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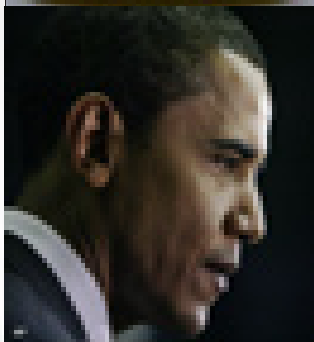
Royal Falcon Fleet

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Could you please tell us a bit about your background and how you got into this business?

I was born and brought up in the automotive powerhouse of Germany and, like my father, have always had a passion for cars and motor sport. So when I got the chance to be an apprentice in the industry, I seized it. After that I graduated to work as a technical engineer, before rising to workshop supervisor.

When I moved to Dubai in 2001, I worked as workshop foreman for another independent Porsche specialist. By mid-2004, I was promoted to general manager and then after-sales manager.

After more than six successful years in Dubai, I decided to follow my dream of setting up my own business. Exploiting my knowledge for Porsche and other luxury car brands, I set up Alex Renner Motors in early 2008.

What range of products and/or services does ARM provide?

ARM offers everything a Porsche owner might need, from day-to-day maintenance and servicing to high-performance tuning.

We want to ensure customers' cars receive the very best attention when being serviced and/or maintained; therefore we have equipped our workshop with the latest diagnostic and repair equipment. We are equally well equipped to carry out all types of repair work and body modifications; ARM also possesses an on-site paint booth.

Via our website (www.armotors.ae) we assist customers in buying and selling cars. Alongside this service, the website offers an online parts and accessories shop with a huge product range catering for all various modifications.

When it comes to performance tuning, we have a wealth of experience that is complemented by the know-how gained from our involvement of motorsport. We are one of the few companies in the UAE that can provide customised car conversions for track and race-day participation and we also offer a full on-site race-day support package.



ALEX RENNER

We know from your advertising campaigns that you are specialized in Porsche vehicles, why did you choose Porsche? And do you service other brands of vehicles too?

As mentioned, I have been passionate about cars since I was a small boy and, of course, coming from Germany this involved developing a particular interest in German cars. Porsche was the first company to produce a supercar you could actually drive every day. They also built race cars that won iconic races so, like every car-mad child of the time, they were the car I dreamt of owning. Having worked with the cars, I have experienced first-hand that they really are the best performance cars around, and being able to work with a brand that you are passionate about makes every day satisfying.

By specializing in one brand on the maintenance side, we can offer customers a service that is of the highest possible level. For bodywork, we do also provide certain services for other premium brands, such as Ferrari or Maserati, if requested.

Do you just provide exterior modifications or do you perform tuning as well?

At ARM we provide a full conversion and tuning service. For example, we have built road cars with upgraded brakes & suspension, full body kits, larger wheels and engine tuning up to 600 horsepower. We have also built several cars aimed at motorsport use, which involves upgrading the car as a whole to be able to withstand the stresses of use on a race track. As part of our exterior modification service, we can even upgrade an older model to look identical to a newer model, something we have done for several customers.

What differentiates ARM from other companies that have similar services?

By taking the experience of the ARM team and focusing on one brand, we believe this allows us to offer a more comprehensive, skilled and professional service than other similar companies in the UAE. But, above all, we pride ourselves in offering a standard of personal customer service that is second to none, and which is combined with a fast and efficient turnaround.

What warranty do you provide? And for how long?

At ARM we offer 6 months warranty on all spare parts and workmanship.

Where do most of the ideas and innovations of your vehicles come from?

At ARM, we develop parts as per the client's requirements, working with a number of suppliers to arrive at a final result that perfectly satisfies the unique design specified by our client, while at the same time remaining compliant with the Porsche look and feel.

Will you be participating in any upcoming shows?

Earlier this year we participated in The Big Boys Toys Show in Abu Dhabi, which is the Middle East's largest and most exciting male-oriented lifestyle event.

Following on from our success in last season's UAE Touring Car Championship, we will be participating in the new 2009/2010 UAE GT championship, which will be run along the lines of similar international GT series.

Who are your competitors in the market?

I don't believe that we have a direct competitor, as at ARM we offer a unique, niche



service. For example, the main dealer Al Naboodah, has a very different client base to ours since we are focused on motorsport, customising, servicing and repairs, while the dealer offers brand new cars under warranty.

Where do you see this market going? What are your future plans?

I see the market in general beginning to pick up again after the financial crisis, and in particular the car market. I believe that the future looks promising - the market is moving forward and Dubai as a whole is picking up, meaning that work has become very busy. So, looking to the future, at ARM we want to grow our motorsport operation, and cover more areas of day-to-day maintenance and high-performance tuning.



The Ferrari Enzo by Edo

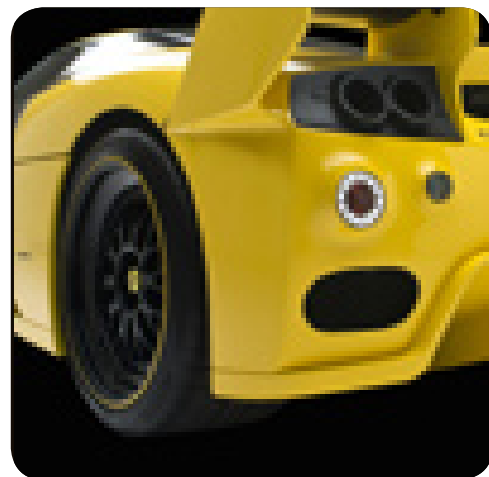
The Ferrari Enzo with its 660 horsepower is arguably one of the most exclusive cars in the world, both in terms of its driving dynamics and purchase price. Those looking for something considerably faster and more exclusive choose the edo Enzo XX Evolution.

A bump in displacement from 6.0 to 6.3 liters, new camshafts, new titanium valve spring retainers and connecting rods, modified cylinder heads, new high performance exhaust headers, high flow catalytic converters, mufflers and air filters: that's the scope of edo competition's engine modifications. The standard hydraulic tappets are replaced with newly developed solid tappets, enabling the 12 cylinder engine to rev to an incredible 9,600 rpm. This is unmatched by any other 12 cylinder engine at this time! Additionally the intake system of the V12 was modified, a new high performance clutch - available with „strada" or „pista" friction pads - and a more powerful oil pump were installed. The power output is increased by 180 to 840 horsepower. Without mufflers more than 860 horsepower is possible. The maximum torque of 780 Nm (575 ft-lb) is available at 5,800 rpm.

While the power output is increased, the Enzo's weight is decreased by a respectable 100 kilograms (220 lb). The result in numerical terms is that the edo Enzo XX Evolution accelerates from zero to 100 km/h (62 mph) in 3.2 seconds, 200 km/h (124 mph) in 9.0 seconds and 300 km/h in just 19 seconds. The top speed exceeds 390 km/h (242 mph).

The acoustical side of things is obviously not being neglected. A stainless steel muffler featuring remote-controlled butterfly valves is available on request. This setup lets the driver switch the high performance exhaust between two different sound levels.

Astonishing transmission shift times: While the production Enzo takes 110 milliseconds, the edo Enzo XX Evolution shift times were reduced to an incredible 60 milliseconds! For comparison, an F1 car shifts in 40 milliseconds.



The edo/KW race suspension from the FIA GT series was retuned for the Enzo XX Evolution, promising ultimate driving dynamics. The nose lift functionality is retained. The low-friction 3-way adjustable shock absorbers can be adjusted to the individual tastes of the driver and provide excellent steering precision and feedback. The edo installed tire pressure monitoring system displays the pressures for each of the four wheels. Providing ample grip for the edo Enzo XX Evolution are 19 inch front wheels and 20 inch rear wheels with 335 mm wide tires. The drive shafts were replaced due to the higher propulsive forces acting on them. The new units are 4 kg (8.8 lb) lighter and considerably more robust in order to cope with the enormous power increase.

The aerodynamics package is absolutely unique.

It includes a complete exhaust system with tips machined from billet aluminum, now relocated to the top of the body. The tips are plasma-coated using a special process. The newly developed rear skirt featuring winglets and a rear wing profile, adjustable in 3 steps, improves the ground effect and can be tuned to the tastes of the driver. The new retractable rear wing is upgraded with a taller flap resulting in increased downforce and stability, especially at high speeds. New LED tail lights round off the rear view of the car.

A test day with an instructor, mechanics, data logging, transport and hospitality is included in the conversion package.



The new Gullwing from Mercedes-Benz



Here are the first official photographs of the new Mercedes-Benz SLS AMG that made its world premiere at the Frankfurt Motor Show on September 15.

The 'new' Gullwing pays homage to the original model first seen at the New York Motor Show in 1954, but this supercar for everyday use, is a synthesis of the advanced engineering strengths of Mercedes-Benz and AMG and dazzles with its aluminium space frame body and gullwing doors.

Underneath the long hood is a 6.3 litre V8 engine with a top power of 571 hp, 650 Nm of torque, and dry sump lubrication. There's a seven-speed dual-clutch in a transaxle configuration, a sports chassis with aluminium double-wishbone suspension and a DIN kerb weight of 1,620 kilograms which helps to accelerate the gullwing from 0 to 100 km/h in just 3.8 seconds and give it a top speed of 317 km/h (electronically limited).

"With the new SLS AMG, Mercedes-Benz has a fascinating super sports car that will quicken the pulse of any car fan," said Frank Bernthaler, Director, Mercedes-Benz Cars, Middle East & Levant. "The SLS AMG gives even more magic to the Mercedes-Benz and AMG brands and will surely become one of the most alluring sports cars of our time."

SLS AMG customers will benefit first-hand from the over 40 years of motorsport experience gleaned by Mercedes-AMG. The unparalleled technology package provides for extraordinary handling dynamics with moderate fuel consumption—another hallmark of AMG today.

"It is more than just the exclusive gullwing doors that make the design of the new Mercedes-Benz SLS AMG so special. Our aim with this interpretation is to create the classic car of the future and put the most beautiful sports car of the 21st century on the road," added Bernthaler.

Drivers who raise the gullwing doors of the Mercedes-Benz SLS AMG and sit down in the sports seats will experience a very special

interior. In its conception, the Mercedes-Benz designers took their cue from aircraft construction to create an ambience that immediately evokes associations with plane cockpits. The defining stylistic element is the dashboard, whose powerfully extended wing-like profile creates the impression of great width. The dashboard incorporates "silver shadow" electroplated air vents with an adjustable set of nozzles, whose shape vividly calls to mind jet engines. The instrument cluster with its shift-up LED display and two white illuminated circular instruments also appears very sporty in the metallic silver shadow look. The silver dials have red pointers and a 360 km/h scale. The main feature between the dashboard's two centre air vents is the COMAND APS multi-media system with its 7-inch screen.

The elongated centre console made of real matt metal also takes up the plane cockpit theme. Among other things, the centre console incorporates the AMG DRIVE UNIT, which is aligned towards the driver's seat and enables SLS owners to customise their vehicle set-up. The AMG SPEEDSHIFT DCT 7-speed sports transmission is operated by means of the E-SELECT lever, which is styled like a jet's thrust regulator.

The cockpit impression is rounded off by the concave interior trim of

the gullwing doors, the high waistline clearance and the muscular side skirts, all of which also convey the feeling of sports car ergonomics. The high craftsmanship of the SLS interior is demonstrated by the use of refined materials such as nappa leather, real metal, and, as an option, real carbon appliqué. All of these features also express a great attention to detail. To help customise the interior, the leather is available in five design colours: black, classic red, sand, porcelain and light brown.

Despite the low seating position typical of sports cars, which means the seats are located only 369 millimetres above the road surface, the wide opening gullwing doors ensure easy entry and exit. The designers made sure that the doors had as large an opening angle as possible, which is why they swing up by 70 degrees. Another consideration that is just as important is that the distance between the opened doors and the road surface is an ample 1.50 metres, while the size of the passage between the opened doors and the upper edge of the side skirts is a generous 1.08 metres. By contrast, the entry height (the distance between the road surface and the upper edge of the side skirts) is a low 45 centimetres. Another important criterion for ensuring an elegant entry and exit is that the opening and closing of the doors requires little effort.

The gullwing doors require less room to open than conventional coupe doors and can be completely opened in standard sized garages. They can be opened from the interior by means of a silver shadow handle. Thanks to the linkage system in the door's armrest, the door is easy to handle when closing. The buttons for the power windows, the central locking system and the exterior mirror adjustment are also easily accessible in the interior trim.

The gullwing will celebrate its market launch in spring of 2010. The sale price in Europe will be €177,310 (incl. 19% VAT) with the Middle East price to be announced later..





BMW Group named most sustainable automobile company

The latest Dow Jones Sustainability Index World once again ranks the BMW Group as super sector leader.



The SAM Group published its latest evaluation for the Dow Jones Sustainability Indexes (DJSI). For the fifth consecutive year, it rated the BMW Group as the leader in its industry, making it the world's most sustainable automobile manufacturer. The BMW Group is the only company in the automobile industry to have been listed in this important sustainability index family every year since it was established in 1999.

"We are delighted that the BMW Group is super sector leader in the Dow Jones Sustainability Index World for the fifth consecutive year. This proves once again that we are well on our way to establishing sustainability as the guiding principle for all our processes. We refined our sustainability strategy in the first half of 2009 – this was the next logical step and another important milestone," said Dr. Norbert Reithofer, Chairman of the Board of Management of BMW AG.



The Board of Management of the BMW Group declared sustainability one of the company's core strategic principles back in 2000. At the BMW Group corporate sustainability is firmly entrenched throughout the entire value chain: from the development of fuel-saving and alternative vehicle concepts through clean production processes to green recycling practices. The BMW Group also accepts responsibility for its roughly 100,000 employees and is involved in social projects outside of its plants.

In recent months the BMW Group has taken further important steps towards further improving sustainability. Each and every proposal today is measured against the corporate goal of sustainability. At the highest management level a Sustainability Board was established in summer 2009. This board, which comprises the entire Board of Management, determines the





Already for the eig

***HAMANN-Motorsport presents its exclusive refin
the Frankfurt Motor Show.***

The renowned BMW specialist and tuner of the most excellent luxury sports cars presents its latest developments. One of the displayed highlights of the 450 square meter large HAMANN stand is the world premiere of the TYCOON EVO which is based on the BMW X6. The revolutionary difference to its predecessor is the newly designed fender extensions and the striking rear. The visual and sonorous highlights of the rear part are the earthy sports exhaust system with the remarkable center double end pipes.

The TYCOON EVO- an auto-body pack which sets benchmarks

Already the design department at HAMANN-Motorsport ensures that the TYCOON EVO meets the expectations in his name. They designed and developed an impressive broad makeover for this BMW crossover model and ensured that all accessories reflect and perfect the shape of the car. The masculine appearance of the TYCOON EVO is mainly emphasized by its new front wings and back wing extensions made of light composite material. They broaden the body by striking 60 millimeters. The perfectly designed side skirts render the optical connection while the front apron is an outstanding eye-catcher with its large air inlets and the LED daytime running lights under the serial headlights. At the rear of the X6, HAMANN engineers replaced the original skirt with an own development. This makes place for the sporty and earthy exhaust system with the center double end pipes. The back appearance of the TYCOON EVO is enhanced by a rear- and roof spoiler. It goes without saying that all used HAMANN-components do not only convince with their design but also with their aerodynamics. They ensure an optimised air flow over the car silhouette and render an additional downthrust.

Perfectly styled from head to toe - the suitable rim in XXL format

The suitable rim for the broad makeover of the BMW X6 is the DESIGN EDITION RACE ANODIZED. The ultra-light forged wheel combines both agility and also elegance. The black rim star and the titanium bolting underline the dynamics of the wheel. The highly polished rim flange on the contrary gives the car a noble impression. HAMANN offers the 23-inch wheel with tires sized 315/25 R 23. Special chassis springs fantastically enhance the light alloy wheels. Thereby, progressively coiled springs lower the barycentre of this Sports Utility Vehicle by maximally 40 millimeters at the front- and back axle.

HAMANN performance kits - from tycoon to typhoon

The choice of different HAMANN performance kits is as manifold as the selection of BMW engines. The tuning expert bestows the X6 xDrive35i with an engine output of 360 hp / 265 kW at 5230 rpm. Parallely, the maximum torque rises by 140 Nm to 540 Nm in the rpm-range between 1300 and 5000. At the same time, HAMANN also suspends the speed limit of 250 km/h and allows impressive 275 km/h.

The Diesel series also profits from extra power. After the serial motronic is re-programmed, the xDrive30d has 265 PS / 195 kW and transfers a maximum torque of 600 Nm to the crankshaft. The engine variation xDrive35d also turns into a racy sprinter: HAMANN is able to tease 320 PS / 235 kW and a sensational torque of 660 Nm at 2000 rpm out of the Diesel car.

The maximum performance enhancement HAMANN offers is for the eight-cylinder model xDrive50i. By using a new motor electronics map and by applying metal catalysts and the matching sport exhaust system, the engine output increase to 501 hp / 368 kW at 5,600 r.p.m. (serial version: 407 hp / 300 kW at 5,500 r.p.m.). The maximum torque rises to enormous 700 Nm at 3,700 r.p.m. (serial version: 600 Nm at 1,750 r.p.m.). Also the maximum speed rises significantly and only misses the 300 km/h notch by a whisker.

The inner values of HAMANN - noble accessories for the TYCOON EVO interior

In addition to the present, serial inner design, HAMANN offers accessories made of high-quality aluminium. Pedals and foot rests render motorsports sensations and perfectly match the 12-part HAMANN decoration set made of carbon fibre. An instrument dial with a scaling up to 300 km/h and a 3-spoke sport steering wheel further underline the sportive overall appearance of the TYCOON EVO. For the boot of the X6, HAMANN offers an elegant and also practical boot mat with chequered decorative stitching and an embroidered logo.



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Ten cylinders. 600 HP.

The Abt R8 5.2 FSI



These figures make the hearts of sports car drivers beat faster: 600 HP (441 kW), acceleration from 0 to 100 km/h in just 3.8 seconds, top speed of 322 km/h. The car to which these impressive performance figures belong is the ABT R8 5.2 FSI. Its V10 engine draws plenty of power from its large 5,204 cubic centimetre capacity – all the more if ABT POWER gives it an extra boost. 75 extra HP or 55 more kW provides a powerful trust at all speeds as well as increasing the torque.

The fact that the medium-engine super sports car becomes a winner on any track is not just due to its excellent performance characteristics, but also the perfectly coordinated bodywork package. It has been designed by the DTM crew of ABT Sportsline according to the latest motorsport knowledge, including the use of high-end carbon materials. The focus was above all on the optimum distribution of weight and a systematic light-weight construction. "The 600 HP is not just intended to exist on paper, but also be available on the road", says

Christian Abt. At the same time the ABT R8 thereby looks extremely dynamic. The front spoiler, side sills and rear apron outline the bodywork and give it a more powerful presence even when at a standstill. They form one unit with the distinctive rear wing and the typical ABT 4-pipe exhaust system.

The super sports car is presented on BR-type 20-inch wheels which suit the classic design. The ABT R8 5.2 FSI is a design milestone and is of course very, very fast. This is because the 600 ABT horsepower contain, what the dynamic design of the car promises.





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Royal Falcon Fleet

Reaching the first milestone of construction of the Royal Falcon Fleet RFF135

Keel laid for revolutionary power catamaran

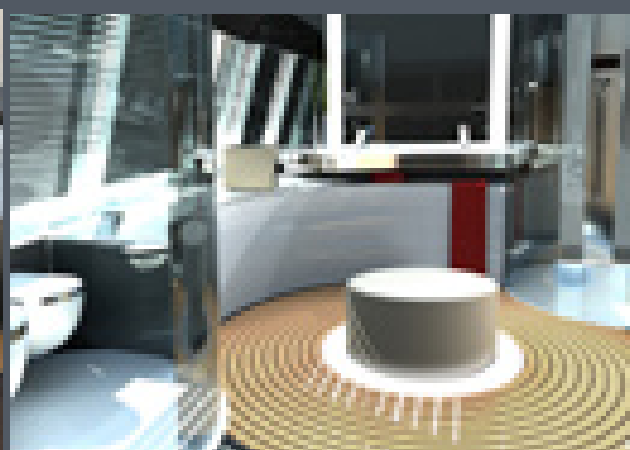
The Porsche Design Group and Singapore-based megayacht builder Royal Falcon Fleet have reached the first milestone of the construction of the RFF135. The first joint project for the two companies, it is a luxurious anomaly on the water: a power catamaran with a length of more than 40 metres. The outer hull and the interior are in keeping with the functional, timeless and puristic hand of the Porsche Design Studio at Zell am See (Austria), which was responsible for the styling.

The appearance of the RFF135 is particularly extraordinary, as it was conceived as a "spacecraft on the water," as was requested by the customer. In this form, the catamaran platform offers completely new possibilities for configuration in exterior and interior design. Unlike a great number of mega-yachts, the interior was styled in a highly modern way and captures the dynamic contours of the hull. Its typical Porsche design is unmistakable: Luxurious and functional, it dispenses with floridness and opulence of any kind. On the contrary, an

unadorned design and authentic, premium and comfortable materials constitute the flair of the interior. The generous impact of its space goes beyond established standards for a 135-foot (41.2 metre) yacht.

"We have now reached an important milestone in mastering this path-breaking project," says M. A. Zaman, president and CEO of Royal Falcon Fleet. "Under the guidance of highly qualified experts from Australia, France, Sweden and the U.S., we are constructing the hull of the RFF135. On December 15, 2009, it is going from Asia to Sweden, where it will be completed. And at the end of 2010, the first Royal Falcon Fleet will be launched – the ultimate luxury experience at sea.

"In many respects, this project is an anomaly," says Roland Heiler, executive director of the Porsche Design Studio at Zell am See. "The sole requirement from Royal Falcon Fleet was to implement contours outside of the stereotypical boat aesthetic. This gave us considerable creative latitude and the result was a revolutionary design – a real challenge for the ship architects. This innovative yacht concept quickly drew them into its thrall, however, so that all the participants are now working painstakingly on the realisation of the design."



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Lotus Elise Club Racer



The perfect combination of performance, efficiency and style

Making its debut at the I.A.A. in Frankfurt 2009, the Special Edition Lotus Elise Club Racer introduces new and exclusive colour schemes, bespoke interior and lightweight components all in a world class, high performance and low emission sportscar.

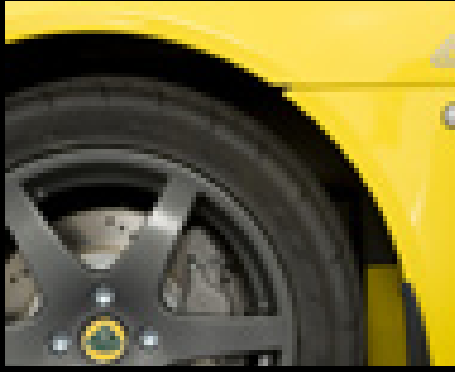
- 179 g/km CO2
- 0-60 mph in 5.7 seconds
- 0-100 km/h in 6.1 seconds
- Combined cycle fuel consumption: 37.2 mpg or 7.6l/100km

Lotus has taken four of the classic colour schemes used by Lotus in the 1960s (Elite Yellow, Carbon Grey, Sky Blue and Old English White) and combined them with exclusive Club Racer interior design features to give a stunning sportscar that beautifully morphs function and form.

The firm and supportive Elise seats are clad with lightweight microfibre comfort pads perfectly positioned to give the right amount of support with the minimal amount of weight, but still keeping the body coloured seat shell partly exposed.

The exterior body colour theme is carried over to the transmission tunnel and combined with silver and black paint highlights, bisecting the cockpit and tying together the whole sporty theme unique to the Club Racer.

Other exclusive interior design features of the Club Racer are the anthracite anodised gear knob and handbrake sleeve, the Club Racer (CR) logo hand embroidered on the seat headrest and the unique anodized aluminium flooring in the driver's and passenger's footwell. The small 320 mm diameter



leather rimmed steering wheel has an on-center marker, enabling the more spirited driver to quickly and safely identify the straight ahead position of the front wheels.

The lightweight six spoke alloy wheels, shod in bespoke Yokohama AD07 LTS tyres are also anthracite anodised, complementing the key interior components.

Luke Bennett, Director of Lotus Cars said, "Special Editions of the award winning Elise have always proved popular with our customers around the world, and I expect the Elise Club Racer to be no different. We have taken colour schemes from our past, used on the Elite and Elan in the 1960s and cleverly brought them up to date with a modern feel to the interior. The whole design package is modern with a classic twist, which of course matches the peerless ride and handling of a Lotus and the convertible experience of the Elise perfectly."

The Lotus Elise Club Racer is based upon the 134 hp Elise S and goes on sale on 15th September 2009 priced as set out below.

Recommended retail prices for the following markets (MSRP) (including transport, local taxes and first service (but excluding registration, license plates and or a full tank of fuel):



THE BLACK BARON



Brabus has unveiled the limited edition E V12 sedan, "The Black Baron".

Based on the new 2010 Mercedes E-Class W 212, the E V12 features a 6.0-liter V12 biturbo bored out to 6.3-liters producing 800 hp and 1420 Nm of torque (it's electronically limited to 1,100 Nm). While details are limited, Brabus outfitted the engine with a ram-air system, a quad-exhaust, and revised engine electronics.

To keep the beast under control, the company added a fully adjustable sports suspension, new stabilizers, a high performance braking system, and black 19-inch alloy wheels outfitted with 255/35 (front) and 285/35 (rear) tires.

In terms of styling, Brabus made major modifications to improve aerodynamics, engine ventilation, and brake cooling. Changes include a revised front bumper, new front quarter panels, aggressive side sills, and rear wheel covers. Out back, the car features a trunk-mounted spoiler and a carbon fiber rear diffu

Thanks to all these tweaks, the E V12 rockets from 0-100 km/h (62 mph) in 3.7 seconds, 0-200 km/h (124 mph) in 9.9 seconds, and 0-300 km/h (186 mph) in 23.9 seconds. If you keep your foot planted, the car will eventually top out at an electronically limited 350 km/h (217 mph). Without the limiter, Brabus estimates the car can hit a top speed in excess of 370 km/h (230 mph). Fuel consumption is rated at 15.7L/100km (15 mpg), while CO2 emissions are 372 g/km.

Inside, the car features black leather upholstery, an Alcantara headliner, carbon fiber trim, and a 400 km/h (249 mph) speedometer.

Production will be limited to ten units, and prices start at €600,000 (\$875,000 USD).



GEMBALLA MISTRALE

The new, fascinating GEMBALLA luxury limousine based on Porsche Panamera models

Right at the market introduction of the Porsche Panamera, GEMBALLA Automobiltechnik GmbH & Co. KG for the first time publishes images of the GEMBALLA MISTRALE and presents fascinating features. The design of the GEMBALLA luxury limousine is even more dynamic, more striking and significantly more exclusive than its serial counterpart. For perfect surface quality and custom-fit processing of the newly designed aerodynamics components, GEMBALLA mainly uses the ultra-light and high-strength material carbon.

Part of the dynamic front look is a far more sporty front skirt. Larger air inlets guarantee the optimal supply with fresh air for future performance increases. An integrated carbon lip and an elegantly formed bonnet with slotted ventilation ducts complete the lifting-force reducing front. A striking eye-catcher of the GEMBALLA MISTRALE and visual allusion to the classic 911-design are the extended front and rear fenders. A newly designed rear apron with integrated diffuser provides enough space for four end pipes of the sport exhaust system and seamlessly fits into the overall package.

But not only design and aerodynamics are refined by GEMBALLA. Also the performance of the four-door automobile is significantly improved. A newly programmed air suspension module with extended setting range lowers the centre of gravity up to 40 millimetres. For especially ambitious customers, GEMBALLA offers a height-adjustable coilover suspension. In connection with the ultra-light 22-inch forged rims both versions render best vehicle control and also optimal road contact. For excellent deceleration values and perfect pedal control, GEMBALLA adds a high-performance brake system. 6-piston brake callipers with 420 millimetre brake discs at the front axle and 4-piston brake callipers with 380 millimetre brake discs at the back axle replace the serial components.

GEMBALLA, the specialist for high-end Porsche refinement and innovative engineer design plans further modifications, such as powerful performance enhancements up to 750 hp for different serial engines. And also in the interior, owner Uwe Gemballa |

Virtual test drive with Audi's e-tron electric concept car



- Audi driving game on PlayStation®Home starting in December
- Audi's brand presence in a virtual world
- Audi tv available now through PlayStation Home

Audi fans will be able to drive the e-tron concept car through PlayStation Home starting in late 2009. Audi is the first carmaker to develop its own virtual area there, known as the Audi Space. The Audi e-tron, a high-performance sports car with a purely electric engine, was introduced at the International Motor Show (IAA). Starting in December, it will be available in the Vertical Run driving game within the Audi Space.

Racing enthusiasts will soon be able to view the Audi drive concept of the future in PlayStation Home, a 3D social gaming service for the PlayStation 3 community. Four motors – one per wheel – power the e-tron when it drives along the three-dimensional racetrack in Vertical Run. The game will be available exclusively in the new Audi Space within PlayStation Home.

"Most young people gain their first driving experience from video games," explains Kai Mensing, who is responsible for video games and virtual worlds in Online Marketing at Audi. "With the Audi Space, we can bring this target group into contact with our brand in a highly emotion-packed and interactive environment, and demonstrate our 'Vorsprung durch Technik' with the virtual e-tron race."

While all PlayStation Home users will be able to access Audi Space – with its centrally placed tower reminiscent of major cities like Shanghai and Chicago – the Audi apartments located above the city will only be available to the best drivers.

"It was important to us to create an environment with Audi Space that differed from a classic showroom at an Audi dealership," Mensing said. "To achieve that, we got together with the architects at Allmann Sattler Wappner and developed an interactive concept where the focus is on selected Audi models, making it possible to experience the brand in a selective, interactive way."

Users don't have to wait until the Vertical Run driving game goes online in Audi Space to find Audi content. Audi tv reports are already available in the cinema within PlayStation Home. In 2010, additional Audi content will be added to Audi Space. The U.K. software developer VEEMEE LLP is responsible for implementation of the virtual experience. To access Audi Space as of December, PlayStation®3 players can download PlayStation Home onto their consoles for free. More information on PlayStation Home can be found at www.playstation.com.



MINI Frankfurt show stars confirmed for production at Plant Oxford



Dr. Norbert Reithofer, Chairman of the Board of Management, BMW AG has announced that two new MINI models are to be built at MINI Plant Oxford.

Reithofer confirmed the production plan during his two-day visit to BMW Group UK operations earlier last month.

One of the models based on the MINI Coupé Concept and a concept of the second vehicle will be unveiled for the first time to global media at Frankfurt Motor Show on 15 September.

Images of the stunning MINI Coupé Concept were issued to press on 26 August 2009, exactly fifty years after the first classic Mini was presented to the public.

Likely to feature the impressive 1.6-litre turbocharged MINI John Cooper Works power train, the MINI Coupé Concept is designed to be

the most dynamic and agile MINI ever built. Strictly a two-seater, the low roof line, compact dimensions, perfect axle load distribution and lightweight construction are all trademarks of a genuine sports car.

Details of the second model have not yet been announced.

The two new models will join the existing Hatch, Clubman and Convertibles on the production line at Plant Oxford, where all derivatives are produced seamlessly just-in-time and just-in-sequence.

Business Secretary Lord Mandelson said: "The production of the two new MINI models is very good news for Oxford, and for the UK car industry. It is a demonstration of BMW's long term commitment to the UK as it celebrates its 50th birthday this year.

"British drivers have had a long love affair with the MINI and I'm sure that this will continue for many years to come."

Dr. Juergen Hedrich, Managing Director of MINI Plant Oxford, said: "The fact that Plant Oxford will be building these exciting new models shows the high level of flexibility of the plant and its associates. The MINI family has a bright future.

Start dates for these two new models to enter production will be confirmed in due course.



Auto Fact

In 1951 the first Toyota Landcruiser was built as the 'BJ Jeep', the LandCruiser name came in 1954.

Wiesmann is building a sports-car on the IAA

Wiesmann, the luxury sports car maker, surprised the visitors of the most important car-exhibition in Frankfurt with a special feature. In addition to the announced world premiere of the Wiesmann Roadster MF5, the Duermen manufacturer will mount a car during the car-exhibition. "On this way we will be able to show our manufacturing skills and our productive efficiency to the exhibition-visitors, the customers, and the media-exponents. Like in Duermen everyone can take a look at our work in Frankfurt", says business manager Friedhelm Wiesmann. During the building-process of the GT MF4 with a 4.8 litre 367 horse-power engine, two members of the staff will finish the work on the car. Sports-car-fans from all over the world will be able to join that event on a digital webcam. The logistic for this one very special event has already started because the montage had to start back in Duermen.



Bridgestone unveils ECOPIA EP150 eco-friendly tire



New low rolling resistance tyre combines high-level wet safety with lower fuel consumption and CO2 emissions

Bridgestone has revealed its new eco-friendly tire, the ECOPIA EP150, at the International Motor Show (IAA) in Frankfurt, Germany.

The tire meets the challenging and previously contradictory objective of combining top-class wet safety with reduced rolling resistance, leading to higher fuel efficiency and lower CO2 emissions.

Bridgestone has accomplished this breakthrough through the development of materials technology called NanoPro-Tech™ combined with a new tread design. NanoPro-Tech™ produces a lower rolling resistance coefficient by reducing energy loss in the top compound during rotation. The new tread design features a connected block and thin rib, which enhances contact pressure and wet braking performance.

ECOPIA EP150 has a 15% improved rolling resistance (versus current Bridgestone products in the same dimensions) which makes it, on average, 3% more fuel efficient and achieves a reduction of 3% in CO2 output.

The ECOPIA EP150 will be introduced as an integrated replacement and original equipment product during 2010, targeting compacts and mid-sized passenger cars with 14" to 16" rim sizes in 55 to 70 series.

ECOPIA is Bridgestone's flagship brand that contributes to the prevention of global warming by helping to reduce carbon dioxide emissions through higher vehicle energy efficiency. This is achieved by reducing rolling resistance and/or saving resources while maintaining various performances required of tires, especially high-level safety performance.

Federal & Hero tires the launch of new HA Oil-Free Technology

Federal Corporation has announced to phase out use of the PAH rich extender oils by shifting all categories of tire segments to HA oil free tires following the REACH regulations. The implementation of the environmental initiative is in compliance with EU directive concerning the tire industry. Soon to take effect from week #33, 2009, we will have fully eliminated high-aromatic (HA) oils in production at Chungli, Taiwan-established plant; whilst our Jiangxi, China-based factory is underway in week #40, 2009 to meet such criteria for tires that are shipped to all overseas countries.



In the plan of substitution, we replaced these toxic oils in a manner that minimizes environmental impact with clean alternatives which ensures positive effects in both tire manufacturing and during use. Besides, gradually every HA-free product will be well identified by an eco icon on the tire label. The simple green design features the earth sitting in the outreached hands, denoting the fulfillment of REACH requirements and our responsibility to be environmentally conscious from a saving-our-planet standpoint.

Highly aromatic (HA) oils, also referred to as distillate aromatic extract oils (DAE), are regarded as hazardous substance that causes harmful influence on human health and the environment when the tire is being driven. It is our core value and corporate philosophy as a green performer to keep promise of making eco-compatible tires with respect for the place we live. Therefore, we have carefully weighed all these technical and supply factors each stage on the substitution process which would be consistent with the EU's assessment to protect and maintain the environment for current and future generations. This is the starting point of our green performance revolution as a whole, and we will continue to demonstrate ecological friendly products and technologies that attribute safety, low rolling resistance and efficient fuel consumption to the international marketplace in the near future.

Tires

THIS YEAR CITEXPO A SUCCESS.

Organized by Reliable International Exhibition Services Co., Ltd, the seventh edition of China International Tire Expo has completed successfully on September 11, 2009. In the three day event, 300 exhibitors occupying 18,000 square meters of exhibition area showcased their latest products, services and technologies in Shanghai Everbright Convention and Exhibition Center. Three exhibition halls have been taken up this year in order to accommodate the increased number of the exhibitors.

At a critical recovering moment of the worldwide economy after the economy crisis, as one of the world's most influential and the largest tire related trade show

in the Asian region, CITEXPO has put together the tremendous buying power of the worldwide tire industry in the three day event. And the result has exceeded almost all of the exhibitors' expectation.

Besides the major Chinese manufacturers, foreign brands' representatives and other suppliers, the exhibitors also included the worldwide suppliers from the five continents such as the United States, United Kingdom, Germany, India, the United Arab Emirates, The Netherlands, Italy, Singapore, China Taiwan and other countries and regions. Some familiar names such as Cooper Tire, Guizhou, Taiwan Nankang, Hoffman from Germany, Cemb and Butler from Italy had taken their large booths showcasing their latest products. The organizer claimed that over 6000 visitors from 83 countries and 32 Chinese provinces and regions have registered in this year's show.

According to the Organizer, Reliable International Exhibition Services Company Limited, 85% of the

exhibition space has been rebooked by 190 exhibitors before and during the show for CITEXPO 2009. Most of the exhibitors have increased their exhibiting space to accommodate more high-valued professional buyers, enhance their company image and maximize the opportunity to accomplish more trade orders.

Being the largest tire show in the region, CITEXPO seems to have developed itself successfully into an routine event for the worldwide tire industry in the past seven year.

The seventh edition of CITEXPO will be held in the same venue in September 8-10 in 2010. Wish CITEXPO 2010 another great success.

Do not overload your vehicle. Overloading your vehicle may jeopardize its ability to operate safely. Check your owner manual for vehicle's maximum load.

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TIA Expresses Disappointment With President's Decision Concerning Chinese Tire Tariff

The Tire Industry Association (TIA), one of the world's leading authorities on tires and wheels, today announced they are deeply disappointed with President Obama's decision late Friday night to impose a tariff on passenger and light truck tires imported from China.

While it appears China will pursue talks with the World Trade Organization (WTO) on this decision, the tariff will take effect September 26, 2009. Under the 421 Safeguard provisions, the President can revisit the decision after 6 months, and go back to the ITC and modify, remove or leave in place the decision.

"TIA believes this was a politically motivated decision that will end up costing more jobs than it saves. These tariffs will not bring back the jobs that the union claims have been lost; it will not create any new tire manufacturing jobs, and it will most likely result in the loss of thousands of retail tire industry jobs here in the U.S., affecting everyone from the shop that services your tire to the tire wholesalers - many of whom are small business people struggling to stay afloat in this economy. This, all during a time when we can ill afford to be losing more U.S. jobs," said TIA Executive Vice President Roy Littlefield.

Littlefield went on to say, "The tire manufacturers made the decision years ago to shift production of these lower-cost tires out of the U.S. All this action will do is force the tire manufacturers to shift production of these lower-cost tires to other countries, such as Brazil and India. The bottom line here is that despite what the union and the President believes, these jobs are not coming back, and now we can expect more job losses here in our already struggling economy."

Below is a brief discussion of some of the pertinent questions and TIA's answers concerning this decision:

What was decided?

On Friday, President Obama made a decision to raise tariffs for three years on passenger and light-truck tires imported from China, most of which are in the lower-cost segment. The tariffs are scheduled as follows: 35% in the first year, 30% in the second and 25% in the third.

How many tires are shipped from China to the U.S.?

Unfortunately, TIA does not have any information on this. However, the Washington Post recently printed some figures: from \$453 million in 2004 to \$1.7 billion in 2008. That boosted China's share of the U.S. market from 5 % to 17%.

What is the next step?

There is no "appeal" process in the World Trade Organization (WTO). China will be pursuing a WTO violation, and the process could last longer than the tariffs themselves. The tariffs will be imposed 9/26 regardless.

Can the President reconsider his decision?

Under the 421 Safeguard provisions of the WTO, the President can revisit the decision after six months and go back to the ITC and modify, remove or leave in place the decision.

Why is TIA opposed to the tariffs?

This tariff will not be a "job saver;" rather, when you take into account the thousands of tire industry jobs - from the technician who services tires, to the tire shop owner (many of whom are small businesspeople) to the tire wholesalers, we predict it will be a "job killer." A study by economics professor Thomas J. Prusa of Rutgers University found that American workers in the tire distribution and installation sectors, "have every reason to be concerned about their future. The punitive tariff on Chinese tires would lead to a loss of at least 25,000 U.S. jobs."

How does this affect the consumer?

This tariff will price these tires out of reach of many consumers, and will lead to a tightening in the remaining supply of lower-cost tires. Also, given that the lower-cost tires imported from China help those most vulnerable in this current economy - working-class citizens - we are deeply concerned that many consumers may delay or even defer replacing their tires when necessary, thus creating a potential safety hazard on America's roads.

Kumho exhibits cutting-edge tire technology at the Frankfurt Motor Show



Kumho exhibited examples of a brand new laser etching process at the Frankfurt Motor Show - technology that is set to transform the way the company designs its tread patterns.

Mass production tread patterns can be a compromise - part functional and part aesthetic. In the future, Kumho plans to design its treads in two stages. The functional requirement, free of compromise, will be moulded in the normal way. Any additional attributes or design features will then be etched onto the surface as required.

Said Roger Jenkins, managing director of Kumho's Birmingham-based European Technical Centre: "The new laser technology will allow us far more freedom at the design stage and the ability to experiment with any number of patterns and surface finishes. In the future, the process could also provide production tyres with a variety of short-term gains - such as special surfaces for use in motorsport or driving on low friction surfaces etc."

Toyo Proxes A20 Selected as the OE Upgrade for 2010 Lexus HS 250h

The Toyo Proxes A20 all-season tire has been selected as the 18-inch OE upgrade for the 2010 Lexus HS 250h. The first dedicated hybrid for Lexus, it features the optional P225/45R18 Proxes A20, an eco-friendly tire which works extremely well with modern, efficient hybrid vehicles. Featuring advanced Toyo Tires' design technology, the Proxes A20 delivers improved rolling resistance and quieter operation.

Lexus introduced the HS 250h as the "World's First Hybrid-Only Luxury Vehicle". It produces the best combined estimated EPA mpg rating of any luxury vehicle in the U.S. at 35-mpg and also achieves 35-mpg city and 34-mpg highway. A leather-appointed interior with a 137-watt, 10-speaker premium sound system are

just part of a many comfort features that come standard with this new hybrid. Ride comfort and security are also attributes of the Toyo Proxes A20 tires on this new Lexus.

In addition to the new Lexus HS 250h, Toyo Tires products are original equipment on other vehicles including the Toyota Prius V, Camry and the Highlander Hybrid Limited. To learn more about the full line of innovative products from Toyo Tires, log on to toyotires.com. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.





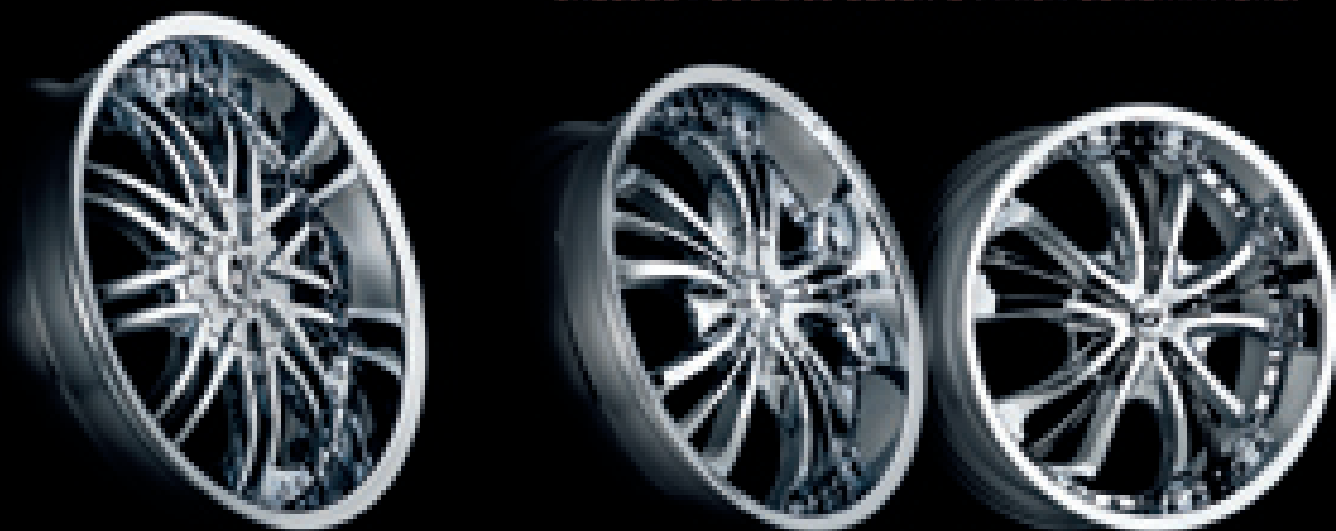
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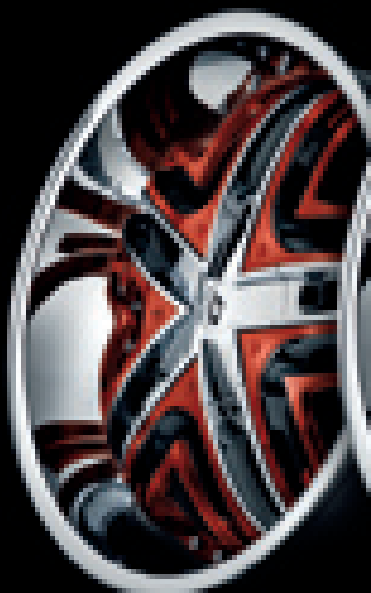


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5 INCH
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Tire Buyer's Guide to ULTRA-HIGH Performance Tires.

Most consumers do not realize how crucial it is in having proper tires for your vehicle. When choosing alternate tires, it is important that they meet or exceed the specifications dictated by the vehicle's manufacturer. If planning on going up in size, either on the stock wheel or larger aftermarket wheels, it's a good idea to ensure the new size conforms to tolerance set by the manufacturer (see the requirements placard typically located on the vehicle's door). It's also important not to change the rolling diameter too much, because drastic changes can throw off a vehicle's traction control systems, braking and acceleration, even the navigation system. A good rule of thumb is not to exceed plus/minus three percent.

Uniform Tire Quality Grading is a system used by most governments to ensure all tires are graded equally in three separate categories: treadwear, traction and performance.

and temperature resistance. This prevents individual manufacturers from making claims that cannot be substantiated and helps consumers make a more informed decision when purchasing tires.

Most drivers never look at their tires unless there is a severe problem. Drivers and mechanics will often misdiagnose vehicle performance issues when the problem could be attributed to worn or improperly inflated tires.

When experiencing reduced fuel economy, sometimes a tune-up is in order, but often the tires will be under-inflated. Other problems associated with tire issues can include rough ride and reduced braking ability.

Research is priceless when it comes to selecting tires. If replacement tires carry the exact specifications as stock, you're covered. If there are any differences, make sure there are on the plus side and that you correct the cold inflation pressure to match the characteristics of the new tire. To maintain peak fuel economy, optimal wear and trouble-free operation, it's a good idea to check cold inflation pressure as often as possible, being sure to make corrections for weather and altitude changes.

Here it is....

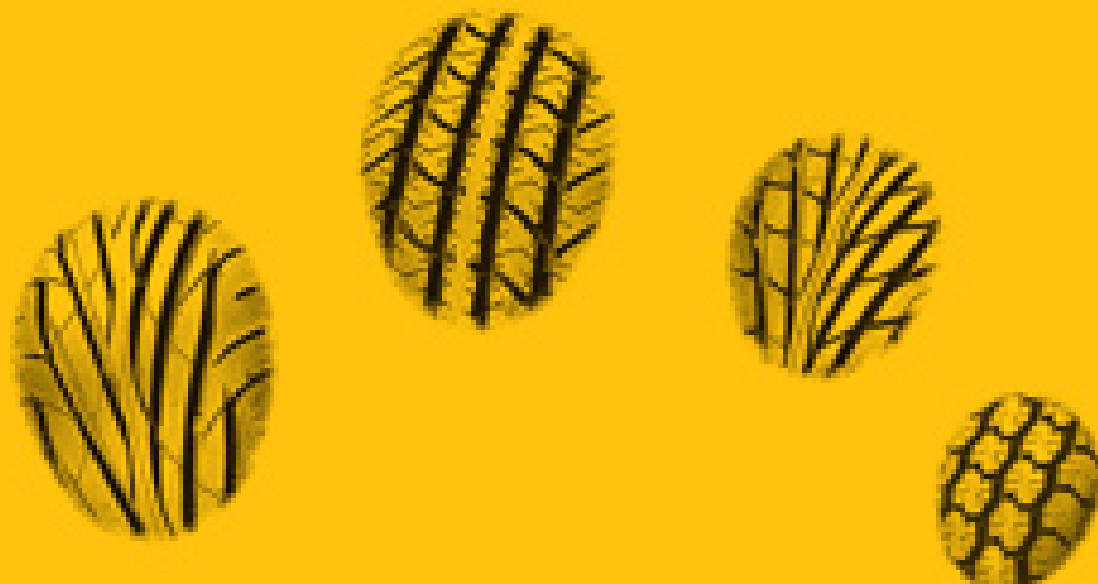
Traction performance grade indicates how well the tire stops on wet asphalt and concrete, graded from highest to lowest as AA, A, B, and C. A tire with an AA grade will have a much shorter stopping distance than a C. Note that these grades don't indicate dry weather traction.

Load and speed ratings are typically located after the tire size and are often referred to as the service description. The number corresponds to load, the letter to speed rating. For example, 91W translates as a tire at maximum inflation being able to support 1,356 pounds at 168 mph. It's an esoteric system.

Treadwear grade is used to determine how long a tire will last when compared to the government's control tire. For example, a control tire graded to 100 and a test tire are subjected to the same test at the track; if the test tire lasts twice as long as the control tire, it would carry a grade of 200.

Temperature resistance grades of A, B and C are used to show how well the tire dissipates heat generated by its contact with the road. This is especially important during aggressive or high speed driving, since excessive heat buildup can lead to catastrophic failure.





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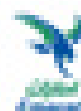


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Beira Capital, Abu Dhabi, Tel 02-552 5245. **Al Bateen** (Al Nakheel Road), Al Ain, Tel 03-257 5525.
www.alfuttaimmotors.ae www.al-futtaim.ae



TIRE BUYER'S GUIDE

BFGOODRICH

G-FORCE T/A KDW

This tire is designed to thrill the hardcore driving enthusiast, the BFGoodrich Tires g-Force lets drivers take control of their driving experience by offering aggressive dry traction with no compromises while maintaining a quiet ride. Developed specifically for those seeking maximum performance, the g-Force has out-styled and out-performed the competition since its introduction.

www.bfgoodrichtires.com

BRIDGESTONE

POTENZA RE-070

The Bridgestone Potenza goes to the extreme with its advanced grip and handling. With its semi slick shoulder blocks, racing slit, cooling slit and silica make up you know you cant go wrong with Bridgestone. This technology gives you the high temperature durability that you need in the Middle East.

www.bridgestone.com

YOKOHAMA

YK-520

Available exclusively through Discount Tire Direct, the YK-520 delivers a higher level of performance, all season traction, long mileage and comfortable ride.

www.yokohamatires.com

GOODYEAR

EAGLE F1

The key aspect to the Eagle F1 performance is its high-tech carbon fibre reinforced inner and outer sidewalls. The carbon fibre helps stiffen both sides of the tire to help maintain enhanced contact with the road during hard turns. The Eagle F1 is enhanced by the Ultra High Performance Zone with aggressive shoulder blocks and continuous canter rib. This action packed zone helps provide confident handling and steering precision through twisting curves and sharp corners.

www.goodyear.com



TIRE BUYER'S GUIDE

TOYO PROXES T1R

The Toyo's Proxes T1R UHP radial is designed specifically for those seeking to take their sport sedans and coupes to the next level. It's computer simulation technology provides high-speed stability with low noise and ride comfort. The tread pattern features rigid shoulder rib-bands that deliver excellent dry handling while resisting irregular wear for less tire noise. This tire delivers outstanding performance.
www.toyo.com

HANKOOK VENTUS Z212

This tire is designed for better handling and braking for all you enthusiast out there. With improved road contact surface area for dry traction which results in a tire made for the streets delivering maximum grip.
www.hankooktire.com

FEDERAL

For the Road warrior, semi slick, sport competition radials designed for exceptional traction and grip. Specially formulated compounds combined with cutting edge technological advances in design, construction and tread pattern.
www.federaltire.com.tw

KENDA KAISER KR 20

This tire's superior tread compound offers stability and grip performance under high planar roads. It's high-density endless nylon cap plies increase high speed car carcass integrity and enhances uniformity. Widely know for its low noise level.
www.kenda.com.tw

TIRE BUYER'S GUIDE

FALKEN

FK 452

The FK 452 provides five linear responsive ribs and 3D rounded blocks to enhance handling response. Dual tread compounds provide excellent handling, particularly critical for large diameter applications. A new silica compound and multi-angled grooves improves grip without compromising wear resistance, while phase shifted random pitch variation nearly eliminates tread noise.

www.falkentire.com

MARSHAL

MATARAC XM KH 35

The Matrac KH35 of Marshal is a high performance handler without compromising on ride comfort. It performs well in wet conditions and its asymmetric design is made to match the human foot. It resists uneven wear resistance through its tie bars between blocks. In 2006 it finished as a top 3 in Auto express's annual tire test.

www.marshaltire.com

CONTINENTAL

CONTISPORTCONTACT 2 VMAX

This tire is especially designed for ultra high speed sports cars. It is available in five strategically targeted sizes. To improve the high-speed capability of this tire, the continental engineers incorporated more tread grooves to attain better cooling of the tire. Continental Tires is currently one of the official sponsors of the Euro 2008.

www.continentaltire.com

PIRELLI

PZERO

The dynamic asymmetric tread pattern designed avoids substantial modification of the form and pressure distribution of the footprint at low speed compared with what found at high speed. It also has an external large area with rigid blocks for optimum handling and support.

www.pirelli.com



TIRE BUYER'S GUIDE



DUNLOP

SP SPORT MAXX

SP Sport Maxx tires feature Dunlop's optimized blend of silica and high-structured carbon black tread compound molded into a directional tread design that features large, independent shoulder blocks. These features work together to keep more of the tire on more of the road more of the time, improving water drainage and maintaining constant road contact to impart more responsive handling and high-speed stability.

www.dunloptires.com



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PILOT PS2

Michelin® Pilot® Sport PS2™ tires meet or exceed the discriminating standards of the world's top sports car manufacturers including Porsche, Mercedes-Benz, Bugatti, and Koenigsegg.

A Variable Contact Patch breaks traditional compromises by putting more rubber on the road during a variety of maneuvers, resulting in class-leading cornering and consistent straight-line performance

www.michline.com



NITTO

INVO

The Invo is an ultra-high performance no-compromise street tire with exceptional ride comfort and quality. State-of-the-art computer engineering and specialized digital testing equipment were used by Nitto engineers to produce a better tread pattern that reduces perceived road noise, provides a comfortable ride and delivers exceptional traction in both wet and dry conditions.

www.nittotire-uae.com

TIRE BUYER'S GUIDE

KUMHO

ECSTA XS

Designed for SCCA Uniform Tire Quality Grades, the XS delivers unrivaled dry grip with split-second steering response.

www.kumhotire.com

FIRESTONE

FIREHAWK TZ100

The Firehawk TZ100 is a new-generation touring tire featuring Firestone's Uni-T technology. One of Australia's most popular affordable touring tires, the TZ100 is now available in ultra-low profile. A new tread compound and optimal tread design combine to provide outstanding traction in wet conditions. It is the perfect choice for drivers seeking the enhanced handling characteristics of a lower-profile tire, combined with the comfort and safety of a modern touring tire.

www.firestoneuae.com

MAXXIS

VICTRA MA-Z1

The MA-Z1 provides enhanced stability, with a solid center rib and stiff shoulder blocks. The unidirectional tread design improves handling in wet and dry road conditions, while high stiffness casing offers impressive steering feedback and controllability.

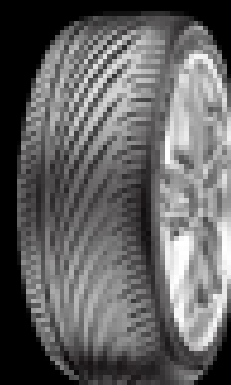
www.tyreexpress.ae

VREDESTEIN

ULTRA SESSANTA

The Sessanta is designed parametrically, which means that the tread construction, shape and contours are optimized for every size using a mathematical formula based on design parameters to make it an excellent performance tire.

www.vredestein.com



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ALFA MITO DNA IS IN YOUR JEANS

Unique fashion
project celebrates
Alfa Romeo's
genealogy and
raises funds

Conceived to celebrate the unique genealogy passed from the breathtaking Alfa 8C Competizione supercar to the head-turning Alfa MiTo, the Italian sporting car manufacturer, Alfa Romeo, paired up with TV's fashion expert, Louise Roe, to challenge two up-and-coming fashion designers to create a line of women's jeans that would be as cool and desirable as the Alfa MiTo and, at the same time, raise money for charity.

The result is a one-off series of limited edition skinny fit jeans – available via www.mitojeans.co.uk – that echo the genealogy concept by deconstructing first generation jeans to create new, high fashion jeans complete with a high quality leather waistband and Alfa Romeo red stitching.

London-based fashion designers Bjork and McElligott, who have already created outfits for a number of celebrities, also introduced other distinct and attractive styling touches including embroidered rear pockets – one featuring the serpent from Alfa Romeo's iconic badge on the right plus their own logo on the left pocket – to create recognisable and distinct jeans.

Significantly most Alfa MiTos feature a DNA button that alters the responsiveness of the accelerator, brakes and traction to suit different driving conditions – Dynamic, Normal and All Weather.

Sophie McElligott said: "The DNA button gave us an extra framework to operate within. The Alfa MiTo's parentage from the Alfa 8C and the concept that DNA is in your genes made the project's beneficiary an easy choice."

The designers chose the charity Jeans for Genes to profit from the sale of the high class jeans and found two boutique retail outlets in London through the charity's patron, Donna Ida.

Priced at £75 a pair, the designer jeans are expected to raise vital funds for Jeans for Genes.



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Middle East car fans are to be entertained with stunning demonstrations by world-class drift racers from the "Need for Speed" European Drift Championships – Europe's premier drift championships when they headline at this year's Barbican Turbo festival. Drifting is a high skill level motorsport in which drivers control a car while it slides from side to side at very high speed. Organised by United Business Media, Barbican Turbo is the region's premier custom, tuning and motorsports festival to be held at the Abu Dhabi National Exhibition Centre (ADNEC) from the 8th – 10th of October 2009.

With a lifetime passion for motorsport, Mark Luney also known as Sideways Buff has spent five years driving in the European Drift Championships and has become one of the most respected drivers

in Europe. "It's incredible to see drifting as a motorsport become popular in the Middle East and United Business Media are doing an excellent job of promoting the sport in the region; firstly with Team Orange in 2008 and now with demonstrations from us, the European Drift Championships in 2009". He continued, "I heard last year's visitors to the show were unreal and I can't wait to get to Abu Dhabi to thrill them with door-to-door performances and some near misses. It will be great fun."

A first for Middle East audiences, driver Mark Luney, "Sideways Buff" will be joined by Paul Conlan "Coupe" to show off their mind-blowing behind-the-wheel skills for the 3 days of the event. Sideways Buff and Coupe will stylishly negotiate the tight drifting arena engaging in a rear-wheel twin-drift battle at speeds in excess

of 80 miles per hour. Both brand new competition specifications and new builds, Sideways Buff will be driving a Nissan Skyline and Coupe a Nissan S13; as both drivers will attempt to out-wit one another as they concentrate on speed, following the drift line, angle of attack - finding the biggest sideways angle possible and creating tyre smoke to astound any spectator.

United Business Media, the organisers, are also excited to have world-class driving demonstrations from the European Drifting Championships at the show. "Drifting is perfect for our event because it involves the crowd and combines the aftermarket tuning scene, which is what we are all about, with professional-level, safe racing and incredibly decorated cars", said Matt Tarrant, Show Manager of Barbican Turbo. "The guys at the European Drift Championships are unbelievable and we can't wait for the demo's Mark and Paul will be doing for the thirty thousand people expected to come to Barbican Turbo. Bringing the European Drift Championships to audiences in the Middle East for the first time will be very special – there is no other event like it"

In addition to the European Drift Championships demonstrations, car fans will be able to see the latest in styling, performance products and modified cars. The show will also include the 2nd year of the largest custom car competition in the Middle East, the Top 100, the 1st UAE National Dyno Shoot-Out, and the 2nd UAE National Sound Off competition, the Japanese Tuning Zone from Auto Salon, music, gaming, exhibitors and prizes.

Barbican Turbo will run alongside Adrenaline Sports Live, presented by Rani for the second year in a row. This is the country's annual meeting for the adventure and adrenaline sports communities, related companies and tourism bodies who want to promote their adventure travel packages.

For all the information about the festival and to enter the Top 100 please visit: www.barbicanturbo.com, follow Barbican Turbo on Twitter and Facebook and to purchase tickets, visit www.boxofficeme.com and selected Hallmark, Spinney's and Cellucum.

European Drift Championships to wow Middle East car fans





ARB Fridge Freezer Accessories

Engineered in Australia to suit the world's harshest off road conditions, the ARB Fridge Freezer offers the convenience of having cold food and drinks no matter where your 4WDing adventures take you. And now you can enhance the off road capabilities of your Fridge Freezer with a host of accessories now available from ARB, including a transit bag, fridge slide, and tie down system.

The ARB Fridge Freezer was recently declared Australia's best fridge overall by major Australian 4WD magazine, 4WD Action, in a thorough test of seven leading portable fridges. Energy efficient and comprehensively tailored to 4WDers, the fridge is the result of three years of design by ARB engineers and incorporates a host of user friendly and industry leading features including a drain plug, reversible basket with divider, digital control panel, and a unique detent hinge that makes removing and refitting the lid simple and stress free.

Designed for a perfect fit, the ARB transit bag is available in a durable canvas material suitable for off road use. Created to protect the ARB Fridge Freezer from dents and scratches, the transit bag also provides extra insulation in extreme temperatures, helping keep your food and drinks

cool while reducing amp draw. Incorporating a handy pocket to house items such as the power cord or instruction booklet, the transit bag is designed with openings for the Fridge Freezer's rubber feet, drain plug and power cable.

The ideal secure, versatile storage solution for your portable fridge, the ARB fridge slide is engineered and built in Australia to suit a range of common 29-47 litre fridges. Manufactured from solid steel construction with a durable metallic grey powder coat, the slide incorporates a flat base and pre-drilled holes for easy mounting and sealed, heavy duty steel roller bearings to ensure super smooth operation and prevention of dust or grit ingress. An ARB engineered spring loaded anti-rattle locking catch can be fitted on the right or left hand side of the slide to allow owners the option of mounting the slide in the most convenient location. The slide can also be

locked into place when fully extended, giving maximum functionality even when the vehicle is at an extreme angle.

And to protect your ARB Fridge Freezer from damage when unsecured during travel, ARB has also introduced a durable and user friendly tie down system. Specifically designed to work in conjunction with the ARB Fridge Freezer and fridge slide, ARB's tie down system is made with tough powder coated pressed steel handles and heavy duty polyester webbing straps for reliable and long lasting performance. Quick release buckles and easy to follow instructions make the tie down system a simple and worthwhile addition to your Fridge Freezer.

The Winds of Change

BMW opens unrivalled Aerodynamic Test Centre

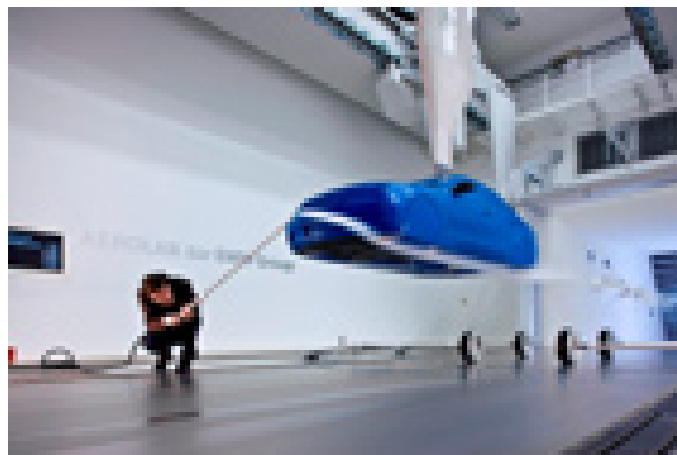


State-of-the-art facility aids reductions in vehicle air resistance, carbon emissions and fuel consumption without compromising performance

The opening of the new BMW Aerodynamic Test Centre in Dingolfing, Germany marks a new chapter in BMW's journey towards completely sustainable automotive engineering. The €170 million investment underscores the ongoing enhancement of aerodynamics as an essential cornerstone of BMW Group's EfficientDynamics strategy and introduces to the world the first wind tunnel capable of testing two vehicles at the same time.

EfficientDynamics is a three-phase product development strategy that includes short, medium and long

term objectives to help BMW Group achieve zero carbon emissions. The significant improvement in precision testing available at the new Centre is a key part of that plan and takes automotive analytics to a new level. BMW will now be able to examine aerodynamics during overtaking and determine the effect that the two vehicles have on each other.



For the BMW Group improved vehicle efficiency should never compromise driving performance. Nowhere is that mission clearer than at the Dingolfing Centre. Optimised aerodynamics in the development of new models has a direct impact on a car's fuel economy and emission management, with a 10% reduction of air drag equating to a 2.5% reduction in fuel consumption. It also improves performance, driving dynamics and road handling through a more precise measurement of uplift and downforce.

The wind tunnel will generate precise and realistic measurements, recreating real-life situations without any distortion. This is made possible through the use of an 8 metre fan for horizontal testing, able to generate winds of 300 km/h or 180 mph, and a fan for vertical testing, positioned directly over the middle of the tunnel. Cutting-edge technology maps the results of the testing, helping BMW experts to refine design developments in future models.

In addition, the Aerodynamics Test Centre houses the Aerolab, a high-tech facility where scale models can be tested and complex calculations run, enabling crucial feedback to be inputted to the development process at an earlier stage than ever before.

The Centre also brings together in one place BMW's 500 aerodynamics specialists who were previously housed in disparate plants, as well as the engineers and designers located at the nearby Research and Innovation Centre.

The Aerodynamics Test Centre will enable more precise testing in parallel with computer diagnostics to enhance driving performance and efficiency of every BMW model.

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PUMA TEAMS WITH XBOX 360 FOR RELEASE OF FORZA MOTORSPORT 3

PUMA® announced a global partnership with Microsoft for the highly anticipated release of Forza Motorsport 3, scheduled for this month. This collaboration will ensure prominent PUMA branding within the "Forza Motorsport 3" game worldwide and includes a series of joint marketing initiatives across Europe and North America.

The Microsoft Forza collaboration marks PUMA's 10th anniversary in Motorsport. As category leader for performance and lifestyle Motorsport footwear, apparel and accessories, PUMA sponsors some of Formula One and Moto GP's best teams, including Scuderia Ferrari, Red Bull Racing, BMW Sauber, Scuderia Toro Rosso and Ducati Corse. A leader in its own right, Microsoft's Forza Motorsport franchise is among the top-selling racing games worldwide. Available exclusively on Xbox 360, "Forza Motorsport 3" is the only racing game that lets players collect, paint and tune more than 400 of the world's most exotic and exquisite cars then put them to the test on more than 100 tracks from around the globe. Best of all, whether you're a first time player or seasoned racing game pro, "Forza Motorsport 3" delivers an experience where everyone can have fun behind the wheel of their dream car.

The partnership includes a number of cross promotional elements, including the development of a limited edition Forza branded PUMA shoe, to do be developed to coincide with the game launch. Exclusive gaming nights in selected PUMA Concept Stores will enable Forza Motorsport fans to preview the third edition of the game before purchase. Regular Forza content will also feature on the recently re-launched PUMAMotorsport.com.

Further to this, Xbox recently has announced PUMA supplied driver Natacha Gachnang as the Face of Forza for a pan-European PR programme. PUMA outfits Gachnang for her professional role within the FIA Formula Two Championship, and will provide apparel and accessories to Microsoft event staff throughout the tour, and across all trade events and conferences at which Microsoft will exhibit "Forza Motorsport 3."

Antonio Bertone, Chief Marketing Officer of PUMA AG said, "The Forza Motorsport association is the perfect fit for our brand. This partnership enables us to capitalize on the energy and excitement that accompanies a huge release such as Forza, and push the PUMA Motorsport brand into a new and exciting arena. We're delighted to be working with Microsoft on this."

Steve Beininger of Microsoft said "PUMA's involvement in the release of Forza Motorsport 3 is testament to the anticipation that's building among car lovers worldwide for the game's October launch. The game has continued to grow in appeal with every edition we have launched, and we're thrilled to have PUMA as an official partner of Forza Motorsport 3."

Malaysian Auto Industry

Looking for Global Market

Malaysia's auto parts and accessories manufacturers have contributed successfully to the growth of Malaysia's transport equipment industry. This industry's exports have increased by 13.5% to USD 2.7 billion in 2008 from USD 2.4 billion recorded in 2007. There are over 700 automotive component manufacturers in Malaysia including a number of foreign manufacturers such as TRW, Delphi, Bosch, Nippon Wiper Blade and Denso, producing more than 5,000 parts and components for the automotive industry. These also include original equipment manufacturers for global vehicle producers such as Mercedes, Benz, Nissan, Mazda, Honda, Toyota and General Motors.

In 2008, Malaysia exported automotive parts and components worth of USD 571 million, an increase of 5.2 % from 2007. ASEAN was the principal export market, absorbing 47.5% of Malaysia's total exports of automotive parts and components. Within ASEAN, the major export destinations were Thailand (15.4% share), Indonesia (15%) and Singapore (13%). Among the major products exported were multi-sourcing parts, crown wheels, pinion, spoke and parts valued at USD 212 million; steering wheels, steering columns and steering boxes at USD 144 million; bumpers and parts at USD 56 million; and drive-axles with differentials at USD 46.8 million.

Malaysian companies have developed strong capabilities in new designs and manufacturing for the original design manufacturers (ODM) and the replacement markets. They have adopted the best manufacturing practices and standards to meet world class requirements and supply to the first and second tier market. Given the country's strong manufacturing base for a wide range of products over the last three decades, Malaysian companies have moved up the value chain producing high quality products and services at competitive prices and even take customized orders and subcontracting works. Among the products that have received international recognitions include shock absorbers, front and rear axles, truck parts, brake systems, suspension systems, automotive rubber parts, car care products, timing belts, fuel pumps, radiators, air-conditioning, brake parts, alarm systems, oil filters and lubricants.

As the national trade promotion agency, MATRADE can help foreign companies to tap into the expertise of the Malaysia automotive industry and touch base with the reliable Malaysian companies. The upcoming exhibitions in Malaysia, namely, the M-Plas (www.mplas.com), an international exhibition held from 4-7 November 2009 and INTRADE Malaysia (www.intrademalaysia.com) held from 10-12 November 2009, the

premier leading exhibition in ASEAN, showcases automotive products and services along with other industry clusters. The international business community can take advantage of these events to establish business contacts, explore business opportunities and identify business partners. A one-on-one business meetings and factory visits can be arranged during your visit to Malaysia. For more information, simply contact MATRADE Dubai at dubai@matrade.gov.my.

More than 30,000 counterfeit auto parts destroyed in Sharjah

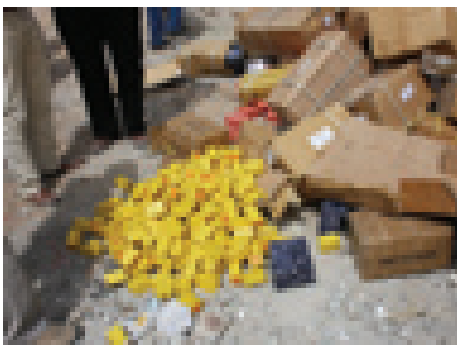
Sharjah Municipality, in coordination with Bosch Automotive Aftermarket and its UAE service providers, has recently conducted raids on two warehouses in Sharjah's industrial area following reports of counterfeit auto parts trade. The raids resulted in the confiscation and destruction of more than 30,000 counterfeit auto parts of Bosch and other German brands. In addition, the counterfeit dealer was banned from participating in a major regional automotive exhibition. Bosch revealed that the authorities who carried out the raids found that some of the fake products were already packed and ready to be shipped to a neighboring GCC country.

"In our bid to fight counterfeiting, we have been working closely with our service providers who regularly update us and the municipalities with information

about potential counterfeiters. We believe that this successful raid in Sharjah will send a strong message to those involved in dealing with fake auto parts that the UAE Government will not show any leniency towards offenders," said Volker Bischoff, General Manager, Robert Bosch Middle East.

Bischoff pointed out that counterfeiters are taking advantage of Bosch's reputation of manufacturing top quality auto spare parts. "Motorists around the world know that the Bosch brand stands for excellence and quality, and unfortunately this is what the pirate manufacturers are capitalizing on," he said. "However, in recent years we have introduced several measures to combat product piracy, most importantly the Bosch keySecure label."

The new Bosch keySecure label – comprising a difficult to copy hologram and a unique 15-digit code – provides the aftermarket sector, workshops and ultimately the end user with the assurance that the product inside the packaging is really genuine. Moreover, by just entering the 15-digit validation number under www.protect.bosch.com, users can check if their product is 100 per cent genuine.





Bosch develops cutting-edge crash avoidance technologies to reduce vehicle-related injuries and fatalities

According to a recent global study, 45 per cent of drivers in crash situations do not take full advantage of their vehicle's braking capabilities. Bosch – a leader in advanced safety systems – has developed a portfolio of crash avoidance technologies that aid in addressing this issue.

Volker Bischoff, General Manager, Bosch Middle East FZE, explained: "Bosch's long-range radar technologies, when integrated with other vehicle systems, provide a range of safety features that aim to reduce vehicle-related fatalities. We believe that these technologies will be particularly relevant to the Middle East, especially in countries such as the UAE, which has an alarmingly high rate of road fatalities."

A recent Global Status Report on Road Safety, released by the World Health Organisation (WHO), says that UAE roads users are almost seven times more likely to be killed than those in the UK. According to the report 37.1 people were killed on roads in the UAE for every 100,000 people in 2007.

Bosch's radar system enables advanced comfort and safety options such as adaptive cruise control (ACC) and predictive emergency braking (PEB). Bosch's PEB technology consists of predictive collision warning (PCW), emergency brake assist (EBA) and automatic emergency braking (AEB). These technologies can warn



■ Volker Bischoff, General Manager, Bosch Middle East FZ

the driver of a potential collision, determine when the driver is not fully braking, and intervene accordingly. When in an emergency braking situation, the driver may experience the following:

- PCW – The driver is warned via a short yet perceivable brake pulse and/or automatic seat belt retraction.
- EBA – Upon initial partial braking by the driver, EBA automatically increases the brake pressure to the required level for the given situation.
- AEB – In the case of a distracted driver that does not react or brake, AEB initiates automatic emergency braking if a collision is unavoidable.

Vehicle Safety Beyond Braking

To further assist the driver, Bosch utilizes its multi-purpose camera to support lane vision, including lane departure warning (LDW) and lane keeping support (LKS). The LDW function tracks a vehicle's course within lane markings and road boundaries, providing acoustic or haptic feedback if the vehicle drifts out of the lane. LKS occurs when the vehicle begins drifting out of a lane by correcting the vehicle's path with a smooth return to center.

Recent developments of driver assistance and vehicle communication systems make it possible to further improve crash avoidance and mitigation capabilities. The next step, according to Bosch, is integrating separate safety features into an interactive system, which Bosch calls Vehicle Motion and Safety (VMS).

"When active and passive safety, driver assistance and vehicle communication systems come together, the result is increased comfort, greater agility and, ultimately, improved safety for consumers," said Bischoff. "With this approach, we are one step closer to our vision of safe, accident-free driving."

Oakley C Six shades

CNC-milled from solid carbon fiber billet

Carbon fiber. It's light, it's strong, and it looks so darn cool. As such, we doubt we're the only ones who've wondered why we don't see more eyewear made out of the stuff. Well, there are a couple of good reasons – namely that it's expensive and difficult to work with. While it's complicated enough to lay it down in sheets to make a crash-resistant race car tub, for example, forming it into intricate shapes like sunglass frames is apparently on another level.

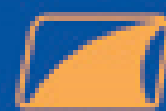
Enter Oakley, the eyewear company already plenty familiar with the challenges of using exotic materials. Oakley has teamed up with racing specialist Crosby Composites to make the upcoming C Six. But instead of laying down sheets in the complex form, Crosby and Oakley mill the frames out of solid blocks of carbon fiber, each 40 layers deep, using state-of-the-art Computer Numerically Controlled (CNC) drills spinning at 10,000

rpm for 24 hours to create a single pair of these bad boys. The result could very well be the ultimate driving shades, but don't expect every wheel jockey on the turnpike to be wearing a pair. Oakley is only making 250 of 'em, and they're expected to sell for a cool four grand apiece when they hit the market.



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Heading into a bright future

LED headlights improve vision and safety – and cut costs

Motorists are heading into a bright future, in the truest sense of the word: After the xenon reflector lamp, light emitting diodes (LED) are making inroads into the field of headlights. In the future, they will enable light systems that are more variable for greater vision and safety. In contrast to all other light bulbs in a vehicle, LEDs last for the life of the car, putting an end to “blind” or “one-eyed” cars as are often found during the annual light inspection. Since LEDs use less energy than conventional light bulbs, both operating and maintenance costs are lower. This is confirmed by light expert Dr. Tran Quoc Khanh, professor at the Institute for Electromechanical Designs at the Technische Universität Darmstadt: “Whereas halogen bulbs have a life expectancy of about 1,000 hours and xenon-filled bulbs around 2,000 hours, LEDs are good for 10,000 hours.”

The use of LEDs in main headlights requires complex control electronics that oversee all light functions. Continental is a pioneer in this new light regulation and has developed a

corresponding control center that will go into production in 2011. This innovative light control device can regulate all light functions centrally. Initially, individual LED groups can be independently controlled in eight light looms, making it possible to get by more or less without any additional mechanics in shifting to the illumination appropriate for a given road situation. The effect is far better than anything feasible previously with even the most sophisticated mechanical systems: special lights for driving on motorways or country roads, a smooth transition from low beams to high beams, perfectly illuminated curves, or enhanced vision at intersections. The illumination variations adapt to the respective situation in just fractions of a second.

The large dimming range and the speedy switchability makes LEDs predestined for use in what are called matrix headlights, according to Professor Khanh. Here, the control units can regulate the light cone in an even more individual manner: Left- or right-turn instructions from the navigation system take the form of headlight-projected signals on the asphalt. Or the system could trigger spotlight detection of pedestrians on the shoulder of the road up ahead. Admittedly, this expanded technology will still be a few years in the making, but Continental has already laid the groundwork for such features.

There is now practically no doubt that LEDs will be triumphant when it comes to front headlights: Analysts anticipate increases of more than 150 Percent for the next three years on the automotive market.

Innovative light regulation enhances safety

The new control center from Continental can regulate individual LED groups independently and makes it possible to adapt the illumination of the road to the situation in just fractions of a second. In this way, curves and intersections can also be illuminated perfectly.



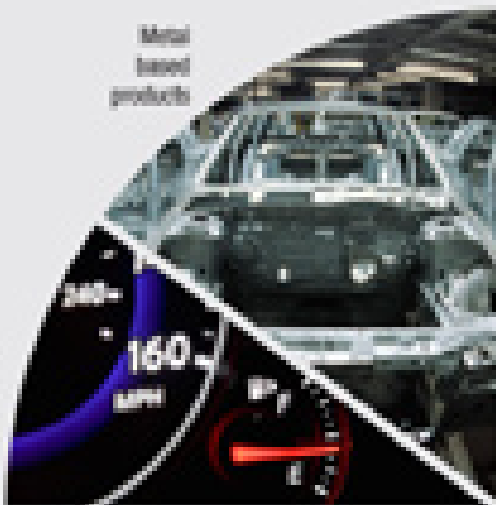
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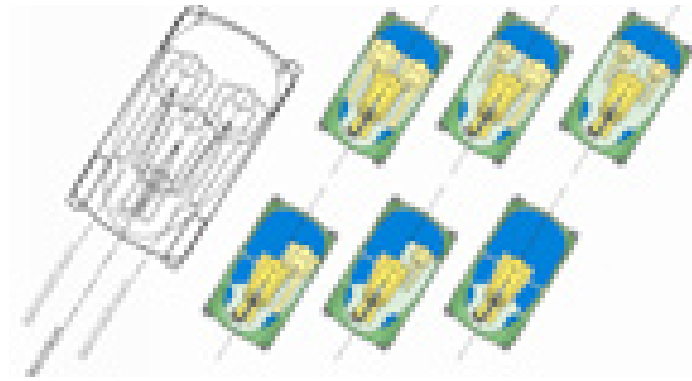
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GORDON MURRAY DESIGN REVEAL T.25 CITY CAR SEATING LAYOUT



Gordon Murray Design's T.25 City Car is not only designed around a central driving position but an MPV package offering 6 internal layouts within the same vehicle, each layout being easily achieved within 30 seconds.

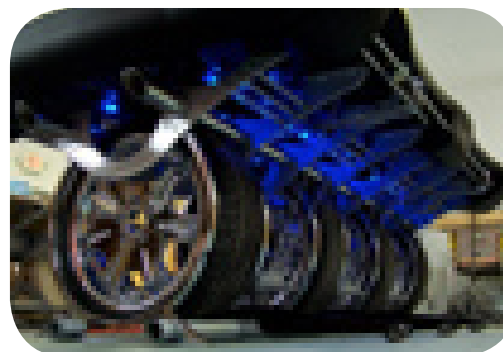
The T.25 City Car has been packaged to accept three 95th percentile occupants and the central driving position has been named 'iCentre®', although the actual concept dates back to 1966 when Gordon Murray first came up with the idea during his Mechanical Engineering studies at Durban Institute of Technology in South Africa. The three-seat configuration was put into production with the McLaren F1 and then resurrected in 1999 during the original study for Murray's City Car - then known as Project 3.

Unique Autosports South gets crazy custom-built automaotive pool table

Unique Autosports pool table by Hurricane Custom Billiards

We see plenty of automotive-inspired products roll through our tip line, and most of them are pretty subtle: A logo here, a racing stripe there, a touch of carbon fiber or vulcanized rubber.... But "subtle" won't cut it for Unique Autosports, purveyors of blinged-out whips for the rich and famous. So for Unique's Miami showroom, they turned to Hurricane Custom Billiards of St. Petersburg, Florida, to create the one-of-a-kind pool table you see here.

The Unique Autosports pool table is built on a chromed steel frame and mounted on four giant shiny rims coated in ultra low-profile rubber, while the table top is covered in tournament-quality black felt and trimmed in black leather. It's even got a light kit installed capable of 1,000 different colors, in case the table would otherwise go unnoticed.



The central driving position gives unparalleled control and visibility whilst supporting the ultra-flexible interior space. This gives the T.25 a potential market advantage over the Smart Fortwo which is purely a two-seater with a small luggage capacity. In maximum 'shopping mode' the T.25 can be driver only but offers 750 litres of stowage space which is equal to 6 shopping trolleys in volume!

The two pedal vehicle does not have a gear lever but instead relies on push buttons with the options of fully automatic or manual using Forward, Reverse & Neutral.

Gordon Murray Design are currently in discussions with several interested parties to move the car into production using the iStream® Manufacturing process. iStream® is a unique, innovative method of producing cars invented by Gordon Murray Design which, amongst other things, reduces the area and investment of a typical car factory by 80%.

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The Satellite U500

Toshiba's latest ultra-portable design masterpiece

The Satellite U500 ensures high mobility with a weight that starts at 2.15 kg, basic measurements of 317 mm x 230.6 mm and a height of 29.5 mm at the front and 38.2 mm at the back. Battery life of up to 215 minutes lets consumers enjoy freedom from AC power outlets while they work and play. To protect data in case of a drop or shocks, the Satellite U500 has a 3D impact sensor integrated which removes the writing head within a fraction of a second.

The right power for the job

The 13.3" WXGA Toshiba TruBrite® display has an aspect ratio of 16:10, a resolution of 1280 x 800 pixels and a luminance of 250 cd/m². The Satellite U500 is powered by Intel CPUs up to Core 2 Duo and provides up to 8 GB DDR memory. The hard disk drive offers a capacity up to 500 GB. On top of all that the Satellite U500 features an ATI Mobility Radeon™ HD 4570 GPU with up to 512MB DDR3 VRAM for advanced graphics performance.



Cadillac to get new fragrance to celebrate anniversary



Past olfactory experiments by automakers haven't proven to be successful, but Beauty Contact's Alwyn Stephen thinks its fragrance is "a relevant extension of the Cadillac lifestyle." The full portfolio of products will be available, spray, aftershave, deodorant, body wash. It would also be great if they gave the full package with the purchase of a new caddy.

One for the Fans

Ferrari launches new Lap Time Chronograph

The Ferrari Lap Time Chronograph is built around a Swiss anadigit movement and is housed in a 44mm stainless steel case coated in black PDV. It features a digital display for two secondary time zones, tachometers and chronometer timing functions, alarm, date display and split-second timer. It's secured to the wrist with a rubber strap emulating a grooved racing tire and is of course emblazoned with little cavallinos all over.





The world's first Cinema-Proportioned 21:9 Lcd television

Cinema 21:9 is the world's first TV to deliver a true cinematic viewing experience in the comfort of the home. Traditional LCD televisions compromise on the cinematic viewing experience either by changing the aspect ratio to fill the screen – losing the full scope of the original shot – or by inserting distracting black bars (letterboxing) at the top and bottom of the screen. Cinema 21:9 overcomes these issues and perfectly displays 2.39:1 movie material to give the viewer an uncompromised and absorbing cinematic viewing experience.

Logitech Unveils Mice that Work Where Others Fail

Logitech took the computer mouse where no mouse has gone before. With Logitech® Darkfield Laser Tracking™, you can use your mouse virtually anywhere you want – including clear glass and high-gloss surfaces. This new technology is available in the Logitech® Performance Mouse MX™ and the Logitech® Anywhere Mouse MX™, giving you the option of a full-size mouse or a more compact, notebook mouse.

Logitech research showed that 40 percent of people have a glass surface in their home. This coupled with the increase in the popularity of laptop computers, means that people are moving around and coming into contact with a multitude of surfaces – like granite and lacquered wood – that challenge the tracking capabilities of standard mice



UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Exhibition of Transportation & Urban Services	02-09 Novt 09	TITUF, Construction Machinery Construction Vehicles & Related Industry. TIAF 2009 the largest trade show in Middle East for Public and Commercial, Commercial Vehicles, Construction Vehicles & Machinery Municipal Vehicles & Services, and Parts Related, equipment, aftermarket	Tehran Permanent Fair Ground, Tehran, Iran	N/A
Mersin Automobile & Commercial Vehicles Fair	02-06 Novt 09	MOF 09 is Automobile, Commercial Vehicles & Motorcycle Fair will be held at Mersin Fair Center. It will be a forum where global auto brands compete with each other to offer the latest and best in every category, from an entire new generation of vehicles to state-of-the-art components.	Mersin Fair Center, Mersin, Icel, Turkey	www.agrokomplex.sk
Automaisternia	03-05 Novt 09	Automaisternia is the first International exhibition for equipment, technologies, components and consumables for the car industry, cars, Buses, Trucks, Specialized automobiles, Motorcycles will be targeting manufacturers, importers & exporters of Vehicle accessories, special equipment, tuning, performance systems.	Kiev Expo Plaza Exhibition Center, Kiev, Kiev City, Ukraine	auto.euroindex.ua
AAPEX 2009	03-05 Novt 09	AAPEX is a major feature of the annual Automotive Aftermarket Industry Week. This has been welcomed as a change compared to the other fairs which focus on OEM's or mass consumer awareness and automobile sales.	Sands Expo & Convention Center, North Las Vegas, Nevada, United States Of America	www.aapexshow.com
Sema Show	03-06 Novt 09	The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center.	Las Vegas Convention Center, Las Vegas, Nevada, United States Of America	www.semashow.com
Jordan Motorshow	03-07 Novt 09	The Jordan Autoshow exhibition will offer participants the opportunity to recharge and redirect their strategies, and win lucrative contracts. Jordan Motor Show will allow participants unique access to Jordan's Iraq-bound auto re-export market.s.	Amman Exhibitions Park, Amman, Jordan	www.ifpjordan.com

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UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Pune Expo	04-08 Novt 09	MCCIA organises premium business exhibition ? Pune Expo every year. With successful events in last seven years, Pune Expo has already established itself as the largest annual integrated business event in India. The Eighth consecutive event in the series,	ollege of Engineering Ground Pune, Pune, Maharashtra, India	www.punexpo.com/
Bus & Truck Expo- Thailand	05-07 Novt 09	Bus & Truck Expo is The most effective way to present your top of the line high technology of commercial vehicle equipment, material and related services to Thailand and Southeast Asia.	Venue: Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Krung Thep, Thailand	N/A
Reifen China	11-13 Novt 09	Reifen China 2009 will introduce their solutions for everything to do with tyres, wheels and garages. Reifen China is a subsidiary event of the premier global fair which smoothing the path of exhibitors into new sales markets and is consolidating the position of the fair in Essen at the same time	Shanghai New International Expo CentreShanghai , China	www.reifenchina.com/
Global Auto Expo	12-14 Novt 09	Bringing forth the future, Participate in the booming growth of Automotive Electronics Industry. Global Auto Expo will showcase all the capabilities, technologies and advances in Automotive Electronics and related products. It is a platform where technologists and manufacturers of various automotive electronics meet in the technical forum and deliberate on the relevant issues.	Palace Grounds Bengaluru , Karnataka, India	N/A
The Classic Motor Show	13-15 Novt 09	The Classic Motor Show is the biggest and best show of its kind in the UK today. It is the flagship event for the UK motor industry. The show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world.	National Exhibition Centre, Birmingham, England, United Kingdom	www.necclassicmotorshow.com
Vietnam Motor Show 2009	19-24 Novt 09	Vietnam Motor Show will feature the latest and best vehicles from around the world. With all the big names in passenger cars, commercial vehicles, heavy duty and garage equipment, spares and automobile accessories being present, offering you a perfect chance to show case your products.	Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Ho Chi Minh, Vietnam	www.vietnammotorshow.vn/

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