



When the extra mile counts

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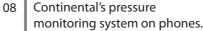




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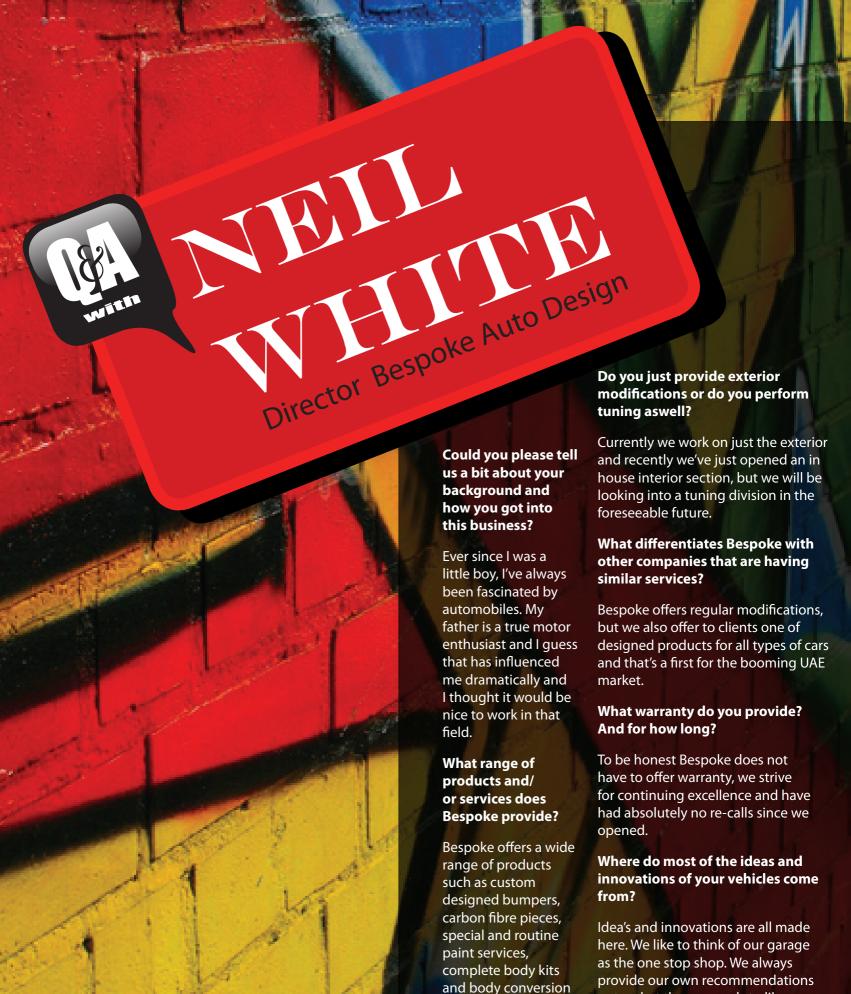
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TIA applauds Tires & Parts' efforts to bring the latest tire and automotive news to the Middle East. For more information on TIA, visit www.tireindustry.org

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as to what the car needs to like a true custom car, but at the end of the day we respect and appreciate our customer's requests.





New Bentley Continental GT

launches in the Middle East

Since its introduction in the Middle East in 2003, the region's automotive connoisseurs have been familiar with the Continental GT. Representing the first step in Bentley's renaissance and defining a whole new market segment, this luxury GT has for the past seven years offered excellent usability that has remained true to the Bentley grand touring spirit.

During this month, this seminal and highly successful model will move in a bold and exciting direction with the international unveiling of the new Continental GT coupé. From Beirut to Muscat, Bentley aficionados will particularly appreciate how the new four-seat Continental GT coupe builds on the success of its iconic predecessor, capturing that GT spirit but with even higher standards of design, engineering, luxury, craftsmanship, dynamic performance, everyday practicality and refinement.

"While the first Continental GT strongly appealed to the Middle East market, I know that this new model will captivate the region once again. It is a work of art, with all the superb craftsmanship and elegant, contemporary design favoured by our customers here. Because it is a true Bentley, it combines supercar performance with supreme ride and practicality, and is a car that you can enjoy every moment of every day," said Chris Buxton, Bentley Motors' regional director for India, Middle East and Africa.

A beautifully sculptured new body gives the GT coupé an even crisper, more defined appearance. The contemporary interior sets new standards in terms of cabin design, comfort and hand-crafted luxury. The seats, for example, provide even greater support and rear legroom; a sweeping dashboard suggests even more style and modernity. The new touch screen infotainment system features state-of-theart navigation, Google Maps and entertainment while the latest Balanced Mode Radiator speaker technology and Dirac Dimensions digital sound processing deliver enhanced audio quality.





Audi S5 Cabrio

The Perfectionized Perfection

The customers fairly expect over and over again something extraordinary from the HS Motorsport company from Eching, located near Munich, the more so the perfection for a valuable client is the highest precept for Bavaria's tuner. This time Audi S5 must be exposed to intensive care of the team from Eching.

Strictly speaking, the external look of the cabriolet from Ingolstadt doesn't need any upgrades. Therefore, the crew begins with the engine output increase which is not visible at first glance. This results in the fact that substantial 375 HP instead of standard 333 HP are now waiting for calling. The maximum torque shows 525 Nm in comparison to initial 440 Nm, which is now blasting the crankshaft without mercy. Increasing the limit of Vmax to the new value of 290 km/h is just a logical way at such performance.

Nevertheless, modifications are visible now! An exhaust silencer from Cargraphic with four round inclined rolled-in 89 mm exhaust pipes announces soon arrival of the Audi S5 Cabrio like a post-horn did in its time. At the present moment, there is only one version assigned for export. A tested version is being prepared for Germany.

Wheel disks at the front axle in 9x21 inch with 255/30ZR21 tyres and in 10,5x21 inch with 295/25ZR21 tyres at the rear axle are produced by Cargraphic also. Use of Bilstein thread suspension B16 PSS10 ensures perfect match of the wheel/tyre combination to the wheel housings.

On demand – and at this performance absolutely advisable – a brake system from Brembo with double 380x32 mm brake disks and 6-piston monoblock saddle for the front axle can be installed. In conclusion, various carbon parts for the external cover and also for the interior should be mentioned.



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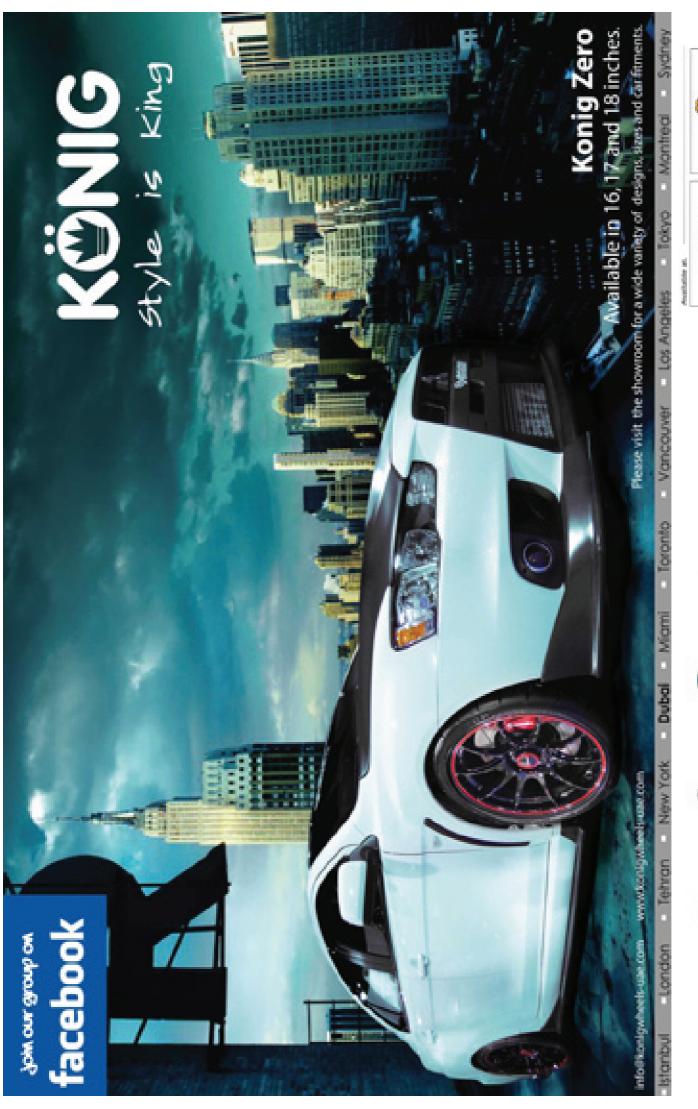


The Chairman of Ferrari, Luca Di Montezemolo, took a tour of Ferrari World Abu Dhabi to see the progress ahead of the theme park's public opening on 28 October 2010.

Mr. Montezemolo was taken on a tour of the site by Mohammed Al Mubarak, Chief Commercial Officer at Aldar Properties PJSC and Chairman of Farah Leisure Parks Management.

"Ferrari World Abu Dhabi is a great project among friends driven by a common passion," said Luca Di Montezemolo. "The people of Abu Dhabi, in particular Aldar Properties, have done an incredible job creating this spectacular theme park, where you can feel the Maranello spirit."

"Ferrari World Abu Dhabi is dedicated to many different guests from young children to adults, families and motoring fans. Guests will be able to have a very special and unique Ferrari experience," he added.





















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Carbon Fiber, Handling and Ultra Lightweight!

BRABUS Refines the Mercedes SLS AMG

Carbon fiber, handling and ultra lightweight! That's the guiding principle of BRABUS for refining the Mercedes SLS AMG. The exclusive sport program comprises aerodynamic-enhancement components made from carbon fiber, ultra-lightweight forged wheels, an electronically adjustable smooth-ride suspension (Ride Control) suspension, a titanium exhaust system with bypass gate, and BRABUS leather.

Extremely light yet enormously strong carbon fiber identical to the one used in Formula 1 racing was chosen as the material for the BRABUS aerodynamic-enhancement components. The components were developed in the wind tunnel. They give the gullwing car an even more striking appearance while optimizing its aerodynamic properties. All components are available either made from clear-coated carbon fiber for a true racing flair or can be painted to match or contrast with the car's exterior color.

The front fascia of the coupe receives a visual upgrade with the BRABUS front spoiler. But that's not all: The spoiler further reduces lift on the front axle at high speeds which results in even better directional stability. The two BRABUS covers for the upper air inlets in the bumper lend the SLS an even more striking face while optimizing the cooling air supply.

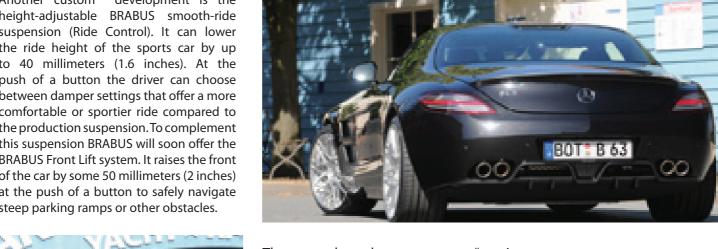
BRABUS also lends the sides of the SLS a sharper profile. The new air outlets for the front fenders feature a modern design with integrated blue-illuminated BRABUS lettering. The illumination is activated via the keyless-entry remote or by pulling on a door handle.



BRABUS also adds some more visual pizzazz to the rear appearance of the SLS with the BRABUS rear spoiler and the BRABUS rear fascia element that features custom-tailored cutouts for the four exhaust tips of the BRABUS sport exhaust system.

Forged wheels that were custom-developed for the SLS are also elementary for the electrifying BRABUS look. By choosing a staggered tire/wheel combination with diameters of 20 inches in front and 21 inches on the rear axle BRABUS further emphasizes the sporty character of the two-door car. The ultra-light BRABUS Monoblock F PLATINUM EDITION cross-spoke wheels are up to twelve percent lighter than the stock wheels of the SLS and are mounted in size 9.5Jx20 in front and in size 11Jx21 on the rear axle. The extremely wide high-performance tires in sizes 275/30 ZR 20 and 295/25 ZR 21 are supplied by BRABUS technology partners Pirelli and YOKOHAMA.

Another custom development is the height-adjustable BRABUS smooth-ride suspension (Ride Control). It can lower the ride height of the sports car by up to 40 millimeters (1.6 inches). At the push of a button the driver can choose between damper settings that offer a more comfortable or sportier ride compared to the production suspension. To complement this suspension BRABUS will soon offer the BRABUS Front Lift system. It raises the front of the car by some 50 millimeters (2 inches) at the push of a button to safely navigate steep parking ramps or other obstacles.



While engine tuning for the 6.3-liter V8 is still in the final development phase there already is an extremely lightweight BRABUS titanium sport exhaust system with four slanted exhaust tips. The tips have a diameter of 84 millimeters (3.3 inches). This exhaust system weighs 12 kilograms (26 lbs.) or 40 percent less than the production exhaust and adds an extra ten horsepower to the engine's output.

A special feature of this exhaust system is a pneumatically controlled bypass gate that is activated from the cockpit.

The normal mode represents a "coming home" sound level that is quieter than the production exhaust. It appeals especially to the neighbors when the SLS returns home late at night. With open bypass gate the eight-cylinder engine sounds even sportier than with the stock exhaust system.

For the cockpit of the two-seater the BRABUS interior designers have developed exclusive accessories and masterfully crafted custom interiors. The speedometer with 400-km/h scale (250 mph) already hints at the car's future performance with BRABUS engine tuning. An ergonomically shaped sport steering wheel is also part of the BRABUS customization program as are stainless-steel scuff plates with illuminated BRABUS logo and matte-anodized pedals.

The BRABUS upholstery shop creates fully custom interiors for the SLS from top-quality materials. Customers choose from different types of leather and Alcantara in any desired color and design to suit their individual tastes.

BRABUS fulfill can also individual requests for the trim on dashboard, center console and door panels. BRABUS manufactures carbon-fiber and wood trim sets in any color and with any desired surface finish.





The Abarth brand continues tuning story international debut of the esseesse kits for the Abarth Punto nternational debut of the esseesse kits for the Abarth Show. Evo and Abarth 500C at the international Paris Motor Show.

CASSETTA TRASFORMARE

Carlo Abarth loved to call himself a "crea of cars that are tuned, not prepared". It wa not by chance that his first commercial success came with a tuning kit for the Fiat Topolino launched at the beginning of the 1950s. Since then, the Abarth brand philosophy has remained the same: to convert special items into extraordinary products.

Bolstered by the success of the recent conversion kits (one Abarth 500 in three is converted using the official kit), Abarth has expanded its range by launching the world premiere of the esseesse kits for the new Abarth 500C and Abarth Punto Evo models in Paris. These are designed to improve performance, handling and safety without having to sacrifice the car's low emissions and fuel consumption.

The stand will host two esseesse cars that perfectly illustrate the spirit of Abarth tuning, encapsulating substance and unassuming good looks: in accordance with brand tradition and market requirements. Abarth cars are a mix of sporty yet elegant looks and safe driving experience, yet always with sporty performance levels.

The Punto Evo esseesse is in fact capable of 180 HP with truly thrilling performance levels: maximum torque of 270 Nm at 3000 rpm, top speed of 216 km/h and acceleration from 0-100 km/h in just 7.5 seconds. The esseesse kit for the 500C turns the scorpion-branded convertible into a genuine open-topped sports car: 160 HP, maximum torque of 230 Nm, top speed of 209 km/h and acceleration from 0-100 km/h in just 7.6 seconds.

The Abarth Punto Evo esseesse is exhibited with a Campovolo Grey body, named after the airfield, still operational today, that is located opposite the company's historic headquarters in Corso Marche, Turin. This was where the young Karl Abarth used to buy paint for his cars, the very same Campovolo grey shade used for aircraft. In detail, the Abarth Punto Evo on show combines this particular colour with an Abarth band in the body shade and 18" alloys in a special titanium-coloured esseesse design. Inside, the car features Abarth Corse by Sabelt seats in black leather with a distinctly sporty design and an Abarth Blue&MeTM MAP satellite navigation system complete with telemetrics developed with Magneti Marelli.

The Abarth 500C esseesse on the other hand, comes with an elegant Campovolo grey and Pista grey two-tone livery with a white chromatic liner, an element that divides and at the same time combines the two 'souls' of the car: the elegance of a cabriolet above and the out-and-out sporty performance of the esseesse kit below. The 500C esseesse is exhibited with an original Record Monza exhaust silencer (dual mode with variable counterpressure) that enhances the engine sound above 4000 rpm and, as on the Punto Evo, with an Abarth Blue&MeTM MAP satellite navigation system with telemetrics.

These two models may be very different but they share a single spirit, the sporting spirit of the Abarth scorpion logo, which has proved itself capable of igniting the passion of thousands of motorists with a taste for challenge, performance and Italian style. In the words of the advertising slogan "More power to your senses", on an Abarth car all your senses are stimulated to the maximum. The perception is further amplified by the two kits that guarantee even more driving performance and adrenaline: all in all, the Abarth conversion kits represent empowerment taken to its highest levels.



The Parisian stage also offers an opportunity to admire some new products created for the Abarth 500 saloon: the stand will exhibit a model in the new Record Grey shade, with tobacco coloured leather interiors and super-sporty 17" alloys with 5 diamond shaped spokes against an anthracite background. This mixture of sportiness and good looks is inspired by the heritage of a brand that will once again satisfy customers who seek a high-performance car that is also elegant.

The Paris Motor Show is also an opportunity to take a look at the two pillars of the Abarth business model: roadgoing cars and the world of racing. To date, approximately 1600 Abarth 500C and nearly 1300 Abarth Punto Evo cars have been sold: these numbers bear witness to the warm welcome extended to these two cars and will certainly contribute to the already excellent results recorded since the brand was relaunched. Suffice to say that since 2007 the brand has enjoyed continual growth, as evidenced by sales of nearly 28,000 for the Abarth Grande Punto and Abarth 500 models in addition to approximately 6000 performance kits designed for the two models.

The Abarth 695 Tributo Ferrari has also met with great success. This is the fastest and highest performing road-going 500 ever, arising out of a joint venture between Abarth and Ferrari, based on shared values that include a passion for performance, a racing soul, attention to detail and Italian style. This numbered and limited special series has been marketed from July and has already notched up more than 600 orders; more than half of which are from countries such as United Kingdom, France and Germany.

These sales successes have been partly made possible by the extraordinary network of dealers and official tuning shops, an organisation that is unique in its field and is extending to other international markets such as Rumania, Cyprus, Lebanon, Finland and Australia.

The growth in Abarth's sporting activities was also constant in 2010, consolidating the brand's presence both in rallies and on the track, in Italy and throughout Europe. As far as rallies are concerned, two official teams are competing with success in the Italian Championship with Abarth Grande Punto S2000 cars, while the RALLY version of the Abarth 500 has led to the advent of the Abarth 500 Rally Selenia Trophy. Track activities have also met with great success. The tried and tested single-make Abarth 500 Selenia Italia and Abarth 500 Selenia Europe trophies have been joined this year by a championship reserved for single-seater Formula Aci-Csai-Abarth cars with the intention of allowing young drivers to show their mettle at the wheel of an experience-building single-seater car at an accessible price. In 2011, great expectations surround the debut of the single-seater car in Europe, with the Formula Abarth European Championship.

ast but not least, Abarth returns to the Paris International Motor Show with a stunning stand where major world débuts mingle with tried and tested models to underscore - yet again - the brand's unique position on the international motoring stage. The design idea that inspired the space is simplification: the architecture does not use a language to interpret the brand but acts as a foundation to enhance its values. Abarth and its world take centre stage and the brand exhibits itself to the public in all its pureness and simplicity, in its maximum essence. This approach focuses the attention on the three new Abarth cars, positioned in an extensive space with three areas of light; a huge LED display representing the central element of the scenery forms an ideal backdrop for the cars. Technical drawings of Abarth engineering are ideally exhibited under a glass floor, visible to all, as used to happen with cars when their rear bonnet lids were partially raised.



Jaguar XJ75 Platinum Concept Commemorates Brand's 75th Anniversary

As part of the year long celebration of Jaguar's 75th anniversary the Jaguar design team has created the XJ75 Platinum Concept, a one-of-a-kind design project which was recently on display at the Pebble Beach Concours D'Elegance Concept Car Lawn.

The XJ75 Platinum Concept is the company's first demonstration of the design customisation potential of the striking new XJ luxury salon, emphasising the Jaguar's dramatic interior and exterior styling themes. This special edition vehicle looks to be available in the Middle East and North Africa in 2011.

"The new Jaguar XJ Platinum Concept celebrates Jaguar's 75th Anniversary, and highlights the uniqueness of the XJ, and more broadly, the increasingly personal nature of luxury cars in today's market," said Mike O'Driscoll, Managing Director of Jaguar Cars. "The XJ is thoroughly modern, and captures the innovative and daring character that our founder Sir William Lyons built into every Jaguar. And the design team clearly had some fun making their first one-of-a-kind XJ design concept in that spirit."

Dominated by a striking white and black contrast theme that suggests precious platinum metal, the XJ75 Platinum Concept is a high-performance 470-hp 2011 Jaguar XJL Supercharged equipped with new ground-hugging front, rear and side sills. Painted a lustrous Satin Matte Pearlescent White, exterior chrome elements have been revised to either a dark chrome or gloss black. Bespoke 22-inch wheels are black and use a brushed contrast finish.

The contrast theme continues with gloss pearlescent white air vents, veneers and diamond stitch suede inserts to the seats and headliner, all set against the backdrop of a full Jet Softgrain leather interior. Suede and leather accents are seen throughout the interior to further material enhancements.

The XJ75 Platinum Concept centre console houses a bespoke clock developed and designed in partnership with the Bremont Watch Company. An independent British company, Bremont creates beautifully engineered and designed mechanical watches hand assembled in Switzerland.

"From a pure design perspective, the XJ75 Platinum Concept is foremost about emphasising the striking proportion and presence of the new XJ, with a distilled black and white theme, which conjures up the sense of precious platinum," said Jaguar XJ Chief Designer Giles Taylor. "At the same time, the pure sporting character of XJ is brought to the fore by keeping the car's clean graphic approach and further lowering its stance.

"On the inside, we played up the XJ's combination of highendmaterials and British flair to really have some fun. The XJ75 Platinum Concept is a design exercise that shows our vision of customization as an inspiration for those enthusiasts who have a taste for strong individuality and visual confidence in their luxury automobiles."

Performance on the XJ75 Platinum Concept is derived from its 5.0-litre Supercharged direct-injection V8 with 470 horsepower and 424 lb.-ft of torque. Entertainment provided by a 1,200watt Bowers & Wilkins surround sound system with 20 speakers powered through 15 channels and stateof-the-art sound processing technology.



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Aerodynamics, engine sound and carbon inside

Exclusive HAMANN refining programme for the BMW 5 series F10



For the new BMW 5 series F10, HAMANN Motorsport of Laupheim presents a sporty all-inclusive, noworry package of aerodynamics components, alloy wheels, sports exhaust system and decorative interior fittings in carbon fibre.

To create a sports car with four doors from an ordinary limousine with sporty aspirations, a number of cosmetic modifications are HAMANN necessary. begins with a comprehensive pedicure by issuing new alloy wheels in various designs and sizes for the BMW 5 (F10). The most striking of these is the DESIGN EDITION RACE "ANODIZED" rim in 21-inch format. With its spider in matt black and brilliantly polished rim, the DESIGN EDITION RACE "ANODIZED" is supplied as a complete wheel set with 255/30 ZR21 front and 295/25 ZR21 rear tyre sizes to interested customers at a price of 8390 euro. The special aluminium alloys make the rim super-light but also capable of bearing a high load.

The titanium wheel bolts are particularly corrosion-resistant and also save several grams of unsprung mass.

The design idiom of the new BMW 5 (F10) is now already thoroughly sporty, but there remains room for further improvements, which HAMANN makes accordingly. For the standard front apron HAMANN offers adaptable front spoiler and bumper covers with built-in daytime running LEDs. The low-slung side skirts and the roof and rear spoilers change the unexciting look of a family limousine into one of a dynamic sports car. With its in house-designed middle panel of the rear spoiler HAMANN has made room for the tailpipe of the stainless steel exhaust.

To lower the centre of gravity of the BMW 5 (F10), HAMANN uses progressive suspension springs to obtain a drop of about 35 millimetres, which reinforces the powerful look of the complete package.

Especially for the 550i, HAMANN offers a muffler with 4 tailpipes. These have a diameter of 90 millimetres each and allow the V8 engine of the top 5 model to sound in accord with its status. A metal sports catalytic converter including middle silencer can be ordered on request.

So that the interior does not have to hide behind the sporty exterior looks, HAMANN can equip the dashboard, central console, door handle panels and steering wheel with a carbon interior set with sight carbon in dull titanium grey. Other colours for these carbon fibre parts are also available on request. The driver's feet can feel good on aluminium pedals and an aluminium footrest. In addition the footwells benefit from HAMANN floor mats.







When the extra mile counts





Exclusive tuning programme for Maserati GranTurismo and GranTurismo S.

MANSORY has long been known has the specialist for refining luxury automobiles. Now, the company from Brand in Bavaria has added an additional traditional brand to their tuning portfolio. The stylish and sporty conversion of the Maserati GranTurismo is once again proof of the fact that MANSORY has excellent knowhow when it comes to customising Italian premium sports cars. Besides, the star, Emily, Flying B, leaping race horse, Bugatti oval and Aston wings, MANSORY products now also adorn sports cars with Neptune's trident.

In the first instance, the eye is drawn to the striking MANSORY bodywork modifications: a newly designed front spoiler with discreet spoiler lip gives the front a significantly more sporty appearance, and the carbon fibre radiator grille highlights the famous Maserati trident in the centre of the grille. Additional air inlets and outlets enable the new light-construction bonnet to optimally regulate the temperature in the V8 engine compartment. The GranTurismo seems much closer to the tarmac thanks to the drawn-down deep door-sills. The carbon fibre spoiler lip at the back, the carbon inlay for the integrated exhaust pipes in the rear apron and a diffuser complete the sporty look. All add-on parts are made from carbon fibre and are manufactured by MANSORY using autoclave prepreg processing.

To ensure extra focus to the sporty addon parts, MANSORY uses progressive sport suspension in the front and rear axles, which lower the vehicle's centre of gravity by around 30 millimetres. Contact to the tarmac is maintained by 255/30 R 20 front tyres and 305/30 R 21 tyres at the back. MANSORY is the first manufacturer worldwide to market forged wheels exclusively for Maserati GranTurismo models. On request of the customer, these wheels are sprayed in the colour of the vehicle and decorated with black accents.

The Maserati GranTurismo and GranTurismo S also gain power under the bonnet, thanks to MANSORY. A performance-optimised ECU, an air filter with increased air throughput and a sports exhaust system with two double-suction tail pipes enhance the performance of the V8 aggregates by 30 HP each (series: GT 405 HP / GTS 440 HP). At the same time, the torque is increased by around 40 Nm compared to the series models (GT 460 Nm at 4750 / GTS 490 Nm at 4750).

The interior features MANSORY's own brand of upholstery. The finest materials have been processed in traditional top-quality craftsmanship to add that individual touch to the inside of the MANSORY GranTurismo. The leather used by MANSORY for the interior is hard-wearing yet exceptionally soft. The chequered stitch in the ornamental seams on the inside makes for elegance as well as sportiness. Wherever you look: expert handcraft, individual design and top quality. The aluminium pedals and new ergonomically designed sporty steering wheel are additional visual highlights.

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Ferrari's first online virtual simulator

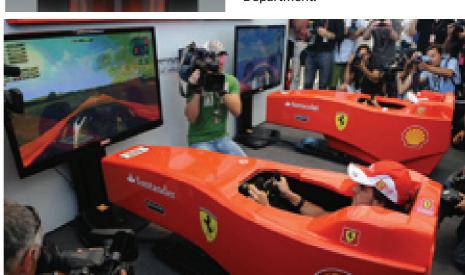
The Ferrari Virtual Academy, which makes its press début in the presence of Scuderia Ferrari drivers on the occasion of the Italian Grand Prix.

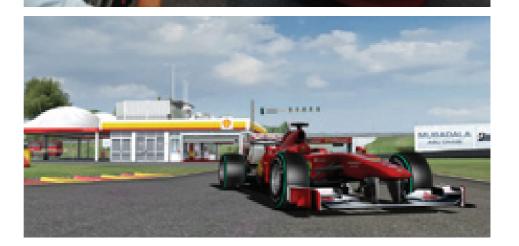
The virtual simulator, developed in collaboration with Fernando Alonso, Felipe Massa and Giancarlo Fisichella, as well as its engineers, enables you to experience all the sensations of driving an F10 virtually. It allows aficionados from all over the world to compete with each other on the Fiorano circuit, for the first release, and subsequently Mugello and Nürburgring. The Ferrari Virtual Academy is the only virtual simulator for PCs which faithfully reproduces the F10, the single-seater which competes in the Formula One World Championship.

The challenge of the Ferrari Virtual Academy was to create a version of the simulator used for training Scuderia Ferrari's drivers which everyone can use on their own PC. Starting from an analysis of authentic data from the car, the aerodynamic effects, tyre characteristics and behaviour of the chassis-suspension system and engine have been reproduced, as well as all elements of the transmission. The work of the development team -12,000 hours, 15 experts, the use of 3D graphics technology and data processing which has been used for the first time on a product of this type - was assisted by the commitment of the same Ferrari drivers, who tested the simulator personally in order to optimise its performance. The simulator faithfully reproduces the cockpit and steering wheel of the F10, thus revealing all its controls and functionality.

By studying the videos filmed by the drivers and thanks to the helmet cam, which is fitted on the helmet and therefore responds realistically to the stresses of the track and the G forces that the driver is subjected to, this very particular perspective, as complex as it is thrilling to master, has been reproduced to recreate the tension that the neck muscles are subjected to when driving a singleseater.







The dynamic modelling of the car was followed by a comparison of the real and virtual telemetric data of the F10 on circuits reproduced through laser scanning, to ensure that they corresponded. The analysis of the simulated laps, turn after turn, enabled targeted interventions to refine the dynamic behaviour and achieve a driving experience and response to controls with the utmost realism and fidelity. This was also made possible thanks to the physics engine, which, working at a frequency of 1000 Hz, calculates all the forces that act on the car every millisecond as well as their effect on the ride.

Every aficionado will be able to record their own time online, taking part in an international tournament which will reward the highest ranking virtual drivers with Ferrari products every week. At the end of the tournament, following the regulation of the competitions, the 5 drivers ranked as fastest will win a trip to Maranello, the heart of Ferrari. They will pass through the gates of Fiorano and take part in the exclusive Ferrari Driver Academy course, personally aided by the exceptional tutors of the Racing Department.







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If the tire is lacking air it reaches for the phone



Continental's tire pressure monitoring system will soon be able to report to smart phones. The system also provides information about the correct pressure when tires are inflated. Enhanced driving safety and fuel efficiency are expected.

Continental is making driving safer and more economical for the future with a new application that reports the tire pressure directly to a smart phone. The vehicle electronic is connected wirelessly with the driver's smart phone, therefore making speedy data exchange possible. The Continental Interior Division's "Filling Assistant" specifies the exact inflation pressure of each tire. So when adding air, the optimum tire pressure can be achieved, even when inflation pumps at the filling station do not measure the pressure accurately. In addition, a brief honk and blink signal can be given to confirm when the tire has been inflated to the correct pressure level. Technical



requirements for the system are a tire pressure monitoring system with the corresponding sensors in the tires and factory-integrated vehicle electronics with a wireless interface. First series production of the Filling Assistant in new vehicles is expected from 2013 onwards.

speedy uncomplicated system not only adds to the user friendliness of the car but also enhances vehicle safety and efficiency," Dr. Burkhard Wies, head of Continental's passenger development, is pleased to report. "The driver is also warned of a gradual loss of inflation pressure resulting from an embedded nail or a damaged valve. At the same time, the environment benefits, as the proper tire pressure keeps road resistance and thus fuel consumption low."

"The Filling Assistant is an example of the ever closer networking with the outside world," adds Andreas Wolf, head of the Body & Security business unit of the Interior division. "And it is precisely this close cooperation between the various domains in construction, which will provide many more new and above all practical functions in the future."

From 2013, Continental expects to start mass producing the first tires that will have sensors collecting tire data directly in the tire underneath the tread, instead of sensors that are connected to the valve. This will mark the beginning of the intelligent tire era.





In collaboration with Dunlop, Wimmer RS managed to create this, an insane version of the already bonkers Mercedes C63 AMG. First off, the output of the car's V8 engine is increased from 487 hp to a massive 540 hp. That's done by modifying electronic engine command, the exhaust manifold, and the addition of a K&N sports air filter.

So this four-door Mercedes is now capable of accelerating form 0 to 100 km/h in 4.4 seconds, to 200 km/h in 12.6 seconds, and with the limiter removed, eventually reach a top speed of 308 km.h or 190 mph.

Of course the car's standard tires couldn't tolerate such high speed, and that's where Dunlop comes in. They provided a set of Sportmaxx GT, in 235/35-19 on the front and 265/35-19 on the rear for this mission. Wimmer also installed KW3 Club sports coilover chassis on the car to make it can handle that kind of velocity.

The Wimmer RS C63 AMG Dunlop-Performance took part in the this year Tuner's Grand Prix on the Hockenheimring and made a runner-up finish with its Dunlop high performance tires. The Wimmer C63 AMG Dunlop-Performance has also been invited to the big acceleration and breaking tests "0-300-0" in Papenburg/Germany.



For life in the fast lane.







New Outlook For Michelin In Rally Racing

The Fédération Internationale de l'Automobile (FIA) has accepted Michelin's application to supply tires for the World Rally Championship (FIA-WRC) beginning in 2011.

Michelin's application was prompted by the FIA's decision to open the championship to more than one tire manufacturer and by the likelihood of a rule change.

Racing offers Michelin's teams the opportunity to validate their technological innovations in the most extreme conditions of use. These innovations will then be transferred to street tires, thereby helping to improve the performance balance and lower the environmental impact of Michelin's products. Motorsports also provide a powerful incentive for Michelin to further its mission of ensuring sustainable mobility.

That's why Michelin supports the FIA in its commitment to integrating a more responsible vision of rallying by reducing the number of tires used in races, beginning in 2012. This is in line with an environmental approach that Michelin has been pursuing since 1992, when it introduced its first fuel efficient tire.

Michelin participated in the premier-class category of rally racing when competition was open to several tire makers, until 2005, winning 38 world championships titles over the years, a testimonial to its extensive skills and expertise. Of that total, 20 were in the manufacturers category, created in 1973, and 18 were in the drivers category, officially introduced in 1979.

Next season, Michelin will supply its partners with Michelin-brand rally tires.

On one-year anniversary of chinese tire tariff, TIA calls for end of tariff, and for usitc to collect accurate data



On the one-year anniversary of the President's signing of an order to impose a punitive, 35% tariff on certain passenger vehicle and light truck tires from the People's Republic of China, the Tire Industry Association (TIA), one of the leading global authorities on tires, is calling for the end of the tariff, or, in the alternative, for the United States International Trade Commission (USITC) to fulfill its obligation under section 421 of the Trade Act of 1974 to collect accurate, objective data on the tariff's effects. Under the provision, after six months, the President has the option to modify, reduce or terminate the relief that has been granted. The provision also clearly states that the USITC, "... upon the granting of relief under subsection (k) of this section, shall collect such data as is necessary to allow it to respond rapidly to a request by the President . . ."

"Certain parties with a clear agenda are claiming they have data that demonstrates the success of the tariffs. We know that most of this data is, in reality, anecdotal, and we believe they are also distorting other data by obscuring critical details," stated TIA Executive Vice President Roy Littlefield. He went on to say that, "TIA believes that if the President will not eliminate this punitive tariff, at the very least, his administration owes the tire industry an objective and accurate report that will specifically compare tire imports from China to tire imports from other Asian countries on a current-year versus previous-year basis, and to identify exactly which tire lines are now being manufactured by U.S. tire makers."

Paul Fiore, Director of Government and Business Relations for TIA, also stated that, "we have a compelling case to take to Congress, and we intend to keep the pressure on the USITC until we are comfortable that this data collection process is completed."





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Kumho Tires gains a foothold to rebuild its reputation through expanding Mercedes-Benz supply

The company expects the supply leading to sales increase in RE tire market





Kumho Tires, one of the world's leading tire manufacturers, expands its partnership with world-renowned Mercedes-Benz of Daimler. The company announced that it will supply original equipment (OE) tires to Mercedes-Benz's Sprinter vans which will be sold in Europe and North America.

Kumho Tires is the only tire manufacturer in Korea which supplies to Mercedes-Benz. Sprinter is the fourth model of Mercedes-Benz's vehicles that Kumho Tires supplies tires for. Previously, the company has been supplying its tires for A-Class, Viano and Actros.

The supply for Sprinter displays that Kumho Tires proved its product quality again by continuously extending its supplies to one of the leading automobile manufacturers in the world, from A-Class and the high-end multipurpose van, Viano, from 2007, construction trucks and tractors, Actros, for korean market last year to commercial cargo vans, Sprinter, this year. Sprinter models equipped with Kumho's OE Tires will hit the markets in Europe, North America and Asia.

The Sprinter is one of the best selling commercial vehicles in Europe, and also well known as 'Benz ambulance' in Korea as it is often converted to an ambulance. Kumho Tires expects that the supply for Sprinter will have a ripple effect on improving the company's brand recognition as well as on increasing sales in replacement equipment (RE) market.

Kumho Tires plans aggressive sales to supply its tires to high-end automobiles and to continue to increase its competitiveness in OE tire market to keep pace with the growing premium tire market. Kumho Tires currently supplies OE tires to Big 3 automobile manufactures in North America and to Mercedes-Benz and Volkswagen in Europe while the company aims to expand its partnership with more global automobile manufacturers.

A spokeperson of Kumho Tires said, "The reinforced partnership with Mercedes-Benz proves that Kumho Tires is being recognized for its technological prowess and quality in global market."



tire fact

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

CHINESE CHEVROLET SAIL CHOOSES KENDA TIRE FOR OE



Kenda's Komet Plus tire in size 175/65R14 will be fitted on the Chinese-manufactured Chevrolet GM on the Chilean and African markets, the manufacturer has announced. The Komet Plus tread design utilises Kenda's NMA technology, which reduces the sound emission from the tire. Water channelling grooves enhance wet and dry traction.



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Nitrogen molecules are larger than oxygen molecules so they won't infuse through the rubber of the tire like oxygen will, and thus you'll never lose pressure over time due to leakage. The fact is any gas will leak out of a tire if its at a higher pressure than the ambient pressure outside.

Water is about half the size of either nitrogen or oxygen, so it might diffuse out of the tire faster, but it would have to be much, much faster to make a difference. Tires can leak 1-2 psi a month at the extreme end of the scale although it's not clear how much of that is by infusion through the rubber, and hoa thermal properties than anything else. Nitrogen is an inert gas. The process used to compress nitrogen eliminates water vapor. When a tire heats up under normal use, any water vapour inside it also heats up which causes an increase in tire pressure. By removing water vapor with a pure nitrogen fill, you're basically going to allow the tire to stay at a more constant pressure irrespective of temperature over the life of the tire. In other words, your tire pressures won't change as you drive.

Nitrogen inflation is nothing new - the aerospace world has been doing it for years in aircraft tires. Racing teams will also often use nitrogen inflation, but largely out of convenience rather than due to any specific performance benefit, which would tend to fit with the armchair science outlined above. Nitrogen is supplied in pressurized tanks, so no other equipment is needed to inflate the tires.



So how much difference does it make? The air you breathe is already made up of 78% nitrogen. The composition is completed by 21% oxygen and tiny percentages of argon, carbon dioxide, neon, methane, helium, krypton, hydrogen and xenon. The kit that is used to generate nitrogen for road tires typically only gets to about 95% purity. To get close to that in your tires, you'd need to inflate and deflate them several times to purge any remaining oxygen and even then you're only likely to get about 90% pure nitrogen. So under ideal conditions, you're increasing the nitrogen content of the gas in the tire from 78% to 90%. Given that nitrogen inflation from the average tire workshop is a one-shot deal (no purging involved) you're more likely to be driving around with 80% pure nitrogen than 90%. That's a 2% difference from regular air. On top of that, nitrogen inflation doesn't make your tires any less prone to damage from road debris and punctures and such. It doesn't make them any stronger, and if you need to top them up and use a regular garage air-line to do it, you've diluted whatever purity of nitrogen was in the tires right there. For all the alleged benefits of a nitrogen fill, you'd be far better off finding a tire change place that has a vapour-elimination system in their air compressor. If they can pump up your tires with dry air, you'll get about the same benefits as you would with a nitrogen inflation but for free.

Significant Points about Nitrogen for your tires

- 1. Many racers use tires filled w/pure nitrogen.
- 2. Using tires filled w/ nitrogen may improve fuel economy.
- 3. Large commercial trucks, aircraft, even space shuttle.
- 4. Nitrogen maintains tire pressure longer, resists heat buildup
- 5. Air we breathe is already 78% nitrogen
- 6. Nitrogen molecules bigger than oxygen molecules so leaks out more slowly
- 7. Proper inflation is key to improving fuel economy up to 3% of whatever used to fill
- 8. Nitrogen resists heat buildup better than air which contains moisture
- 9. Nitrogen reduces oxidation that can damage tire from inside out





Toyo tires introduces new maximum performance tire for the world's finest high performance cars



Surrounded by technology and innovation, Toyo Tire U.S.A. Corp. introduced the Toyo® Proxes® 1 at the International Tire Exhibition & Conference in Cleveland, Ohio. Built for many of the most powerful cars in the world, this maximum performance tire is the new flagship for the company's legendary Proxes line of high performance products. Proxes 1 is Toyo Tires' most technologically advanced tire, developed with a focus on high-speed performance, cornering and braking.

Emphasizing innovation, Proxes 1 utilizes Toyo Tires' new and advanced TruForm™ technology. The result is better uniformity and improved handling performance thanks to a high-rigidity belt package that reduces tread deformation. The Silent Wall™ in the tread decreases noise while computer simulation applied in development optimizes Proxes 1 for today's varying road surfaces.

Six of 10 sizes feature a multicompound tread engineered for high speed handling, cornering and braking while four sizes designed for rear wheel applications (width of 285 and greater) have a compound and design focused on vehicle balance and improved cornering power. It is the first multicompound product Toyo Tires has brought to the United States. Additional features of this new maximum performance tire include interlocking tread blocks that improve directional stability in straight-away driving and slanted grooves that close during cornering for increased stability. A multi-function taper is also applied to the inside of specific tread blocks to obtain uniform contact pressure during cornering and to provide a wider channel along the circumferential groove to resist hydroplaning.

The new Proxes 1 is available in sizes to fit 18- and 19-inch wheels on the finest performance cars including select models of Audi®, BMW® M cars, Corvette®, Ferrari®, Jaguar®, Mercedes Benz®, and Porsche®.

To learn more about the new maximum performance Proxes 1 from Toyo Tires, log on to toyotires.com. Voted #1 overall by independent tire dealers across North America*, 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.

Bridgestone Group Supports Flood Relief Efforts in Pakistan



Approximately 5.1 million yen to be contributed to help victims

Bridgestone Corporation announced that it will donate 2 million yen through the Japanese Red Cross Society to assist with relief efforts following the July flood in Pakistan.

Additionally, Bridgestone Asia Pacific Pte. Ltd., a subsidiary of the Bridgestone Corporation, will donate 50, 000 Singapore dollars, equivalent to 3.1 million yen, through the Singapore Red Cross Society.

On behalf of the global Bridgestone Group, we would like to express our sincere condolences to those who have lost loved ones as a result of this tragedy, and offer our wishes for a rapid recovery in the areas devastated by this disaster.



UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
DUB Show Tour-Las Vegas	02-03 Nov 10	DUB Show Tour-Las Vegas is an excellent platform for Automobiles, Spare Parts and Cars industry Only Outdoor Show. The latest in automotive & portable gear from the industries most popular brands in this exhibition. This show will be held between 02-03 November 2010 which is being organized by DUB Publishing Inc.	Venue: TBA, Las Vegas, Nevada, United States Of America	www.dubshowtour.com
AAPEX	01-04 Nov 10	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, Las Vegas, Nevada, United States Of America	N/A
Euro Bus Expo	02-04 Nov 10	The show's broadened profile is being very well received with the themed days for the bus, accessible transport and tourism markets being welcomed by many new exhibitors. A combination of business breakfasts, seminars and giveaways are planned to get the right visitors along to the show.	National Exhibition Centre, Birmingham, England, United Kingdom	www.eurobusxpo.com
Autobel Service	02-05 Nov 10	Autobel Service is a mega show of automobile first time of its own in Belarus. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, crossfertilization of ideas an opportunity to present your proposition to consumers.	Belexpo Fairground, Minsk, Belarus	N/A
AUTOTEK INDONESIA	05-07 Nov 10	Autotek Indonesia, A Industrial Automation event which features together an international congregation of automation companies gathered in the capital city of Jakarta to showcase the latest developments in Industrial Automation technologies. The exhibition will attract more than 10,000 visitors form 20 countries. This event is being organized by PT. Fireworks, Indonesia.	Jakarta International Expo (JIExpo), Jakarta, Jakarta Raya, Indonesia	www.autotekindo.com
India Tyre Expo	01-03 Nov 10	Event Profile:India Tyre Expo is the world's most important tyre manufacturing technology exhibition. The event will showcase the complete spectrum of tyre materials, tyre equipment and tire manufacturing process. The trade show is being organized by Associated Business Media.	Chennai Trade & Convention Centre Chennai, Tamil Nadu, India	N/A

UP COMING EVENTS

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EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Classic Motor Show	12-14 Nov 10	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.
AUTOMOBIL	12-14 Nov 10	Automobil - Autotechnika, The exhibition that puts new models at centre stage and features professional events, shows, excitement and fun. The only complex marketing tool that provides you the opportunity for multi-tier communication with consumers.	Budapest Fair Center, Budapest, Hungary	N/A
Automechanika Argentina	17-20 Nov 10	Organizing by Messe Frankfurt GmbH, the Automechanika Ar- gentina is worldwide recognized event for automobile spare parts, equipments and accessories. Held at La Rural Predio Ferial, Buenos Aires, Argentina, the event is ready to welcome manufacturers, import- ers, exporters etc. from all over the vehicle industry.	Buenos Aires La Rural Predio Ferial de, Buenos Aires, Ar- gentina	www.automechanika.com.ar
Iran Auto Part International Fair	18-21 Nov 10	Iran Auto Part International Fair is a leading trade fair for Automobile industry. The event will features Passenger Cars & Commercial Vehicles, Coach & Auto Bodies Builders, Two & Three Wheelers. This is the 5th edition of the session and will be taking place between 18-21 November 2010 at the Tehran Permanent Fair Ground which is being organized by Modiran Company.	Tehran Permanent Fair Ground, Tehran, Iran	N/A
San Francisco International Auto Show	18-28 Nov 10	San Francisco International Auto Show is The 53rd Annual San Francisco International Auto Show is leading platform of automobile related to manufacturing & indus- trial companies and worldwide exhibitors will display their items.	Moscone Convention Center, San Francisco, California, United States Of America	www.sfautoshow.com
AutoRomania	23-24 Nov 10	After a truly challenging period for automotive producers around the world, AutoRomania, the premier meeting place in South East Europe for international automotive professionals, will return to the Intercontinental Hotel, Bucharest from November 23-24, 2010 to offer you valuable new information, new contacts and a chance to visit Renault/Dacia's expanding production plant.	InterContinental Bucharest, Bucharest, Ilfov, Romania	N/A



Bosch unveiled thelatest innovations in diagnostics, spare parts and services at Automechanika

FSA 050 handheld tester, new maintenance and repair program for commercial vehicles to debut at global trade fair

Robert Bosch GmbH unveiled its latest range of vehicle maintenance solutions during its participation at this year's Automechanika, held in Frankfurt am Main from September 14 to 19, reinforcing the company's reputation as the only "single-source supplier of diagnostic expertise and spare parts."

During the exhibition, Bosch launched the new FSA 050 handheld tester, which has been developed specifically for working on high-voltage systems and communicates wirelessly with the basic series 7 FSA vehicle system analysis devices. Bosch will also unveil its new and efficient technical hotline — set up to help workshops that use the Bosch Esitronic workshop software package. In the future, if the technical diagnostic process is proving difficult, the Bosch hotline experts will be able to use a remote program to access Bosch testers directly and perform vehicle diagnostics via the Internet.

"Bosch reaffirms its leadership in the global market with the launch of its new range of vehicle maintenance technology and services at Automechanika 2010. The latest innovations will likewise help consolidate our market share in the Middle East and reinforce our strategy of providing greater value for our clients in all aspects of vehicle maintenance," said Guido Gring, Sales Director of Automotive Aftermarket Division, Robert Bosch Middle East FZE.

Bosch also introduced its new maintenance and repair program for commercial vehicles: the Bosch KTS Truck and KTS Truck 800 testers for commercial vehicle diagnostics. The control unit diagnostic tool KTS Truck and the associated Esitronic Truck software package have been developed specifically to address the needs of commercial vehicle workshops and complete the comprehensive Bosch portfolio of spare parts and testing technology for vans, heavy-duty trucks, buses and trailers.



Bosch pro-duces two different versions of the new control unit diagnostic tester for commercial vehicles: A KTS module for use with a PC or laptop already present in the workshop, and the KTS 800 Truck complete solution with Diagnostic Control Unit (DCU) — a powerful tablet PC also recently developed by Bosch.

The new EPS 708 diesel test bench for testing common-rail injection pumps and injectors produced by Bosch and other manufacturers was also demonstrated for the first time at the trade fair. A warranty rating is also possible for Bosch components. An integrated cooling system, electronic injection quantity measurement and a comprehensive self-diagnostic system help workshops to work with convenience and professionalism and are a simple way to get started with testing common-rail injectors using piezo technology.

Another innovation that was presented was the Denoxtronic 2 Retrofit, a special retrofit solution for diesel-drive vehicles that is unique in the aftermarket. The system can reduce NOx production by up to 90 per cent.

Bosch workshop concepts such as Bosch Car Service and Auto Crew was also presented at Automechanika. A full-scale Bosch Car Service workshop setup in the outdoor area in front of Hall 8 demonstrated the minimum requirements that Bosch sets for future partner centres. This area was also used to present the AutoCrew and AutoCrew Truck & Trailer workshop concepts and all that they entail. These concepts for passenger vehicle and commercial vehicle workshops were being presented as Bosch workshop brands for the first time at this year's Automechanika.





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BRABUS high performance meets high-tech multimedia: The "iBusiness" represents the world debut of an absolutely unique luxury sedan. The four-seater based on the Mercedes S 600 reaches a top speed of 340 km/h (211 mph). It is powered by a BRABUS SV12 R Biturbo 750 12-cylinder engine with a rated power output of 750 hp (740 bhp) / 552 kW and a peak torque of 1,350 Nm (995 lb-ft). The designers from BRABUS combine this engine with an innovative multimedia system that features the latest Apple components. Two iPads in the rear compartment not only play movies, music and Internet content, they also control all functions of the S-Class COMAND system.

The BRABUS "iBusiness" stands for more than just peak performance. It stands foremost for innovative multimedia technology for which the BRABUS electronics specialists integrate state-of-the-art Apple components into the vehicle electronics of a Mercedes for the very first time. The BRABUS upholstery shop creates the perfect luxurious surroundings. The elegant fully leather interior is masterfully crafted from a two-tone combination of high-quality BRABUS leather that is especially soft, breathable and highly durable.

At the heart of the "iBusiness" is state-of-the-art entertainment and communication technology on wheels. The centerpiece of the system is an ultra-small Mac minicomputer safely housed under the rear shelf in an electrically deployed drawer whose design mirrors the design of the computer itself.







A 15.2-inch TFT display with 16:9 aspect ratio is integrated into the headliner covered with the finest Alcantara and contrasted with leather. Together with the standard screens in the back of the front headrests it serves as a display for the multimedia system. USB 2.0 ports integrated into the rear compartment allow connecting various peripherals to the Mac such as a webcam for video conferencing or a digital camera. The "iBusiness" is connected to the Internet via UMTS and HSDPA.

The entire BRABUS multimedia system is controlled from the passenger seat or the rear compartment by two iPads that also control the car's standard COMAND system with all functions such as radio, navigation system and telephone.

While on the move the two tablet computers and the Bluetooth keyboard can be safely secured in precisely fitting recesses in the luxurious BRABUS rear tables. The table tops are covered with the same exclusive leather as the entire interior and are bordered by high-gloss aluminum frames. The tables are electrically deployed from special BRABUS seatback consoles and are infinitely adjustable to any angle. They offer ample space for perusing documents, the Apple mouse and keyboard.

When the iPads are not in use or when the "iBusiness" is parked they can be stored securely and hidden from sight in custom-tailored compartments in the BRABUS center console. A special BRABUS app will be available shortly for iPad and iPhone, the latter of which is also part of the standard equipment of the luxury sedan.

The music comes from a 64GB Apple iPod touch that can store more than 14,000 songs. The sound is reproduced either by the sound system of the S-Class or by Sennheiser Noise Gard headphones, which filter out any unwanted ambient noise for unparalleled listening pleasure.

Power-operated curtains provide privacy for the rear passengers and together with an innovative color-changing interior lighting system create a serene atmosphere. The BRABUS fully leather interior creates an exclusive ambiance further augmented by the new BRABUS Yachting wood trim package. It lends the interior of the luxury sedan a maritime feel that is reminiscent of classic Italian sport boats. All wood trim elements of the S-Class are painstakingly created by hand from hundreds of individual pieces and have the look and feel of a miniature ship veneer. The wood inlays have a high-gloss finish and meet the latest automotive quality and safety guidelines.

Scuff plates with illuminated BRABUS logo, an ergonomically shaped sport steering wheel and anodized aluminum pedals add further individual highlights.

The BRABUS "iBusiness" is also the world's most powerful luxury sedan and the fastest office on wheels. This unique automobile is powered by a BRABUS SV12 R Biturbo 750 engine, a prime example for the proven fact that there is no substitute for displacement except more displacement. A special crankshaft with longer stroke, forged pistons with larger diameter and increased cylinder bore bump displacement from standard 5.5 to 6.3 liters (336 to 385 cu. in.). In addition the inlet and outlet ports of both cylinder heads are optimized for improved mixture flow. Four special camshafts also contribute to that same effect.

The rated power output of 750 hp (740 bhp) / 552 kW at 5,500 rpm of the BRABUS SV12 R Biturbo 750 engine is as superlative as its peak torque of 1,350 Nm (995 lb-ft) at 2,100 rpm. In the car torque is limited electronically



These extraordinary power specs make the "iBusiness" with BRABUS SV12 R Biturbo 750 engine the most powerful and the fastest luxury sedan in the world. 0 – 100 km/h (62 mph) in 4.0 seconds and to 200 km/h (124 mph) in 11.9 seconds are just as impressive as the electronically limited top speed of 340 km/h (211 mph).

Power is transferred to the rear wheels via a modified five-speed automatic transmission. The optionally available BRABUS limited-slip differential optimizes traction. All BRABUS powertrain components are operated with ARAL high-performance lubricants.

BRABUS also offers performance increases for the S 600 and S 65 models. The list of options ranges from the T12 performance kit for a rated power output of 580 hp (572 bhp) / 419 kW to the T 65 S performance kit which boosts power output of the S 65 model to 715 hp (705 bhp) / 526 kW.

On the outside the BRABUS "iBusiness" is clad in a sporty yet elegant designer suit. The BRABUS designers went into the wind tunnel to develop a striking front fascia whose sophisticated shape reduces lift on the front axle. The large center air inlet further optimizes cooling of the engine and the front brakes. Integrated auxiliary headlights and LED daytime running lights increase the safety factor.

Custom-tailored BRABUS aluminum sport fenders that replace their production counterparts give the S-Class sedan an even more extravagant look. The exclusive character of these fenders is embodied by an integrated air vent made from clear-coated carbon fiber and a horizontal brace that spans the vent with embossed BRABUS signet and integrated LED lights. The latter are activated just like the ones in the BRABUS side sills via the keyless remote or by pulling on a door handle.

The largest version features size 9Jx21 wheels on the front axle and size 10.5Jx21 in back. Customers can choose from four different designs Three-piece forged and high-gloss polished BRABUS Monoblock VI wheels with six double spokes, Monoblock E multi-spoke wheels, the Monoblock S double-spoke design and the especially exclusive Monoblock F PLATINUM EDITION forged wheels with cross-spoke design. All versions are fitted with Pirelli or YOKOHAMA tires in size 265/30 ZR 21 in front and in size 295/30 ZR 21 on the rear axle.

For all gasoline models up to the S 500 (US: S550) BRABUS also certified Monoblock VI, E, G, Q and S 10Jx22 in size 10Jx22 with high-performance tires in size 275/25 ZR 22 in front combined with size 295/25 ZR 22 tires on the rear axle. Thanks to a tire design specifically calibrated to luxury sedans and high-performance coupes the new BRABUS tire/wheel combination offers sporty and agile handling combined with excellent ride comfort.

The BRABUS "iBusiness" is built to order and can be combined with any engine variant from the S 350 to the S 65. Alternatively any existing current S-Class model can be equipped with the innovative multimedia system and all other BRABUS options.





Continental has it in for car thieves

Tracking module from Continental stops car thieves in their tracks, makes possible new approach to fleet management, and revolutionizes insurance rate calculations

In launching the Novanto telematics box, Continental is declaring war on vehicle thieves and high insurance rates. About the size of a pocketbook and concealed in an inconspicuous plastic housing, the electronic unit can be used to track down a vehicle so equipped worldwide. If required and if permitted under data protection law, a central office can monitor a vehicle's movements and even remotely disable it. Possibilities like this can be put to use everywhere, giving police the wherewithal to put a stop to a carnapper's game and recover stolen vehicles. Fleet managers can keep tabs on their vehicle pools on the computer screen and insurance companies can individualize rates based on log profiles, known as "pay as you drive" insurance models. The therefore needed electronic module can be integrated into the vehicle architecture by the vehicle manufacturer. It is also possible to retrofit the module into already existing vehicles.

The Novanto telematics box has a GPS (Global Positioning System) receiver that permanently tracks a vehicle's exact position on the basis of the worldwide satellite tracking system and is hooked up to a GSM module. Via a coded cellular radio connection this sender can transmit the location of the vehicle to the control center. The radio message may be triggered by an alarm system, by pressing an emergency button in the vehicle or by a motion transmitter activated as soon as the vehicle starts moving. Novanto can, for example, also be programmed to allow a fleet's central office to request the vehicle's current position, whenever required.



If the vehicle is stolen, the police or authorised service providers can monitor the vehicle on the screen and, if necessary, initiate a pursuit. Continental also offers the option of remote vehicle disabling. As soon as the vehicle is stopped for more than thirty seconds, Novanto acts to prevent the engine from being started again, putting an end to the thief's getaway.

Novanto is available both for retrofitting and as original equipment. Automakers can thus offer their customers more value in their vehicles. Service providers can use the technology as the basis for development of software platforms that provide insurance companies, managers of vehicle pools, or fleet operators attractive benefits.

The percentage of vehicles equipped with such systems is still quite low in many markets. Nevertheless, there are a number of countries worldwide in which systems of this kind are a prerequisite for registering vehicles of a certain value. What's more, most insurers will refuse to cover exclusive luxury vehicles, powerful sports cars and valuable vintage cars not outfitted with a tracking system.

The idea of individualized auto insurance premiums opens up a further market that can be tapped for tracking solutions of this type. Motorists who do not exceed a certain driving performance, avoid high-risk areas or stick to given routes stand to qualify for rebates. In Italy, in particular, young motorists take advantage of more favorable insurance rates with the help of telematics systems. Thanks to Novanto, providing proof of compliance becomes child's play. What's more, the tracking solution can also be put to good use by fleet managers to record actual operating expenses, for example, or to bill travel costs and delivery fees. Even private customers can make use of Novantobased services in the future: If a vehicle's route is electronically documented, the motorist can dispense with the log normally required by the tax office.

2009-2011 ZR1 **CORVETTE EXHAUST SYSTEM AVAILABLE** FROM CORSA **PERFORMANCE EXHAUSTS**



CORSA Performance Exhausts, a TMG Performance Products company, offers a premium axleback exhaust system for 2009-2011 ZR1 Corvettes.

CORSA's Featuring patented Reflective Sound Cancellation(tm) (RSC(tm)) technology, the ZR1 Exhaust System (part #14164) delivers a true high-performance sound on the throttle without the annoying drone at cruising speeds. straight-through 3.0-inch, nonrestrictive design and mandrel bends provide a 45% increase in airflow versus stock. Plus, Corvette C6 ZR1 owners can expect a performance increase of 12-14 additional rear wheel horsepower and up to 15 lb.-ft of torque.

Manufactured from military-grade 321 Stainless Steel, the ZR1 dual rear exit exhaust system boasts double wall, fully polished Twin 4-inch Pro Series Tips laser etched with the CORSA logo. Complete installation hardware and instructions are included with the exhaust system and a Limited Lifetime Warranty protects the exhaust for the entire life of the vehicle.





Infiniti announces two world-first steering and braking technologies

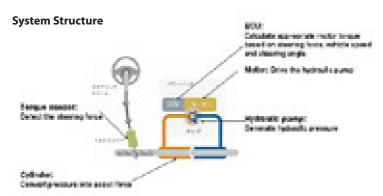
Infiniti has announced two world first technologies - "Electrohydraulic Power Steering system" and "Electric Driven Intelligent Brake" systems. They will be mounted on the Infiniti M Hybrid, a luxury hybrid model scheduled to be launched in 2011 in the United States and Europe.

The new systems are characterized by creative yet simple mechanisms and advanced computerized control, providing not only effective environmental performance for hybrid vehicles, but also high parts integration, responsive steering and braking, along with a natural maneuvering feel.

Electro-hydraulic Power Steering system

For the first time in the world, an Electro-hydraulic Power Steering system has been adopted in which the motor is activated only when the driver is steering.

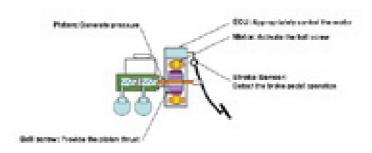
The system is smaller than traditional power steering systems, which was achieved by integrating multiple parts. It offers the advantages of both types of steering - the natural and smooth steering of hydraulic power steering and the improved fuel efficiency of electric power steering - combined to create a balanced system fitting the Infiniti M's luxury sport sedan buyers' needs.



Electric Driven Intelligent Brake

The Electric Driven Intelligent Brake, another world's first system, utilizes the vehicle's electric motor to directly operate the brake cylinders. When the driver steps on the brake pedal, the necessary braking force is maintained while the hydraulic pressure of the friction brake is controlled to help maximize the energy regeneration of the hybrid motor. Because of its simple structure, in which the motor directly operates the brake cylinders, this new Electric Driven Intelligent Brake system has the potential to be applied to various future hybrid vehicles.

System Structure



Infiniti's goal is to achieve superior environmental performance while pursuing a fundamental quality of its cars. The hybrid drive system to be used on the Infiniti M Hybrids consists of the gasoline engine, electric motor and a unique Intelligent Dual Clutch Control utilizing separate electronically-controlled clutches on the drive wheels. This allows high environmental efficiency, while achieving an exhilarating driving experience with high-response linear acceleration levels that equal or exceed those of gasoline-powered cars.

Leave the car, take the concierge with you

Mercedes-Benz launches new version of mbrace mobile application





As consumers increasingly turn to mobile devices to manage their lives from wherever they are, Mercedes-Benz USA (MBUSA) has introduced an upgraded version of its mbrace telematics platform that connects the in-car navigation system in its vehicles with drivers' iPhones. Developed by its partner Hughes Telematics, Inc. (HTI), the new mbrace Mobile Application version 2.0 allows Mercedes-Benz customers to take their mbrace services with them when they leave their vehicles. Mercedes-Benz is the first manufacturer to extend connected services in this way.

The mbrace Mobile Application version 2.0 builds on the automotive industry's first fully integrated smartphone application which was launched by Mercedes-Benz and HTI in November 2009. That application allows customers to use their phones to unlock their vehicles, locate their vehicles in crowded parking lots, and find nearby or preferred dealers among other services. Version 2.0 includes all of those features

and also allows customers to seamlessly access Mercedes-Benz Concierge services while away from the vehicle. The concierge can access the caller's location information to deliver relevant entertainment recommendations, restaurant locations, directions, traffic updates and more. Requested destination information can then be sent directly from the concierge to an in-vehicle navigation system.

The new application also allows users to save multiple accounts in the log-in screen and assign nicknames, making it simple and quick to access multiple mbrace accounts from one

"Version 2.0 of the mbrace Mobile Application takes the convenience and connectivity of mbrace further than ever before, allowing customers to access connected services anywhere, anytime," said Sascha Simon, who heads up advanced product planning for MBUSA. "Imagine you're away from your car talking on your iPhone to Mercedes-Benz Concierge. The agent can provide you with a great restaurant suggestion and simultaneously send the destination both to your iPhone and into your car. That's what makes the system so great: the flexible architecture allows us to continually add new features as mobile technology evolves, keeping us on the cutting edge of innovation and connected services for our customers. This latest mobile application is a perfect example of that, and we will continue to add more features and connectivity on an ongoing basis."

In addition to the new mobile concierge service, Roadside Assistance on the iPhone also has been enhanced with the mbrace Mobile Application version 2.0 so that when a call is initiated, the customer's location information is transmitted to the Mercedes-Benz Roadside Assistance Center, allowing for more efficient and accurate service in the time of need. In instances when the vehicle may not be accessible, may not have power, or is in an unknown location, the mobile application allows Mercedes-Benz to help their customers by pinpointing exactly where to send assistance.

As the first automaker to offer a mobile application truly integrated with the vehicle, MBUSA continues to be an industry leader in bringing new connected technology to market. For customers on-the-go, the mbrace Mobile Application provides simple and seamless connectivity to the ever-expanding set of Mercedes-Benz mbrace services.

"Mercedes-Benz mbrace was designed as a platform for continuous innovation," said Erik Goldman, president, HTI. "The release of mbrace Mobile Application version 2.0 extends new services beyond the vehicle, giving Mercedes-Benz customers the freedom to seamlessly enjoy personalized service even when they're not in the driver's seat. We look forward to working with Mercedes to continue expansion of the mbrace Mobile Application service and feature set, enabling enhanced connectivity and interaction between the mobile device and vehicle."



Car manufacturers support integrated standard for a modular connector system for electric vehicle charging



Car manufacturers Audi, BMW, Daimler, Porsche and Volkswagen commonly support a modular connector system for electric vehicle charging. A globally integrated standard is to ensure that customers always have direct and easy access to the energy grid, independent of vehicle brand and supplier of electric energy. The company development directors have decided to conceptualize a modular connector system made from two parts: The core of the connector system has been submitted for standardization under the designation IEC 62196-2 Type 2 for single- up to three-phase charging with alternating current (AC). An extension for direct current (DC) is currently being developed.

All other OEMs are invited to participate in this development and establish a global standard.

The vehicle connector system was developed by reputable plug connector producers in close collaboration with the automotive industry, and will be employed on both the vehicle-side and the charging infrastructure. By means of its modular concept it not only fulfills all current requirements in terms of performance, security, as well as comfort, but is in addition well equipped for the future. The special design makes the charging connector suitable for charging with single- and three-phase alternating current. Additionally, with the extension component of the connector system, charging with direct current is to be realized by 2013. The OEMs aim for a short-term availability of vehicles and infrastructure for fast charging. Thus high DC current capacity and respectively very short charging times can be realized.

The modular connector system consisting of core and extension is applicable to all standard charging scenarios. The performance spectrum of the basic configuration ranges from single-phase charging at a regular domestic socket outlet to three-phase charging at private and public vehicle charging stations, which are currently being rolled-out. The extension can be used for charging at direct current charging stations, similar to already existing Japanese systems. Thus, the system is prepared for all future direct current charging categories up to fast charging and provides the opportunity for communication over CAN or PLC.

The safety of the system is guaranteed even in case of dirt and adverse weather conditions. A mechanical locking mechanism effectively prevents unintentional interruption of the charging process.

Charging at DC charging stations is a challenge for all national and international suppliers of electric energy and committees to also make a sustainable step towards a customer-oriented offering in this context. With DC charging the technical complexity within the car and the charging time can be reduced to an optimum level.

The German OEMs are jointly working on the next steps of standardization and are actively looking for a dialog with other OEMs, utility providers and network operators. With the standardization of the communication between vehicle and charging station in ISO/IEC 15118, innovative solutions for protection, increased comfort and billing of the charging process are to complement already realized constructive safety measures.

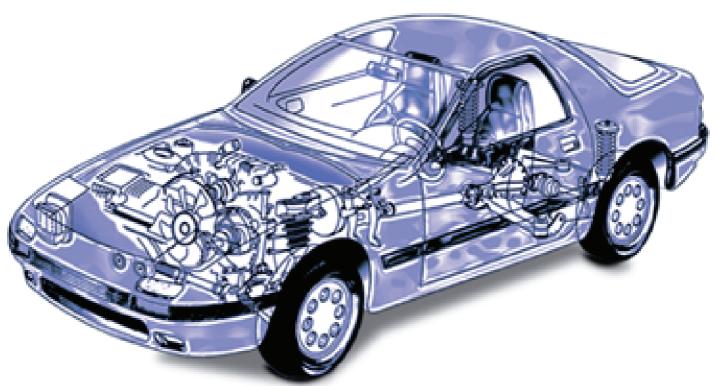
Comparable to the standard established for gasoline dispensers and compatible filler necks, a common, worldwide used charging connector and the appropriate data interface are an important milestone on the journey to a ubiquitous e-mobility. This is the only way customers receive the opportunity along the lines of the existing gas station network to "refuel" energy for their cars everywhere without additional adapters. Therefore, the setup of a functioning infrastructure is an essential requirement for the customer-friendly individual mobility of the future.



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All-new Ford focus launches exclusive airbag technologies that enhance crash protection











The all-new 2012 Ford Focus will launch exclusive airbag technologies that enhance protection for front seat occupants in the most common frontal and side crashes.

The suite of new innovations includes Ford's next-generation driver-side airbag with enhanced chest protection technology. The new airbag uses a reconfigured curve-shaped tether system that pulls in the lower section to create a "pocket" to help lessen the impact of the airbag on the driver's chest and ribs in frontal crashes.

Ford's innovative side airbags feature unique shoulder vents that stay open and reduce pressure for smaller occupants who typically benefit from reduced forces. Taller occupants whose shoulders block the vent could benefit from the higher pressures.

Focus also will be Ford's first car ever to feature front passenger airbags with adaptive venting technology that diverts some of the gas from the airbag inflators through vents outside of the airbags. The restraints control module – the control center of Ford's advanced safety systems – adjusts the level of venting based on seat position.

The new passenger airbag is designed to help enhance head and neck protection by better matching deployment force with occupant size. This innovative system uses a small pyrotechnic device to force open the vent and can provide less pressure in the airbag when it's sufficient to help protect the occupant.

"This is Ford's most advanced airbag system we've ever equipped a car with, and it is designed to help protect occupants even better in the most common types of crashes," said Sue Cischke, Ford group vice president, Sustainability, Environment and Safety Engineering. "Each of these airbags uses innovative technologies to help better customize airbag protection to the occupant."

The new airbag technologies debut as standard equipment on the all-new 2012 Ford Focus, which goes on sale early next year in North America. They will be rolled out to other Ford vehicles in the next few years.

Data drive new airbag design

Ford's new driver-side airbag was designed to enhance chest and rib protection based in part on Ford's biomechanical research. In particular, Ford found this type of enhanced chest protection technology would be especially helpful in more serious crashes.

"While seat belts and airbags provide proven protection for drivers of all ages, elderly drivers remain at higher risk of injury than younger drivers due to the nature of collision forces," said Frank Heitplatz, Ford supervisor of occupant safety integration. "Decades of biomechanical research at Ford continue to spur refinement of the safety technologies in our vehicles to further reduce the risks of severe injuries."

Focus's strength on safety

In addition to the new airbags, the new Focus's vehicle structure provides enhanced crash protection as well as improved vehicle dynamics.

High-strength steels comprise 55 percent of the Focus's body shell, and ultra-high-strength and boron steels make up more than 31 percent of its skeletal structure. These advanced materials help the structure meet crash regulations across world markets, while minimizing the vehicle's weight to help maximize fuel economy.

"High-strength steels were key to delivering the lighter weight and higher strength we needed for structural efficiency," said Shawn Morgans, Ford technical leader in body engineering. "We believe the materials used on the new Focus are setting a new benchmark in the small car segment."

Ford was the first automaker to begin airbag research five decades ago. It fielded an airbag test fleet in 1971, offered a driver-side airbag in 1985 and standardized driver and front passenger airbags in most vehicles by 1993. In recent years, Ford has introduced a variety of crash protection systems – ranging from canopy airbags to knee bolsters – designed to improve occupant protection. Ford has the most Top Safety Picks from the Insurance Institute for Highway Safety of any automaker.





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THE CITROEN LACOSTE CONCEPT

NATURALLY SPONTANEOUS, LAID-BACK & REFINED

Two names, Citroën and Lacoste, have come together with a shared vision - to cultivate boldness, creativity and optimism. The result of these common values: the new Citroën Lacoste concept.

To be unveiled at the forthcoming Paris Motor Show, this new model is an emblem for a state-of-mind and a lifestyle. Clearly alluding to leisure and pleasure, it takes a simplified, no-nonsense approach to motoring - without forgetting refinement - and transports passengers to a lighter, fresher world.

This new concept car is both resolutely Citroën and typically Lacoste. Positioned at the crossroads of the automotive world, where fashion and sport meet, it makes a number of references to all three sectors. The technology on board also strikes a playful note, underlining the apparent paradox between design expertise and lightness of tone.

With its strong presence and joie de vivre, the high-tech and innovative Citroën Lacoste makes car travel an allnew experience and an incomparable adventure for the senses

Pure, simple and laid-back, while remaining sophisticated, the Citroën Lacoste takes another step forward towards the car of the future - a vehicle aimed at putting an end to the "always more" mantra that often reigns in the automotive industry. The new model also fuels Citroën's thinking of focusing on the essentials to create original cars that are affordable and economical, while losing none of their ambition or motoring passion, notably through premium styling.

CREATIVE & "MAGICAL" TECHNOLOGY

The on-board technology is also of a playful nature, underlining the seeming paradox between design expertise and lightness of tone. Strictly speaking this car has no fixed roof. In its place is a T-shaped structure that extends back to the boot like a "backbone". With several functions, this structure helps when accessing the vehicle and features an ingenious system that provides shelter for passengers. An auto-inflatable hood deploys all the way along the backbone to form a soft-top roof. In the same yellow as the grab handles, the inflatable roof ensures a light-filled cabin, come rain or shine.

Invisible at first glance, the deployment of the system makes for quite a spectacle. By choosing this inflatable hood rather than a conventional structure, the Citroën Lacoste concept remains faithful to its simple and light-hearted nature.

In much the same spirit, the fascia strip on the dashboard serves as the car's display screen, showing driving information such as speed and the directional indicators. Messages take the form of icons with oversized pixels. This is a clear nod to the very first video games, although behind the naïve appearance lie cutting-edge technologies. The Citroën Lacoste's two-spoke steering wheel impresses with its minimalist design, simplicity and size. When passengers board, the wheel can be moved from its normal position and located against the upper dashboard an ingenious way of optimising access to the front bench.

Even the front and rear lights are discreet to the point of being almost invisible. Concealed under the car's dark blue bodywork, they can be seen only when illuminated. As well as providing visual purity, this design choice delivers a unique and almost magical sight.

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The new comprehensive, tire-focused area of the 2010 SEMA Show will unite exhibitors from all segments of the tire industry. The dedicated floor section will focus on automotive, commercial, performance, OTR (off-the-road), retreading, recycling and more. Enhancements to SEMA Show Education Week will include new sessions specifically targeted to the tire market.

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Sony's new Xplod in-dash car stereos.

Priced competitively and designed to offer drivers exciting solutions for both connectivity and customization, the stylish new models provide an outstanding in-car audio experience.

Here are the some of the main features and highlights of each new model:





CDX-GT350MP

- •Bright, detachable one-line LCD Display shows clock, station ID and track data
- •Front aux-in connection for easy MP3 and WMA music file playback
- •RDS (Radio Data System) feature displays artist, track, info of music for compatible radio stations
- •Satellite, HD Radio and iPod adapter ready (additional accessories required)
- •Supplied wireless card remote for easy control from anywhere in the car
- •Blue key illumination, two preamp sub

CDX-GT550UI

- •Advance Sound Engine (ASE) and Digital Sound Processor (DSP) optimize the in-car listening experience for digital music
- •Front USB 1-wire input
- •Front aux-in connection
- •ZAPPIN™, Quick-BrowZer and Jump Mode technologies
- •Bright one-line LCD Display
- •Selectable blue or green key illumination
- •Two preamp sub outputs with LPF/HPF



CDX-GT250MP

- •Bright, detachable one-line LCD Display shows clock, station ID and track data
- •Front aux-in connection for easy MP3 and WMA music file playback
- •RDS Technology
- •Supplied wireless card remote for easy control from anywhere in the car
- •Red key illumination, two preamp sub output
- •Internal high power 52 watts peak power to all four speakers

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Illy Y1 iperEspresso Machine



Get renowned Illy espresso in the comfort of your own home for less than the cost of a month's worth of trips to Starbucks with the Illy Y1 iperEspresso Machine .The machine itself uses Illy's new iperEspresso capsule system, and features an aluminum casing with a tempered glass cup holder, a manual shut off to allow you to control the cup volume, a removable water tank, 19 bars of pump pressure, and the ability to make a piping hot shot of espresso in just seconds.

Next-Generation of Sound Speakers

To give you big, 5.1 sound for your music, movies and games, Logitech unveiled the next-generation Logitech® Surround Sound Speakers Z506. Giving you the flexibility to set up your system the way you want, Logitech's newest speaker set lets you connect nearly any entertainment device, including a PC, PLAYSTATION®3 (PS3TM), Xbox 360®, Wii®, iPod® or a DVD player.

To make the Logitech Surround Sound Speakers Z506 easy to setup, all of the cables are colour coded and the system includes an accessory cable for sound cards and music players. Or, for gamers, you can connect the Z506 speakers directly to the game console's existing RCA cable. Plus, the Logitech Surround Sound Speakers Z506 support two devices connected simultaneously — for example, a game console and a digital music player.

Featuring 3D Stereo surround sound, the Z506 speakers can convert two-channel stereo into an immersive surround sound experience

Roger Dubuis's excalibur minute repeater



The Excalibur line is celebrating the most delicate of its complications, the minute repeater, dressed in rose gold. Much of the impeccable Poinçon de Genève finishing of the complex movement can be admired through the openworked dial. The tourbillon, positioned at 5 o'clock, is set off by a rose gold ring enclosed

by stylistic grey lines, while a double flange with a minute circle and rose gold appliques, in black and grey respectively, gives the dial greater depth. The hand-sewn alligator strap is enhanced with a rose gold folding clasp. This exclusive model comes in a single limited series of 28.

EXCALIBUR, bi-retrograde jumping date. The subtle play of the Arabic numerals, which border the two symmetrical anthracite bi-retrograde date zones, blends harmoniously with the white gold applique hour-markers. The black inner flange, punctuated with Arabic numerals, encircles the dial and gives it its strong character. This brand new movement, which enriches the Manufacture's range of products, is housed in a white gold case. The hand-sewn alligator strap is fitted with a white gold folding clasp. This exclusive model comes in a single limited series of 88.



— enveloping you in the action of your favourite movies or delivering a competitive advantage in games in which you need to hear the enemy sneaking up behind you.

Offering 75 watts (RMS) of power, Logitech's newest speakers can fill the room with sound — and even rattle a few windows. The ported, down-firing subwoofer delivers deep bass that brings your music, movies and games to life. Plus, you're in command with the dedicated bass control, letting you dial the bass up or down for as much (or little) boom as you want. And when you don't want to disturb anyone in the house, the Logitech Surround Sound Speakers Z506 include a headphone jack for private or late-night listening.

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The Queen Elisabeth I Writing Instrument

Montblanc's Patron of Art Edition has annually honoured a legendary benefactor of the arts and culture since this special writing instrument line was originally conceived in 1992. This year's edition is dedicated to an all time great cultural force -Elizabeth I. Regarded the most successful monarch to ever ascend an English throne, under Elizabeth's astute and skillful rule, England "came of age" and, witnessing groundbreaking achievements, was transformed from a "remote backwater" to a globally dominant imperial power. Great battles were won. The New World - or the "Americas" - was discovered and the English Renaissance reached its zenith because of Elizabeth's artistic patronage.



The "best educated woman of her generation..." Elizabeth was "passionately" interested in the arts and her "luminous" court stimulated some of the greatest artistic achievements of all time. William Shakespeare and Christopher Marlowe flourished during her reign as did the poet Edmund Spenser, the painter Nicholas Hillyard and the English composers William Byrd, John Dowland and Thomas Tallis.

HUBLOT TM

Inspired by the world of F1TM, combining expertise with the highest quality, manufacturing processes at the cutting edge

of research and high-tech materials, this zirconium watch is 48mm in diameter and its bezel has been designed to evoke the disc brakes on a Formula 1 TM car. Its strap is made up of two layers, featuring rubber on the inside and NomexTM, a material similar to that used to make racing drivers' overalls, on the outside. Both sporty and high-tech, the F1 TM King Power was enthusiastically received by those present when it was unveiled in Shanghai by Hublot's CEO, Jean-Claude Biver. The brand also opened its first boutique in the Formula 1 TM Paddock Club.

Apple Introduces New iPod touch

Apple announced the new iPod touch®, packed with incredible new features including Apple's stunning Retina™ display, FaceTime® video calling,



HD video recording, Apple's A4 chip, 3-axis gyro, iOS 4.1 and Game Center—all combined in the thinnest and lightest iPod touch ever. The new iPod touch features up to 40 hours of music playback and seven hours of video playback on a single battery charge. Apple's stunning Retina display makes everything on iPod touch look even more incredible, whether playing games, watching video, browsing the web or flicking through photos. The Retina display has 960 x 640 pixels—four times as many pixels than before. The resulting 326 pixels per inch is so dense that the human eye is unable to distinguish individual pixels when iPod touch is held at a normal distance, making text, images and video look sharper, smoother and more realistic.

With the new front-facing camera and mic, iPod touch users can make FaceTime video calls over Wi-Fi. With just one tap of the new FaceTime app, iPod touch users can call other new iPod touch or iPhone® 4 users** to easily see what their friends are up to, share important moments like the first day of school and even show others what they are seeing by easily switching to the rear-facing camera.

The rear-facing camera on iPod touch is perfect for HD video recording. Users can easily capture HD video wherever they are and share it via email, MobileMe™ and YouTube.



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