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## LUCA MENEGETTI

EVO CORSE GENERAL DIRECTOR AND SALES MANAGER

**HOT PRODUCTS**

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# PUBLISHER'S NOTE



German vehicles have always been a byword for quality in the automotive sector with brands like Audi, Porsche, Volkswagen, BMW, Daimler and Mercedes Benz commanding tremendous respect and enthusiasm from both customers and motorheads across the world. Volkswagen had seized the No. 1 position from Toyota as the largest manufacturer of light passenger vehicles in 2014 and had a reputation few others could match. This makes Volkswagen's fall from grace even more appalling. The Volkswagen emissions scandal is the topic du jour in the automotive community. The sheer numbers defy belief. According to the company's own admission, over 11 million diesel vehicles worldwide have been fitted with technology to give misleading results during emissions tests.

The CEO Martin Winterkorn stepped down and the company had to set aside a huge amount of USD 7.3 billion for fines and damage control. The company's net worth nosedived and the share price plunged by 50 per cent in the wake of the scandal. The damage done to the brand value and the goodwill the company enjoyed is immeasurable. In addition to the internal investigation, the company is facing official investigations in countries across the world like UK and France. Given the scale of the issue, it is estimated that recalls will need to be carried out over a period of six years. Rebuilding the trust and goodwill Volkswagen has lost however, will take much longer.

It is too early yet to assess the full extent of the damage done to the VW brands and to the diesel vehicle industry in general. Other players in the automotive industry will need to learn from the Volkswagen scandal. Cheating and compromising the safety of motorists to earn a quick buck will never pay in the long run. What matters most is attention to quality and customer satisfaction. Eventually, this will lead to a healthy balance sheet and better vehicles customers will enjoy driving.

November is an exciting month in the automotive sector with two main shows that attract participants and visitors from all parts of the world. The SEMA (Specialty Equipment Market Association) show which is scheduled to be held in Las Vegas from November 3 to 6 is a show that no serious player in the tire industry can afford to ignore. The Dubai International Motor Show which will be held from November 10 to 14 is the largest such show in the entire Middle East region. It is essentially a consumer show which features many interactive attractions for the general public including a Boulevard of Dreams featuring many supercars, a section devoted to vintage cars and motoring nostalgia, Ignition Live Talks with motoring experts, a Bikers Arena and many product launches. We will be attending both shows and will be covering the highlights of these shows for the benefit of our readers. So, make sure you do catch up with the latest on these shows on both our website and the next issue of our magazine.

**Hamid Moaref**

Publisher

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# LUCA MENEGETTI

EVO CORSE GENERAL DIRECTOR AND SALES MANAGER

## What is the special significance of your company name to the products you offer?

EVO Corse means "Evolution in Competition", whereas EVO stands for evolution while Corse is an Italian word signifying racing. We chose this company name because we aim to always stay on top when it comes to the technology and the service provided to our customers, at a fair price.

## What do you consider as EVO Corse's biggest milestone so far?

Despite being very young—EVO Corse was born only in 2002—we have rapidly grown to become a worldwide racing part producer, and now we are in the Top 5 of the best European racing alloy wheels companies. This is for sure an important milestone, but we prefer to see it as a starting point. Our goal is to continuously improve, and there is still a long way to go.

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

Racing alloy wheels are of course our core business. We mainly specialize in rally, but we also produce rims for off-road and even for formula circuit. However, our range of products includes many other accessories for racing and competitions, such as the fast hydraulic jacks both for rally and off-road, the professional bolts & nuts and the thermal insulating braking pad, which is another innovative product invented by our technical department.

## Among these products, which is EVO Corse mostly known for?

We are known mainly for our wheels. If I had to choose one specific model, I would choose the DakarCorse, which is the most used rim for cross-country and rally raid. Just think for example that in the last Dakar Rally, it was fitted on 38 participating cars. However, many other wheel models are known amongst teams and drivers. I am ready to bet that soon also, the OlympiaCorse—the latest evolution specifically designed for gravel rally—will be diffusely known and appreciated.

**Next year, your company will be the official supplier of the Czech Škoda Octavia RS Cup. Could you tell us more about your role in this partnership?**

The SanremoCorse 18" wheels will be mounted on the Skoda Octavia RSs taking part in the competition. We are working in close contact with the team that is setting up the cars in order to develop a tailored wheel that can fit the tires and the suspensions in the best way possible.

**How will this partnership raise awareness for your brand and for your new wheel products?**

Branded cups really have a strong appeal in Europe, especially in Czech Republic. Being one of the partners of such a prestigious competition is a big honor for us and the acknowledgment of the quality of our work. It is of course also a way to make the EVO Corse products well-known among the fans. For this reason, in the past, we have been the official supplier of many other important branded cups, such as the Mini Cup in the Netherlands, the Clio R3T Trophy in Italy, the Audi Circuit in South Africa, the Subaru Contest in Belgium and the Opel ADAM Cup in Germany and France.

**Why do you think the Škoda Octavia RS Cup chose EVO Corse as its official supplier?**

First of all, for the quality and the reliability of our products. Moreover, I think that our ability to provide continuous support throughout the whole car development process has made the difference, as well as our capability to rapidly realize the necessary modifications.

**What do you think are the factors that have contributed to EVO Corse's selection as official supplier of the Škoda Octavia RS Cup?**

The previous experiences and the achieved results so far speak for themselves. This year, for instance, we have supplied the Opel ADAM R2 that won the European Junior Rally Championship.

**What makes your alloy wheels special, and what sets them apart from those of other manufacturers?**

There are many factors that make our wheels special. They are fully produced in Italy, enabling us to personally control the manufacturing process and every single piece, as well as the raw material is undertaken to quality control checks. Moreover, we constantly look for new and innovative products that will meet our customers' needs: our engineers and technicians have worked in motorsports for over 20 years and have achieved great expertise in the field. 'Rapidity' and 'proficiency' are the keywords in building solutions tailored to our customers.

**Could you share with us the technology behind your alloy wheels?**

In the design process, we use the best CAD/CAM technology and structural FEM simulation in order to obtain the maximum optimization of strength/weight ratio. The production starts from a staple for any wheel that can be defined as a "racing wheel": primary aluminum A356-T6 is cast under low pressure into steel permanent molds. This procedure is more expensive than that needed for a normal wheel (gravity casting without heat treatment), but ensures high performance without compromise.

**What are your primary considerations when it comes to the alloy wheel's design?**

First of all, we must consider the maximum amount of room that modern brake calipers can occupy and the specific tires mounted on racing cars. These elements require a rim contour design that is completely different from that of regular wheels. Then, we need to evaluate the specific use each model is intended for in order to optimize the performances without compromising the wheel strength. Finally, we also take into consideration the aesthetic; that's why many customers use our wheels on their road car.

**How would you assess the racing alloy wheel market here in the Middle East? Could you tell us about its relationship to the number or popularity of rally and track competitions in the region?**

Despite not having a strong tradition, the racing wheel market in the Middle East is undergoing strong expansion. This growth is obviously related to the increasing popularity of rally and track competitions in the region. Just think that two of the best cross country rally drivers – Nasser Al-Attiya and Yazeed Al-Rajhi – are from the Middle East. This, of course, attracts the interest of many fans that hope to experience the same emotions of their favorite champions.

**How do these competitions affect the alloy wheel market in the region?**

Generally speaking, races and competitions cause a strong emotional impact on the audience, leading to a consequent growth of the automotive and auto parts market. Brands know this marketing mechanism very well, and for this reason, they often sponsor prize money to winners of local competitions.

**There are multiple alloy wheel brands in the UAE, in particular. What do you consider as the best marketing strategy for your products in the country?**

We don't handle aftermarket wheels or general auto parts. Our brand is completely focused on racing wheels and accessories. As far as I know, in the UAE, we don't have competitors in this specific field. However, the results achieved so far are a strong evidence of the quality and expertise we offer. Drawing attention to such results would probably be the best marketing strategy.

**What do you consider as the biggest challenge in launching your alloy wheels in the Middle East?**

I confess that the Middle East market is difficult to understand, and this makes the challenge even more intriguing. We aim to become well known among racing teams and enthusiasts relying on the quality of our products and on the capability to offer solutions tailored to the customers' needs, as well as on the results achieved in only ten years of history, as I said before.

**What are the latest trends in alloy wheels for racing cars? What are the reasons behind this trend?**

Setting up the new racing cars, engineers are always looking for better performance. As crucial parts of the car, racing wheels need to be stronger and lighter at the same time. The challenge is very difficult, but our research and development department works constantly to find a better solution in this direction.

**Bolts and nuts are also included in your product portfolio. As for the nuts, which specific applications are the steel and aluminum best suited for?**

Steel nuts ensure safe fastening of the wheel, offering a valid compromise between price and performance. The main issue of this product is the weight. For this reason, we have developed professional nuts machined from high-strength aluminium alloys certified for aeronautical use that offer the same strength with a consistently lower weight.

**You also offer hydraulic jacks. How do they benefit rally professionals?**

Our hydraulic jacks are the jewels in the crown of our production. Thanks to the specific technology developed by the technical department, they help save time in the tire change because they are extremely fast and easy to use. Many professionals have already chosen our rally jacks: the EVOJack, for example, is part of the official equipment of all the cars of M-Sport, included those participating in the World Rally Championship. But also, many other drivers have addressed us directly asking for our jacks because they know that in any official competition, saving a few seconds can make a difference between victory and loss.

**What can rally and track fans expect from EVO Corse in the coming years in terms of product launches and partnerships?**

There are many projects in the pipeline. In the meantime, our technicians are working on two new wheel models that should be produced next year. They are even examining new materials that could further improve the performance of our products. Many other news are on the way and will be unveiled soon.

**What do you want EVO Corse to be remembered for?**

The continuous pursuit of innovation

The rapidity in providing services to customers

The quality and reliability of the products offered

## BENTLEY RECREATES EPIC TRAIN RACE



Bentley created history back in 1930 when three-time Le Mans winner Captain Woolf Barnato raced against the 'Blue Train' from Cannes to Calais. Bentley re-enacted this historic feat on August 15th when Steven Kane, the renowned Irish racer belonging to the M-Sport Bentley GT team took to the desert dunes to race against the dune train as it made its way from Jeddah to Dammam in Saudi Arabia.

The dune train is the only desert train in Saudi Arabia. Its route takes it from Riyadh which is located in the depths of the Arabian desert to the coastal city of Jeddah, a distance of 480 kilometers over barren, rugged sandy terrain that poses plenty of challenges even to experienced drivers.

In a tense journey that took four hours and 14 minutes, Kane raced against the train and won with six minutes to spare in a new Continental GT V8 S Convertible.

Commenting on the tough trip and his hard won victory, Bentley Team M-Sport driver, Steven Kane, said: "Four hours is the same time as a stint at Le Mans. But this was far more stressful. The heat, the conditions, not knowing where the train was, while driving within the limits of the country's regulations. It was a race like no other. I hope Barnato would be proud."

## INFINITI QX80 2015 MAKES DEBUT WITH THRILLING FASHION SHOW



Arabian Automobiles launched the 2015 edition of the Infiniti QX80 2015 with a fashion show to showcase the Autumn/Winter 2015 collection of the renowned fashion designer Nicolas Jebran.

Salah Yamout, Director of Marketing and Sales at Arabian Automobiles Company, said: "It's clear to see that the 2015 QX80 has been working out hard and delivers masculine and stronger road presence. Rugged developments on the exterior are balanced by subtle yet luxurious appointments inside, creating the perfect combination of power and poise."

He added, "From first sight, the new QX80 immediately stands out with a rippling, muscular poise, clearly displaying its performance intent with a bold and aggressive new front fascia and prowls on 9-spoke, 22 x 8.0-inch forged aluminum alloys."

The Infiniti QX80 has always been a top choice for customers in the luxury SUV segment with its stylish design and powerful performance. Compared to its predecessor, the 2015 model has a more muscular appearance while offering interiors that are the last word in comfort.

The 2015 QX80 has a rugged, highly stiff frame to offer just the right blend of comfort and sturdiness. It is powered by a 5.6 liter V8 engine with an output of 400 horsepower and 560Nm, which is paired with a 7-speed automatic transmission to deliver a smooth performance.

The 2015 Infiniti QX80 is currently available at the retail level in all Arabian Automobiles showrooms in Dubai and the Northern Emirates. Customers buying the new model will benefit from free insurance for one year and a service package for three years.



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## UAE MOTORISTS PAY OVER AED 400 MILLION FOR TRAFFIC FINES IN 2015

The UAE, especially Dubai is known for having a lot of supercars. Unfortunately, it is also known for reckless driving and low standards of road safety. According to a report in the newspaper, 7 Days, from January 2015, drivers in the UAE have paid close to AED 400 million in traffic fines only through online methods alone. Many drivers prefer to pay their fines in person and in cash. So, the total amount for traffic fines is definitely bound to be a lot more than this.



This figure was revealed by the police as they announced plans to open 1,000 payment kiosks in the UAE to keep up with the volume of transactions and help motorists avoid the hassle of having to go to police stations.

The payment kiosks will be made by Dubai Police in cooperation with developers Max Box Middle East, and will be installed at 262 easily accessible locations, including shopping malls, border checkpoints and in airports.

According to Colonel Khalid Nasser Al Razooqi, director of the Smart Services Department, so far in 2015, AED 393 million has been collected through online services and a police smart app for payment of traffic fines, in 397,878 transactions.

He said: "More people are using online and smart application services to pay fines in Dubai. People paid nearly Dhs 57 million through the Dubai Police application on Apple and Android phones. More people are using the application as it is an easy and secure channel."

He added that though initially the kiosks will be available only for payment of traffic fines, eventually in the second phase, five other police services will be available through the kiosks

Of the 262 kiosks, some kiosks were set up last month and 327 transactions have already taken place, worth AED 248,330.

## HYUNDAI BECOMES ONE OF THE TOP 40 BRANDS IN THE WORLD



In the past decade, Hyundai Motor significantly refurbished its brand image. The company did this by embarking on an intensive transformation that was driven by dedication to quality and an aggressive promotional campaign consisting of inventive and emotional brand marketing. Promotional activities and advertisements covered the areas of culture, sport, and corporate social responsibility and in tandem with the company's new reputation for creating high quality products, Hyundai Motor managed to connect with customers around the world. This helped to promote awareness of the Hyundai brand among customers.

The focus was on ultimate customer satisfaction through a caring approach, and as part of this approach Hyundai Motor digitalized the sales process and is seeking new ways to interact with customers to become an integral part of their lives. The brand's Modern Premium Direction is reflected in its design-driven, premium quality vehicles, especially with the advent of the "Fluidic Design Sculpture" concept. When it comes to Hyundai's dealers across the world, a new Global Dealer Space Identity will ensure the brand experience is maximised at every stage in the customer journey.

"The fact that Hyundai Motor Company has been ranked as number 39 by Interbrand is thanks to the power of brand building," said Jin (James) Kim, Vice-President and Head of Hyundai Africa and Middle East. "In the last 12 months alone our company has reached new heights in terms of its growth, likeability and awareness globally and this is thanks to the strengthening of the New Thinking. New Possibilities. brand slogan which embodies the essence of the company in everything that we do."

According to the results of a new study published by the global brands specialist Interbrand, Hyundai Motor is one of the top 40 brands in the world, grabbing the 39th spot. Interbrand prepares the ranking based on a careful analysis of the financial balance sheets of the companies in addition to their potential profit and their marketing activities.

The Hyundai brand has grown in value to USD 11.3 billion, an increase of 8.5% from the previous year. It is also the seventh largest brand in the automotive world. Over the past ten years, the value of the Hyundai brand has risen by over USD 7 billion, increasing its ranking by 36 places to be counted as one of the top 40 brands at the global level.



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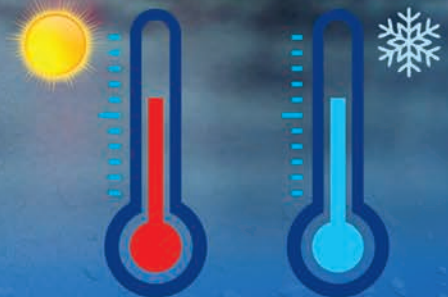
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## MESSE FRANKFURT DECLARES FIRST AUTOMECHANIKA JEDDAH FULLY SOLD OUT



The automotive market in Saudi Arabia is highly promising as one of the largest markets for the sector in the Middle East. This is probably why the first edition of Automechanika Jeddah that is scheduled to be held from 26-28 January next year has already been fully booked.

Over 150 exhibitors belonging to the automotive aftermarket trade have registered to participate in the event organized by Messe Frankfurt Middle East in association with the Saudi company, Al-Harithy Company for Exhibitions (ACE). The trade fair will be held at the Jeddah Centre for Forums and Events and will cover 7,100 sqm of exhibition space.

Messe Frankfurt Middle East is one of the world's leading brands when it comes to automotive trade shows and this is the 15th such show which is being organized by the firm. The strong interest in Automechanika Jeddah highlights the significant positive sentiment that exists regarding Saudi Arabia's vast automotive aftermarket.

According to a study done by the reputed research firm, Frost & Sullivan, Saudi Arabia's demand for commercial vehicle spare parts alone is expected to reach US\$3.65 billion by 2020, growing at a compound annual growth rate of 10 per cent, and comprising 66 per cent of the Gulf Region's total demand.

By 2020 vehicle parc is expected to be over ten million passenger vehicles,, a substantial increase of three million from seven million in 2013. This points to plenty of opportunities for manufacturers of aftermarket spare parts, accessories, components, tires, batteries, systems and electronics.

"It gives us great pleasure to bring Automechanika – the world's premier automotive aftermarket trade event – to Saudi Arabia," said Ahmed Pauwels, CEO of Messe Frankfurt Middle East.

He added that the strong response from global, regional and local players in the automotive sector to the first edition of the show emphasizes the immense potential of the Saudi market, and the need for an event that could act as a trade and networking platform for all involved in the sector.

Adnan H. Mandourah, Secretary General of the Jeddah Chamber of Commerce & Industry, said having a renowned trade show organizer for the global automotive aftermarket community taking in an interest in bringing such a show to Saudi indicates the country's standing in the auto industry.

"The city of Jeddah is pleased to host the world renowned Automechanika show," said Mandourah. "The Saudi market in the automotive sector is the largest in the Middle East and growing and I am sure this show will further raise the standards of this industry."

"On behalf of the Jeddah Chamber of Commerce and Industry, it gives me immense pleasure in welcoming this show to the Bride of the Red Sea and the commercial hub of the Kingdom of Saudi Arabia."

Automechanika Jeddah 2016 will give equal importance to all sections related to the automotive industry with sections devoted to five core product areas - Parts and Systems; Accessories and Tuning; Repair and Maintenance; Tyres and Batteries; and Service Station and Car Wash.

## CARSHARING STARTUP BLABLACAR RAISES USD 200 MILLION FOR GLOBAL EXPANSION

French startup Blablacar, a platform which helps to connect those who want to cut the costs of long distance trips by sharing rides has managed to raise USD 200 million from US investors and those in other countries to fund its global expansion. This has increased the company's capital base to more USD1 billion.



The company, which is based in Paris, France said that the funds have been raised from leading private equity firms like Lead Edge capital, Insight Venture Partners, Vostok New Ventures and this has boosted its capital base to more than \$300 million.

Blablacar was set up in 2006, and currently has 20 million users spread over 19 countries. It covers major European markets in addition to growing markets like Mexico, Russia, and India. The company will use the funds that have been raised in the second round of financing to expand into new markets in Asia and Latin America like Brazil.

Unlike Uber which makes profits on rides, Blablacar offers ridesharing in the true sense of the term as the drivers basically share the cost of travel with passengers. Hence, the startup has not faced regulatory and tax issues like Uber or met resistance from taxi services.

Contrary to what the name of the service may indicate, drivers who prefer to travel quietly without indulging in meaningless small talk can make their preferences clear in order to share a ride with likeminded people.

## AL-FUTTAIM TO OPEN HUGE AUTO PARK IN DIP BY 2017



Al-Futtaim Automotive Division, one of the leading car dealerships in the UAE and the distributor of many leading brands like Honda, Lotus and Toyota has announced plans to open a state-of-the-art Auto Park in Dubai Investments Park, DIP.

Set to be operational by 2017, the Auto Park will showcase all the brands distributed by Al-Futtaim, including Jeep, Dodge, Chrysler, Toyota, Lexus and Honda. The Auto Park will consist not only of showrooms for individual brands but will also have outlets that are a part of Al-Futtaim's ALAC (Al-Futtaim Auto Center) business, including those for dealing with tires, batteries, workshop equipment and a body shop.

The planned multi-level showroom complex, which will cover a total area of 34,466 square meters, will be among one of the largest automobile parks in the region. Once the Park is operational, it will serve as a one stop shop for a wide variety of services needed by the motorist including sales, service, repairs, car hire and spare parts sales, among others. Al-Futtaim says that the Auto Park will be large enough to accommodate over 1,400 vehicles for sale, service and as part of the inventory.

Many leading auto companies are opening showrooms in DIP, fast turning DIP into one of the preferred automobile hubs in Dubai. The Auto Park consisting of showrooms for new and used cars and 14 outlets for service and repair of vehicles will be a perfect fit in the area and will complement other automotive outlets there.

Omar Al Mesmar, General Manager of DIP, said: "Dubai Investments Park is proud of its automobile portfolio, and the new Al-Futtaim Auto Park will further redefine the vehicle purchase and maintenance experience within the development, and catering to the discerning needs of our customers. The wide array of automobile retail outlets within DIP is part of its commitment to offer a multifaceted brand experience to our customers."

He added: "With this new Auto Park, DIP will serve as a new sales and service channel for leading car brands amidst surging volumes and growth in demand expected in the auto market in the coming years."

Len Hunt, President of Al-Futtaim Automotive Division, said that the Auto Park will cater to the growing demands of customers in Dubai Investments Park and neighboring communities. This signifies Al-Futtaim's aggressive expansion drive in the UAE.

DIP is expected to witness exponential growth due to its strategic proximity to Al Maktoum International Airport and the Expo 2020 site. This is expected to lead to a surge in industrial and residential units and eventually to higher demand for both passenger and commercial vehicles.

He added: "Our Strategic Market Research revealed a huge latent potential for an Auto Park in DIP, which will provide added customer convenience and access in the area. The project will be completed in two phases and the concept designs have been finalized."

Currently, Al-Futtaim Motors operates a huge Parts Distribution Centre within DIP to meet the growing demand for automotive parts and accessories in the region. The company's facility is one of the biggest Toyota Parts Distribution Centers in the world, and consists of two warehouses plus ancillary buildings.

## INFINITI OPENS TWO NEW SHOWROOMS IN ABU DHABI

Infiniti continues to pursue an aggressive expansion program in the UAE with the opening of two new showrooms in Abu Dhabi. This was done in collaboration Al Masood Automobiles, the authorized dealer for Abu Dhabi and Al Ain. The two new IREDI Infiniti Centres highlight Infiniti's growing commitment to the region and its customers in the UAE.

The spacious new showrooms in Abu Dhabi's iconic Landmark Tower and in Najda provide an elegant setting to showcase the Infiniti range and to offer customers with the best buying experience.

The Landmark showroom is located conveniently in the heart of Abu Dhabi along the Corniche, while the Najda showroom has been thoroughly revamped in line with the industry leading IREDI standards.

Both showrooms will stock and display the complete range of Infiniti's premium vehicles including the powerful QX80 SUV, the newly launched Q70 sedan and the luxurious Q50.

"We are very pleased to announce the next stage in the evolution of Al Masood Automobiles as the exclusive dealer for Infiniti in the Emirate of Abu Dhabi," said Humayun Alam, General Manager, Al Masood Automobiles.

He said the company's massive investment in the new showrooms highlights its long-term commitment to the Infiniti brand and its customers, and will help to draw a wider customer base to Infiniti's range of products and services. The launch of the new IREDI Centres and expansion of the Al Masood Network is expected to help Al Masood achieve its aim of becoming one of the leading automotive distributors in the UAE market.

The two openings were marked by a formal event at the new Infiniti Landmark showroom which was attended by key dignitaries from both companies including H.E. Abdulla Al Masood, Chairman, Tariq Al Masood, Managing Director of the dealership, senior global and regional Infiniti executives, customers and eminent dignitaries from the capital.

Juergen Schmitz, Managing Director, Infiniti Middle East, was joined at the launch by Francois Goupil de Bouille, Vice President, Europe, Middle East and Africa (EMEA).

"The Middle East – and Abu Dhabi in particular – is a key market for Infiniti as it strives to achieve its bold global ambitions," commented Francois Goupil de Bouille, Vice President, Europe, Middle East and Africa (EMEA). "Dedicated Infiniti Centres such as the new IREDI showrooms in Landmark Tower and Najda give us the perfect platform to execute our growth strategy and demonstrate our unique service approach to Infiniti customers around the world."

The IREDI concept took root in 2005 and has been applied to all Infiniti dealers in the Middle East region. As part of the IREDI concept, all Infiniti stores will have energetic and modern designs symbolizing the inherent strength of the Infiniti brand with the use of rich materials, natural designs and transparent layout to highlight the energetic and modern design of all its models.



# INFINITI GIVES MIDDLE EAST ENTREPRENEURS HELPING HAND WITH SPEED PITCHING INITIATIVE



Infiniti has announced that it is launching a new competitive initiative that will reward budding entrepreneurs with a USD 40000 investment in their startup if they succeed.

Held over a time frame of 11 weeks, Infiniti Middle East is collaborating for the initiative with a global early-stage investment company, Nest, which aims to spur new business development and encourage wannabe entrepreneurs in the Middle East.

The launch of the innovative campaign follows on from the recent debut of the Infiniti Q70 which has the tagline of being a vehicle "For Those With Drive", with its appealing blend of design, performance and technology. The Infiniti Q 70 is a premium vehicle targeted at those who are either already well on their way to success or aspire to a successful lifestyle.

Speaking about the initiative Juergen Schmitz, Managing Director of Infiniti Middle East, said that passion and drive are rewarded at Infiniti. As the new Infiniti Q70 is the outcome of entrepreneurial thinking, it is also meant to inspire passion in others.

He added, "Across the Middle East, Small and Medium Enterprises (SMEs) play an increasingly crucial role in shaping the regional economy. The campaign we are launching today celebrates the spirit of entrepreneurship and we are very excited to work with like-minded innovators across the Middle East to recognize – and reward – their drive to succeed."

The competitive initiative will consist of three phases which will culminate in a finale in mid-December 2015.

The first phase is the application phase which has already begun and will continue till 11 November 2015. Participants should come up with an intelligent, meticulous and innovative commercial proposition related to any product or service-related industry.

The business must be geared to the region and the participants too should be based in a GCC country (including Jordan and Lebanon). Those who are interested in taking part in the contest can apply online by visiting the Infiniti Middle East website.

From these participants, 30 will be shortlisted to participate in the second stage of the contest which will involve the first 'Speed Pitching' event in Dubai. Scheduled to be held in early December 2015, the future entrepreneurs can use the event to pitch their business ideas to regional business champions.

According to Schmitz, there is no time like the present to start a business in Dubai and this challenge could serve as the launchpad for a really promising entrepreneur.

In the finale, the third phase, which will be held in mid-December, three campaign finalists will be invited to the "Infiniti Lab" in Hong Kong for a three-day business development program. It is at this stage that Nest will be making its input by providing the three shortlisted finalists with an intensive mentoring and coaching program involving Infiniti, Nest and international industry leaders. The workshop will culminate with the winner being awarded USD 40,000 of seed level funding.

Simon Squibb, Founder and Chief Executive, Nest said: "Having access to professional mentorship and practical advice can make all the difference for a young entrepreneur looking to get their business off the ground. We are proud to build on our existing partnership with Infiniti and offer our unique support system to the Middle East's future industry leaders."

From the application process to 'Speed Pitching' in Dubai and the 'Infiniti Lab' in Hong Kong, the entire contest will run from 11 October, 2015 to 15 December 2015.

# NISSAN WINS DUAL HONORS AT MOROCCO RALLY



The Rally of Morocco was the latest leg of the FIA world Cup, a series of cross-country races. Nissan won dual honors in this spirited race when drivers sponsored by Nissan clinched both the championship and the second spot. The Cross Country FIA World Cup is a global competition that includes renowned cross-country races like the Abu Dhabi Desert Challenge Powered by Nissan, Baja Russia (Northern Forest), Sealine Cross Country Rally Qatar, Pharaons Rally in Egypt, the Italian Baja, the Hungarian Baja, Baja Aragon in Spain, the Baja Poland, Morocco Baja and the Baja Portugal 500.

The champion, Denis Berezovski, raced across the finish line to clinch the top spot in a Nissan Patrol. The driver, who is sponsored by Nissan and is from Kazakhstan, had done so well in previous races from a points perspective that all he had to do to emerge as the winner of the T2 category was to finish the Rally of Morocco.

Emil Khneisser, who finished in second place and is also backed by Nissan, drove a Nissan Patrol to clinch the runner-up spot, though there is one more round to go.

"Both drivers have shown their great rallying talent with Denis taking the World Championship even before the final round, and Emil becoming the Championship runner-up as well as placing second in Morocco," said Samir Cherfan, managing director of Nissan Middle East.

He added that the feats of both drivers would definitely serve to inspire young rally drivers from the Arab world. He was especially proud of the fact that the Nissan Patrol raced to victory to secure both the top spots in the T2 category, as this is the category in which production vehicles vie against each other.

Berezovski, and his navigator Ignat Falkov, faced some issues during the early stages of the race, but nevertheless managed to finish in grand style by making a barnstorming run through the final loop stage near Agadir to catch up and finish line fifth.

It was not all smooth sailing for Abu Dhabi-based Khneisser and his Russian navigator Alexey Kuzmich as they encountered time delays during the race. Nevertheless, solid driving in the last stage helped them and their Patrol to secure the second place in the rally and in the Cross-Country FIA World Cup.

When he is not racing, Khneisser works as a group training and product manager at Abu Dhabi's Nissan dealer Al Masood Automobiles. This is the first time that Khneisser has participated in the arduous and highly competitive European circuit.

Khneisser's policy is to never give up even when faced with the toughest challenges and this stood him in good stead in Morocco. He faced really tough terrain to win the second place in the T2 championship and expressed his gratitude to the Nissan Middle East team and his dependable Nissan Patrol.

His next big challenge is the Baja Portalegre, the final round of the FIA World Cup, which will be held in Portugal.

Nissan is working to develop motorsport in the Middle East and support drivers. The Japanese carmaker sponsors Saudi Arabia's Ha'il International Rally and the Abu Dhabi Desert Challenge, and also runs programs to help youth learn the sport of drifting in a safe and controlled environment.



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## AL NABOODA AUTOMOBILES SHOWCASES PORSCHE PERFORMANCE AND HERITAGE WITH CAR SHOW

Sports car fans and auto lovers in general were in for a treat when they recently visited the Porsche Centre in Dubai. At the Porsche Centre, Al Nabooda Automobiles, which is the authorized distributor for Porsche in Dubai and the Northern Emirates organized a static display of rarely seen Porsche models which included legendary models like the Porsche 919 Hybrid which won the 24 Hours of Le Mans this year, a 911 GT3 RS, and the Cayman GT4.

The display was held from 8th to 10th October at the Porsche Centre Dubai which



is part of the new Porsche showroom on Sheikh Zayed Road. Over the three days, the exhibition showcased the values the Porsche brand is famous for – performance, motorsport, heritage, and E-Mobility.

Commenting on the exhibition, Vijay Rao, General Manager of Porsche Centre Dubai, said: “The ‘Fascination Sports Car’ event is a great way to showcase the foundation of our brand. For over 65 years, Porsche has been driven by the dream of engineering the perfect sports car. This principle originates on the racetrack and is embodied in every single Porsche vehicle. It’s a journey that has brought countless racing victories and created the unmistakable Porsche DNA. The limited display event is a chance for all sports car enthusiasts to join us and explore this DNA.”

The Panamera S E-Hybrid, which was donated to the Dubai Police, was a part of the display and highlighted the innovative edge Porsche has developed in E-Mobility. The parallel plug-in hybrid model comes with intelligent technology features that connect the car and the driver.

Visitors to the “Fascination Sports Car” exhibit also enjoyed an exclusive preview of the 911 Black Edition, in addition to a number of model displays from the Porsche GTS and Turbo ranges.

Porsche customers who visited the showroom during the days of the show also benefited from a Service Clinic where they were provided with a number of privileges, including several complimentary vehicle checks.

## SAIC TO MAKE MIDDLE EAST DEBUT AT DUBAI INTERNATIONAL MOTOR SHOW

SAIC Motor Corporation Limited, one of China’s largest automotive manufacturers, has announced it will be making its Middle East debut at the upcoming Dubai International Motor Show this November, bringing its latest products and technologies to the region courtesy of its MG and Maxus brands.

With revenues of USD102,248.6 million in 2014, SAIC Motor is China’s leading automotive group. This year, it had climbed to 60th position on the annual Fortune Global 500 list. With its launch in the Middle East, SAIC Motor plans to provide local customers with more diversified and reliable products and inject new energy into the region’s automotive industry.

At the upcoming Dubai International Motor Show, SAIC Motor will introduce the latest products from its MG passenger car and MAXUS commercial vehicle line-ups to the Middle East, which is one of the most important emerging markets in the world, and offers huge potential. Now owned by SAIC Motor, both brands are originally from Europe and have a long history.

Founded in the UK in 1924, MG (Morris Garages) is mainly known for its cabriolet series with many renowned celebrities including British Prime Ministers and even members of the British royal family driving MGs. Set up in 1930 in Abingdon, UK, the MG Car Club has more than a million loyal fans, making it by far one of the world’s largest clubs for a single brand.

MAXUS is an international commercial vehicle brand, with roots stretching back as far as 1896 when it was founded in Birmingham, UK. Previously known as LDV, the brand has long been known for its technological edge. SAIC completed its acquisition of LDV in 2009. Currently, MAXUS vehicles are sold in more than 30 countries and regions, including Australia, Ireland and New Zealand, while assembly plants and sales joint ventures have been established in Malaysia and Thailand.

SAIC has been pursuing an aggressive growth strategy in recent times with the company’s passenger car sales crossing 2.86 million units in the first half of 2015. The company has been expanding globally with the establishment of production bases and marketing networks in the United Kingdom and Thailand. In the UK, the company has continued to launch new products in recent years, receiving a good market response and increasing sales, and thus becoming firmly established in Europe.

SAIC launched its first model in Thailand, the MG6, in June 2014. The second model, the MG3, was launched in March of this year and is undergoing a comprehensive MG brand marketing campaign. In Indonesia, the construction of a factory has started near Jakarta, where a variety of mature models including the SGMW will be produced shortly.

## 9 YEAR OLD FROM UAE FIRST WINNER OF ENGINEERING INSPIRATION AWARD



The Toyota Dream Car Art Contest attracted significant interest in the UAE when it was held eight months ago, with more than 1,000 local entries. At the global level, the contest received over 875,000 entries. One of the shortlisted entries, the one submitted by nine-year-old Minhah Adnan Sami, emerged as the winner of the first ever "Engineering Inspiration Award" at the competition finals that were held in Japan last month.

Minhah won the award for her Ecofix Car, a vehicle that is powered by fruit and vegetable compost, and is then able to convert the compost into fertilizer for cultivation of food in villages and rural areas, thus helping people and the environment. In the UAE, the Toyota Dream Car Art contest was supported by Al-Futtaim Motors, the exclusive distributor of Toyota in the UAE.

The Engineering Inspiration Award, which was instituted for the first time this year is given to the entry that most inspires Toyota's automobile production staff. The "Ecofix Car" was converted into a 3D clay model by Toyota's Prototype Production Division and this clay model will be exhibited at Toyota facilities throughout Japan over the course of one year along with all winning entries.

"Following the tremendous support from across the participating schools in the UAE, we were very excited to see how we fared in this global competition. Minhah's entry was a very strong one, getting not only shortlisted for the competition in Japan, but also becoming the inaugural winner of the brand new Engineering Inspiration Award category," said Saud Abbasi, Managing Director, Al-Futtaim Motors.

"Competing with 875,000 entries from 81 countries, our local talent proved that inspiration can truly come from every corner of the world and from every walk of life. Our young artists had some fantastic efforts that addressed societal issues and sustainable eco-vehicles to keep our planet green, and we're very pleased that our first ever participation resulted in such an impressive award."

Toyota has been holding the Toyota Dream Car contest on a global level from 2004. Children participating in the contest are asked to use their creative skills to come up with their take on their Dream Cars. The drawings depict models that range from highly practical models to some that are downright unusual, but every entry showcases the vivid imagination

and the unique perspective of the child participating in the contest. These works of art not only serve to inspire Toyota's design team when it comes to the development of new models but they also serve as a reminder of the kind of responsible global citizen the company should be.

The response to this year's contest was overwhelming: Toyota received a record total of over 875,000 artworks from 81 countries and regions. National Contests were held until March 2015, with selected entries progressing to the World Contest in May 2015. The entries for the contest at the global level were judged by Toyota President Akio Toyoda and a panel of outside experts in art and automotive science, and winners were invited to Japan for the award ceremony in August.

Al-Futtaim Motors will shortly announce details of the 10th edition of the Toyota Dream Car Art Contest, including details on accepting new entries and the categories.

The winning entries selected in each country will be eligible for entry into the world contest. Gold, silver, bronze, and special award winners will be selected across the three age categories with an awards ceremony scheduled for August 2016.

## VOLKSWAGEN REPUTATION CRASHES DUE TO EMISSIONS SCANDAL

Volkswagen is being engulfed by a growing crisis over its attempt to make millions of diesel cars appear cleaner than they are.

The scandal broke when U.S. regulators said the German company had programmed some 500,000 vehicles to emit lower levels of harmful emissions in tests than on the roads.

Volkswagen stunned investors by admitting that the problem was much bigger than that: internal investigations had found significant discrepancies in 11 million vehicles worldwide.

It set aside 6.5 billion euros (USD 7.3 billion) to cover the cost of recalls and "efforts to win back the trust of our customers," trashing its profit forecast for the year in the process.

Shares in Volkswagen plunged by 17% and 20% on two successive days after the scandal broke, wiping out more than a quarter of the value of the company in just two days.

"Now it looks like it's becoming a very global issue. It really will be bad for the reputation of the company for a couple of years, it will take time to rebuild

the trust of the customers," said Klaus Breitenbach, automotive analyst at Baader Bank. "It's really worrying for the company and also for the whole industry."

It is hard to overstate the significance of the crisis in Germany, where making quality cars is central to the country's reputation as a manufacturing and export powerhouse. The auto industry accounts for about 20% of exports, and employs 775,000 people directly.

Volkswagen, which also owns the Audi and Porsche brands, overtook Toyota earlier this year to become the world's biggest automaker by vehicle sales.

Authorities in Germany have already ordered the country's car manufacturers to reveal all details of any manipulation of emissions data. There is a possibility that the scandal could extend to other countries and firms. It remains to be seen how many other firms have been involved in falsifying data to hoodwink regulatory authorities and consumers.

## DUBAI MUNICIPALITY ACQUIRES 10 VOLKSWAGEN GOLF GTES FROM AL NABOODA AUTOMOBILES



The Dubai Municipality will be using 10 Volkswagen Golf GTEs that it acquired from Al Nabooda Automobiles for a period of one year in a bid to check if it can use hybrid vehicles on a long term basis. The vehicles were officially handed over to Dubai Municipality in a press conference at the Volkswagen Al Nabooda Automobiles showroom on Sheikh Zayed Road.

H.E. Hussain Nasser Lootah, Director General, Dubai Municipality received the key to the first Volkswagen Golf GTE from H.E. Khalifa Juma Al Nabooda, Chairman of Al Nabooda Group Companies, K. Rajaram, CEO of Al Nabooda Automobiles and Thomas Milz, Managing Director of Volkswagen Middle East during the conference. Dubai Municipality will conduct trials of the 10 vehicles over a period of one year to explore the possibility of using them on a long-term basis on UAE roads.

H.E. Hussain Nasser Lootah, Director General, Dubai Municipality said, "Dubai aims to become one of the world's leading sustainable cities by 2020 and wide-scale deployment of electric vehicles is a key aspect to achieving this goal."

He added that using the Volkswagen hybrid vehicles is in line with the organization's strategic vision for the United Arab Emirates Vision 2021 and Dubai Plan 2021, both of which aim to make Dubai more environment-friendly, smart, sustainable and connected.

K. Rajaram, Chief Executive Officer of Al Nabooda Automobiles said that the handover ceremony was a defining moment for Volkswagen Al Nabooda Automobiles as it would help Volkswagen to have a stake in promoting the future of electric mobility in the region.

Thomas Milz, Managing Director, Volkswagen Middle East said, "Volkswagen is a technology pioneer and to date we have one of the widest range of electric-mobility vehicles. These include the e-Up!, the e-Golf, the Golf GTE and more recently, the Passat GTE – with all models meeting three customer wishes in one: all-electric mobility, a full range for long-distance driving and, not least, 100% dynamic performance and driving pleasure."

The Golf GTE is a sporty and dynamic plug-in hybrid vehicle that is fully equipped to handle the rigors of Dubai roads in all-electric mode, or even long commutes between cities like Dubai and Abu Dhabi. With a range of 50 kilometres in all-electric driving mode, motorists can handle the majority of trips that are needed for daily commutes.

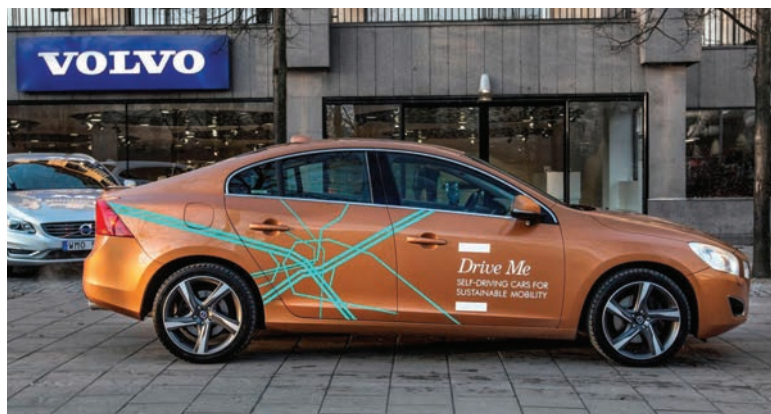
He added, "The Golf GTE is the first Volkswagen hybrid to explore everyday use in the United Arab Emirates. Collaborating with the Dubai Municipality and Al Nabooda Automobiles in working towards Dubai's strategic vision for a sustainable future is a significant milestone for Volkswagen in the Middle East."

The 10 vehicles will be visible throughout the city with clear tri-branding denoting their status of being assigned to the Dubai Municipality. A Golf GTE will also be on display at the Volkswagen stand at the Dubai international Motor Show which is scheduled to be held from November 10 to 14 this year.

## VOLVO READY TO TAKE ON RISK FOR AUTONOMOUS VEHICLES

One of the qualms motorists have with regard to buying self-driving cars is the question of whom to blame in the event of a crash. Motorists are ready to bear liability if they are driving when a crash occurs, but if the software in an autonomous car goes haywire and the vehicle ends up in an accident, why should they bear the blame? This kind of legal ambiguity is one of the roadblocks for the delay in the launch of autonomous vehicles.

One automaker that proved equal to the task when it comes to bearing



responsibility is Volvo. Last Wednesday, the company released a statement saying that it would accept "full liability" for any accidents that occur when its vehicles operate in autonomous mode. This made Volvo the first car manufacturer to take such a position.

The company made the announcement early Wednesday. This move might give Volvo a considerable advantage, especially because it is only a matter of time before autonomous vehicles take to the roads.

Volvo does not have a large market share in the US market, but with this decision, it will definitely be preferred by customers over other brands which do not offer a similar liability shield for driverless cars.

In remarks that he prepared for US lawmakers, Hakan Samuelsson, CEO of Volvo said that in view of the imminent possibility of autonomous technology becoming ready for public deployment, it is vital to have a legal framework in place for self-driving cars.

"The U.S. risks losing its leading position due to the lack of federal guidelines for the testing and certification of autonomous vehicles," Samuelsson said. "Europe has suffered to some extent by having a patchwork of rules and regulations. It would be a shame if the U.S. took a similar path."

In the United States, four states – California, Nevada, Florida and Michigan – allow tests of autonomous cars on public roads while other do not have such rules in place. There are still no specific legal guidelines regarding their operation at the federal level.

# MITSUBISHI OPTS FOR AL HABTOOR MOTORS AS SAUDI FRANCHISEE FOR FUSO



Al Habtoor Motors, the exclusive dealer of Mitsubishi Fuso Truck and Bus Corporation (MFTBC) in the UAE has further strengthened its relationship with the Japanese auto manufacturer and its regional presence by winning the franchise for the distribution of Mitsubishi Fuso vehicles in the Kingdom of Saudi Arabia.

This is indeed a notable achievement for the automotive division of the renowned Al Habtoor Group which has ambitious plans to set up a top notch sales, customer and service network for Fuso customers across Saudi Arabia.

The official contract between the two companies was signed by Sultan Al Habtoor, President of Al Habtoor Motors and Marc Llistosella, Head of Daimler Trucks Asia (DTA) and President & CEO of MFTBC.

Commenting on the partnership, Ahmed K Al Habtoor, CEO of Al Habtoor Motors said that the Saudi market offers great challenges and opportunities in terms of its size and significance. He expressed his confidence that the company's 35 years of experience in the UAE in the automotive sector will be of great benefit in its new venture.

The acquisition of the FUSO franchise in Saudi Arabia will mark the first foray of Al Habtoor Motors into the largest automotive market in the Middle East backed by a brand which is one of the leading brands when it comes to the commercial vehicle segment in the UAE. FUSO vehicles have proved to be true workhorses over the years here and play a crucial role in most businesses. Al Habtoor Motors has plans to set up a wide ranging network of Fuso Showrooms, Parts and Service Centres across different urban centers in Saudi Arabia to offer customers there the same high level of sales and customer service that UAE customers receive.

The powerful Fuso range of medium-duty trucks are heavily used in many core sectors like construction and transportation. A wide range of models are available with different payload options depending on the needs of the customer and they offer higher load capacity and better manoeuvrability in comparison to models from other brands in the category. Other vehicles available from Fuso include Canter light-duty trucks and Rosa buses.

"With the appointment of Al Habtoor Motors as a business partner in the Kingdom of Saudi Arabia, we are looking to dramatically drive growth of the Fuso brand in what is currently our second biggest market in the Middle East. We have big expectations of this partnership", said Roland Schneider, CEO of Daimler Commercial Vehicle's newly established Regional Centre for the Middle East & Northern Africa".

Winning the Fuso franchise for Saudi comes closely on the heels of phenomenal sales figures for Mitsubishi passenger cars for the 2015 YTD, with a growth of 78.7% as compared to the previous year.

According to Karl Hamer, Managing Director of Al Habtoor Motors, this achievement was the outcome of efficient marketing and sales backed by top-notch customer service, all of which helped the company to build a loyal customer base here in the UAE.

He added, "Until now, Al Habtoor Motors focused on building a strong presence in the UAE. Now we're shifting our focus from being a key local player to a regional player. We are looking to extend our business frontiers, at this juncture."

# DAIMLER TO INVEST USD 1.3 BILLION TO EXPAND US SUV FACTORY



Daimler AG has revealed plans to invest USD 1.3 billion at its plant in Alabama, United States in order to increase its output of Mercedes-Benz SUVs. The move will increase the workforce at the plant by 300 people.

The plant in Tuscaloosa, Alabama has been used for the production of Mercedes cars from 1997, and will now undergo a facelift as part of preparations to equip it for the production of the company's next generation of SUVs, according to a statement released by Daimler.

Markus Schaefer, head of manufacturing at Daimler's Mercedes-Benz Cars division, said in the statement that the investment will be geared towards converting the plant into a facility that will manufacture vehicles "even more flexibly, efficiently and in proven top quality".

Back in April, Daimler had stated that it would be spending 25 billion euros (\$28.5 billion) in 2016 on a global basis to set up new factories and to develop new models. This is part of Daimler CEO Dieter Zetsche's drive to help Mercedes wrest the top spot in global luxury-car sales from BMW by the end of the decade.

Currently, Mercedes builds the GLE and GL SUVs, and the C-class sedan, at the Alabama plant. Production of the R-class wagon was moved to a factory in Indiana owned by AM General in order to free up for the production of more SUVs.

The SUV market is expanding by leaps and by bounds. According to figures released by IHS Automotive, by 2020, demand for this segment is expected to go up by 61 percent to 19.8 million vehicles as more and more families switch to SUVs.

According to Daimler, the Tuscaloosa plant produced more than 232,000 vehicles in 2014 and is on track to exceed 300,000 cars and SUVs in 2015.



## VINTAGE CAR LOVERS IN FOR RARE TREAT AT DUBAI MOTOR SHOW WITH MOTORING NOSTALGIA MUSEUM



Lovers of classic cars are in for a rare treat at the Dubai International Motor Show which will feature showstoppers from the bygone eras in one of its star attractions, the Motoring Nostalgia Museum. The cars at the museum will range from a restored 1960s Mini Cooper S to vintage Rolls-Royces, catering to every taste and budget. The museum will showcase cars that are historically significant and are true collectibles in every sense of the word.

The Dubai International Motor Show will be held from November 10 to 14 and is expected to attract at least 100,000 local and overseas visitors.

"This new addition to DIMS is going to be something very special," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, Dubai World Trade Centre.

DIMS aims to provide visitors to the museum with an entertaining and interactive experience that will take them on a trip down memory lane. The museum is expected to attract more visitors to the show and

will provide them with information on the highlights of different eras in the motoring industry. Each vehicle in the exhibition symbolizes its very own era and cars for the exhibition have been sourced from different parts of the world like the United States, Europe, and Asia. Cars sourced locally include those that will be on loan from Mohammed Ben Sulayem, Tomini Classics, the Sharjah Museum and the Al Ain Classics collections as well as from a number of individuals who participated in the Dubai Grand Parade.

Catherine Grennan, Head of Classic Car Division, Tomini Classics, said: "Tomini Classics is thrilled to have the opportunity to share our collection with the car enthusiasts who visit the Motoring Nostalgia Museum. Our display will take the visitors on a historical journey through motoring history with classics ranging from the 1950s to the 80s. We believe that the Motoring Nostalgia Museum will generate great excitement for these historically significant classics that are visually stimulating and have become the world's most compelling asset class."

Some of the stars at the show will be an elegant 1951 Riley RMC Roadster that symbolizes the automotive style of the immediate postwar period, a twin-turbocharged, all-wheel drive 1988 Porsche 959 which was one of the first "supercars", an original Land Rover and a 1974 Ferrari Dino.

All the cars will be displayed in a dedicated auto alley located in DWTC's Zabeel 1 Hall.

Another notable feature of the museum is the availability of resident experts who will provide visitors with guided tours. The family friendly feel of the museum will be enhanced by food trucks that are available on site to provide visitors with a wide range of options for street food and the retro music in the background like rock and roll from the 50s. Visitors will also benefit from forums covering topics that will be of interest to them like the procedure to purchase and register classic cars in the UAE.

Classic cars are not mere cars. The love for vintage cars is virtually a lifestyle and craftsmen like cobblers who specialize in leather stitching, and artists who paint classic cars will add to the color and flavor of the show.

## ZURICH AND ROADSAFETYUAE.COM STUDY FINDS TOP REASONS FOR SPEEDING IN THE UAE



A YouGov survey commissioned by global insurer Zurich and RoadSafetyUAE.com gives greater insight into the top reasons given by UAE motorists for speeding.

The top three reasons given for speeding are delay in getting to appointments (67%), for fun or to impress others (53%), and habit (45%). Other factors that have been cited include exact knowledge about the locations of speed cameras (39%), the belief that that roads are designed for speed (27%), a desire to test their car's abilities (22%), and greater cultural acceptance of speeding in the UAE as compared to their home countries (21%).

As many as 15% of drivers think they can get away with speeding. Though some may consider the fines for speeding here rather steep, 5% felt that the low fines made speeding a non-issue.

It is highly encouraging that 82% of UAE drivers say they have not exceeded the official maximum enforced speed limits of 140km/h. However, almost 18% of the respondents to the survey have exceeded this limit, with 5% claiming to have driven at speeds between 180-260km/h. Abu Dhabi residents are more likely to speed, with 26% of Abu Dhabi drivers saying they have driven in excess of 140km/h, while only 15% of Dubai drivers and 13% of Sharjah drivers have done so.

Speeding does not occur due to lack of awareness about its role in increasing the rate of accidents as 83% of the participants in the study acknowledged this. In fact, 86% of the respondents believe the current speed limits are about right or even too high. Only 12% felt they were too low. As always, a very tiny minority with a weakness for speed (1%) wanted to have speed limits abolished.

Thomas Edelmann, Founder of RoadSafetyUAE.com, commented, "Despite widespread awareness of the UAE's driving rules, far too many motorists seem to be consciously ignoring the dangers of speeding. We need to address the main motivators behind speeding by holistic and permanent awareness initiatives, focusing on the need for proper time management and the importance of overcoming the nuisance of impressing others and entrenched habits. Only then can we begin to overcome this serious problem that affects us all in the UAE."

One interesting fact that emerged from the study is that young drivers are more prone to exceed speed limits with 29% of 18-24 year olds surveyed admitting to speeding on a quarter or more of their trips. Equally concerning, 38% say they have exceeded 150km/h on the country's roads in the past. This again is not due to lack of awareness as an overwhelming majority (89%) of young people agreed that speeding is the main contributor to traffic accidents and fatalities in the UAE.

Brian Reilly, CEO of Zurich Insurance Middle East, said: "Speeding is one of the main killers on our roads but thankfully awareness of its dangers is now firmly established."

He added that ignorance seems to have been replaced by ambivalence, as many young motorists are wilfully disregarding the risks associated with speeding.

Reasons given by young drivers for speeding reflected the trends in the general population. When with 72% blaming it on running late, 55% on wanting to impress others, 53% saying they speed as they know where most speed cameras are located, and 30% saying their cars are meant to be driven fast.

Despite their propensity for fast driving, only 14% of motorists aged 18-24 want to see speed limits increased. Instead, 82% believe current limits are about right, while 4% want them reduced.

Zahir Sharif, General Manager UAE, Zurich Insurance Middle East, concluded: "Making the UAE's roads safer is a responsibility that everyone in the country shares. Through our partnership with RoadSafetyUAE.com, Zurich hopes to encourage all car users to take a moment to think about their actions behind the wheel and make small changes to protect themselves and their fellow motorists."

## VAUXHALL MOTORS APPOINTS RORY HARVEY AS CHAIRMAN AND MD

Vauxhall Motors has appointed Rory Harvey as the company's new Chairman and Managing Director and as the CEO of Opel Ireland. He will take over the role from Tim Tozer who will be leaving General Motors to take up a role outside the company.

Rory Harvey is a GM veteran with longstanding experience in the European market, handling several aspects of Sales and Aftersales. His most recent position was that of Executive Director Sales, Opel Europe, and he operated out of the Opel headquarters in Ruesselsheim, Germany.

Rory Harvey is from Britain and began his career with General Motors in 1989. He is an engineering graduate with a degree in Mechanical Engineering from Coventry University. In his new position as the Chairman and MD of Vauxhall Motors, he will report to Peter Kuespert, Vice President Sales & Aftersales and Member of the Board, Opel Group.

Speaking about the new appointment, Peter Kuespert said Rory has in-depth knowledge of the British car market, in addition to outstanding management skills and considerable experience within Vauxhall and Opel. He expressed confidence that Rory will join hands with senior management in implementing the expansion of the range of models and building an even stronger Vauxhall brand.

## COOPER TIRE ADDS TWO NEW TIRES TO MIDDLE EAST PRODUCT RANGE

**ZEON 4XS Sport**



**ZEON CS8**



Cooper Tire recently added two new tires to its range of tires in the Middle East - the Cooper Zeon 4XS Sport and the Cooper Zeon CS8. Both the tires come with a range of innovative technologies in addition to outstanding grip and handling and offer new options to customers to cope with the varying terrain and conditions of roads in the region.

The new Cooper Zeon 4XS Sport is positioned as a replacement for the popular Cooper Zeon 4XS and XSTa and has a new asymmetric tread pattern which was specifically designed to support the weight of the large SUVs that are highly popular in the region. It was launched as part of Cooper's new high performance product range, and features many technological advancements like Noise Damping Structures (dimples) that will help minimize road and tire noise, lightweight construction for lower rolling resistance, a refined steering response, and a new tread compound for added grip.

The moulds for manufacturing Cooper's new high performance tire use the latest technology in spring venting design for making tires that are cleaner and have better quality. A new bead profile design significantly improves the tire/rim seat interface and makes the tire easier to fit.

The second tire that was recently launched in the region is the Cooper Zeon CS8 – a high performance tire for passenger cars that is meant to replace the popular Cooper Zeon CS6. It offers superb grip, fuel efficiency and handling and integrates advanced technologies like Cooper's innovative Wear Square™, a visual indicator of the remaining tread life based on six points of reference that are located around the inside and outside of the tire tread. As the tire wears out, the Wear Square too goes through five stages, ranging from a full square into an exclamation mark when it is time to replace the tire. Motorists can also depend on the Wear Square to warn them about any wheel alignment issues or uneven tire wear.

One notable feature of both the Cooper Zeon CS8 and Cooper Zeon 4XS Sport tires is their tread pattern which features 3D sipes, which have interlocking three dimensional points inside the sipe. These minimize the amount of flex in the tread block which in turn limits the amount of heat generation and thus helps to keep the tread block stable.

The new tread compound used for CS8 tires takes advantage of the latest available polymer technology and advanced mixing techniques to give customers excellent wet and dry grip while also increasing the fuel efficiency by reducing rolling resistance.

Commenting on the launch of the Cooper Zeon 4XS Sport, Derek Carruthers, Sales and Marketing Director, Cooper Tire Europe, said, "Our new high performance sport utility vehicle (SUV) tire brings together a wide range of new technologies to offer a winning tire in this market segment. With sales of SUVs continuing to be strong within the Middle East, customers have increasing needs for a versatile high performance SUV tire that delivers high levels of grip and fuel efficiency."

He added that the Cooper Zeon CS8 highlights Cooper Tire's dedication to continuous research and development with incorporation of the latest technologies. It not only delivers 'A' grade wet grip, but also offers great handling and is highly responsive, thus keeping the car stable at all speeds.

## TRELLEBORG TO CATER TO GROWING DEMAND WITH EXPANSION OF CHINESE TIRE PLANT



In view of the growing demand for radial tires in the agricultural tire segment, Trelleborg Wheel Systems S.p.A. is planning to expand its agricultural tire factory in Xingtai. Work to ramp up the facilities in the plant is scheduled to begin in 2016, according to Paolo Pompei, president of agricultural and forestry tires at Trelleborg.

According to Pompei, most of the company's top customers operate in the Asian market today and the expansion will serve to cater to them in addition to supporting the company's global customers in the local market.

Trelleborg did not reveal details about the investment involved in expanding the plant. The company had initially begun production of agricultural and forestry tires in mid-2012 at the renovated Xingtai plant after purchasing the factory in March 2011 from Maine Industrial Tire L.L.C.

Currently, the plant is involved in the production of both radial and bias-ply tires for farming, forestry and agro-industrial applications ranging in size from 18 to 42 inches in rim diameters. The facility has the capacity to manufacture over 200 tire sizes, catering to most of the needs of the manufacturers of agricultural machinery in the Chinese market.

Tests conducted by Trelleborg in the Chinese market revealed that the use of Trelleborg radial tires can help farmers save as much as USD 3,800 for farming an area of 815 acres.

"In terms of performance, the high quality and superior features of Trelleborg radial tires guarantee lower soil compaction, greater traction capacity and reduced fuel consumption, thereby increasing efficiency and improving crop yield," Pompei claimed.



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## CEAT TEAMS UP WITH SURESH RAINA FOR BAT ENDORSEMENT DEAL

Suresh Raina is one member of the Indian cricket team who is known for his reliability as well as for being an outstanding performer. It is these qualities that made CEAT, the Indian tire manufacturer Ceat Ltd. choose Raina for a 3-year bat endorsement deal. The Ceat brand is positioned as a provider of tires which are reliable, safe and are high performers, the qualities that Raina is also known for on the cricket field.

The partnership between Ceat and Raina was finalized recently through IOS Sports and Entertainment Pvt Ltd which manages Raina's endorsements on an exclusive basis. Suresh Raina is currently a part of the Indian Cricket team for the T-20 and ODI series against South Africa and from 2nd October, 2015, when the matches in this series began, Raina has been sporting a bat which prominently features the CEAT logo.

Commenting on the deal, Anant Goenka, MD, CEAT Ltd said that Ceat was very excited to get Suresh Raina on board as a brand ambassador during cricket matches. The company opted for Raina based on his reputation as one of the youngest and most dynamic players of the Indian cricket team. He is a perfect match for Ceat's own brand values of dependability, passion and energy.

Suresh Raina spoke of his happiness at being singled out to represent the Ceat brand, which has been linked with cricket from a long time.

From the beginning of his career in the world of cricket in 2005, Raina has made his mark on the international cricket scene with an exemplary record in all three forms of international cricket – 20-20, one day and test matches. He is the only Indian cricketer who has scored centuries in all three genres of the game. He is also known for his fielding skills with plenty of memorable fielding moments to his credit.

The 28-year old cricket player from South India has an impeccable record over his past 10 years in cricket, with one century and 7 half-centuries in tests, 5 centuries and 35 half-centuries in ODIs and 1 century and 3 half-centuries in T-20. He is also the only cricketer with a record of centuries in both the T-20 World Cup and the 50 overs' World Cup.

CEAT as a brand has always been associated with cricket—with many cricket related ventures like the pioneering CEAT Cricket Ratings or the recently launched CEAT Cricket gear. Earlier this year, CEAT also tied up with IPL for the Strategic Time Out segment and has roped in former Australian international cricketer Brett Lee as the company's brand ambassador for CEAT Cricket Ratings.

## BKT POWERS ARGO TRACTORS ON ADVENTURE TRIP ACROSS AUSTRALIA



A made for TV adventure trip that will cover 8,500 kilometers has some unlikely stars - farming tractors from Argo Tractors that will be fitted with agricultural tires from BKT. An extraordinary trip across the Australian outback will be captured for a TV program named "Xtractor-Around the world". Instead of rugged trucks and SUVs or jeeps, three McCormick X7 Pro-Drive and one X tractor which have been fitted with robust BKT Agrimax RT 657 tires will be playing a crucial role in the trip which will be chronicled on the show. The trip will begin at Melbourne and the tractors will be driven all the way to the legendary Ayers Rock, the sacred rock of the Aboriginal people, over a distance of 8,500 kilometers through the States of Victoria and New South Wales as well as the Northern Territory.

The trip for which BKT has partnered with Argo Tractors is meant to highlight the vital role agriculture will play in the forthcoming years, especially in view of the challenges of global warming and overpopulation. To cope with these challenges, technology must work hand in hand with agriculture. BKT is focused on providing the best equipment to farmers, as they need higher-performing tires which will nevertheless have minimal impact on the soil as they toil in the fields.

Agriculturally, Australia is one of the most productive countries in the world, with numerous highly efficient and innovative farming businesses. Embarking on this adventure will draw the attention of a large audience to the topic of technology at the service of agriculture. The entire adventure will be recorded and broadcast on both television and the internet.

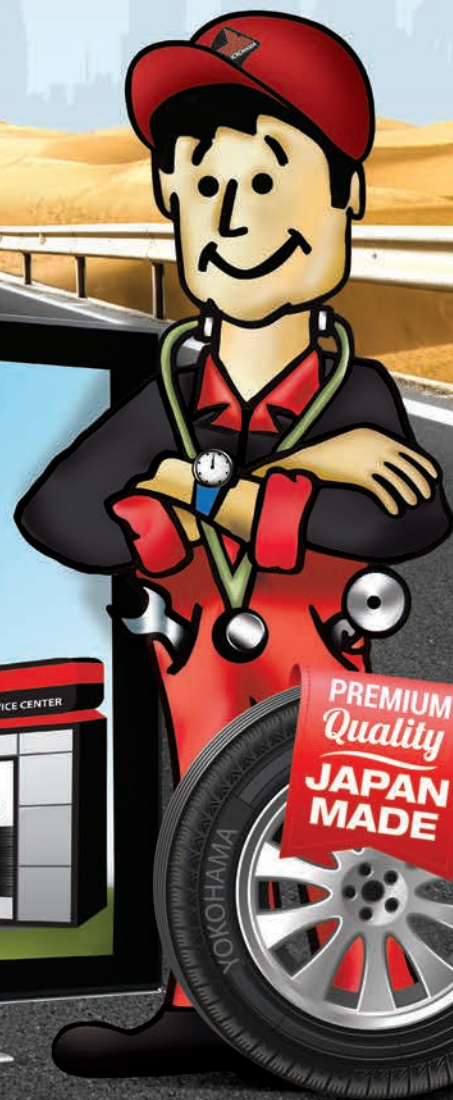
In addition to the McCormick X7 and X6 Pro-Drive tractors, the Xtractor caravan also includes three off-road vehicles for the TV crew. The team consists of specialized tractor drivers, drivers for the off-road vehicles, two cameramen and a sound engineer for the TV shooting, a naturalist photographer as well as a physician.

Spectacular video footage of the entire journey will be captured in UltraHD format with the aid of three mobile units, four action cameras, a drone and a motorized steadycam. While they are on the go, a support vehicle has been customized as a mini editing studio to create TV and internet clips with the pictures, comments and footage of all memorable occurrences during the expedition.

The highly technological expedition will definitely test the mettle of both the people and the equipment – from tires to motors. By depicting the extreme conditions farmers and their equipment cope with on a daily basis, "Xtractor – Around the world" will undoubtedly thrill the television audience.

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## NEW HANKOOK WINTER TIRE TREAD WINS ECO-MASTER 2015 AWARD



The new winter tire from Hankook, i\*cept RS<sup>2</sup> not only ranks exceptionally high when it comes to the safety aspect but also offers good value for money with regard to environment friendliness and fuel economy. It bested other tires in the segment with regard to environment and sustainability aspects in an independent test of winter tires conducted by Europe's largest car magazine Auto Bild.

Over 50 patterns of all makes were tested in size 185/60 R 15 T on a VW Polo and the Winter i\*cept RS2 winter tire from Hankook outclassed all others to subsequently win the title of "Eco-Master 2015". The full test report has been published in issue no. 40 of the Auto Bild.

Tony Lee, Hankook's Vice President of Marketing and Sales for Europe expressed his satisfaction at winning the independent test and the recognition received due to the Eco-Master 2015 award. He said, "Aspects such as fuel efficiency and the sparing handling of resources are becoming increasingly important for tyre buyers, too."

He added that the award proved that it is possible for modern, high-performance winter tires to also meet customers' requirements in terms of sustainability and environmental compatibility.

The i\*cept RS<sup>2</sup> was designed specifically for handling challenging weather conditions that are normally experienced in winter in western and central Europe. It has a highly dispersible nano-silica tread compound that has been combined effectively with an innovative styrene-butadiene rubber to ensure tread elasticity even at low temperatures. This lends outstanding traction and braking performance to the tire by increasing the contact patch even in cool and wet weather.

Both water and slush are directed away from the tire as it has higher aquaplaning capacity due to Hankook's aqua slant technology which uses both longitudinal and lateral tread grooves. The Winter i\*cept RS<sup>2</sup> has 28 per cent more blocks in the directional V-shaped tread pattern as compared to its predecessor and this in conjunction with the increase in the block edge length contribute to better traction on snow. Other notable features of the tire are special 3 D ice sipes and three-dimensional claw-like block edges for improved handling and cornering abilities on snow-covered roads.

The 3D sipes across the whole tread width boost traction and braking performance on smooth surfaces whilst improving driving and lateral stability on all road conditions during cold seasons. They also optimize handling by maximizing edge effects and reducing movements of the inner block to lend better driving and lateral stability to the tire on all types of terrain, whether wet or dry. The stiffer sidewall and bead area of the tire ensures more direct steering reactions and improved steering feedback and a more precise lateral stability on dry roads as well. Tires will also have greater tread life with this design.

Further improvements to the structure of the i\*cept RS2 have resulted in an even load distribution and a footprint increase of up to 5% compared to conventional products. This significantly contributes to the braking performance on both wet and dry roads.

The new i\*cept RS<sup>2</sup> is sold in the European market for small, compact and medium-size cars and vans. It is currently available on the market in 19 sizes from 165/70 R 14 to 225/45 R 17 in speed ratings T and H.

## GOODYEAR OFFICIALLY ENDS ALLIANCE WITH SUMITOMO

Goodyear Tire & Rubber Co. officially announced the end of its longstanding global relationship with Sumitomo Rubber Industries Ltd. In a news release that was issued on October 1, the company revealed that the two companies have parted based on the terms that were agreed between them back in June this year.

At that time, Goodyear had agreed to pay USD 271 million as a payout to Sumitomo in order to end the 16-year-old partnership which spanned three continents and four joint venture companies, including one each in Europe and North America and two in Japan.

Commenting on the dissolution of the partnership, Goodyear chairman, president and CEO Richard J. Kramer said, "This successful resolution enhances our flexibility to grow profitably as we focus on delivering strong performance and sustainable economic value."

He added that in spite of the challenges Goodyear faced due to the current situation in the global economy, the long-term growth outlook is bright for the tire industry. As an outcome of the amicable settlement of the dispute with Sumitomo, Goodyear can now focus on pursuing an aggressive growth strategy, particularly in key global markets where the company will benefit from its technological edge and the strong appeal of the Goodyear brand.

Under the terms of the dissolution agreement, Goodyear will retain exclusive rights to sell Dunlop tires in the replacement market and to non-Japanese auto manufacturers in the United States, Canada and Mexico. When it comes to European markets, Goodyear will have the exclusive rights to sell Dunlop-brand tires in both the OE and replacement markets. Earlier, the joint venture company had the exclusive rights to sell Dunlop tires. Moreover, even in the Japanese market, henceforth, Goodyear will regain the exclusive right to sell Goodyear-brand tires.

The dispute between the two companies dates back to February 2014 when the arbitration process by the International Chamber of Commerce began. With the proceedings concluding on a satisfactory note, both companies are now poised to pursue their individual growth strategies for retaining and increasing their market share on a global basis.

# COOPER TIRE JOINS DREAM IT. DO IT. NETWORK TO TRANSFORM IMAGE OF MANUFACTURING

In a bid to transform the image of manufacturing among students and the members of the general public, Cooper Tire has joined The Manufacturing Institute's (MI) Dream It. Do It. Initiative. The Dream It. Do It. Initiative is conducted by a group of organizations and companies throughout the United States which want to make the manufacturing sector more appealing and thus resolve the issue of the widening skills gap when it comes to the workforce pipeline.

"Manufacturing is the backbone of our economy, and we all should be concerned about the supply of future talent with the desire and capability to make the products that keep our economy strong," said Brenda Harmon, Chief Human Resources Officer for Cooper.

In addition to the demographics factor, young people fail to find the prospect of jobs in the manufacturing sector appealing, whether they are college graduates or have technical education or high school education. They prefer to remain unemployed while they continue to search for white collar jobs in other sectors, though they may be struggling to pay off high levels of college debt.

Brenda stressed that Cooper offers plenty of employment scope for those who are willing to work hard and have a desire to learn, irrespective of whether they have a college degree.

As part of the company's alliance with the Dream It. Do It. Initiative, Cooper will interact with parents, educators and leaders in local communities to help them understand more about opportunities in the tire industry and in manufacturing in general. As part of this effort, Cooper will try to educate them on the challenges and high level of technology involved in the manufacturing sector today.



As part of its involvement in Dream It. Do It., the company has appointed a Dream Team to focus on areas close to the firm's manufacturing facilities like Findlay, Ohio; Tupelo, Miss. and Texarkana, Ark. The Dream Team consists of over 25 employees in a wide range of roles, both at Cooper's technical centers and its corporate headquarters.

Throughout the first year of its involvement in this initiative, the Dream Team will visit local communities to execute multiple programs which will include mentoring local children, teaching in local middle schools using interactive, manufacturing-related curriculum, and engaging in a number of other community-based efforts such as fairs and speaking engagements to drive broad awareness about careers in manufacturing.

There will be a special focus on activities during October to coincide with the celebration of Manufacturing Day, which will be marked this year on October 2. One of the activities will involve hosting approximately 800 eighth-grade students October 13 through October 16 for the Cooper Tire Manufacturing Experience. The students will be brought to the Cooper factory and headquarters in Findlay where they will move through a series of interactive experiences designed to spark their interest in manufacturing. These will include learning about raw material composition, material weights and quality control monitoring. They will also interact with Cooper engineers using CAD simulations to design tires for specific performance characteristics. In addition, they will learn about the use of 3D printing and will participate in manufacturing simulations that involve tire assembly, curing, finishing, testing and the importance of work done behind the scenes by millwrights and electricians.

Students who attend this event will also be encouraged to use social media to share their experiences with the hash tags #cooperiscool and #mfgday15, in order to expand awareness of manufacturing to friends and family across the U.S.

Speaking about his chance to be a member of the Dream Team, Luke Schroeder, Mechanical Project Engineer at Cooper's Findlay tire manufacturing plant said that he was highly excited to be involved in Cooper's first Dream Team as it would make a significant positive impact in the local communities. He said he would never have considered a career in manufacturing if he had not been educated by an older sibling. The Dream Team would be involved in just such an effort with hundreds of kids.

To complement this initiative, Cooper has instituted a Centennial Scholarship program open to the children of employees who intend to pursue a career in manufacturing and meet certain other requirements. Three winners were selected for the inaugural edition of this scholarship to mark Cooper's 100th anniversary in 2014, and are now in their first year of studies at Rose-Hulman Institute of Technology, the University of Cincinnati and the University of Findlay.

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## FALKEN SHOWCASES WILDPEAK 4x4 TIRES AT SPORTING EVENTS



Falken's range of 4x4 tires have been used for a variety of sporting events and have helped to boost brand awareness with their outstanding performance. The company has used a combination of events for sports marketing in order to expand awareness about the brand. These include perimeter advertising at the football games of premier clubs and support for the UK Rugby Super League to get advertisement mileage for the off-road WildPeak line of tires. The company also chose to showcase its off-road tires by equipping a Mitsubishi Outlander PHEV at the Baja Portoalegre 500 off-road rally.

The modified Mitsubishi PHEV which is powered by plug-in hybrid technology will be fitted with off-road WildPeak tires from Falken to tackle the 500-kilometer route at the Baja Portoalegre 500 rally which is the ninth heat in the FIA Cross-Country World Cup.

The event was held from 22-24 October in the Portuguese region bearing the same name and contestants had to reach really high speeds in order to emerge as winners in the race.

The Mitsubishi PHEV participating in the race was fitted with Falken tires in size 235/85R16. WildPeak tires are renowned for the outstanding driving stability they offer, their exceptional traction on loose surfaces and perfect handling on both off-road and on-road terrain.

Hiroshi Masuoka, two time winner of the Dakar Rally and Mitsubishi works driver, was at the wheel of the modified sports model and played a crucial role in introducing the WildPeak M/T tire to a new sporting audience.

As part of Falken's support for the First Utility Super League in the UK, Falken will bring a remote control car fitted with WildPeak M/T tires to rugby events in an interactive marketing campaign to boost awareness of the tire among rugby fans.

The model Falken Edition Axial SCX10 Jeep Wrangler G6 first debuted in May at the First Utility Super League's Magic Weekend, and sports unmistakable teal and blue Falken livery and highly realistic features like a molded interior and dove-tail universal bolt-in cage, along with WB8 HD Wildboar drive shafts and most importantly, the Falken WildPeak M/T tires to provide durability and performance.

"It's great to be able to give the public just a taster of the Falken product, even if it is in miniature form," says Falken's UK director Matt Smith. "The cars are an eye-catching and entertaining way to get people interacting with the brand and we're looking forward to getting more sports fans and their families on the remote controls at rugby and further partnership events during the year."

The First Utility Super League has an enormous fan base in the UK covering major teams in northern towns like St Helens, Warrington, Wigan, Castleford and Hull. Falken's partnership with the League

will help increase awareness of its WildPeak 4x4 tires in this target demographic as well as to rugby fans throughout the country.

The brand also has opted to support unconventional activities with its WildPeak products in order to promote the range of 4x4 tires. For example, in 2014, the tires were fitted to 'Milky', a vehicle that started life as a utilitarian carrier of dairy products, but after extensive modifications may well now be the world's fastest milk float.

Falken's WildPeak range includes A/T and M/T variants. The A/T is available in 16 sizes between 60 and 80 series. Designed with a symmetric five-rib pattern and rigid block design the tyre received a European launch in 2012, with enhanced durability, on-road response and off-road handling characteristics promised. Two stiff extra-wide steel belts increase stability, while four wide multi-angled grooves speed up the tread's evacuation of water, mud and snow.

## APOLLO STRENGTHENS PRESENCE IN LEBANON WITH FIRST APOLLO ZONE

Apollo Tyres, one of the leading tire producers in the world has strengthened its presence in Lebanon with the opening of the company's first branded outlet in the country. Named Apollo Zone, the retail outlet has been specially designed to provide customers with an enhanced brand experience. Products like passenger car, truck-bus and agriculture tires are displayed in an environment that has been customized with Apollo's signature colors and branding.

The first Apollo Zone in the country is located in the Beqaa Governorate of Lebanon, off the main highway connecting Lebanon with Syria. Apollo opened Apollo Zone in collaboration with Saka Trading Co, one of the Lebanon's leading wholesalers and retailers of tires, batteries and car accessories.

The opening ceremony was attended by key officials from both companies including Sujay Srivastava, Head, Apollo Tyres Middle East, and the proprietors of Saka Trading Co, Wassim Abdul Khalek and Nabil Abdul Khalek.

Commenting on the inauguration, Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd said that the growing passenger vehicle segment of Lebanon, along with the entire Middle East region offered the company a lot of potential. The 10 year partnership with Saka Traders has helped Apollo Tyres to make its presence felt in the Lebanese tire market. The first Apollo Zone in the country is the first step in the company's drive to create more brand awareness and get greater visibility for the Apollo brand in the 80,000 a month tire market in Lebanon and to enhance the buying experience for the consumers.

The Apollo Zones follow a modern up-market retail format for selling tires by providing a branded environment that provides customers with greater visual appeal, comfort, convenience and opportunities to learn more about the performance and applications of product before finalizing their purchase. Thus tires will change from a purchase in which there is low customer involvement to one where customers get expert guidance prior to the final decision in order to choose tires that are most suitable for their vehicle, driving style and usage.

The Apollo Zone in Lebanon is the company's third such venture in the Middle East after the opening of similar stores in Dubai and Kuwait.

# CONTINENTAL LAUNCHES NEW SPORTCONTACT 6 TIRES IN THE MIDDLE EAST

Continental, the German premium tire manufacturer and international automotive supplier has announced the arrival of its highly anticipated SportContact 6 super sports tires across the Middle East. Targeting owners of cars in the high-performance segment, this dynamic new tire holds out the promise of improved handling and steering precision.



Under extensive testing at Continental HQ in Hannover, Germany, the new tires have shown that they can offer a performance boost of up to 14% and can perform safely at speeds of 350km/h. To achieve this, Continental's engineers have come up with an innovative structure that controls the huge forces on the tire, ensuring maximum driving safety.

This increase is also a result of the new chemical composition of the tire tread, along with the new tread design and tire structure. From now on, 41 dimensions will be available for rims with diameters of 19 to 23 inches giving drivers even more flexibility when it comes to matching their tires to their vehicle.

This new summer tire from Continental will add to its successful range of high-performance tires. The new super sports tire is particularly suited to high end sports cars like the Audi R8 or Porsche 911 and premium sporty models like the BMW 5 Series or Mercedes AMG.

Commenting on the arrival of the new product, Thomas Strohmeier, Head of Marketing Service & Operations, Middle East, Near East, North Africa said: "The SportContact 6 tires are set to be of high appeal in the Middle East. Not only will they allow discerning customers to achieve better performance from their vehicles but they also allow an 11% increase in handling on dry roads making them extremely relevant to the region."

Thomas added that in Continental's key markets of Saudi Arabia and the UAE, customers have a higher level of disposable income to purchase high end sports cars. Hence the addition of new tires like the SportContact 6 is expected to play a crucial role in significantly increasing Continental's market share in these countries.

The arrival of the new product in the Middle East will add to Continental's wide range of high-performance tires which have made an impact in the Middle East market including the ContiSportContact 5 and 5P and the ContiPremiumContact 5. Both these tires offer exceptional performance on wet as well as dry roads.

## YOKOHAMA MAKES FIRST TIRE AT NEW MISSISSIPPI PLANT



Yokohama Tire Manufacturing opened its plant for the production of commercial tires in Mississippi, United States on a grand note at a gala event that was attended by over 300 distinguished guests. Covering one million square feet, the plant is Yokohama's largest such factory in the US and will produce one million truck and bus tires when it achieves its full capacity by the end of 2018. The factory covers more than 500 acres of land and consists of divisions for manufacturing, storage and operations facilities.

Yokohama had broken ground for the facility two years ago and it will mainly be used for the production of 22.5- and 24.5-inch truck tires for the North American market. With the completion of this project, the Japanese tire manufacturer will be able to better serve its customers in the North American market, cutting down the lead time needed to fulfil orders from months to a few days as there will no longer be any need to wait for the shipment of tires from plants outside the United States.

According to Rick Phillips, vice president of sales, consumer, commercial and OTR for Yokohama Tire Corp. (YTC), the new plant is one of the most efficient plants Yokohama has in the world. With the output of tires from this plant, the company will eventually be able to phase out its sourcing of truck tires from the GTY joint venture facility in Mount Vernon, Ill., a facility it shares with Continental Tire the Americas LLC.

Yokohama has revealed that the company has plans to ramp up production in the future at the Mississippi as part of a Phase Two expansion project at the site depending on demand from customers.

Speaking at the event, Tadaharu Yamamoto, president of YTMM said, "The grand opening of our first U.S.-built plant is truly a historic day for Yokohama." He went on to express his gratitude to Gov. Bryant, the state of Mississippi, the community of West Point, the Golden Triangle Region and the employees at the site for their help in making the state-of-the-art plant fully operational in record time.

Currently, YTMM has hired over 260 employees and eventually will increase the number of jobs to 500.

## HANKOOK WINS PRESTIGIOUS RED DOT AND IDEA DESIGN AWARDS FOR CONCEPT TIRES



Hankook has won the prestigious Red Dot and IDEA (International Design Excellence Award) design awards for its concept tires that were designed through a collaboration with the renowned German University of Pforzheim. Students from the departments of Business, Design and Engineering worked with Hankook to come up with futuristic tires like the Boostac, Alpike and hyBlade that helped Hankook to clinch the awards.

From the three concept tires, the Boostac concept tire earned a mention as the 'Best of the Best' at the 2015 Red Dot Award. This made Hankook the first tire company in the world to win in the category of Mobility, thus attesting to the company's expertise in the field of design and its technological prowess.

Boostac has a variable tread block structure which makes it possible for the tire to expand when needed, giving it better traction. The tire is particularly useful for negotiating steep inclines and in rough, desert-like terrain. Alpike also comes with the capability to expand the circumference of the tire making it possible to increase the ground clearance of the tire for areas that are affected by heavy snow. hyBlade has been



### Tire Fact

The tire tread should be a minimum of 1/16 inches deep. If it is less than this, the tire needs replacement.

designed with waterwheel treads and side spikes for efficient aquaplaning making the tire more suitable for use even in heavy rains.

All the three concept tires, Boostac, Alpike, and hyBlade, emerged as prizewinners at IDEA 2015. The three concept tires were the outcome of a design contest that was jointly organized by Hankook and Pforzheim University under the title "A Great Challenge for a Great Change". The contest was one of the many initiatives launched as part of Hankook's Design Innovation project which began in 2014. The participants in the contest were asked for their take on future-oriented concept tires that are capable of handling even the toughest driving conditions, which could occur in the future due to the impact of global warming.

"We are immensely proud to be recognised by the world's top three design awards including Red Dot and IDEA for two straight years," said Ho-Youl Pae, Head of Hankook Tire Europe. He went on to say that "Hankook Tire will continue to improve its top-of-the-line technology and design by further investing in R&D. We believe that the advances we make will further enhance our competitiveness as a global leading tire company."

## JK TYRE WINS PRESTIGIOUS BRANDING AWARD



JK Tyre & Industries Ltd, which pioneered the concept of radial tires in India received the prestigious "Brand of the Year" award at the 2015 World Branding Awards ceremony. The ceremony was held at Kensington Palace in London.

JK Tyre was the only brand in the Tire category from India which was chosen for the 2015 edition of the awards. The World Branding Awards are given on an annual basis by the World Branding Forum, a registered non-profit organization that was set up to advance the interests of both consumers and the industry by promoting the standards, skills

and education of the branding community. The winners of the awards have to undergo a stringent judging process involving three aspects- online voting, brand valuation and consumer market research. JK Tyre was one of the 118 brands chosen from 30 countries across the world which qualified for the awards.

Commenting on the achievement, Dr. Raghupati Singhania, Chairman and Managing Director, JK Tyre & Industries Ltd. said, "We are pleased to receive the World Branding Forum's Brand of the Year 2015 award."

He added that the award attested to the hard work and effort that was invested in making JK Tyre a great brand and a household name in the tire industry. The emergence of JK Tyre as a winner after the rigorous evaluation, assessment and voting process, aptly reflected the inherent brand strength of JK Tyre.

He went on to say that the company's success story owed a lot to its workforce for their unstinted efforts and concluded by saying that the award will further spur JK Tyre's continuous endeavor to be the preferred tire brand on a global basis.

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## LINGLONG BOOSTS BRAND AWARENESS WITH TRUCK RACING CHALLENGE



Linglong, one of the top Chinese tire manufacturers is pursuing an aggressive growth strategy in a bid to increase its global presence and market share. As a part of this strategy, it became the title sponsor and exclusive tire supplier for the Linglong Tire 2015 China Truck Racing Championship which was held successfully on October 5th on the Beijing Jinggang Speedway. The truck racing event, which is the last leg of the China Truck Racing Championship proved to be a great draw for thousands of spectators from both within the country and overseas and helped Linglong to significantly boost awareness of the brand.

The China Truck Racing Championship is the first world-class truck racing championship in China, and has already proved to be a crowdpuller for the Guangzhou and Shanghai stints. The Beijing race was the final race of the 2015 CTR, and proved to be more exciting than ever with more than 10 super truck racing at speeds in the range of 150km/h. It proved to a real spectacle for the spectators at the live show.

As the supplier of tires for the CTR, Linglong used the championship to highlight the high quality and the technological superiority of its tires. They exhibited outstanding traction, great handling and had an exemplary safety record, proving to be really versatile over different terrains. The Truck Racing Challenge demands tires of very high quality and the tires supplied by Linglong proved to be more than equal to the task. Drivers were able to tackle even the toughest challenges with minimum wear to their tires.

All trucks participating in the championship used the Linglong DL831 tire and the tire exhibited excellent handling and grip performance especially on curves. The Speedway is known for its characteristic curves and the DL831 was of great help to drivers for improving their scores in Jinggang.

## KATSUMI KOMAGUCHI TO TAKE OVER AS NEW CHAIRMAN OF TOYO TIRE

Toyo Tire & Rubber Co. Ltd. went through a crisis back in June when the existing management took responsibility for the bearings scandal. The company had provided earthquake proof rubber shock absorbers which did not meet government norms for earthquake-proof buildings in Japan. The company's Chairman Akira Nobuki and former President Takuji Yamamoto as well as seven other corporate officers or advisers took the fall for the scandal. Now Katsui Komaguchi has been chosen as the new Chairman and director of Toyo Tire and Rubber.

Takashi Shimizu who is currently the senior corporate officer and general manager of the Tire Planning Division will serve as the new president and representative director of the company. Four new director candidates will also be inducted into the board after voting at an extraordinary meeting of shareholders on November 12.

Katsumi Komaguchi as an external candidate is untouched by the bearings scandal. Komaguchi is a long time veteran of the Kyocera Corporation. He joined the company in March 1986 and took on successively senior roles. He became the director and senior managing executive officer in 2013 and was appointed as the vice chairman and representative director of Kyocera Document Solutions Inc. in April 2015.

Komaguchi initially joined Toyo from October as an adviser before taking over as the Chairman.

Takashi Shimizu is a longstanding veteran of the tire industry. He joined Toyo in 1985 and rose to the position of president of Toyo Tire Holdings of Americas Inc. in 2010 before moving on to the post of corporate officer in March 2014 and eventually senior corporate officer in July 2015. He currently oversees the Tire Planning Division and the North America Business Unit.

## MICHELIN DEBUTS NEW APPS FOR FLEET COMPANIES

Michelin recently launched Michelin Tire Care, a complete set of connected apps that can help fleet operators to get the best performance and value out of their tires. The mobile/tablet-based software consists of three apps- TireLog, iCheck and iManage.

TireLog is essentially a free digital worksheet that can be used for product comparison and workshop planning in fleets having upto 20 vehicles. Larger fleets can use iCheck for predictive tire diagnostics. iManage effectively combines both RFID and TPMS technology to keep track of the maintenance needed for each tire even in large fleets. While TireLog is a free app, both iCheck and iManage are paid apps with subscription fees varying from one to nine euros per vehicle on a monthly basis, depending on the size of the fleet.

Michelin has designed the apps keeping in mind that a wide range of customers using different systems, brands of tires and maintenance methods will be using them. Hence, the apps are available in both Android and Apple iOS formats. They are also compatible with the tires and RFID/TPMS systems of other tire companies. There is a risk that customers using these apps may opt for other brands when they compare product performance on a brand basis.

Nevertheless, with the Michelin Tire Care suite of apps, the French tire manufacturer has gained the first mover advantage in an industry that has become increasingly dependent on software solutions for logistical efficiency.

# YOKOHAMA TO FLAUNT CHELSEA PARTNERSHIP AND TECHNOLOGICALLY ADVANCED TIRES AT TOKYO MOTOR SHOW

The Yokohama Rubber Co., Ltd., will be showcasing its wide range of innovative tires at the 44th edition of the Tokyo Motor Show. The renowned motor show is being held from October 28 to November 8 at Tokyo Big Sight in Tokyo city. The show has been open to the public from October 30.



Yokohama's theme for participating in this year's edition is "Responding Powerfully to All Challenges". The display at the Yokohama booth will highlight the Japanese tire company's new partnership with leading English premier league football club, Chelsea, with which the company has signed an Official Shirt Partnership from the 2015-2016 season. Other activities that will take centerstage at the booth will include Yokohama's motor sports activities and other content which will emphasize the feel of an "Energetic YOKOHAMA". The company's aerodynamic tire that was developed as an outcome of its research and development program that goes back to 2010 will also showcase the company's commitment to technological innovation.

The tire display at the Yokohama booth will include a number of tires from the company's range of technologically advanced tires like its flagship tire, the "ADVAN Sport V105", which has been chosen as the OE tire by many leading automotive brands for their high-performance cars, the fuel-efficient tire "BluEarth-1 EF20", which has earned the highest, AAA/a grade in Japan's tire-labeling system, "iceGUARD 5 PLUS", a new studless tire for passenger cars; and the "GEOLANDAR SUV" tire, which enhances the fuel efficiency of SUVs for urban use.



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EVENT	DATE	INFORMATION	LOCATION
Automechanika Shanghai	02-05 Dec 2015	Automechanika Shanghai is one of the grandest automobile trade shows that cover wide-ranging services, machinery, tools and equipment required by this industry. Included in the products showcased here are car wash, service stations, repair and maintenance tools, tuning and accessories, and parts and systems.	Shanghai New International Expo Center, Shanghai, China
SAE International Vehicle Electrification and Connected Vehicle Technologies Forum	03-04 Dec 2015	This event aims to address the drivers, trends and issues that are shaping the present and future of electric propulsion, vehicle electrification, connected car technologies and infotainment.	Crowne Plaza Shanghai, Shanghai, China
Auto Aftermarket Industry & Tuning Trade Fair Bangkok	03-05 Dec 2015	This three-day show is one of the most anticipated events in the sector as it offers a huge opportunity for exhibitors to establish their presence among their target customers. Visitors to this event will get a chance to feast their eyes on the latest and most advanced car audio-visual, car modification, car care and car decoration products, to name a few.	IMPACT Exhibition Center, Bangkok, Thailand
International Auto Retro Barcelona	04-08 Dec 2015	International Auto Retro Barcelona offers a lot of reasons for automotive companies and car lovers to be excited. It gathers vehicle collectors from Spain at an international forum where different motor vehicles are showcased.	Fira De Barcelona Montjuic, Barcelona, Spain
Motor Show-Bologna	05-13 Dec 2015	Motor Show-Bologna is a highly anticipated trade event in Italy. It serves as an ideal business platform for people involved in the industry to interact with each other. With 14 exhibition pavilions to be set up in the show, visitors will get a chance to see a wide array of the latest automotive products, including car accessories, batteries, safety tools, lubricants and maintenance products. One of the key highlights of this fair is the Enel Electric City initiative.	Bologna Fair Centre, Bologna, Italy

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**DUBAI  
INTERNATIONAL  
MOTOR  
SHOW**  
معروض دبي الدولي للسيارات

EVENT	DATE	INFORMATION	LOCATION
Auto Aftermarket Industry & Tuning Trade Fair Bangkok	9-11 Dec 2015	Co-located and partnered with the organizers of the Thailand International Motor Expo, this event presents a wide array of products from the automotive, industrial and products industries.	IMPACT Exhibition Center, Bangkok, Thailand
Automotive Advanced Manufacturing Technology Show	10-12 Dec 2015	Automotive Advanced Manufacturing Technology Show is one of the highly anticipated automotive events this December. To be held at the Shanghai World Expo Exhibition, this trade fair displays a wide array of products in the sector, including spare parts, production equipment and technology, and many more.	Shanghai World Expo Exhibition, Shanghai, China
Performance Racing Industry Trade Show	10-12 Dec 2015	This three-day show will display a wide range of products, including fuel injection systems, racing fuel innovations, insurance services, pumps and gearboxes, balancing equipment, air filters, high-utility alternators and many more.	Indiana Convention Center, Indianapolis, USA
Indianapolis Auto Show	26 Dec 2015-01 Jan 2016	This week-long auto show is a highly anticipated event not only by exhibiting companies but also by car lovers. Here, wide-ranging products from the sector will be showcased such as trucks, economical cars, minivans, hybrids and SUVs.	Indiana Convention Center, Indianapolis, USA
Consumer Telematics Conference and Show	5-Jan-2016	Organized by the Consumer Electronics Association, this conference will cover areas such as autonomous technology and connected car spins web for the internet of things.	Rio All-Suite Hotel & Casino, Las Vegas, USA
Auto Parts World of Wheels	08-10 Jan 2016	Auto Parts World of Wheels is an exciting event that features a huge variety of custom motorcycles, custom trucks and custom cars as well as restored and antique vehicles.	Chattanooga Convention Center, Chattanooga, USA

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# AUDI LIGHTS UP THE INTERNATIONAL SYMPOSIUM ON AUTOMOTIVE LIGHTING



At the 11th International Symposium on Automotive Lighting (ISAL 2015) Audi was in the spotlight with guest speakers from the auto giant sharing stage with keynote speaker Shuji Nakamura, the 2014 winner of the Nobel Prize for physics. Speakers from the company presented the latest developments and industry trends in automotive lighting technology that would set the trend for future research and advancements. The event showcased Matrix OLED technology on the Concept IAA car, representing the next step in the evolution of auto lighting.

Dr. Wolfgang Huhn, Head of Development for Lighting at Audi explained that ISAL 2015 was an important event where Audi could showcase its advancements in lighting technology and where deliberations among professionals across the industry would benefit the company and its customers. Huhn stated that Audi has the distinction of being responsible for the establishment of LED-based auto lighting and the company is banking on technical advancements and increased production and demand to be able to provide premium lighting on its cars at a price that is mutually advantageous to the automaker and its customers. He continued to explain that at Audi, design and lighting development teams work closely to create a harmonious integration of lighting technology and overall vehicular design.

Stephan Berlitz, Head of Development for Lighting Innovations at Audi was the first speaker after Shuji Nakamura, opening the conference with a lecture about the future of automotive lighting technology. Current trends such as lighting assistance and Matrix LED headlamps were discussed with a view to emerging technologies such as adaptive Matrix Laser headlights which are expected to form the foundation of the future in automotive lighting. This lighting system passes a light from a spatially separated laser through a phosphorus layer and a lens from where the light passes through a digital micro-mirror device for adaptive intelligent distribution. This advancement enables Audi to control the light emitted from a headlight with a great degree of precision, improving road safety and warning systems. Matrix LED headlights also find application in Car-to-X systems that generate cockpit warnings about objects outside the driver's visual field.

Berlitz emphasized Audi's pioneering role in melding together the dynamics, aesthetics, and interactions between drivers and various elements of the driving environment including vehicle-to-vehicle scenarios. Using the principles of what is known as "construction zone lighting", engineers at Audi are able to project the width of a vehicle on the road as precision beams of light that offer on-board guidance to drivers and a sense of safety.

The German automaker has enjoyed significant successes in the area of automotive lighting technology with several pioneering steps including the introduction of daytime LED running lights on the Audi A8 W12 Executive Sedan in 2004 and full LED headlights on the Audi R8 Coupe four years later. Important milestones in this journey include the navigation data-enabled headlight networking and the dynamic display of turning lights on the Audi A8 in 2010 and 2012. Matrix LED headlights made their debut on the Audi A8 in 2013 and was followed by laser-enabled spot on high beam in the Audi R8 LMX a year later. Matrix LED headlights continue to feature advancements such as anti-glare capabilities for traffic signboard. The latest iteration of this technology has been developed for the 2015 Audi A4.

Audi continues to forge a pioneering path in automotive technologies with advancements in lighting and other key breakthroughs. The 66th edition of the International Motor Show this year showcased for the first time the 2015 Audi e-tron quattro concept with Matrix Organic light emitting diode (OLED) lights. These state-of-the-art lights are made up of an array of OLEDs that have integrated ultra-thin organic semiconductors and a transparent layer that enables complete dimming control and variability while exhibiting luminous homogeneity. Representing the future of automotive lighting, these shadow-free lights are able to function without the need for optical components such as reflectors and light guidance elements. As designers and developers at Audi explore the use of new substrate materials for use in 3D lighting, the company expects to open new doors in lighting technology. Currently, however, Audi is pushing the boundary of automotive lighting technology by introducing OLED taillights as a production feature on its cars for the very first time.



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# BOSCH DEVELOPS NEW TECHNOLOGY TO HELP DRIVERS WITH PARKING



Parking can be a real hassle in crowded cities like Dubai. Drivers not only lose a lot of time as they drive around looking for parking, but they also waste petrol. It may not be a lot but in the long run, it adds up to a significant amount of petrol and time. Bosch, one of the world's leading provider of auto related technology and services, has developed a parking solution that will make parking a lot more efficient for motorists.

Using the new technology, drivers get information about the perfect parking spot through a smartphone app. They also receive details about the layout for parking at their destination, the charges for parking and whether any of spaces are reserved for the disabled. This new active parking lot management solution from Bosch will make it possible for drivers to minimize the time and effort needed to find parking and avoid parking penalties.

Speaking about the new parking solution, Volker Bischoff, General Manager at Bosch Middle East FZE, said that though living in a growing city has many advantages, parking woes are one of the downsides. Spending time looking for parking leads to emission of more carondioxide and wastage of petrol. Using Bosch's solution will help drivers find the optimal parking space and help the save money, time and petrol in addition to environmental benefits.

Parking is a common problem here in the UAE as well, especially in Abu Dhabi and Dubai. According to a newspaper report, a motorist in Abu Dhabi spends an average time of about 30 minutes a day looking for parking in both commercial and residential areas in Abu Dhabi. The high level of construction activity is another factor that causes public parking areas to be blocked in the UAE.

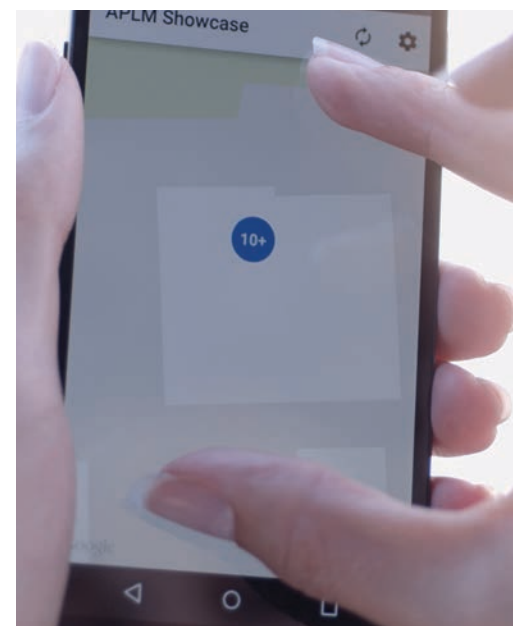
Use of the new parking solution from Bosch will help drivers to waste less time taking detours to find the perfect parking spot as they will have the most up-to-date parking information at their fingertips.

The parking solution from Bosch comes with a special occupancy sensor that can be used in parking garages and on-street parking to reliably detect available spaces. These sensors are weather-resistant, operate wirelessly and are powered by batteries, thus eliminating the need for cables which cost time and money. Each battery can last as long as seven years. There is minimum chance for error as inside the housing, there are two different sensor technologies that corroborate one another's information. The Bosch sensor relays the encrypted information securely to a server, where a real-time parking map of all free and occupied spaces is created and can be accessed via an app or online.

Providers of active parking lot management can obtain this data through an online portal that gives them a clear overview of all the parking spaces, their occupancy and the frequency. Thus, during peak times, vehicles can be directed to spots that are less frequently occupied. Bosch engineers are currently working on technology to deliver a parking forecast, based on past data. This could considerably alleviate the scramble for parking spaces that is often seen during major events.

In the long run, technologies like the one developed by Bosch which include components like a real-time parking map, occupancy sensors, and the gateway could help pave the way for the development of fully automated parking, or self-driving cars.

Just like we read in science fiction, all drivers will have to do in the future would be to leave their car at the entrance to a parking garage, and give the car the command to find a parking space using the smartphone. When they need the car again, they just need to use the app again to retrieve the car.



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## BMW EXPANDS ENGINE PLANT TO DOUBLE PRODUCTION OF ENGINE COMPONENTS



BMW has invested heavily in the expansion of facilities at the company's BMW Hams Hall engine plant near Birmingham for the production of new three and four-cylinder engines. The amount was spent on setting up brand-new production lines, which will be utilized to make over one million components by the end of this year.

The investment project, which was planned as part of £750 million outlay across the company's production facilities in the UK manufacturing sites, converted Hams Hall factory into a state-of-the-art facility, which has been thoroughly modernized to turn out BMW's next generation of advanced engines and double its capacity to produce machined components.

The engines and components produced at the plant will be used for a wide range of cars belonging to the BMW portfolio including the new Clubman MINI which will shortly be available on the retail market and the new BMW 7 Series.

Speaking about the expansion of the plant, Plant Director, Markus Fallboehmer said that there has been a huge transformation in the plant over the past few years. The two main production areas have been completely redeveloped and over 600 brand-new pieces of equipment and machinery have been added. Workstations where there is more manual input from workers have been thoroughly evaluated and adjusted to suit individual employees and the high level of technology and automation ensures that the plant continues to be a state-of-the-art facility.

The German manufacturer has also made considerable investment in its workforce through many training programs and efforts to help employees to upgrade their skills in order to take up new roles within the organization. About 100 new

permanent jobs have been added, with some temporary workers becoming permanent employees. The talent pool for the future growth of the company has also been secured by trebling the number of apprentices.

The Hams Hall factory will operate in tandem with the company's other manufacturing facilities in Germany and Austria, all of which are engaged in the production of the same new family of next generation engines.

"Our new engine family of highly efficient three, four and six-cylinder engines have a standard design, a high number of similar parts and a uniform process for manufacture," explained Ilka Horstmeier, head of BMW Group's global production network for engines and electrified powertrain.

She added that this gives the company a great deal of flexibility as they could proactively optimize production between different manufacturing locations depending on changes in customer demand or market developments.

The Hams Hall factory began production of the new engines with a small number last year. Three-cylinder BMW TwinPower Turbo technology 1.5-litre petrol engines are hand-built exclusively at Hams Hall on a special production line for the BMW i8. This engine has already been recognized with several awards for the car and an overall win at the International Engine of the Year awards.

BMW's new Efficient Dynamics high-tech engine family includes both petrol and diesel engines, all with TwinPower Turbo technology and ranging from 1.5 to 3.0 liters. With different power ratings, the engines can be adapted to a variety of vehicle concepts. Commonality across the engines makes it possible to be extremely flexible in achieving significant efficiencies at high production volumes, as well as being able to produce additional special versions of the engines at relatively small volumes across the network of engine plants.

## PARTBOYZ AUTO PARTS SET TO TRANSFORM AUTO PARTS BUSINESS IN NIGERIA



Modeled on a similar chain of superstores for auto parts in the United States, the company named PartboyzAuto Parts is set to transform the auto parts business in one of the leading automotive markets in Africa, Nigeria. The company has opened its first outlet at Gbagada Mechanics Village, which is the first such store in the African country.

According to the company's Chief Executive Officer, Olu Okusanya, the store will be staffed by knowledgeable customer service specialists who will be able to provide the emerging auto manufacturing and assembly industry players in the country with the support they need. He said Partboyz would offer a wide range of genuine automotive parts at affordable prices. Customers will benefit from the convenience of online ordering, fast delivery services throughout Nigeria and a money-back guarantee. Orders will also be taken over the phone.

Okusanya stated that the new auto policy in the country has brought with it a lot of opportunities.

"The warm embrace given to the Nigeria's auto policy by both foreign and local investors has opened a lot of opportunities for those of us in the auto parts business. Partboyz has therefore come with innovative service and products to meet the needs of the Nigerian vehicle owners," he said.

Okusanya concluded by saying that Partboyz was the only parts store with certified auto parts specialists offering advice on car repairs and parts. Select group of automotive journalists were taken on a facility tour of Partboyz Auto Parts store prior to the opening of the store, which is located at the Gbagada Mechanic Village in Lagos.

The parts that are available for sale at the store will include headlights and lighting, engine and drivetrain, brakes, suspension as well as lubricants.

# NEW 2016 CADILLAC ATS-L NOTABLE FOR NEW GRILLE AND ENGINE START STOP SYSTEM

Cadillac has unveiled its newly updated ATS-L which made its debut in the Chinese market last month. The 2016 comes with a new wreathless crest grille and a thoroughly revamped infotainment system that is three times faster than that in the previous model. Other notable new features in this model are Apple CarPlay compatibility, WiFi connectivity and OnStar 4G LTE.

When it comes to components under the hood, the most remarkable feature is the new start/stop system for the turbocharged 2.0-liter four-cylinder engine. According to Cadillac, this new stop-start system will make a significant difference in the responsiveness of the car, the shifting and the fuel efficiency, holding out the promise of a more exhilarating driving experience.

The 2016 ATS-L will also be the first model in China to offer OnStar 4G LTE service and the first model in its class with OEM on-board Wi-Fi, which has been dubbed as Car-Fi. The combination of OnStar 4G LTE technology and on-board Car-Fi makes it possible for users to connect up to seven mobile devices to the Wi-Fi hotspot, which has a range of up to 700 square meters of the car. In comparison to 3G technology, 4G LTE is 10 times faster and relatively more stable.



The infotainment features in the new ATS-L also has undergone a significant upgrade both when it comes to the hardware components and an optimized processor with three times the speed of the previous version. The new infotainment system is also highly compatible and can be integrated with the Apple iOS-based Apple CarPlay system, ensuring good connectivity for users of Apple smartphones. The integration marks the first time that an automotive manufacturer has offered such a feature for a vehicle in the luxury sedan segment to provide a connected experience.

With many new technological features and the new start-stop system for the engine, the 2016 Cadillac ATS-L is bound to be a hit in the Chinese market.

# GARMIN TO MAKE CAR PARKING EASIER WITH INTEGRATION OF PARKOPEDIA SERVICE



Finding parking will soon become a no-brainer. Parkopedia, the world's largest parking service provider, has developed a new street parking service that will help drivers find available parking at their destination. Garmin integrated this innovative service in its award-winning navigation application NAVIGON starting last month.

The service will be initially launched in major cities in Germany before it is tested in several large cities across the globe.

Using the service, parking will become easy for motorists as it will provide them with information about the real-time availability of parking spaces either at their current location or at their final destination. Based on this information, they can compare the different parking options that are available and opt for the best one in terms of price, distance and availability. Circling around the block in order to find parking will soon become a thing of the past, even in areas that do not have infrastructure like the sensors that we currently see in malls.

Commenting on the collaboration with Garmin, Parkopedia's CEO Eugene Tsyklevich said that the service has been in existence from 2007. Drivers can now drive directly to an available parking space and thus minimize unnecessary congestion, pollution and wastage of time as they try to find parking.

He added: "After three years of research and development, we are excited to add an automotive quality street parking service to our offering which includes all legal street spaces in a city, including streets which have no parking space counting infrastructure such as sensors."

## CASTROL DEVELOPS TECHNOLOGY FOR EASY OIL CHANGE



Motorists who love tinkering with their cars may think oil changes are an easy process. For others though, oil changes are one of the necessary evils associated with car ownership. This might change in the near future with a new oil change solution from Castrol named Nexcel that uses one single, easily removal container for packaging the oil and the filter. In addition to the convenience of the packaging, it also holds out the promise of higher engine performance and benefits to the environment.

Paul Waterman, Castrol CEO, said: "We believe this is the biggest leap forward in oil change technology in the history of the combustion engine. Castrol's engineers are leaders in their field and have come up with a really innovative piece of technology. It's the result of almost three years' work but as soon as people see the benefits in emissions and servicing as well as the substantial environmental benefits, they will ask why it hasn't been done before."

According to Castrol, Nexcel will make it possible to change the oil and filter in just 90 seconds in contrast to the conventional oil change process that requires the oil to be drained and takes at least 20 minutes. All motorists will need to do is remove the whole Nexcel unit and replace it with a new one. The used containers can then be given to Castrol for converting the fluids that are inside into other lubricants, thus recycling the oil instead of wasting it.

The new technology will be seen first in the track-only luxury vehicle, Aston Martin Vulcan. Castrol reports that Nexcel has performed exceedingly well in tests with high performance vehicles, demonstrating the ability to tolerate forces up to 1.8G and a flow of as much as 158.5 gallons of oil per minute. The tests also proved that there is significant reduction in carbon dioxide emissions when the kit is used in modern engines. Use of Nexcel will give Castrol the scope to come up with individual oil blends that have been customized for different engines rather than a one-size-fits-all approach.

In the event that Nexcel proves to be a success, the company estimates that the first road car Nexcel kits will be ready five years down the road. There are reports that several automakers are interested in the new technology. Workshops, too, would be very interested in this new technology that is cleaner and more efficient. The only potential disadvantage is that manufacturers and motorists might not like to be limited to just one brand when it comes to engine lubricants.

## BREMBO DEVELOPS NEW RANGE OF LOW WEIGHT CALIPERS FOR LUXURY CARS



Modern day luxury cars and high-performance vehicles have high-power engines which need to be matched with brakes of the same caliber. This calls for the use of large brake calipers for sufficient braking capability. Using larger brake calipers, however, entails an increase in the unsprung mass of the vehicle. Brembo has just unveiled a new range of calipers with a patented design that makes them lighter without any compromise when it comes to rigidity.

Brembo used the 2015 Frankfurt Motor Show as platform to showcase its new range of aluminum fixed calipers. These calipers have been specifically designed for premium and luxury vehicles that need disks with large braking surfaces, which are normally paired with large, heavy calipers.

The most notable feature of the patented design is the body of the caliper which has five openings to create hollow areas in specific low-stress sections. There are two such openings on the front side of the caliper, which cover an area between 16 and 22 sq cm and the remaining three openings on the bridges measure between 7 and 11 sq cm. The hollow spaces occupied by these openings contribute to a significant weight reduction of approximately 8 percent of the total weight.

Brembo revealed that the clever design of the new range of calipers was the outcome of over 100,000 hours of research and development from 2011, in order to determine the exact areas from which the metal could be removed without affecting the overall performance of the calipers.

The new calipers will shortly be available in three different versions: 17-inch (5.9 kg / 13 lb in weight), 18-inch (7.7 kg / 17 lb) and 19-inch (8 kg / 17.6 lb) models. Brembo has also revealed that it will shortly be supplying automotive manufacturers with brake kits that have been specifically designed for individual high-end models.

## AL HABTOOR MOTORS PARTNERS WITH LUKOIL THE LEADER OF THE RUSSIAN LUBRICANTS MARKET



Just recently, LUKOIL has appointed Al Habtoor Motors as its official distributor in the UAE, a milestone which further reinforces the status of the company in the country's automotive industry.

According to Neil Coolledge, General Manager of Al Habtoor Motors Tyres, Batteries & Lubricants Division, since they have been appointed as distributor, several customers have shown great interest in their lubricant range, such as Fully Synthetic, Semi Synthetic and Mineral oils for the automotive sector. He added that LUKOIL also supplies greases, industrial oils, brake fluids and gear oils.

LUKOIL leads the Russian oil industry in the exploration, production, refining and marketing of premium petroleum products. The company was founded in 1991 when a group of oil and gas production companies located in the Western

Siberian cities of Langeepas, Urai and Kogalym joined forces. The acronym 'LUK' was derived from the initial letters of these cities.

As one of the largest oil companies in the globe, LUKOIL operates on the principle "From the Wellhead Down to the Gas Station". This means that it is active in oil production and refining as well as in retail and wholesale of petroleum products.

Production and sales of oils and lubricants are a vital component of the LUKOIL business. In 2005, LLK-International (LUKOIL Lubricants), a company 100% owned by LUKOIL, was established, and lubricants became an independent business unit.

LUKOIL Lubricants produces wide-ranging products that meet the most advanced operating requirements and specifications of both Russian and foreign vehicle and equipment manufacturers.

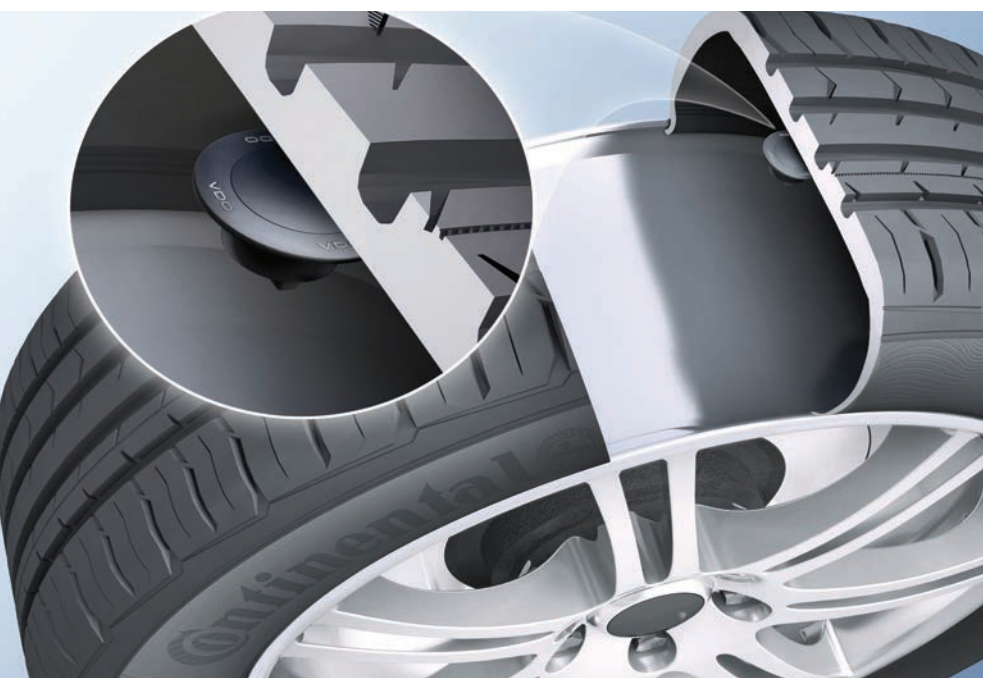
Currently, LUKOIL Lubricants controls the manufacture of over 40 percent of all lubricants produced in Russia, amounting to nearly 1.2 million tons, and markets these products in over 40 countries worldwide.

LUKOIL Lubricants denotes significant resources to developing advanced technologies for the production of lubricants and additives. At its inauguration, the company established a Science and New Technology Department responsible for the development of know-how technologies and formula for new types of lubricants that contemporary engineering demands. This work is carried out by company specialists in collaboration with Russian and world-leading scientific organizations. Through investment in science, LUKOIL Lubricants targets the qualitative improvement of its product line and the increase of consumer demand for those products.

Currently, Al Habtoor Motors is searching for dealers across the UAE to represent the LUKOIL brand.

"We feel we provide excellent quality lubricants at extremely competitive prices supported with an outstanding service," Coolledge said.

## CONTINENTAL EXPANDS TPMS RANGE WITH PREMIUM PREPROGRAMMED VDO REDI SENSOR



The new VDO REDI sensor from Continental will help workshop mechanics immensely to save time as they are reusable, universal and are optimally equipped for TPMS service activities. They can be installed immediately and do not need to be preprogrammed. This fourth sensor from VDO, a Continental product brand, also comes with a toolkit to further enhance the service that workshops can provide to customers.

The VDO REDI sensors mark a first in the automotive aftermarket as they are the first such sensors to be supplied preprogrammed. There is no need for vehicle-specific programming and installation can be done quickly as unlike other TPMS sensors there is no requirement to attach it to the valve in the wheel rim. Once the sensor is fixed to the inner surface with a special adhesive, the installation process is over. There is also less chance of mechanical damage.

The small coin sized sensor comes in a ready-to-glue rubber container and weighs only 12 grams. The kit comes with empty containers that are quite handy if the tire has to be replaced. All the technician needs to do is remove the container from the inner tire and reattach it to the new tire. With the introduction of this new sensor, the VDO range of TPMS sensors can now cover many more brands of vehicles like Dacia, Opel, Renault, and Smart.

From the time it was launched in the market in mid 2014, the REDI sensor range has already received four awards. The most recent of these was conferred on it by the Equip Auto International Grands Prix for Automotive Innovation. In mid October, it received the Gold Award in the Spare Parts & Aftermarket category at the French industry trade fair.

## DENSO JOINS GERMAN RESEARCH CONSORTIUM FOR DME AND OME1 FUEL TESTING



International automotive parts and systems giant Denso Corporation announced its entry into a research project that will spearhead the development of technologies surrounding the use of dimethyl ether and oxymethylene ether as environmentally responsible fuels for diesel engines. Traditionally, dimethyl ether (DME) has been an aerosol propellant, finding use in chemical laboratories as a solvent and as a feedstock for dimethyl sulfate and in the electronics industry. Oxymethylene ether (OME1) is another solvent that is currently the subject of research as a potential fuel additive for diesel-powered cars.

Denso joins a consortium that includes American automaker Ford, FVV—the Research Association for Combustion Engines, German safety organization TÜV, powertrain and electronics firm IAV GmbH, Oberon Fuels and the research teams of the Technical University of Munich and RWTH Aachen University. The company has been selected as the supplier of fuel injection equipment for this three-year project. Oberon Fuels have developed DME as a biogas-based fuel, leading to its acceptance as under the Renewable Fuel Standard based on guidelines from the U.S. Environmental Protection Agency.

Denso Corporation is represented by its German arms DENSO AUTOMOTIVE Deutschland GmbH as well as its Aachen Engineering Center (AEC) located in Wegberg, Germany. The AEC has been Denso's premier international research and development center for fifteen years, in the area of technologies that support diesel engines. The center expanded to a second facility in April 2014 with over 100 researchers and engineers working on innovations to powertrains. Researchers will study the characteristics of DME and OME1 through combustion performance tests for diesel engines followed by an on-road real world test through a vehicular demonstrator to understand how the new fuel will perform on the road. The final stage of the research project is to evaluate the compatibility of the new fuel in existing conventional diesel engines and compare the performance of DME and OME1 fuels with standard diesel fuel.

The results of this research and all industry-relevant findings are expected to be released to automotive manufacturers through FVV that serves as the official forum for this consortium and the joint research project.

## GOOGLE GETS NEW PATENT FOR TECH TO MAKE DRIVING SAFER



Google has received a patent for new technology that could make driving a lot safer with breakthroughs in vehicle-to-vehicle communication.

The technology would make it possible for cars to relay information about potential safety issues to cars behind them, possibly even before the cars that are yet to reach the same spot have an inkling of any such issue. This technology could also possibly be of great use down the road when many would prefer to use autonomous or self-driving cars.

It would be possible only for cars with the requisite equipment to use the new technology. They would need to have a front-mounted camera and a radar transmitter with at least an antenna at the rear. When a car ahead spots any issue that might possibly hamper safety, like an obstacle on the road or a traffic signal that is not functioning, the system would take a recording and transmit all details including the size of the obstruction, the distance and whether it is a moving object or not. This information would then be transmitted to all the cars in the vicinity. Ultimately, with the information being passed from car to car, all cars that are in the network would get the traffic alerts.

It is expected that this new technology will make passing on a two-lane road safer. Google described in its patent application that with the use of this technology, drivers will gain the ability to look far ahead in front of the traffic thus getting an 'x-ray like' vision capability to see beyond "a blockade of leading vehicles."

# A REARVIEW TO THE FUTURE WITH GENTEX FULL VISION DISPLAY SYSTEMS



Michigan auto parts firm Gentex has transformed itself from being a supplier of fire-protection products into a world leader in automotive vision technology for self-driving vehicles and into the aerospace industry.

Cadillac's 2016 CT6 sedan—a bold new full-size luxury sedan—is set to take on its German competitors, the Mercedes-Benz S-Class, the Audi A8, BMW 7 Series and will feature Gentex's pioneering rearview mirror system that allows the driver to switch between the traditional function of a mirror and a panoramic video display that shows the driver a complete display of the traffic and road behind the vehicle.

The Gentex Full Display Mirror integrates a crystal clear video display unit into the review mirror to ensure that a driver's view of the road is unaffected by smaller rear windows, obstructions such as piled-up luggage and high seat headrests. The bi-modal mirror unit can switch from a standard auto-dimming mirror to a complete video display based on a driver's preference offering superior driving safety and

fail-safe visibility at all times. "This new system is the first step towards using the versatile hardware of the rearview mirror as a platform for future vision and driving safety technologies," confirms Craig Piersma, Director of Marketing at Gentex. Munich-based BMW is expected to be the next auto giant to adopt the use of the Gentex Full Display Mirror but has not committed to the specific model that will carry the technology.

Visual driver assistance technology from Israeli vision technology company Mobileye N.V. has been the cynosure of global automotive investors as automakers move towards improving driver assistance systems. During this period, Gentex Corporation has been able to boast of an annual production and sale of over 30 million mirrors. For over four decades since 1974, Gentex has expanded its technological reach into camera, display and vision systems in the automotive and aerospace sectors.

The company's camera-enabled adaptive beam control technology—the SmartBeam system—uses camera input to automatically switch from high beam to low beam and provides driving alerts such as pedestrian detection, lane crossing warnings, and collision alerts.

Gentex is planning future technological advancements to rearview mirrors to create a bespoke vision and display solution for auto manufacturers around the world without competing with existing vision technology providers, according to Craig Piersma.



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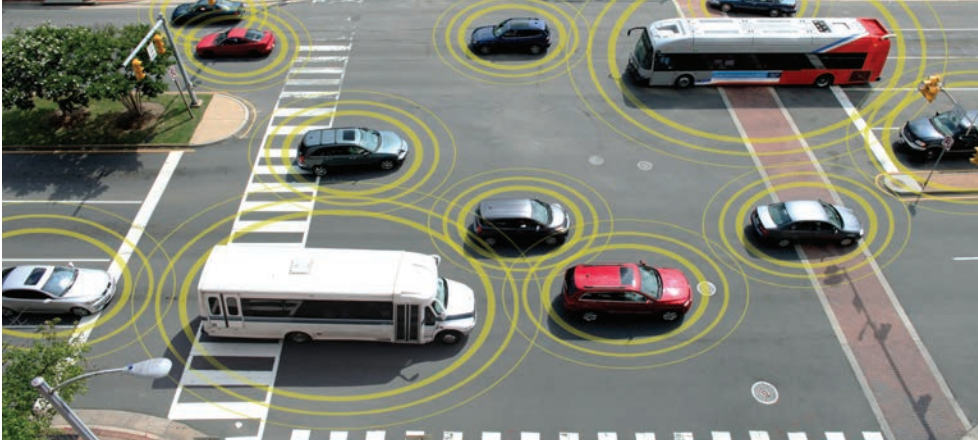
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## IBM DEVELOPS CLOUD-BASED IOT SOLUTION FOR AUTOMOTIVE MANUFACTURERS



It is anticipated that by the end of this decade, at least 90 percent of new cars will have technology for extensive connectivity services. This will lead to greater reliance by automotive companies on the Internet of Things (IoT) for secure transmission of data obtained from cars directly to the cloud for near real-time analysis and action.

In a pathbreaking initiative, IBM has announced that it has come up with a cloud-based service that automakers can use to obtain data from vehicles and drivers and transform this into actionable insights. This data can be highly effective when it comes to real-time diagnostics for engine trouble, predictive vehicle maintenance, and to help motorists plan the most efficient routes based on the flow of traffic.

IBM's new Internet of Things (IoT) for Automotive solution will use data obtained from individual sensors installed in vehicles along with geolocation data and other data such as third-party data from parking providers for real-time analysis. The solution will use analytics on the data obtained regarding the driver, vehicle and the environment to save maintenance costs and time from both the short-term and long-term perspectives.

One of the takers for this technology is the international automotive supplier Continental which is using components of the solution like IBM MessageSight and IBM InfoSphere Streams to help manage complex data streams and apply analytics to its eHorizon solution. This particular technology permits vehicle electronics use digital mapping and crowd sourced data to anticipate road conditions.

"The number of connected devices continues to grow at an extraordinary rate, and we are constantly on the lookout to use the data generated from those devices in a meaningful way," said Brian Droessler, Head of Software & Connected Solutions, Continental Infotainment & Connectivity Business Unit. "Together with IBM, we can better manage complex streams of data and apply analytics in a way that's secure, allowing us to create innovative solutions."

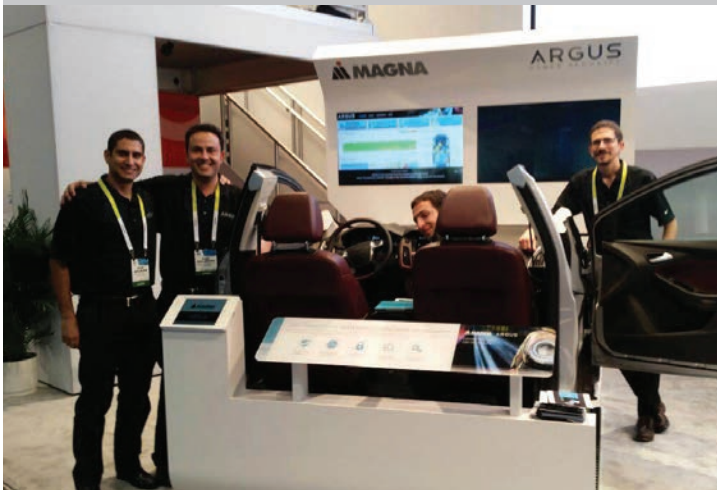
Dirk Wollschlaeger, General Manager, Global Automotive Industry, IBM said that with the increasing prevalence of connected cars on the road, it is now possible for auto manufacturers to use near-real time data and analyze it to assist motorists in a number of ways ranging from plotting the best route to finding parking and using maintenance alerts to reduce repair costs.

He added, "By combining data directly from the car with other sources, the insights derived through the IBM IoT for Automotive solution have the potential to change how we interact with our vehicles moving forward."

IBM's IoT for Automotive service not only provides rich driver and vehicle insights, but can easily be used for developing new applications as the platform supports very short application development cycles and capabilities ranging from rapid prototyping to scalable productive solutions.

The IBM IoT for Automotive solution is available on IBM Cloud's SoftLayer infrastructure.

## MAGNA TIES UP WITH ARGUS TO DELIVER VEHICLE CYBER SECURITY SOLUTIONS



Magna, one of the leading international automotive suppliers has partnered with Argus to develop a vehicle security solution that will minimize the chances of cyber attacks in a world where connected cars are becoming increasingly prevalent.

The technology developed by Argus is a cyber security solution that can be easily embedded in vehicles and aftermarket connectivity platforms. The solution can be easily incorporated into any model without any changes to its basic architecture and protects its critical on-board computer systems from being hacked. It can be easily integrated into any connected vehicle, anywhere in the world.

The solution offers the perfect combination of automotive electronic systems from Magna and Intrusion Prevention System (IPS) solution and cloud-based monitoring service from Argus to offer the maximum possible level of protection for motorists.

Commenting on the partnership, Swamy Kotagiri, Magna's Chief Technology Officer said that it has become increasingly highly critical to secure data and connectivity systems in vehicles with the growing size of the connected car market. He said the new partnership will help Magna to sharpen its focus on vehicle-based connectivity solutions as a core part of the company's electronics strategy.

"Argus' mission is to promote car connectivity without compromising on security. We are certain that our joint offering would help enhance passenger safety and make the road a safer place," said Ofer Ben-Noon, Argus's Co-Founder and CEO. "Magna's strong commitment and unique market position will allow Argus to expedite its growth strategy and further strengthen its market reach."

## FORD MULLING CARBON FIBER WHEELS FOR NEW GT



Carbon fiber components offer tremendous advantages when it comes to weight and fuel economy. Now, Ford has announced that the Ford GT will be getting carbon fiber wheels just like the Ford Shelby Mustang GT350R. Made by the Australian company, Carbon Revolution, the wheels for both models will be made at the company's new factory that was opened in the city of Geelong. Carbon fiber wheels are a lot more expensive than conventional alloy wheels, hence they are likely to be offered as an optional extra for GT customers rather than as a standard feature.

The carbon fiber wheels that were designed by Carbon Revolution for the GT350R weigh only 18 pounds apiece as compared to the alloy wheels which weigh 33 pounds each and using them would make a significant difference when it comes to unsprung weight and rotational inertia. They went through rigorous tests that Ford conducted including temperatures exceeding 1,650 degrees Fahrenheit and some really hard hits and emerged with flying colors.

With Ford switching to carbon fiber wheels for Shelby Mustang GT350R and now planning to offer them for the GT, Carbon Revolution is in expansion mode. The company has doubled its number of employees to 100 and plans to make at least 50,000 wheels annually in the next two years. The greater volume of production should lead to lower unit costs and will enable Ford to use these wheels for even more models.

The 2017 Ford GT is definitely set to be a stunner with a 3.5-liter twin-turbo EcoBoost V6 engine having an output of more than 600 horsepower that will work in tandem with a seven-speed, dual-clutch transmission.

## EDI DEVELOPS DRIVETRAIN TECHNOLOGY TO TRANSFORM COMMERCIAL TRUCKING INDUSTRY

Efficient Drivetrains, Inc. (EDI), a global leader in advanced high-efficiency zero emissions hybrid and electric drivetrain solutions, has announced that its pathbreaking powertrain technology and vehicle control software will be used in a futuristic compressed natural gas and plug-in hybrid electric Class-4 logistics truck.

This logistics truck is set to transform the fleet industry as there will be considerable reduction in emissions and fuel consumption if these zero-emissions-capable vehicles are used on a large scale in the commercial trucking industry instead of conventional trucks with internal combustion engines.

The truck was officially launched at a voice of the customer event hosted by CALSTART at the Southern California Gas Energy Resource Center on October 6. EDI, in partnership with Greenkraft, CALSTART and the California Energy Commission, designed and optimized an intelligent plug-in hybrid electric vehicle powertrain and battery pack with 40 miles of all-electric range. The EDI team integrated the optimized EDI-Drive into a Greenkraft 14,500-pound class-4 medium-duty CNG truck.

Before the official launch of the vehicle, CALSTART surveyed more than 30 fleets to study customer needs and the best techniques to optimize the powertrain. CALSTART will soon begin on-road emissions and fuel economy testing of the truck followed by user surveys to receive feedback to further refine the technology used in the truck. This will eventually lead to the commercialization process.

The technology provided by EDI helped to triple the miles per gasoline gallon equivalent (GGE) of the baseline CNG-powered truck from approximately 9 miles per GGE to 27.

The CNG-PHEV can achieve 100-percent all-electric operations and when used in EV mode, can completely eliminate the use of compressed natural gas.

EDI Power Drive's lightweight, modular, inline form allows easy optimization for a wide range of vehicle types with minimal changes to the original vehicle chassis and frame, making rapid conversions and market introductions possible.

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## ITALIAN WHEELMAKER EVO CORSE TO CUSTOMIZE GIGI GALLI'S WRX WHEELS

Italian racing alloy wheels manufacturer EVO Corse has been selected as the official supplier to the Gigi Galli's FIA World Rallycross Championship team, GGRX. The legendary wheel manufacturer is the official wheel partner of most track and rally teams in the world, supplying custom crafted wheels to drivers and teams across forty-six countries.

EVO Corse wheels will be seen on the new KIA Rio SuperCar that has been built for GGRX featuring SanremoCorse 8x17" rims. These custom rims have been designed for optimum operation on multiple surfaces including full rally, tarmac and



rallycross formats. The engineering and design departments at EVO Corse worked closely with Gigi Galli to create a rim that works with Galli's signature style and support the performance of the KIA Rio SuperCar.

Luca Meneghetti, CEO and general director at EVO Corse believes that the company's expertise in creating race-winning wheels for teams from around the world, such as the Opel ADAC Rallye Junior Team's victory at the 2015 FIA Junior European Rally Championship and years of experience in motorsport have played a pivotal role in customizing the SanremoCorse wheels that will be used on the GGRX KIA Rio SuperCar. He also stated that Galli's well-loved and flamboyant driving style was one of the key considerations in the creation of these wheels and that work on optimizing wheel performance would continue as a result of the detailed analysis of the car's performance. The Franciacorta International Circuit in Castrezzato will feature the debut of the new SanremoCorse wheels on Gigi Galli's KIA Rio SuperCar. The Italian round of the World RX is set to commence at the venue on the 16th of October 2015.

## HARMAN JOINS HANDS WITH RENESAS TO LAUNCH IN-VEHICLE NETWORK SOLUTION



HARMAN Ethernet AVB in-vehicle network solution is an end-to-end solution that is not only affordable but is flexible, scalable, strong and is a security guaranteed in-vehicle network to help motorists access next-generation in-vehicle-infotainment solutions.

"Automakers are looking for robust, low latency networks with high quality of service for in-vehicle infotainment," said Masayasu Yoshida, Senior Manager of Automotive Information Strategy Department, Automotive Information System Business Division at Renesas Electronics Corporation.

He added that as the Renesas R-Car SoC platform has built-in HARMAN Ethernet AVB technology, it would help bring further innovation for in-vehicle infotainment networks.

Consumers are increasingly demanding more sophisticated audio and video features in automobiles and this kind of innovation in cars increasingly depends on the reliability of in-vehicle networks.

"Ethernet AVB is becoming a key feature for future connected in-vehicle networks," said Dean Miles, Senior Vice President, HARMAN Connected Services division. "We are very proud to collaborate with Renesas to bring the industry leading in-vehicle network solution to automakers. This collaboration underscores our commitment to innovation and leadership in the automotive market."

Harman, a major player in the field of in car infotainment, audio and software services has announced that it will be partnering with Renesas to launch a new in-vehicle network solution. This will help vehicle manufacturers to build cars with better technological and safety features.

The two companies tied up to produce premium and mid-range R-Car series of automotive infotainment Systems-on-Chip (SoC) devices. The devices are made by Renesas and incorporate HARMAN's Ethernet AVB in-vehicle network solution.

# FORD AND ALCOA ANNOUNCE COLLABORATION TO USE MORE ALUMINUM IN FORD MODELS



Ford successfully tried using aluminum instead of steel in its renowned F-150 pickup trucks. In April this year, the 2015 Ford F-150 received a five-star rating in tests conducted by the National Highway Traffic Safety Administration primarily due to its relatively light weight and features like inflatable seat belts, adaptive steering columns and a forward collision warning system.

Now, the company has announced that it has entered into a joint development agreement with Alcoa to collaborate on using more advanced aluminum alloys like Alcoa's Micromill material in Ford models.

According to a press release issued by Ford, the company will start using Micromill for the 2016 F-150s and will double its consumption of Micromill by 2017. Alcoa first launched

the Micromill technology in December 2014, and its outcome is an aluminum alloy that is 40 percent more formable than today's automotive aluminum.

This move will make Ford the first automotive manufacturer to use advanced automotive aluminum on a commercial basis. The main advantage of using aluminum is the contribution it can make towards decreasing the weight of the vehicle. This, in turn can help increase a vehicle's towing capacity while keeping the weight low.

According to Raj Nair, Ford group vice president and chief technical officer, Global Product Development, the use of this light-weight aluminum will help Ford to design vehicles with more qualities that will appeal to customers including the capacity to tow a bigger load, haul more, accelerate quicker and stop faster while also improving fuel efficiency by a significant margin.

Ford will be the first vehicle manufacturer in the world to use Micromill, and will be using the material for both structural components and exterior panels. With the use of Micromill's rolling-mill system, it is now possible to turn molten metal into coil in just 20 minutes as compared to the 20 days the process used to take.

The greater flexibility of Micromill aluminum makes it easier to produce more complex forms like the inside panels of automobile doors and external fenders. The greater strength of the material will permit auto manufacturers to use thinner aluminum sheet without any compromise when it comes to dent resistance.

General Motors also seems to be taking a leaf out of Ford's book though publicly, it had even run a commercial touting the benefits of continuing to use steel instead of switching to aluminum. GM had announced last month that it would be spending USD 877 million to upgrade its truck factory in Flint, Michigan. Most of the funds will be used to install equipment needed to convert bodies of models like the GMC Sierra pickup and the Chevrolet Silverado into aluminum.

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## NISSAN COMES UP WITH A BIGGER BATTERY TO EXPAND LEAF RANGE



Nissan has come up with a bigger battery to expand the range of the popular Leaf model. The new battery has a higher capacity of 30 kWh, giving the Leaf the ability to go for an EPA-estimated range of 107 miles or 172 kilometers on a single charge. This will increase the range of the new Leaf by 27% as the 2015 Leaf model is fitted with a 24 kWh battery.

The new battery will be used as the standard fitment for the SV and SL models of the Leaf, and the Leaf S will continue to be fitted with the 24 kWh battery which offers a range of 84 miles on a single charge.

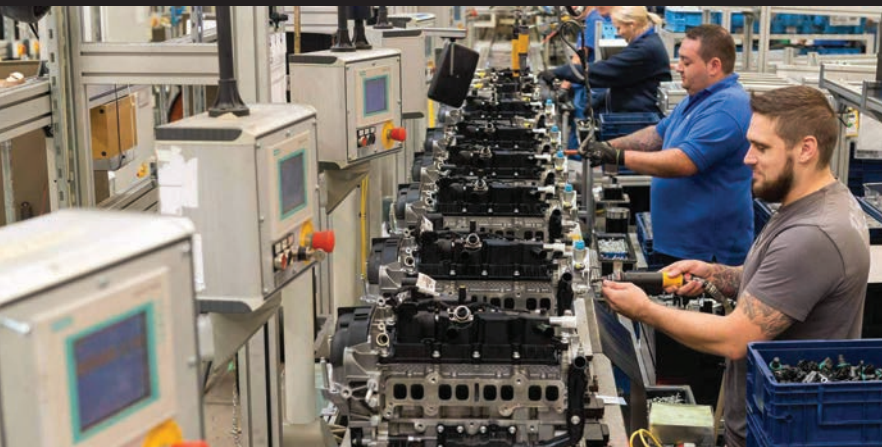
The SV model will get a federal tax credit of USD 7,500 and will be available for a starting price of \$26,700 while the SL model will have a price tag of USD 29,290 SL after the federal tax credit.

In the United States, Qualified Plug-in Electric Drive Motor Vehicles including passenger vehicles and light trucks are eligible for tax credits according to the Internal Revenue Code Section 30D in order to promote the faster adoption of green vehicles

According to Nissan Electric Vehicle sales & marketing director, Andrew Speaker, the new battery is one of several new improvements in the 2016 LEAF. He went on to add that the LEAF S models will get audio and connectivity upgrades by adding NissanConnect with Mobile Apps with 5.0-inch color display as a standard feature. For SV and SL grades, the company will offer NissanConnect with Navigation and Mobile Apps in combination with a 7.0-inch color display having multi-touch control and Nissan Voice Recognition as standard features.

The 2016 Leaf model will come in three new exterior shades: Coulis Red, Forged Bronze, and Deep Blue Pearl.

## FORD ANNOUNCES PLANS TO PRODUCE NEW RANGE OF ADVANCED PETROL ENGINES AT WALES PLANT



Leading automaker Ford has announced plans to spend over GBP 181 million in order to ramp up its Engine Plant in Bridgend, South Wales to produce a new range of family of all-new, technologically-advanced, fuel-efficient petrol engines.

The US automaker will be receiving support from the Welsh government to the tune of GBP 14.67 million, and production is scheduled to begin in late 2018, if all goes as planned.

Commenting on the initiative, Welsh Economy Minister Edwina Hart said that the Bridgend Engine Plant plays a crucial role in the economy of South Wales. She added that Ford's decision to manufacture its new innovative engine in Wales attested to the reputation of the local management team and the quality and loyalty of the Welsh workforce in an environment of growing global competitiveness. The expansion in the factory will help to safeguard over 750 skilled jobs at the Welsh factory for a long period.

The all-new range of engines is the outcome of longstanding collaboration between design and development teams belonging to the Ford Dunton Technical Centre in Essex, Ford's Technical Centre in Merkenich Germany, and the Ford Research and Innovation Centre in Aachen, Germany.

Ford crossed a significant milestone earlier this year when it built its 5 millionth vehicle worldwide equipped with a fuel-efficient EcoBoost petrol engine. More than 25 per cent of the Ford models sold in Europe are fitted with an EcoBoost engine. The 1.0-litre EcoBoost engine won the International Engine of the Year award for an unprecedented consecutive three years in succession. It is the most popular version of the EcoBoost engine in Europe, with 20 per cent vehicles sold in the European region having this engine.

## SPEEDFIT TEAMS UP WITH AUTOMOTIVE REPAIR SYSTEMS (ARS)

SpeedFit, a subsidiary of the Al Habtoor Group, has signed a partnership deal with Automotive Repair Systems (ARS), one of the UAE's leading companies when it comes to premium SMART repairs. SpeedFit has a chain of leading fast-fit Service Centers and RTA testing centers in the UAE, and the new partnership will allow the company to offer high-tech cosmetic repair work for motorists at its service centers. Motorists will also benefit from gaining access to two leading suppliers of automotive services under one roof.

SMART Repair (Small to Medium Repair Technique) is an array of fast, highly cost-effective cosmetic repair techniques for vehicle owners. Many specialist repair services like paint and scuff repair, paintless dent removal, alloy wheel repair, windshield and interiors come under the ambit of SMART repair. Thus, SpeedFit customers will now be able to enjoy a far quicker and cheaper alternative to traditional repair options.

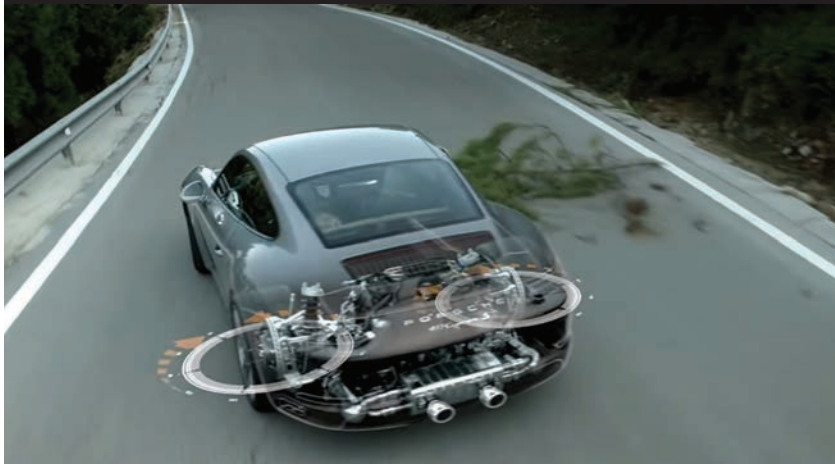
The SpeedFit chain of automotive service outlets was launched by Al Habtoor in 2012 in line with an 'all makes fast fit servicing concept'. SpeedFit's state-of-the-art center at Umm Ramool is designed to handle over 100 vehicles in one day.

Commenting on the new partnership, Tom Hick, ARS Operations Manager stated: "Our partnership with SpeedFit means together we are offering the motorist a truly compelling proposition: best of breed servicing coupled with the latest cosmetic repair technology - all for unbeatable value".

Neil Coolidge, General Manager SpeedFit Group said that the collaboration with ARS would now complete the SpeedFit service offering, making SpeedFit a one stop shop for all customers' automotive repair or servicing needs

ARS started operating from SpeedFit's Umm Ramool branch, close to Dubai Airport from September 2015.

## PORSCHE SHOWCASES REAR AXLE STEERING SYSTEM IN NEW VIDEO



Porsche's renowned rear-axle steering system was earlier seen only in the premium 911 Turbo and 911 GT3 models. According to company sources, the rear-axle steering makes a significant difference when it comes to the performance and the utility of the modes. Cars become easier to maneuver and park when the rear wheels steer in the opposite direction to the front wheels at low speeds while they appear to virtually extend the wheelbase and lend greater stability when they steer in the same direction as the front wheels at high speeds. Now, Porsche has released a new video highlighting the use of this rear-axle steering system in a 2016 911 Carrera, sparking speculation that the system may be offered as an option in the new model.

The system functions on the basis of an electromechanical adjustment system at each rear wheel, allowing the steering angle to be adjusted based on the situation faced by the motorists and the speed at which the car is travelling and the input from the steering.

The way it works, at speeds upto 31 mph, the rear wheels and the front wheels steer in opposite directions, shortening the wheelbase. At speeds above 50 mph, they both move in the same direction enhancing the stability and performance aspects. This is particularly useful for flashy overtaking maneuvers on the race track.

Based on customer request, Porsche is likely to provide the 2016 911 Porsche Carrera models with the rear-axle steering system. With the new video showcasing the benefits of the system, what do you want to bet that all the customers will be asking for this option?

## STUDY SAYS SAUDI ARABIA WINDOW FILMS MARKET TO CROSS USD 84 MILLION IN 2015

The window films market in Saudi Arabia is set to soon cross USD 84 Million as an outcome of the tremendous growth in the automotive and construction sectors, according to a research report prepared by TechSci, a research based global management consulting firm.

The recently published report titled "Saudi Arabia Window Films Market Forecast & Opportunities, 2020" says that many factors are expected to spur this growth including the likelihood of women soon being permitted to drive in the country by the Saudi Arabian government. This will lead to growing privacy concerns. The automotive sector in the country is expected to boom due to the rise in disposable income leading to an increase in the purchasing power of consumers. Another factor that will lead to growing demand for window films is the extreme climatic conditions in the country, with the ambient temperature crossing the 50 degree Celsius mark many times in the summer.

Depending on the benefits they offer, window films are classified into solar control, safety and security, privacy or partition, decoration and specialized window films. Of the different types, the solar control window films are expected to outstrip all the other types from a sales perspective over the next five years due to the demand from both the automotive and the architecture sector. From a region-wise viewpoint, the central region of Saudi Arabia dominated the window films market in 2014, and is expected to retain its position during 2015 - 2020.

Karan Chechi, Research Director, with TechSci Research said: "Under Ninth Five Year Development plan, Saudi Arabian government allocated USD 806 billion for various projects planned in construction and architecture sectors until 2030. With anticipated growth in these aforementioned sectors, demand for window films is also forecast to increase in the coming years."

He added that the demand for window films is met entirely through imports from major players in the global market including 3M, Madico, Johnson, V-KOOL, Sun-Gard and Lumar. These firms operate in Saudi Arabia through dealers and distributors.



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Size extensions in progress. Information correct at the date of publication. For more information, see [www.michelin.com](http://www.michelin.com)

\*Compared to its predecessor, MICHELIN LATITUDE Sport, TÜV SÜD test 2013 on a wet road (235/65 R 17). MICHELIN LATITUDE Sport 3 has an «A» rating for wet grip in the majority of its sizes.



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## WARDS BLACKLISTS VW ENGINES FOR LIST OF 10 BEST ENGINES

As a fallout of the emissions scandal, VW has lost out on its chance to have its engines considered for inclusion in the renowned Ward's list of 10 Best Engines in the world. The list is compiled and published every year by WardsAuto and is considered to be the last word on engines in



the automotive world. There is a possibility that drivetrains from the German manufacturer might not be considered for the 2017 list as well. According to an article by the executive editor of WardsAuto, Tom Murphy, the ban is likely to last till the publication is convinced that the VW is completely free from its culture of deceit, pays its fines and the regulators are satisfied that the company is sticking to all the norms in place. This is not something that can be easily achieved in the short term.

Prior to the emissions scandal, Volkswagen was in the running to have three of its powertrains included in the list. The company's 1.8-liter turbocharged four-cylinder would have been tested for inclusion in the list as it was one of the winners last. Two other engines that had high chances of making it to the list were the 2.0-liter turbocharged four-cylinder used for the Audi A6 and the plug-in hybrid engine for the A3 Sportback E-Tron.

The VW emissions scandal affected not only the company's credibility but also the customers' perceptions about diesel engines in general. Murphy wrote: "BMW, Mercedes-Benz, General Motors, and Fiat Chrysler also sell light-duty diesel engines in the US, but their sales outlook suddenly has grown murky, thanks to VW's shenanigans. Jaguar Land Rover was the only company that remained confident about the confidence of customers in its diesel models.

The 2016 Ward's list of 10 best engines will be published on December 10. With Audi and VW engines being taken out of the pool of contenders, their competitors will definitely benefit from greater chances of being included in the list.

## SCHAEFFLER LAUNCHES INITIAL PUBLIC OFFERING



Just recently, Schaeffler placed 75 million non-voting common shares, of which 66 million shares are from a capital increase of the company and 9 million shares are by Schaeffler Verwaltungs GmbH.

Schaeffler AG's non-voting common shares will be listed on the regulated market (Prime Standard) of the Frankfurt Stock Exchange. Reports say that proceeds of 938 million Euro will be used to reduce debt, and the company has free float of 11 percent of share capital.

According to Maria-Elisabeth Schaeffler-Thumann, Shareholder and Deputy Chairperson of the Supervisory Board of Schaeffler AG, the Schaeffler Group would remain a family business in the future. She noted that as shareholders, they would take responsibility for the successful development of their company in the interest of their customers, suppliers and their employees.

In a statement, Georg F. W. Schaeffler, Shareholder and Chairman of the Supervisory Board of Schaeffler AG, also said that the listing of non-voting common shares of Schaeffler AG is a milestone in their company's history. "With the successful completion of the transaction, we have put in place the two-pillar model, which we have consistently worked on for several years, with a strategically focused holding company at the top."

Klaus Rosenfeld, CEO of Schaeffler AG, added that the company's listing is a strategic step to further reduce their indebtedness and to enhance the capital structure, concluding that they therefore acquire further financial flexibility to seize additional growth opportunities.

Beginning with the fiscal year 2015, Schaeffler AG targets to pay a dividend of 25 to 30 percent of the annual net income to shareholders.



80 percent of Formula One teams use an exhaust pipe coating originally developed for nuclear reactors.

## VOLVO USES ADVANCED CHASSIS SIMULATOR TO DEVELOP NEW GENERATION OF VOLVOS



Volvo became the first premium car maker to acquire a state of the art Vi-Grade chassis simulator, which is currently used by brands like Ferrari and Porsche in order to develop the new generation of Volvos.

The simulator is capable of offering virtual replicas of renowned test tracks like the one at Nürburgring and Volvo's very own secret testing facility in Sweden. Using the Vi-Grade chassis simulator, it will now be possible for Volvo to come up with cars that are more responsive and offer a more thrilling ride. The range of virtual environments offered by the simulator will make it possible for the Volvo team to work on factors like balance, high speed stability, and individual drive mode settings at a very early stage of the development process. Engineers can use V-Grade to rapidly test different settings with the competent test drivers and computer-aided objective data analysis.

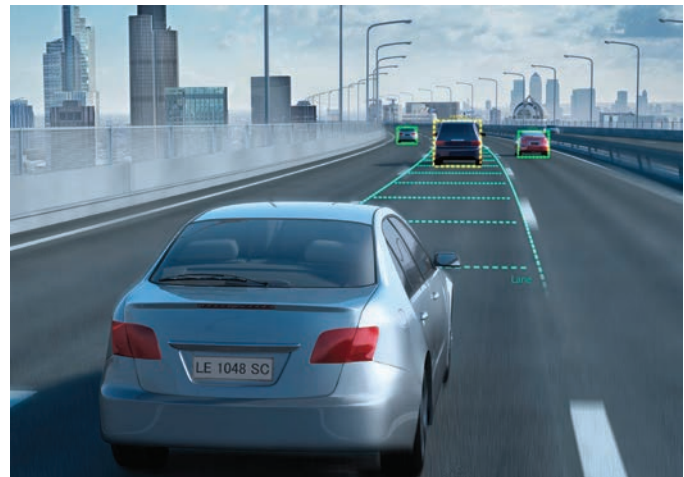
Dr. Peter Mertens, Senior Vice President Research & Development at Volvo Cars said that Volvo is making substantial investments in people, technology and facilities in order to redefine the Volvo driving experience. The ultimate aim is to give drivers full control, ease and dexterity at the wheel.

Dr. Mertens claimed that the acquisition of the V-grade chassis simulator would mark a new beginning for Volvo Cars when it comes to driving experience. He said that the critical investments the company has made recently in its R&D facilities and in product components are beginning to yield rich dividends. Other notable developments Volvo has made recently include the new scalable product architecture (SPA), the modular powertrain program and design and development of the latest chassis components.

The use of the new simulator will translate into a greater degree of innovation in the concept development phase and shorter development time, according to Dr. Mertens. In the long run, the customers will benefit as the new generation of Volvo models will offer a more emotionally rewarding driving experience.

"The beauty of the new simulator is that it provides us with the opportunity to physically experience the calculation models and evaluate them using human test drivers, rather than staring at graphs and numbers in a meeting room," said Stefan Karlsson, Manager Vehicle Dynamics at Volvo Car Group. "This is further testament to our commitment to human centric development and a cornerstone of developing a driving experience that is truly Designed Around You."

## DENSO USES TOSHIBA IMAGE RECOGNITION PROCESSOR FOR INNOVATIVE ACTIVE SAFETY SYSTEM



Toshiba Corporation recently announced that the company's TMPV7506XBG image recognition processor will be an integral component of Denso' Corporation's latest front-camera-based active safety system. Denso has revealed that vehicles equipped with the new camera system are expected to hit the retail market by the end of 2015.

The TMPV7506XBG image recognition processor IC plays a crucial role in supporting many camera-based Advanced Driver Assistance Systems (ADAS) functions. These include detection of lanes, pedestrians and other vehicles in addition to recognition of traffic signs. It also offers the benefit of concurrently executing multiple applications with low power consumption.

Toshiba is at the leading edge when it comes to the development of image recognition technology. The company's range of automotive image recognition processor solutions include products like TMPV7528XBG and TMPV7608XBG. TMPV7528XBG adds an ARM® Cortex®-A9 MPCore while TMPV7608XBG offers Toshiba's original color-based pattern recognition technology, that makes it highly effective for pedestrian recognition at night.

All of Toshiba's image recognition processors have been developed in line with the norms of European New Car Assessment Programme (NCAP) and other automotive safety requirements. Toshiba has emerged as one of the leading players when it comes to innovations in safety and technology products in the field of automotive semiconductor solutions.

## OPEL UNVEILS INSIGNIA PROTOTYPE WITH AUTOMATIC COLLISION AVOIDANCE SYSTEM



Opel has a new state-of-the-art automatic collision avoidance system. The prototype of the new system which was installed in an Insignia model was recently showcased in a video that was created by Opel. The collision avoidance technology has been made as part of the well known UR:BAN research project. Partially funded by the German government, the UR:BAN research project (user oriented systems and network management) is a collaborative effort by more than 31 firms involved in the automotive, electronics and software industries as well as research institutes to come up with intelligent technologies and traffic management systems to make life easier and safer for both commuters and pedestrians.

Opel's collision avoidance project consists of a sophisticated camera and radar system as well as modifications to the brake and steering systems. When the vehicle senses an oncoming obstacle like a pedestrian or another vehicle, it immediately warns the driver and takes evasive action using the brakes and steering if needed. Sudden appearance of pedestrians or vehicles from parking lots or side roads are handled by the system automatically if the driver does not react on time to prevent a collision.

Other technologies developed by Opel as part of the UR:BAN project include a car-to-X communication system that was demonstrated on an Insignia Sport model. The technology is designed to help the vehicle communicate with other vehicles and with traffic infrastructure and to come up with a dashboard display to help the driver decide how to maneuver his vehicle through traffic intersections with minimum fuel consumption and maximum safety, preferably without stopping.

## TENNECO UNVEILED LATEST GENERATION OF ELECTRONIC VALVES IN FRANKFURT



Tenneco used the 2015 Frankfurt Motor Show, which was held in September, as a platform to launch its latest generation of electronically controlled valves. The valves are meant to support low pressure exhaust gas recirculation (EGR) for diesel engines and acoustic tuning for gasoline engines. They come with a unique new modular design which will offer adaptability and custom flexibility to automakers when it comes to engine design.

Speaking about the new valves, Tim Jackson, executive vice president and chief technology officer at Tenneco, said that there have been dramatic changes in valve technology over the past three years. The latest range of valves has a modular, lightweight design that can be easily incorporated into the design of any type of engine and offers plenty of scope for customization, helping customers to save both time and money.

Moreover, the valve is capable of accommodating exhaust temperature specifications up to 750°C for EGR applications, which will help minimize the emission of noxious gases - even with highly loaded engine conditions and high return flow rates."

The latest valve from Tenneco has a dynamic flap control which helps generate optimal pressure conditions for efficient EGR and also provides a fail-safe operation. The actuator is interchangeable using a simple mounting concept without any loose interface components and the valve's flexible actuator orientation allows for simple installation in any engine control environment, without the need to change parts.

Another notable feature of the valve is that it offers important acoustical benefits as both during idling and during engine start, the flap minimizes internal leakage, thus improving sound quality. The electronically controlled variable flap remains closed during normal driving conditions for a quieter ride and opens during harder acceleration, creating lower backpressure, higher attenuation and more engine power for maximum efficiency.

"Tenneco's new valve design serves as another important example of how our emissions technologies serve as enablers for improving fuel efficiency and helping customers meet important emissions regulations like EU6c, while maximizing engine performance," Jackson said.

He added that the company would keep working on valve technology to deal with the hotter areas of the vehicle. Valves that provide exhaust heat recovery solutions to address that need are already in development.

Along with the new valve technology, Tenneco displayed other clean air and ride performance technologies at its booth at the motor show.



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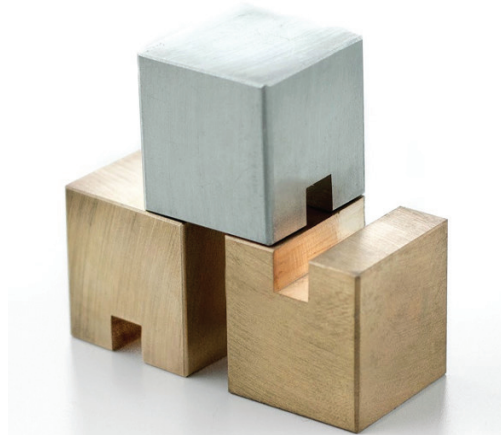
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## Skarp Laser Razor

The Skarp Laser Razor aims to be the answer to the disadvantages of traditional steel blade razors as a technologically advanced, environmentally friendly product. This exciting new personal product uses a laser inside a tethered optical fiber to cut hair based on technology that has been used for cosmetic laser surgery. The Skarp Laser Razor is crafted from lightweight aluminum and is designed to give you a comfortable shave without the risk of nicks, cuts and razor burn—without the need for water or shaving foam.

The Skarp laser razor is made of durable aluminum and is hence far lighter than a traditional razor. The absence of a steel blade keeps the weight low and makes the razor easy to handle. The laser used is contained within the optical fiber, preventing any leakage. As a precaution, the laser is also safe for the eyes, making the device an environmentally better option than traditional razor blades. Powered by a single AAA battery, the Skarp Laser Razor can be used for a month with a laser life of 50,000 hours—over five and a half years.



## Stacks Cube Cord Organizer

Stacks cubic cord organizers help you to organize messy tangles of wires and cables, leaving your desk or work area uncluttered and free of dangling cables. A 6.35-millimeter cable passageway within a 2.5-centimeter cube ensures that all cables are securely fastened and all plugs stay in place. Stacks cord organizers are available in industrial steel and brass, adding a touch of artistic style to your desk while ensuring that the heaviest cables are weighted down—elegantly and unobtrusively. Stacks organizers are manufactured in San Francisco and are the product of a rigorous design and production process that the company oversees from the point of procurement and the subsequent refinement of the raw ore to the machining, shaping and polishing of the final product. Each Stacks organizer weighs approximately 113.5 grams and can be used as single or multiple cord organizers to create a versatile, durable, aesthetically pleasing cord management system for your desk.



## The Suunto Traverse Adventure Wristwatch

At high altitudes in unfamiliar terrain, the value of a watch that tells you more than just the time becomes apparent. The Suunto Traverse is a handcrafted product of Finland that is a virtual database of information which plays a crucial role in making the right decisions while outdoors. This adventure watch provides a climber or outdoorsman with key tactical data such as altitude, climb speed, barometric weather alerts, optimum pathing information, daylight tracking and pinpoint positional and navigational data that is powered by GPS and Russian GLONASS satellite systems.

The Suunto Traverse is available in four color variants, amber, white, black and graphite. Designed to be lightweight and multifunctional, the backlit dial also functions as a flashlight and is protected by a mineral crystal lens enclosed within a stainless steel bezel. Using the Suunto Movescount App, climbers and trekkers can track and share their most daring ascents while relying on the watch to alert them of adverse changes in conditions.

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# HOTPRODUCTS

## Nipi Smart Cooler – Power-packed Cooling

With the weather slowly becoming cooler, the season is ideal for picnics and long drives. Revamp your camping and picnic gear with the new Nipi Smart cooler that effectively combines power generation and cooling in one sleek, powerful package. The cooler is an ideal storage accessory for long drives even at extreme temperatures. Featuring a foldable weatherproof solar panel that charges the 14,000 mAh battery and 4 USB drives, the Nipi challenges the notions of product transformation. Modular design and built-in expansions such as the extra battery compartment and additional solar panels ensure that phones and USB flashlights remain charged while out camping. The Nipi Smart Cooler is an all-terrain mobile accessory that has two large wheels for stability and a lightweight retractable handle for easy maneuvering. Internal and external LED lights and clean minimalist lines make the Nipi an essential camping device that is packed with goodies to satisfy both the geek and the camper in you.



## SensorWake Olfactory Alarm

The SensorWake aroma alarm clock is the collaboration of French inventor Guillaume Rolland and Swiss fragrance manufacturer Givaudan that gently wakes you up to a good morning through the power of smell. Featured as one of the top 15 devices at the 2014 Google Science Fair in California, the SensorWake alarm clock combines the display of a traditional clock with fragrance and audio alarms. The device uses an innovative diffuser to release an aroma that has been tested to wake you up within two minutes, setting off an audio alarm after three minutes as a backup. The device offers 14 fragrances in twin packs including a VIP special “money” themed scent. SensorWake features a full-sized LCD digital display and RFID-enabled aroma alarm counter. The device has been tested and found compliant to air purity and anti-allergen standards around the world. The conservationist in you will love the 100% recyclable fragrance packs that are free of any volatile organic compounds.



## Tiny MOS Tiny1 Camera

The Tiny MOS Tiny1 camera is the brainchild of the students of the National University of Singapore and is a device that takes the expense and technical complications out of the art and science of celestial photography. Supported by the Government of Singapore, this handy aluminum-body camera is compatible with a wide range of lenses and features an advanced low-light photographic sensor that enables you to capture razor-sharp images of the stars. The capabilities of this sensor are complemented by noise reduction processing software that renders sharp still images and immersive video seldom expected from a handheld point-and-shoot camera. The device is currently in funding and is expected to have several upgrades in performance. Described by its creators as the GoPro of celestial photography, the Tiny1 camera delivers stunning images and video of the night sky in 2.5-K resolution with 30-second exposure bursts that can capture the faintest image of a distant planet or the brilliance of a super moon.

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