well as associated connectivity capabilities. Thus, such a future needs groundbreaking control and display concepts.

If the display-based instrument cluster has one major advantage, that is no other than its versatility. It offers designers and developers with complete freedom when formulating the layout and graphics for the display area, thereby resulting in unrivalled design possibilities. Almost any imaginable colors and shapes can be used for various operating states. Moreover, the monitor makes it possible for particular navigation and online content to be clearly presented to the driver.

When designing the instrument cluster for the i8, the development engineers stuck to a crystal-clear high-contrast TFT display with an 8.8-inch diagonal screen size. The monitor is well-positioned in the driver's field of vision and displays the current speed of the vehicle on the left, while the instrumentation on the right changes depending on which of the plug-in hybrid car's driving models have been chosen.





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Johnson Controls Launches New Seat Systems at Interior Motives Design Awards 2014



Unveiling the present and upcoming trends in automotive seating design at this year's Interior Motives Design Awards, Johnson Controls stole the spotlight at the event, which was held before the much-anticipated Paris Motor Show. Apart from meeting the demand of vehicle manufacturers for differentiation, the fresh design options also cater to buyers' requirements regarding customization and personalization. With this in mind, the American company displayed the "Synergy Seat Gen 3" seating concept in Paris, along with groundbreaking design approaches for seat covers and backrests.

During the presentation, Johnson Controls utilized design prototypes to present versatile styling options for automotive seat covers. Special haptics and the materials chosen make them completely different from conventional solutions. Surfaces featuring various contrasting patterns or a 3D effect also enable a different design. For instance, a sporty design makes use of high-contrast patterns, intense colors and decorative stitching to attain a fresh and vibrant appearance.

Johnson Controls' design expertise is fully embodied by the Synergy Seat Gen 3. Its expressive, three-dimensional design is implemented using distinctive framework structures with dark interior zones and light outlines. The seat design is highlighted with decorative stitching and stripes, and the contours are accentuated. With emphasized concave surfaces, the visible volume of the seat is reduced, thus achieving a lightweight effect. This is further continued in the interior seat construction, for instance, with a cutting-edge backrest made of organo sheets. In addition, the Synergy Seat Gen 3 features flexibility in surface design: the feel, sheen and color of the shell material can be differentiated with the use of thin films applied directly to the seat. Various effects can also be achieved with leather-covered, fabric, or lacquer surfaces.

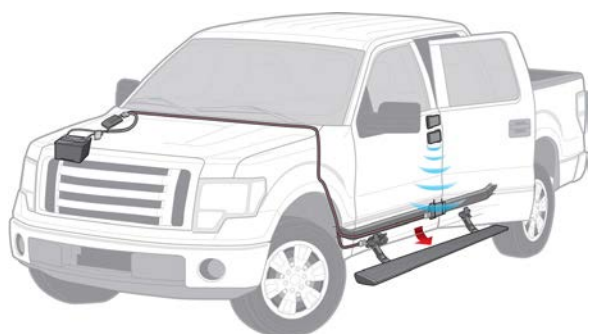
Furthermore, Johnson Controls presented a seat prototype using inkjet process.

Andreas Maashoff, director industrial design and craftsmanship and consumer and market research at Johnson Controls Automotive Seating, said that the manufacturing process can be compared to a paper printer. "Each seat cover version is a single file; and these are printed successively, so that each seat cover can feature a completely individual design."

This processing method enables designing and mass producing each set as an individual unit. The major challenge for their use in automotive production lies in the development of inks, a printing process and packaging for the materials that fully meets all the specifications of customers. Furthermore, colors should not fade after sunlight exposure and repeated movements entering and exiting the vehicle.

Maashoff concluded that in their market research, they saw that customizing and personalizing the interior design is becoming more crucial to vehicle buyers. "The seat and its design options are ideally suited to catering to these needs. Johnson Controls can help automakers accomplish this without significant additional cost by using variations in the color, pattern, material, stitching, haptics and surface effects."

Meet the Smartest Running Board on the Planet



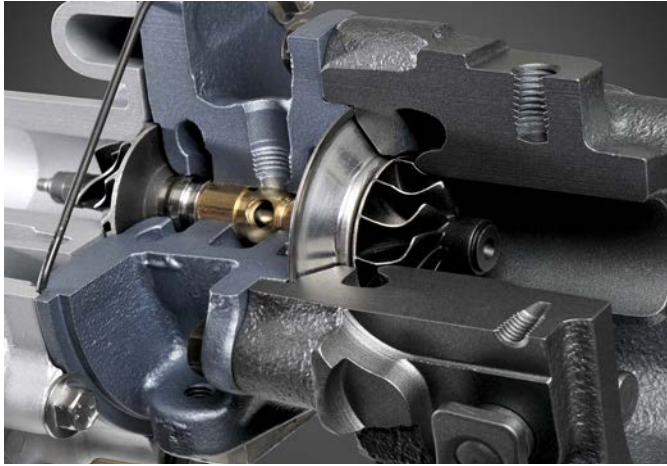
Though the running board plays a huge role in your poise and safety when getting off a car or a truck, it still remains as one of the least noticeable parts of the vehicle. Nowadays, most automakers are busy doing enhancements on every part of their vehicles from the engine, to the interior and exterior, giving rise to what they call as 'smart features'. However, most of these companies seem to have forgotten about the poor running board.

Thanks to US-based Bestop, which decided to make a difference by offering what it touts as the "smartest running board on the planet". The company has recently released a video showing exactly how the Power Board NX works. Equipped with the latest in WiFi technology, the auto part can be installed in no time without too much effort. It also uses wireless sensors aligned with magnetic modules placed in the door jams to sense when the door is opening and closing.

In addition, the Power Board NX comes with all the upgraded qualities expected from Bestop, such as LED lighting, weatherproof connectors, sealed motors, OEM quality, and 600lb capacity on each side of the vehicle. It features diecast aluminum linkages along with anti-pinch technology to provide drivers and passengers with solid support, and is offered with three year/36,000 mile limited warranty.

Those who get a chance to get behind the wheel of a car or truck equipped with the Power Board NX will surely be amazed on how it works and will feel like a real VIP.

HONEYWELL FORESEES ANNUAL SALES OF TURBOCHARGED VEHICLES TO REACH 49 MILLION BY 2019



The recently released Global Turbo Forecast of Honeywell Turbo Technologies shows a bright future for the automotive industry, estimating a \$12 billion revenue generation by equipping 49 million vehicles with advanced turbochargers yearly by 2019. The sustained growth of turbocharging technologies will be propelled by requirements for manufacturers to meet global environmental emissions standards and boosted by huge demand in developing markets.

Automakers aiming to satisfy stricter global fuel economy and emission standards as well as strong customer demand for better-performing vehicles consider downsized turbocharged engines as a “no compromise solution”. Compared with bigger naturally aspirated engines, turbochargers can significantly help downsized engines enhance fuel economy as much as 20 to 40 percent in diesel and gas engines, and still offer the same or even better engine performance. Apart from enhancing fuel efficiency, downsized turbocharged engines also reduce exhaust emissions.

Honeywell Transportation Systems President and CEO Terrence Hahn said in a statement that continued pressure to enhance the driver experience and meet upcoming industry requirements is driving the positive trend seen in the 2014 forecast, which includes double-digit growth in North America and China. He also added that they anticipate the industry to produce over 200 million new turbo-equipped vehicles during the next five years, propelling continued demand for well-designed, improved engines that reduce fuel consumption and enhance vehicle performance.

Philip Gott, IHS Automotive Senior Director for Long Range Planning, has been monitoring the automotive industry and the technologies vehicle manufacturers are using globally to help boost performance.

As revealed in the forecast, China, the fastest growing automotive market in the world, is anticipated to boost turbo penetration from 23 percent this year to 41 percent in 2019, thus doubling the number of turbocharged vehicles sold yearly to over 13 million. The North American turbo market is projected to achieve 14 percent growth in the next five years to over 8 million total turbocharged vehicles by 2019, which is equivalent to 38 percent of the market. Meanwhile in Europe, the turbo penetration is already the highest worldwide and will grow 2 percent by 2019 from 67 percent to 69 percent with an estimated 16 million total turbocharged vehicles sold yearly. In India, Honeywell estimates turbo penetration to escalate 2 percent, from 46 percent this year to 48 percent in 2019, with the total number of turbocharged vehicles sold every year approaching 3 million units. Japan is forecasted to add turbos despite the anticipated drop in overall sales and Korea's turbo penetration is seen to outpace production. In South America, Honeywell sees turbo penetration to escalate by 7 percent from 17 percent this year to 24 percent, reflecting annual sales approaching 2 million turbocharged vehicles in 2019.

In an attempt to offer an enhanced driver experience and meet industry environmental requirements, regulatory standards worldwide are mandating automakers to leverage the efficiency and performance of turbocharged engines. The United States, China and Europe will face stricter regulations in the coming years, starting with Europe's Euro 6 standard affecting the production of late-model vehicles starting January next year.

High-growth regions, such as India, Russia, Brazil and China, are contributing to the implementation of turbo as the emerging middle class in these countries takes advantage of the technology's better performance, fuel efficiency and reliability.

Honeywell, a global leader in automotive turbochargers, continues to play a huge role in the global implementation of turbo technology and rolls out an average of 100 new turbo applications yearly. The company has more than 500 programs in its product development pipeline and works with leading global manufacturers. Its highly advanced turbo technologies cover the widest array of engine applications, from micro-cars and light automobiles to construction vehicles and the racing circuit.

LE MANS PLANT TO START CHASSIS COMPONENT DEVELOPMENT FOR NEW MICRA

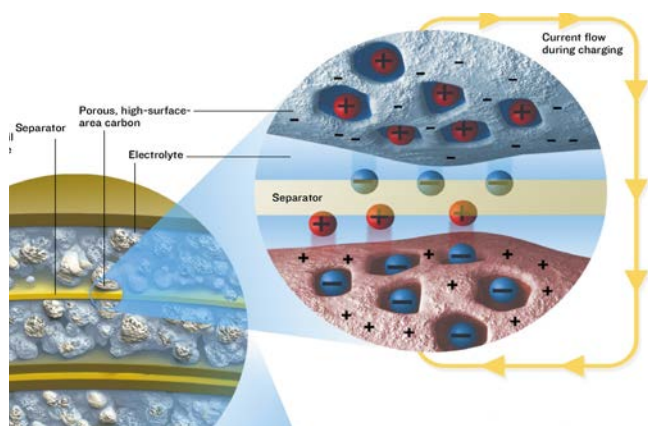


2016 will be a busy year for Le Mans as it is slated to kick off development of chassis components for the much-anticipated next-generation Nissan Micra. The program is estimated to increase about 8% in the plant workload and to draw an investment budget worth €7 million.

The Le Mans plant will meet all the chassis needs of the Micra for the Renault Flins plant, which is scheduled to manufacture the new sedan from 2016 onwards, with a projected output of 132,000 vehicles yearly. Nissan's decision to have the all-new Micra chassis manufactured at Renault's Le Mans plant is a result of the competitive performance agreement signed by the French automaker and the trade unions in March 13 last year, which enabled the plant to challenge competing rival production plants regarding the fulfillment of Nissan's performance demands. A year and a half after the agreement was signed, Renault is taking the lead and meeting its obligations, including that of maintenance or development of business at its French manufacturing sites.

Announcing phase two of Renault's Drive the Change in February this year, Carlos Ghosn, president of the Renault-Nissan Alliance, put an emphasis on the need to enhance the performance of both partner companies. According to him, one of the ways to achieve this was to develop cross-manufacturing, with one partner making powertrains or vehicles for the other. Just a few months after the announcement, Alliance synergies are now stepping up, and this is marked by the Micra chassis program's huge step forward in Alliance cross-manufacturing.

Ultracapacitors Could Solve Stop-Start Problems



The popularity of start-stop system has spread like wildfire among cars and trucks of today, and this is due to a huge demand for better fuel economy. However, just like any other forms of technology, the system also has a number of drawbacks.

Particularly, it is not that great when used with modern lead-acid batteries. These batteries restrict the start-stop function's ability to operate based on factors such as temperature and charge level. In the event the battery is outside the parameters, the system will not function, restricting any possible fuel economy gains. This problem will only become more obvious as the battery ages.

Thanks to the wonder-working power of ultracapacitors, which in accordance with a new report from Ward's Auto, could help solve this problem. Since ultracapacitors can be recycled quickly and they are capable of storing a lot of energy—they do not function via chemical reactions, such as conventional batteries—they could effectively handle the start-stop duties when the battery is not up to snuff.

High-powered capacitors also have other applications, which include regenerative braking functions, where their ability of harnessing energy can be of huge benefit. Ward's Auto has a detailed breakdown of the advantages and disadvantages in a broad feature on the future of this promising automotive technology.

Scientists Discover Role of Algae in Efficient Hydrogen Fuel Production



Anyone would agree that hydrogen as a regenerative fuel generated in huge water tanks filled with algae, which needs only sunlight to produce the green energy carrier, is indeed a great idea. However, the bad news is that it fails because of the huge amount of space needed for the process of production.

Researchers from the research group Photobiotechnology at Ruhr-Universität Bochum and at the Max Planck Institutes for Chemical Energy Conversion and Coal Research in Mülheim an der Ruhr have now found a way to boost hydrogen production in microalgae by a factor of five. Fuel can be generated in a smaller area and in quantities enough for practical use if the algae can produce it more efficiently. Also, this approach dispenses with the necessity for rare and costly precious metals, which are utilized in splitting the energy-rich gas from water.

In order to form chemical compounds, living organisms need electrons. Algae and other organisms which perform photosynthesis discharge electrons from water with the help of sunlight and then dispense them in the cell. This is made possible by PETF, a ferrous protein which transports the electrons in particular to ferredoxin-NADP⁺ oxidoreductase, in order to form NADPH and synthesize carbohydrates from carbon dioxide. Hydrogen production through hydrogenases is one of the many other processes, for which PETF offers the needed electrons.

Hydrogenases are effective enzymes containing an exceptional active center which comprises six iron atoms, where the electrons delivered by PETF are bound to protons. This is how molecular hydrogen is produced.

With the assistance of nuclear magnetic resonance spectroscopy, the scientists working in collaboration with Sigrun Rumpel, a postdoctor at the Max Planck Institute for Chemical Energy Conversion, studied the components of PETF-or amino acids-that interact with FNR and those that interact with the hydrogenase. It appeared that only two PETF amino acids are essential for binding FNR. When the scientists altered the two amino acids and the enzyme FNR, PETF was no longer able to bind FNR as effectively. As a result, the enzyme transferred more electrons to the hydrogenase and less to FNR. This is why the researchers decided to increase the production of hydrogen by a factor of five.

Sigrun Rumpel said that for a viable hydrogen production with the help of algae, its efficiency should be increased by a factor of 10 to 100 compared to the natural method. He also revealed that through the targeted alteration of PETF and FNR, they have taken a step towards reaching this goal.

Until now, hydrogen production from renewable energy carriers entailed the electrolytic splitting of water. For this purpose, rare and costly metals such as platinum are required. Rumpel and other researchers are thus working on finding a way to ensure that algae will be able to produce the fuel efficiently. While it is true that microalgae generate the gas naturally, it is just in an extremely small volume. Therefore, if cars were able to be powered in the future with the use of hydrogen rather than diesel or petrol, to meet Germany's fuel requirements, huge areas with tanks filled with algal cultures need to be set up.

According to Rumpel, these results signify a path to the economically-feasible regenerative fuel production with the help of microalgae. In the future, the deviation of electron transfer pathways could further enhance hydrogen production. Thus, the scientists now plan to combine various modifications with each other.

New Lexus Compact Crossover Gets Advanced LED Technology



Lexus, the luxury vehicle division of Toyota, has recently introduced a revolutionary LED technology for the lighting design of its all-new NX 300h crossover. Both the lighting in the cabin and the exterior lights extensively use LEDs to enhance perceived quality, visibility and safety.

Up to 90 LEDs are utilized in the external lights according to model grade. All versions also come with LED low-beam headlights, real lamp clusters, fog lights, daytime running lights and courtesy lights in the door handles that also serve as puddle lights.

The front fog lights fitted on the Premier, F Sport and Luxury versions of the NX 300h offer a smart low-speed cornering function, thanks to their LED design. As the turn indicators are operated to negotiate a junction or turn, two LEDs in the lights adjust automatically to deliver better illumination in line with the travel direction of the car.

On the Premier grade model, the LED headlights feature an automatic high beam function, which utilizes a camera mounted on the windscreen to pick up oncoming vehicles and traffic ahead. Upon detecting that the road ahead is clear, it switches the lights to high beam, and dips them again when needed to prevent dazzling other road users.

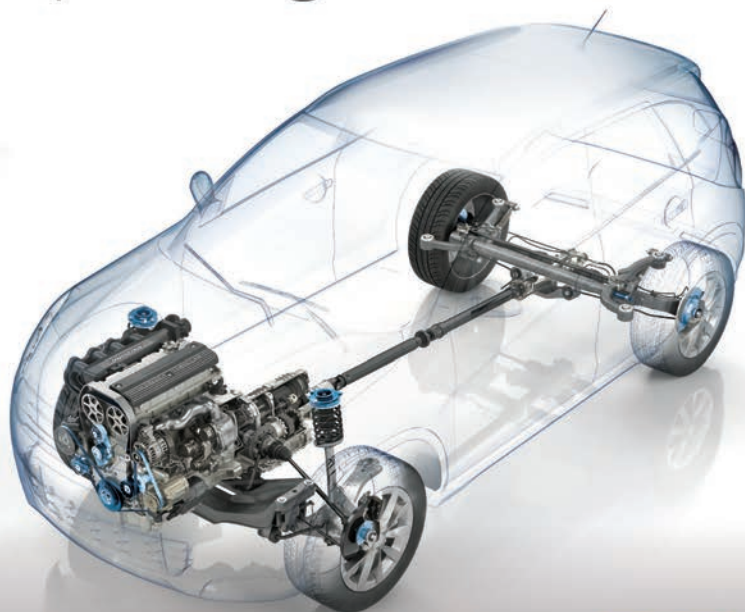
Another remarkable feature of the NX 300h is its welcoming lighting sequence that starts as soon as the driver approaches the car, carrying the key. As he draws near, welcome LEDs illuminate the door handles and shine down on the ground automatically below. At the same time, the Remote Touch Interface touch pad lights up the cabin.

In the interior, the NX features footwell lighting that centers on the position of the front seats and the use of LEDs for the rear dome light to ensure better visibility when driving at night. For the very first time in Lexus' history, the headlining is equipped with touch-controlled switches to operate the map and dome lights.

Featuring striking design and an advanced LED technology, the NX 300h is truly a darling of the road both in daytime and nighttime.



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Acorns

You must have heard the saying, "count your pennies and the pounds will look after themselves". But it is never easy to keep tabs on those elusive pennies, isn't it? They seem to quickly slip right out of your hands, and before you know it, you are left scratching your head. And yet, savings have to be made, investment avenues must be explored, and bank statements must be scrutinized with an eagle eye. But then, understanding money matters and all those high-flown economic terms are not everyone's forte. This is where Acorns saves the day. This perfect investment tool basically rounds off the cost of purchases that you make on your bank card, and uses the change to make investments. It takes into account your income and investment goals and optimizes your portfolio keeping in view the fluctuating market. Using a mathematical framework called Modern Portfolio Theory, Acorn maximizes your expected returns by diversifying across multiple asset classes. So, say hello to your automated investment manager. With low management fee, no commission or minimum balance, all you have to do is use your card, sit back and keep counting your ever-growing earnings.

Bosch Wireless Charging System

Power tools make a great gift for any hardware fanatic, but charging them is a responsibility few like to take up. And when these appliances get low on charge, that is when the hassle begins since you have to stop working and look for backup batteries, or plug them in for recharging. This is where Bosch's wireless inductive charging system comes to the rescue. The brand's new GAL 1830 W Professional charger and GBA 18 V 2.0 Ah MW-B Professional 18 volt lithium-ion battery complement each other perfectly. Since the batteries are fitted inside the tool, all you have to do is park them on the charger. What's more, you can even keep charging the tools while at work, even for short intervals. Without problems about looking for contact points, charging them is one smooth operation.



Chargerito

Losing or leaving behind chargers is something most of us can relate to. To counter that, some keep duplicate chargers in cars, some in their handbags while a few probably hide them in office drawers. Plus, there is the hassle of ensuring that a charging device, like your laptop, is nearby so that you can plug your phone to it.

Thanks to Chargerito which solves all these problems. This tiny 2.1" x 1.3" mobile device charger can easily be looped into your key ring for easy mobility. More importantly, it comes with fold-out prongs which you can plug into the nearest standard socket and Apple Lightning or Micro-USB connector. What's more, whenever you get a message or a call, Chargerito enables you to see notifications even from a distance. Plus, there's also a built-in bottle opener.

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HOT PRODUCTS



Brunton Power Knife

When you are on the go and your options are limited, a missing charger or adapter can trouble you a lot more than when you are at home. The Brunton power knife offers the perfect solution with its clever design. Similar to a Swiss army knife for digital natives, it is a power pack that keeps you prepared for all kinds of emergencies. It offers the perfect combination of the adapter ends for the devices that are most commonly used in daily life.

On one side, you have fold-out connectors for Apple Lightning, a 30 pin as well as Micro USB ports. On the other side, you have a standard USB plug. Weighing just over half a pound, it is lightweight and fits easily into your pocket. The knife is weatherproof and durable with flexible silicone cords that do not end up as a tangled mess and allow your charger to move to any place of your choice. With this power pack at your disposal, you will never run out of juice. This utility knife of the modern age is an essential requirement for today's global adventurer.



Grovemade iPhone 6 Cases

Some might say that an iPhone 6, in exchange of an arm and a leg, is totally worth it. Although this goes a bit too far, there's no denying that in the world of technology, this gadget is every bit a treasured investment – which means you cannot afford to be butterfingers when using it. Not just that, iPhone 6 also demands to be kept in a spic-and-span condition. Not an easy task, right?

Thanks to Grovemade's iPhone 6 Cases, this will no longer be a problem. The casing features a hand-stained all natural wood exterior, and its smooth, classy look perfectly complements the sophistication of the phone. You could go minimal with a bumper or you could try the premium vegetable-tanned leather cover, which is more functional. Also, there's always the option of an all-wood case, each available in either Walnut or Maple. And guess what? The thinnest of Grovemade's cases are handmade and are the most durable to date. So, is your iPhone ready to meet its best friend?



Porsche Rim Wall Clock

If you are one of those who always dreamt of owning a Porsche and woke up to find that your pockets were just not deep enough to buy one, don't give up on your dreams yet. Porsche fans who would like to own a Porsche but cannot afford one can still get to own a Porsche, albeit not a car but a fine piece of furniture. To the Porsche Masterpieces Collection of furniture fashioned from car parts, Porsche has recently added an exclusive rim wall clock. Called a rim clock as it includes a genuine 20-inch Porsche 911 turbo rim, the clock has been designed by the Porsche Design Studio in Germany and is now available at Porsche Centers in Dubai and the northern emirates.

Both the hands of the clock are fashioned from aluminum, painted in the Porsche shade of "Indian Red". The intricate German quartz watch movement makes it possible for the Porsche crest is in the center to rotate with the minute hand. As the clock weighs a hefty eight pounds, Porsche enthusiasts can also purchase a wall shelf built of carbon fiber from the rear spoiler of a 91 GT3 race car to support the clock. The shelf is sturdy enough to support weights up to 264 pounds. Recreating a Porsche down to the last detail, even the peg for fixing the clock to the wall is a Porsche valve cap. So, the next time you dream of owning a Porsche, wake up and get the Porsche rim wall clock.

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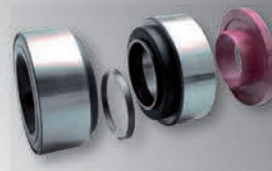
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