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Magazine

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OPINION

The Asian century and the rise of the economy tire brands

Contributed by Mr. Surender Singh Kandhari

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DUBAI INTERNATIONAL MOTOR SHOW

معرض دبي الدولي للسيارات

In what year was the launch of the Dubai International Motor Show and what was its aim?

The show first launched in 1989 and the exhibition has been running every two years since. This year is the biggest on record with more than 60,000m² of space allocated to our exhibitors. The Dubai International Motor Show also includes dedicated sectors covering parts and accessories, after market and modified and tuned vehicles.

Dubai International Motor Show is the largest international motor show in the region and a key industry platform for manufacturers to launch new vehicles and promote business networking in the region. The fact that we attract VIPs, senior officials, celebrities and motoring enthusiasts not only from around the region, but across the world, strengthens our position as one of the most influential motor shows on a global stage.



HEMESH CHANDAVARKAR

Industry Group Manager, Exhibitions Department, Dubai World Trade Centre

Has any interesting marketing been done in the run-up to the event?

Our marketing initiatives include region-wide advertising and PR campaigns in key media publications. In addition, we work closely with TV, radio, print and online publications on previews, special supplements, interviews and exclusive competitions. Prizes include a 1700cc Victory Jackpot Motorcycle worth AED 76,000 and a limited edition off road vehicle valued at AED 77,500 courtesy of Polaris to build awareness and anticipation in the run-up to the show.

In addition to this there will, as usual, be a number of global and regional launches of new models. This is always a great drawcard -giving visitors an opportunity to see some spectacular new supercars before the rest of the world and is excellent marketing in itself. We are also working with more than 100 EPPCO and ENOC outlets where visitors can buy tickets for the show.

There are many car related shows and motor shows in this region. Would you say that the Dubai International Motor Show is the largest?

Yes, the Dubai International Motor Show is the single largest international automotive event in the Middle East and the only one in the region to be endorsed directly by the manufacturers. Held once every two years, the 2009 exhibition attracted more than 100,000 international visitors from across five continents.

What is different about this year's show and what are we to expect?

This year's show will be the biggest in the history of this key motoring event, and will feature a wide variety of elements that includes a live action arena, competitions and test tracks. The Dubai International Motor Show offers everything for the discerning motor enthusiast while providing a fun event for all of the family. There are more brands participating in this edition of the show than any other in its history. These include Audi, Aston Martin, Bentley, Bugatti, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GMC, Honda, Hyundai, Infinity, Jeep, Kia, Koenigsegg, Lamborghini, Lexus, Maserati, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Rolls-Royce, Toyota, Volkswagen, Volvo and many more.

This year we also have an exciting range of newcomers to the show, including high profile marques such as McLaren, MG, Lamborghini and Lotus. We also have new manufacturers from the Far East making their debut in the Middle East.

The UAE car market suffered due to the recession. Have you had a decline in the number of exhibitors due to the economic slowdown?

The show this year is the biggest on record. In addition to our new exhibitors, we welcome the return of Porsche, Lamborghini, Chrysler, Dodge, Jeep, Honda and Infiniti, for example. The Dubai International Motor Show is the unrivalled Middle East platform for automotive manufacturers to launch and showcase their new models.

Compared to many other markets globally the automotive market in the Middle East continues to grow and prosper. The region still maintains its position as one of the world's most lucrative luxury consumer markets and a substantial one for premium automotive manufacturers.

In many other successful trade shows, country pavilions provide support to their companies wishing to participate making it cheaper for them, do you know of any auto manufacturing exhibitors that are receiving any subsidies or support from their governments in your show and do you have any country pavilions in your show?

The Dubai International Motor Show works a little differently to other exhibitions and trade shows in that we don't have dedicated country pavilions. In terms of government support for manufacturers, they would be better qualified to help you with this information.

Do you have any new countries, like from China from example?

We have an interesting range of new exhibitors, particularly from the Far East. For example manufacturers such as Great Wall, Lifan, King Long and Foton from China.

How many participants did you have at the previous show and how many do you expect this year?

The 2009 show attracted almost 100,000 visitors and we expect this year's show to be biggest on record. Dubai International Motor Show has always proved popular because of the high number of car enthusiasts and car fan club members in the region and we are confident that we will attract at least the same number as previous years.

What kind of participants does your show target?

While the show has always been recognised for attracting the leading manufacturers from around the world, the show also provides an ideal platform for distributors, tuning companies, modifiers and parts and accessories companies to showcase the very latest products and designs to a substantial audience.

Would you say that your show is the largest of its kind in the MENA region?

Yes, definitely. The Dubai International Motor Show is the largest international automotive event in the region.

Why is the show not on every year instead of every two years?

The Dubai International Motor Show prides itself on offering visitors to its show 'firsts' for the region and the world. It is also important to note that this is a manufacturers' show and a two year cycle best fits the global marketing plans of the leading manufacturers.

What changes each year and how has it improved since you started?

I think that the exhibitors and event features have changed the most throughout the history of the show. As the Dubai International Motor Show has grown, so has the exhibitors base and the variety of exciting features we can offer. What remains constant is the delivery of a truly international event with big crowds, industry leaders as well as regional and world launches. We are also looking to harness and highlight the trends in the industry.

With the global trend in the automotive industry currently focused on sustainability and the environment, we are introducing a number of initiatives linked to this. We are always working on new ideas and innovations to help drive attendance and keep our show fresh and relevant.

Where do you see the event going in the 5 years?

We envisage the show continuing its success, broadening its offering with innovative new activities and sub-categories and reinforcing its position as the definitive automotive event in the region. We are also working hard to bring even more global and regional launches to Dubai as manufacturers around the world recognise the importance of the Middle East as a key market for them.

UAE to host region's biggest ever MINI festival

ARE YOU READY TO DRIVE OUT LOUD?



questions correctly and getting as many people to vote for them as possible until Friday 30th September, two lucky MINI fans from each GCC country will get to celebrate with the iconic brand in the UAE next month.

The event will also be used as a platform to launch the new MINI Coupé, the brand's first-ever two seater MINI that will be the fifth model in the brand's portfolio. With all the fun and go-kart handling that is expected from MINI, this sportiest new model allows new buyers the chance to enjoy the full MINI experience.



MINI fans across the Middle East will descend upon the UAE next month to participate in one of the hottest events of the year. Taking place from 27-28 October 2011, the small premium car with the big personality will host DRIVE OUT LOUD - the region's biggest ever MINI festival.

MINI owners and fans from all over the region will embark on an exciting road trip from their home country to Abu Dhabi, arriving on Thursday 27th October. An exclusive evening gathering will be hosted at the Aloft Hotel at the Abu Dhabi National Exhibition Centre to welcome the regional MINI community. On Friday 28th October, a jam-packed programme of fun and excitement will kick off with the largest regional MINI convoy from Abu Dhabi to Dubai. The general public will then join in the fun at the Dubai Autodrome where they will be able to take part in a variety of exciting activities that will include track drives, stunt shows, driver trainings, parades, competitions, and historic and accessories exhibits. Of course, MINI wouldn't be MINI without urban art installations, fashion and music to create the perfect festival atmosphere.

Sarah Klippert, MINI Manager in the Middle East said: "Whether you're from Qatar, Kuwait, Bahrain, Oman, Saudi Arabia, Lebanon, or the UAE – jump in your MINI and connect with MINI fans from all over the region. DRIVE OUT LOUD will follow the format of the international MINI United and will include a multitude of racing-themed activities and festival fun. See and be seen, go-kart, have fun and party. You can 'be' MINI even if you're not driving one!"

To ensure that all MINI enthusiasts across the region have the opportunity to join in the festivities, MINI importers across the GCC have launched an online competition to win tickets as well as MINI test drives and lots of cool goodies. To participate, GCC and Lebanon residents need to log onto <http://facebook.com/MINI.MiddleEast>. By answering several



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Eterniti Hemera Prototype

THE WORLD'S FIRST SUPER-SUV

Eterniti Motors, a new luxury carmaker, makes its public debut at the Frankfurt IAA, the world's largest automotive motor show, and is previewing a prototype of its first product, the Hemera.

When launched next year the Hemera will become the world's first Super-SUV, providing new levels of luxury, exclusivity and performance in an SUV to create a new niche. The body of the car shown at Frankfurt closely reflects the final production version, although that will have bespoke Eterniti LED headlamps and lenses. All panels are new and made of carbon composite. The interior, which will be almost 100% unique to Eterniti, is in the final stages of prototype testing and will be revealed later in the year.

Eterniti is backed by a group of international investors and is an independent, boutique British marque, uniquely based in London, where it is establishing a hub with not only a showroom but an atelier and a build facility where bespoke vehicles can be created and hand-built on-site to any specification required. The facilities will be completed later this year, followed by further Eterniti-owned showrooms from 2012 in key overseas markets.

The business aims to help satisfy a growing demand for additional luxury and personalised specifications among wealthy car buyers, particularly in major cities, global wealth centres and emerging

The company's debut vehicle will be a first step towards becoming a fully-fledged carmaker but will fully reflect the bespoke luxury objective. The Hemera will be the first product in a space which Bentley, Maserati and Aston Martin, with the Lagonda brand, have identified for future product. It will be based on the most dynamic version of VW Group's latest-generation large SUV platform, the best in the industry. At Eterniti it will undergo a complete chassis-up rebuild, including a new, re-packaged interior, and the light-weight carbon-composite re-skin. It will also have additional engine performance, with the 4.8-litre twin-turbo V8 engine producing over 620bhp for a top speed in excess of 180mph.

The Hemera will feature a limousine-like rear cabin, including twin electrically-reclining rear seats with heating and cooling, twin iPads with wireless keyboards, and a drinks chiller. This satisfies a specific – and currently unmet – need, particularly in Asian markets, for a car suitable for being chauffeured in as well as driving. Unlike a conventional limousine, an SUV's relatively compact footprint and wheelbase allow it to offer excellent handling and driver appeal, and the ride height and ruggedness are suitable for poor road surfaces which can make limousines and conventional high-performance cars impractical.





Production will start early in 2012, with deliveries by the summer. Prices have yet to be confirmed, but will be around £150,000 for the standard vehicle. Buyers will receive a full, three-year warranty. Warranty and servicing work will be carried out on-site in London, with collect-and-return and supplemented by a 'flying doctor' service. Customers will have access to finance and insurance depending on the market.

People

Although Eterniti is basing its business case around meeting market needs, its people have a passion for cars. The team has extensive experience in retailing some of the most prestigious British and European luxury and high-performance car brands, including Aston Martin, Porsche, Bentley and Ferrari, in markets from the UK to Asia-Pacific. It has further experience in motor sport.

The engineering team is led by Alastair Macqueen, who was responsible for the development of the Jaguar XJ220 supercar to production and has won the Le Mans 24-Hour race three times, with both Jaguar and Bentley. Eterniti also has its own F1 driver, Johnny Herbert, like Macqueen victorious at Le Mans but in addition a winner of three Grands Prix during a ten-year Formula 1 career, including one for the British Stewart team. Johnny will have an active involvement in developing Eterniti vehicles as well as serving as an ambassador for the brand. Alastair and Johnny have a long association, having both graduated from the Eddie Jordan stable and then competed together at Bentley. The trim operation is headed by one of the luxury car industry's leading interior trim specialists, who has worked closely with marques including Bentley.



Future

Eterniti has a long-term plan. It will be opening an Asia-Pacific hub in Hong Kong in 2012, and showrooms in Tokyo and Taipei are scheduled to open by the end of the year. Representation in China will be established from 2013. The product plan includes a second Hemera derivative for 2012. Plans for another SUV and a high-performance car which could form the basis of a racing programme are currently being developed.





ASTON MARTIN DBS CARBON EDITION

Aston Martin showcased two striking new Carbon Edition DBS sports cars at the Frankfurt Motor Show .

Following on from the success of the DBS Carbon Black, introduced in 2009, the 2011 DBS Carbon Edition will be available in two new colours including Flame Orange and Ceramic Grey together with the existing Carbon Black. Each DBS will undergo Aston Martin's unique paint process receiving seven layers of paint together with a 25 hour hand flat-and-polish finish resulting in a glass veneer normally the reserve of jewellery production. A first for Aston Martin is the option to specify a satin lacquer paint finish, creating a silk-like texture.



with a reversed diamond turned or full gloss black finish as an option. Complementing the wheels, black brake callipers will be delivered as standard with yellow, orange, red or grey as an option. Harmonising with the exterior finish is a warm black grille, carbon fibre mirror heads, carbon rear lamp in-fills and smoked rear lights creating a DBS specification like never before.

The cossetting and inviting interior of the coupe plays host to the familiar swathes of obsidian black or maranello orange semi-aniline leather. This type of leather is more natural looking and softer to touch. The interior of a DBS Carbon Edition will take in excess of 70 man hours to hand stitch and finish.

On the DBS Carbon Edition coupe, the headlining is quilted in leather providing a luxurious envelope to the cabin. Immediately distinguishing the Carbon Edition from a standard DBS is the carbon fibre facia with a carbon weave that has been positioned exactly to follow the form of the dashboard. Only by hand can the fibres be laid to create a perfectly aligned weave.

The magnesium alloy paddles that control the Touchtronic II automatic gearbox are tipped with carbon fibre bringing the Carbon Edition direct to the fingertips. A unique carbon fibre special edition sill plaque with laser etched metal inlay completes the specification.

The standard DBS has recently been updated to feature the new Aston Martin Garmin satellite navigation system possessing improved graphics and intuition to provide a sleeker user experience. Beam blade windscreen wipers are also a new feature providing reduced wind noise and a cleaner wipe, even at high speeds.



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CONNECTIVITY MEETS CRAFTSMANSHIP



Bentley Mulsanne Executive Interior Concept debuts at International Automobile Exhibition (IAA) in Frankfurt

The Mulsanne Executive Interior Concept offers an impressive array of bespoke business, comfort and entertainment features - designed to conduct business on the move or just unwind between meetings - all beautifully integrated into the sumptuous and comfortable cabin which takes Bentley's craftsmen and women over 170 hours to create.

Mulsanne rear passengers receive individual Apple iPad workstations with full internet access (integrated into retractable picnic tables) whilst a large, drop-down LED screen ensures that a wide selection of movies as well as television can also be enjoyed.

Renowned for its painstaking attention to detail, Bentley has added a range of finishing touches including a Tibaldi fountain pen from its specially commissioned Collection which is designed to mirror the Mulsanne's knurled-metal rotary switchgear and which is discretely stowed in the centre armrest. And seen on a Bentley for the first time, a distinctive Yachting-style veneer, which blends light and dark contrasting tones, features throughout the cabin. Comments Alasdair Stewart, Member of the Board for Sales & Marketing:

"Many customers use their time in the Mulsanne to keep on top of their business commitments or simply take a few moments to relax. This fully functioning concept highlights the Mulsanne's potential to help busy executives to communicate effectively and quickly whilst travelling. As you would expect from Bentley, all these features work in harmony with the handcrafted cabin and can be displayed or hidden at the user's discretion."

Key entertainment and business features

Two electric-powered, foldable wood veneer picnic tables in the rear cabin, each with Apple iPad and Apple Bluetooth keyboards.

- The twin iPads enable the Apple Media Centre to play video files and music, provide access to personal and work e-mail as well as the internet (via W-Lan).

-Apple Mini Mac stored in boot compartment enables integration of iPad with Bluetooth keyboard and iPod acts as control panel in rear console.

-Roof console with 15.6 inch High Definition LED dropdown monitor. Plays videos (from both DVD changer and Mac Mini) and watch Television.

- Comfort, control and stowage features

- Illuminated rear centre console fitted with twin, individual armrests offers true, spacious 4-seat configuration.

-Rear console also houses Apple iPod (control panel), two cupholders, tissue box and large stowage area.

-Apple iPod controls – Rear Seat Entertainment (RSE) and audio system, Apple Media Centre, plays music and access to internet.

-Two USB connectors provided for the Apple system and one Apple interface connector for the iPod.

-Bespoke control keys on rear console operate picnic tables, reading lights, control HD LED screen and select video and audio options.

- Armrest contains Tibaldi pen and Privacy Telephone handset.

- Bespoke bottle cooler in rear centre console with illuminated, double-glazed frosted glass door.

-Additional, multi-directional reading lights are provided for each rear passenger and can be operated with Apple devices.

-Sophisticated mood lighting in the rear centre console (using multiple soft glowing LEDs) ensures the stowage areas are lit and the docking station and cupholders are also illuminated for extra convenience.





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AUDI PRESENTS THE NEW A5 DTM



On the eve of the International Motor Show (IAA) in Frankfurt Audi presented its new DTM vehicle: After the V8 quattro (1990 to 1992) and the A4 (2004 to 2011) the brand with the four rings has opted to use a two-door coupe in the most popular international touring car series for the first time.

The new Audi A5 DTM, which bears the internal project name "R17" at Audi Sport, conforms to the new Technical Regulations that will come into effect in the 2012 season. The project was premised on three key aims: the safety of the vehicles, reduction of the costs by up to 40 percent and a spectacular exterior design.

IAA visitors will have the opportunity to get a first-hand impression of the new car's look at the Audi Hall from September 13th to 25th. The Audi A5 DTM appears lower and sturdier than its successful predecessor with which Audi has won four of the last seven DTM titles. Underneath the body, which is completely made of carbon, a new type of chassis features a hybrid construction. The combination of a carbon fiber monocoque and steel cage sets new standards in terms of safety for a race touring car. In addition, the chassis is one of more than 50 components which are identical for all DTM vehicles.

"Due to these shared components it was possible to achieve the cost reduction target of up to 40 percent without compromising on the safety and attractiveness of the DTM vehicles," explains Head of Audi Motorsport Dr. Wolfgang Ullrich, who has been in charge of the new Audi A5 DTM development.

The A5 DTM is 5.01 meters long, 1.95 meters wide and 1.15 meters low. The wheelbase of all DTM vehicles is identical, i.e. 2,750 millimeters. Like its predecessor, the A5 DTM is powered by a V8 engine with an output of about 340 kW (460 HP). The six-speed transmission, now pneumatically operated using paddle shifters in the steering wheel, is a new development. The shifting events are more precise compared with conventional manual gearshifts and allow the mileage of the unit to be quadrupled to up to 24,000 kilometers.

The engine electronics (Bosch MS 5.1), which operate without fuses, and the central display that is already being used in the Audi R8 LMS are state-of-the-art as well. The exclusive tire partner Hankook is supplying larger and wider tires with dimensions resembling those of LMP2 sports cars.

A safety fuel tank with a capacity of 120 liters is integrated with the carbon fiber cell of the Audi A5 DTM. It would allow the current distance of a DTM race to be covered without a refueling stop. For longer races a quick refueling system is in development.

The engine sub-frame at the front and the transmission at the rear are identical for all DTM cars and limit the freedom of the engineers with respect to the suspension, which has to be mounted to these shared components. In addition, steel as the material for the A-arms and the tube dimensions are specified. For the hub carrier, the regulations define the material and the production process to be used. A milled aluminum part with a minimum weight is prescribed. Furthermore, a strict provision in the regulations defines the wheel hubs and the rims for all entrants.

The possibilities in the area of aerodynamics are restricted as well. Air flow through the body, as in the case of the current A4 DTM, and complex additional wings at the rear are no longer allowed. This creates a stronger visual resemblance between the race car and the production model. At the same time the new DTM vehicles are to respond less sensitively to body contact with other vehicles and deliver slipstream improvements – also thanks to the larger rear wing.

"In the past, Audi has had very innovative solutions particularly in the area of aerodynamics in the DTM," says Dr. Martin Mühlmeier, Head of Engineering at Audi Sport. "Since these areas have been subjected to severe restrictions good detailed solutions will now be crucial to achieving advantages over the competition."

The "R17" project was launched in May 2010 and a month later the decision was made that the A5 would serve as the base model. Trials in the model wind tunnel have been run since February 2011. The roll-out was successfully performed on July 29, 2011 by Martin Tomczyk. Since then testing of the A5 DTM has been in progress. The homologation of the A5 DTM is scheduled for March 1, 2012 – until then the engineers at Audi Sport in Ingolstadt and Neckarsulm still have time to fine-tune the detailed solutions.





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In 1958 Ford introduced the first electric trunk release.

Land Rover confirms its intention to launch a new Defender in 2012

Land Rover unveils a modern-day Defender concept car at the Frankfurt Motor Show. The new Land Rover DC100 previews a potential future direction for a new Land Rover Defender. The Defender is one of Land Rover's oldest and most iconic models and has been used by UN aid workers, Red Cross medic's, police and military forces worldwide. The Defender is the bedrock on which the brand has been built and after more than 60 years of production, the model is getting a makeover.

The new concept marks the move of the iconic Defender into the 21st century market. The concept car builds upon the original models character but demonstrates the versatility and the future of the Defender. The design team aim to keep the Defender's simple and honest style whilst meeting the requirements of an all-new global market.

The new concept has been designed by the Land Rover Advanced Design team whose remit was to create a vehicle that would resonate with the commercial customer as well as the retail customer. Their aim was to create a model that is relevant to the 21st century.



With an all-new Defender planned for production in 2015, replacing this iconic model will surely be one of the biggest challenges in automotive history.

Basics of the new Land Rover DC100 concept includes:

- Based on a lightweight, mixed-alloy platform.
- Cutting-edge, sustainable, hi-tech materials taken from aerospace industries.
- The Terrain-i scanning device warns the driver of obstacles when off-roading and can suggest alternative routes.

- Wade Aid uses sonar technology to assess water depth and advise the driver of optimum speed.

- Intelligent, next-generation, Land Rover Terrain Response system automatically optimises the car for any environment.

- Driver-activated spiked tyre system can be deployed at the touch of a button.

- Permanent four-wheel drive with an eight-speed transmission, Intelligent Stop/Start and a transfer case.

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THE NEW BENTLEY CONTINENTAL GTC

Taking cues from its GT coupe sibling launched last year, the new Continental GTC builds on the highly successful foundation of the previous cabriolet, which premiered in 2006. Bentley's design and engineering teams have improved virtually every aspect of the iconic convertible with an uncompromising focus on quality.

While the first Continental GTC was elegant and understated, the sharper radii and assertive stance of the new model delivers a more contemporary and muscular presence. Advanced manufacturing techniques produce aluminium front wings without the need for seams or welds creating the look and feel of a coachbuilt car. Twenty-inch wheels are now standard with three styles of 21-inch wheel, a first for GTC, available as an option, reinforcing the distinctive, sporting stance of the new Bentley.

The four-seater luxury convertible features a new, even more spacious and sumptuous hand-crafted cabin, with soft-touch leather hides, an extensive range of wood veneers, cool-touch metals and deep-pile carpets. There are 17 standard soft-touch leather hide colours with six colour split combinations, complemented by a range of seven veneers, all produced by Bentley's talented craftsmen and women.

The GTC's renowned coupe-like refinement is also enhanced. The tailored, multi-layered fabric hood is complemented by acoustic glass and under-body panels, for optimum noise isolation.

Superb everyday practicality for a luxury convertible was a hallmark of the original GTC and much valued by its customers. The cabin of the new GTC is now even more practical, with additional rear legroom, new storage solutions and innovative features such as touch-screen infotainment, automatic seat-belt presenters and a Bentley-designed Neck Warmer for comfortable roof-down motoring whatever the temperature.

A wider track, front and rear, sharper steering and retuned suspension provide a more exhilarating and class-leading drive. Bentley's advanced all-wheel drive system features a new 40:60 rear torque bias (compared with 50:50 of the original GTC) minimising understeer during hard cornering and allowing the spirited driver to manage the car's line and balance via precise throttle control.

This compelling dynamic package is combined with a more powerful 6.0-litre, twin-turbocharged W12 engine as well as a new QuickShift transmission enabling faster gear changes than ever before. Power output is raised from 560PS to 575PS (567bhp/423kW) and the famed Bentley 'wave of torque' has been increased by a further 50Nm to 700Nm (516lb ft).

"The GTC has always been the most emotional model in the Continental range and a showcase for Bentley design. With its tailored soft top, the GTC is a pure British convertible true to those classic Bentleys of the past. However, the technology, performance and overall design excellence invested in this model means that we are now writing a new chapter for the Bentley convertible driver." Wolfgang Dürheimer, Chairman and Chief Executive, Bentley Motors.





The New Continental Gtc – At A Glance

Sculpted exterior design

- Advanced production techniques such as aluminium Super Forming (front wings) allow for a more sculpted body and sharp 'power lines.'
- Unique jewelled headlamps with LED day-time running lights.
- More upright matrix radiator grille and new 'double horse-shoe' rear profile first shown on the flagship Bentley Mulsanne.

Luxurious, practical hand-crafted cabin with class-leading infotainment

- New interior with a bold, sweeping dashboard and instrument panel finished in premium soft-touch leather.
- Choice of 17 hide colours, six colour split combinations and seven veneers.
- Distinctive 'cobra style' seats for added comfort and enhanced rear cabin space.
- A new touchscreen, 30GB infotainment system introduces advanced satellite navigation with dynamic route guidance, seven-digit postcode entry and Google Map compatibility (market specific).
- Audio systems feature the latest wide-frequency Balance Mode Radiator speakers as standard.
- Revolutionary Dirac Dimensions™ DSP for exceptional sound reproduction (Naim for Bentley premium audio).

More powerful 6-litre W12 engine with FlexFuel capability

- 6-litre W12 engine twin-turbocharged engine produces 575PS (567bhp/423kW) and 700Nm (516lb ft) of torque.
- FlexFuel capability – runs on E85 biofuel, petrol or any combination of the two.
- 0 – 60mph 4.5 secs (0-100 km/h 4.8 secs).
- 0 – 100mph 10.9 secs (0 – 160 km/h 10.9 secs).
- Top speed 195 mph (314 km/h).

Dynamic Bentley driving experience

- ZF 6HP28 transmission with 'Quickshift' system that cuts shift times by up to 50% and enables double downshifts.
- New 40:60 rear-biased torque split for the all-wheel drive system reduces understeer when powering out of bends and provides for better modulation of line and attitude by 'throttle steering.'
- Increased front and rear track improves grip and stability.
- Advanced ESC system fully exploits the potential of the more powerful W12 engine and improved chassis.
- 20" 'Five Spoke' alloy wheels with optional 21" wheels in 'Five Spoke Two-Piece', 'Seven Spoke Elegant' and 'Ten Spoke Propeller' designs.

Rimac selected Vilner for the final touches of Concept One interior

Rimac Automobili is unveiling the world's first electric supercar - the Concept_One. The Concept_One is an exceptional supercar with a new propulsion system.



Rimac Automobili developed an unique powertrain which is divided into four sub-systems, each consisting of one motor, inverter and reduction gearbox. Each of those systems drives one wheel, completely independent one from the other. It's called All Wheel Torque Vectoring and allows a new approach to vehicle dynamics. Mate Rimac, CEO of Rimac Automobili says: „I believe that the electric motor is a much better machine compared to the ICE, in almost all aspects, especially for a sportscar.“

The exterior design is signed by Adriano Mudri: „Exploring the labyrinth of creativity, soon it was obvious the design had to be simple and clear with a lot of sporty elegance to easily catch up with its competitors in this power & exclusivity class.“ The interior is designed by a team of former Pininfarina employees, led by Mr. Goran Popović. After the Rimac Automobili Engineering team finished the development and prototyping of the interior parts, the company entrusted the vision of the Bulgarian custom studio Vilner for the elaboration of the interior, color combination and for the leather design accent. The result is a high-tech supercar interior which can be appealing and pleasant to interact with at the same time.

Rimac Automobili is young company that develops and produces high performance electric vehicles, drive trains and battery systems. „Our first car evolved in a short period into a project that didn't give an end result but a beginning of great new story, of the first world electric hyper car – The Concept(One)“ Mate Rimac describes their beginnings. 20 great engineers and designers settled in Croatia near Zagreb are making something new and revolutionary.



Talk is silver, driving is golden

Smart and the street fashion brand WeSC have joined forces in a partnership and presented what was quite literally the golden results of their work at the International Motor Show in Frankfurt: the "smart BRABUS tailor made by WeSC" and the "headphones for the smart by WeSC"

WeSC have selected classic elements with elegant colour contrasting from the countless individualisation options in the smart BRABUS tailor-made range: the smart fortwo cabrio is painted in gold shades all over, partly matt, partly high-gloss, and all the colours have been created for the Swedish label by the car tuner BRABUS. The jet black wheels and the leather seats with

crossways quilting bear the unmistakable signature of the streetstyle experts. Meanwhile smart took care of the design of the 32-ohm headphones from WeSC, giving a nod to the car's look, as can be seen in the perforated black ear pads and high-gloss golden highlights.

The headphones will be available from spring 2012 via <http://shop.wesc.com/> and in WeSC shops and Concept Stores all over the world. The golden city runabout will also be seen on the streets then, and advance orders can be placed via BRABUS with immediate effect. The equipment of the "smart BRABUS tailor made by WeSC" includes air conditioning, the leather BRABUS sports steering wheel with steering wheel gearshift, the 75 kW engine with turbocharging and lots of other features. The gold-plated horse-head knob, which adorns the shift lever of the WeSC original, is a one-off and not for order.





Camaro ZL1 Delivers 580 Horsepower and Exclusive Technologies

The 2012 Chevrolet Camaro ZL1's supercharged 6.2L engine is SAE-rated at 580 horsepower and 754 Nm of torque – making it the most powerful production Camaro ever.

The ZL1's outstanding power is complemented by advanced powertrain and chassis technologies, including exclusive Performance Traction Management and third-generation Magnetic Ride Control.

"The Camaro ZL1 delivers supercar performance and technology in the sports-car segment," said Al Oppenheiser, Camaro chief engineer. "For sheer power, the ZL1 delivers more horsepower than a Ferrari 458, more torque than an Aston Martin DB9 V12, and a better power-to-weight ratio than a Porsche 911 Carrera GTS.

"The Camaro ZL1 also features exclusive chassis and traction technologies," Oppenheiser said, "to offer the best of all worlds – including balanced handling for the track, acceleration for a drag strip, and the comfort of a daily driver."

The most powerful production Camaro ever

The 2012 Camaro ZL1's surpasses the advertised power of the legendary 1969 Camaro ZL1's 427 cubic-inch big block by more than 150 horsepower– while meeting modern emissions requirements.

"The torque is going to make the ZL1 a car you won't want to get out of," said John Rydzewski, assistant chief engineer for small block engines. "Not only will the ZL1 have more power and torque than the competition, we're making it available with an optional automatic transmission, to appeal to a wider group of sports car enthusiasts."

The all-aluminum LSA supercharged V-8 is part of GM's legendary small-block engine family. For a solid foundation, the engine's lower end uses six-bolt main bearing caps that clamp and lock in the forged steel crankshaft to the deep-skirt block. Its 1.9L Roots-style blower uses an efficient four-lob rotor set and compact intercooler to deliver boosted air into the high-flow cylinder heads.

For the Camaro ZL1, the LSA features a unique induction system, with a lower-restriction air filter, dual inlet paths, and improved airflow through the supercharger housing. Other changes include a higher-efficiency supercharger intercooler and electric power steering system, which consumes less engine power than hydraulic-steering systems.

The ZL1 will be offered with either a six-speed manual or automatic transmission. The Tremec TR-6060 "MG9" manual features 30 percent more torque capacity than in the Camaro SS. The higher torque capacity results from a strengthened output shaft, high-strength rear housing, and additional roller bearing. The MG9 has also been tuned for improved shift feel, with a dual-mass flywheel, twin-disc clutch, and triple synchros for smooth, precise shifts.

Similarly, the Hydra-Matic 6L90 automatic has been strengthened to handle the torque and horsepower produced by the 6.2L supercharged small block. The 6L90 features a strengthened input gearset with two additional pinion gears, additional clutch plate, and a strengthened output shaft and gearset. To make the ZL1 perform equally well on street and track, the 6L90 features three distinct drive modes:

- Drive:** The shift pattern is calibrated for optimal fuel economy, including second-gear starts, while the shift feel is tuned for a smooth driving experience. Engaging the tap-shift feature on the steering wheel or shift lever engages temporary manual mode.

- Sport:** The shift pattern is calibrated for more aggressive driving, including first-gear starts for maximum performance. The shift feel is also more aggressive, with a performance algorithm that holds the transmission in lower gears during aggressive driving.

- Manual:** Here, the 6L90 offers the driver true manual control, with no automatic up shifts, and staged upshifts for incredibly fast shifts and maximum performance.

Other track-ready features of the ZL1 include:

- An engine-oil cooler, identical to the system on the Corvette ZR1. The integral liquid-to-liquid system is so effective that both the manual and automatic transmissions are deemed to be fully track-capable with the standard factory-installed cooling package.

- A rear-differential cooler, which pumps transmission fluid to a heat exchanger, reduces temperatures in the differential by more than 37.8 C.

- A high-performance fuel system delivers fuel to the LSA engine under any performance driving condition. For example, the system features additional fuel pickups on the primary side, and the secondary fuel pickup is moved outboard for continuous fuel access during high-g cornering under low fuel conditions.

Magnetic Ride Control 3.0 adjusts damping 1,000 times per second

MRC employs valve-less damping and Magneto-Rheological (MR) fluid technology. MR fluid is a suspension of iron particles in a synthetic fluid. When the system is activated, the particles are magnetized and aligned into fibrous structures, changing flow resistance. By controlling the current to an electromagnetic coil inside the piston of the damper, the system varies the suspension firmness to match the road and driving conditions.

"Traditional suspension systems at some point compromise ride quality for road-holding grip and body control," said Oppenheiser. "With Magnetic Ride Control, we can offer customers the best of both worlds: A comfortable ride that makes the ZL1 appropriate as a daily driver and the incredibly precise body control that makes the ZL1 so enjoyable on the track."

For the third-generation, MRC uses new twin-wire/dual-coil dampers at all four corners. The smaller dual-coil system – with one coil at either end of the damper – replaces the larger single-core design of the previous generation.

The new design allows even more precise control of the electrical current (and magnetic flux), allowing greater range between the softest setting for ride comfort and the firmest setting for track driving. The new dual-coil design also enables faster response, with damping levels now adjusted up to 1,000 times per second – about one adjustment per inch of vehicle travel at 60 mph – making the system exceptionally responsive to changing driving and road conditions.

Exclusive Performance Traction Management for the race course, and the drag strip

The Camaro ZL1 will also offer Performance Traction Management (PTM) as standard equipment, which is exclusive to General Motors. First introduced on the Corvette ZR1, PTM is an advanced system that integrates magnetic ride control, launch control, traction control and electronic stability control, to enhance performance on the racetrack and drag strip.

For example, the launch control feature (manual transmission only) automatically modulates engine torque for the best possible acceleration without excessive wheel spin. When the driver pushes the throttle to the floor, the system holds a predetermined engine speed until the driver releases the clutch. Then, the system modulates engine torque 100 times per second to maximize the available traction. The system is capable of approaching a skilled driver's best effort and repeats it consistently.

Similarly, on a road course, the driver can apply full throttle when exiting a corner and PTM will automatically manage acceleration dynamics to maximize exit speed based on available traction.

Five PTM performance levels or modes are available to accommodate the given ambient and track conditions, driver experience/vehicle familiarity and driver comfort levels. They include:

- Mode 1 – Traction control set for wet conditions, with stability control on and Magnetic Ride Control set on Tour.

- Mode 2 – Traction control set for dry conditions, with stability control on and Magnetic Ride Control set on Tour.

- Mode 3 – Traction control set on Sport 1, with stability control on and Magnetic Ride Control set on Sport.

- Mode 4 – Traction control set on Sport 2, with stability control off and Magnetic Ride Control set on Sport.

- Mode 5 – Traction control set on Race, with stability control off and Magnetic Ride Control set on Track. Launch control tuned for VHT-prepped drag strips.

"Like the Magnetic Ride Control, the Performance Traction Management system improves the ZL1 experience as a daily driver and on the track," said Oppenheiser. "By offering five distinct modes of traction management, the driver can select what's best for them based on their experience and the driving conditions. As a result, novice drivers will find the ZL1 is very enjoyable to drive, while expert drivers will find PTM supplements their driving skill without interfering with their intentions."



ZAFCO LAUNCHES CSR DIVISION WITH ENVIRONMENTAL AWARENESS PROGRAMME

ZAFCO Sponsors Malli Mastan Babu for 13-Summit Attempt in South America



ZAFCO – the UAE based, leading global distributor of automotive tyres, batteries and lubricants announced the launch of its CSR division by sponsoring seasoned mountaineer Malli Mastan Babu in his latest attempt to scale 13 peaks in South America to raise awareness about the environment. ZAFCO will not only cover the entire cost of the expedition but, along with contributions from its employees, will also donate funds to plant one tree for every 100 metres Malli climbs.

ZAFCO and its employees have been involved in several community activities, such as blood donation drives and fundraising activities for local NGO's that the company supports. The launch of the CSR division will streamline these activities and future initiatives and will encompass all community, environment or safety awareness campaigns undertaken by the company.

Malli is the first Indian to conquer the seven summits, and the fastest person in the world to do so. Along with a long list of past accomplishments, his current goal will be to set a Guinness world record for climbing every summit in South America in the shortest time ever achieved.

Malli commenced his journey by scaling Mt. Adams at 3,743m and a strenuous hike in the Columbia Gorge Mountains near Portland followed by a snow and ice training session on Mt. Hood that rises to 3,429m. He is on his way to Lima, Peru where he will undergo acclimatisation training before attempting the 6,768m peak of Mt. Huascaran.

With an expanding presence in more than 85 countries, and an extensive distribution network of over 850 partners worldwide, ZAFCO is well on track with expansion plans to penetrate new markets. This initiative, in line with the company's growth and expansion plans, reinforces ZAFCO's dedication towards achieving a 'greener' future by planting over 500 trees.

Gopiraj KV, CEO of ZAFCO, commented, "Malli Mastan Babu's motivational goals to continue to break records and conquer new peaks have been an inspiration to our organisation, and by sponsoring his efforts we hope that he will have the same effect on our employees, brands, partners and the community at large."

Conquering new heights of their own within the industry, manufacturers are making significant investments in technology to ensure that customers do not have to choose between performance and what is better for the environment. ZAFCO is involved in continuous research and development under its own brand, ZEETEX with a comprehensive product range of tyres, batteries and lubricants that encompass over 600 differentiated items for the automotive industry. This is done in a continuous effort to present consumers with high performance that is simultaneously environmentally friendly.

Gopiraj added, "What we hope to achieve is inspiration; making positive changes and overcoming challenges through initiative, strength and endurance to become better as a whole. That is what we hope for our community and that is what we expect from our company."

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New Nokian Hakka Blue

Top performance for wet roads

The high-performance Nokian Hakka Blue summer tire can masterfully handle the rapidly changing road conditions in the summer. Tailor-made for the northern roads, the newest member of the Hakka summer tire range offers the best possible traction and precise handling for challenging wet roads, when drivers most often need a reliable partner. The new innovations, the Dry Touch Sipe and Swoop Grooves, give Nokian Hakka Blue excellent grip and allow it to stop nearly a metre shorter than traditional summer tires from a speed of 80 km/h (50 mph) on a rain-soaked road.

This new tire, designed especially for high-powered cars and with a good, accurate driving feel, offers uncompromisingly safe and comfortable travel from the first moments of spring until long into the autumn. The eco-friendliness of this sporty tire also adds to your peace of mind. Many innovations launched together with Nokian Hakka Green, the baby brother of the Hakka Blue, ensure that the novelty is green by nature and moves smoothly. Very low rolling resistance results in fuel consumption among the lowest in its class.

New innovations maximise wet grip

According to research, rain is the weather phenomenon causing the most traffic accidents. Driving is easy on a sun-scorched highway, but when a sudden rain shower strikes, the possibility of temporarily losing control grows. A key factor is the loss of tire grip or dangerous aquaplaning, which can quickly turn the driver into a passenger.

- When optimising the road contact and developing the structure of Nokian Hakka Blue, we aimed at maximising wet grip. We utilised a high-speed camera for this purpose to a great extent. The finishing touch on the exceptional wet grip and anti-aquaplaning characteristics are the new innovations that effectively remove water from between the tire and the road or store it temporarily, as well as the tread compound adapted for the varying conditions in the north, says Development Manager Juha Pirhonen from Nokian Tires.

The new Dry Touch Suction Sipe effectively sucks the water out from between the tyre and the road, routing it to the main grooves of the tyre. This allows the Hakka Blue to achieve maximum contact on a rain-beaten road and establish a firm grip on the road surface. The sipe shape ensures that the firm tyre has excellent wet grip, even when worn. The unique Dry Touch Sipe is larger at the bottom, which means that as the tyre wears, the groove volume does not decrease but rather increases.

To prevent aquaplaning, separate Swoop Grooves were shaped in the transversal main grooves on the inner shoulder. These elliptical slots store more water, as the volume of the transversal grooves increases. The transversal grooves are also cut to be more open, which accelerates the flow of exhaust water as the tyre pushes its way through a water layer. The flow of the water displaced by the surface tread is also accelerated by the four wide and polished main grooves. Polishing the grooves also improves the stylish appearance of the tire.

According to the comparison tests performed by Nokian Tires, the Nokian Hakka Blue has a braking distance of 39.5 metres (129.6 feet) from a speed of 80 km/h (50 mph). This is up to 0.8 metres (2.6 ft) less than traditional summer tires.



Toyo Tires Announces Driven to Perform TV Commercial



Toyo Tire announces the addition of its newest TV commercial Driven to Perform; named to reflect the company's worldwide tagline and corporate philosophy -- Driven to Perform®. Produced by Marshall Advertising & Design, the 30 second commercial delivers a rich blend of images and music, focusing on the drive and determination found inside people driven to be the best.

Driven to Perform also mirrors the company's sponsorship commitments to college athletics, such as track & field, basketball and football; the sport of mixed martial arts and to motorsports.

"Driven to Perform is a powerful message about the Toyo Tires brand philosophy," said Amy Coleman, senior director of marketing, Toyo Tire U.S.A. Corp. "It shows our desire to excel in everything we do, from building the best products to providing exceptional support to our dealers and fostering lasting relationships with our customers nationwide."

The new Driven to Perform television commercial is now available to Toyo Tires dealers to incorporate in their ad campaigns. In addition, it can be viewed on the Toyo Tires Facebook® page at www.facebook.com/toyotires, on YouTube™ at www.youtube.com/toyotiresusa and at <http://toyotires.com/about-us/tv-commercials>.

To learn more about the full line of products log onto www.toyotires.com. Toyo Tires manufactures and distributes a complete line of premium replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks. Connect with the Toyo Tires community at www.facebook.com/toyotires and www.twitter.com/toyotires.



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Hankook introduces new High-End Flagship Tire engineered by DTM Technology

Hankook introduce their new High-End Ultra High Performance Flagship Ventus S1 evo² - the company's first UHP tire engineered by DTM racing technology. The next generation of Hankook's multiple award-winning Ventus line of high-end tyres benefits from the company's performance expertise as the exclusive tyre partner to the DTM, one of the world's most popular touring car series. The Ventus S1 evo² comes with a multitude of technical innovations and design features for the best balance between wet and dry performance. It has also been developed in view of the new EU-labelling requirements. Advanced tread-design and optimised compound technology result in a new high-end UHP tyre that delivers on performance as well as comfort, safety and environmental friendliness.

Hankook's Ventus S1 evo² combines well-tested, award-winning strengths with cutting-edge innovations based on Hankook's DTM expertise. The Ventus S1 evo²'s sophisticated multi tread radius profile technology results in an outstanding tire footprint shape allowing for excellent hydroplaning performance, optimal ground contact pressure for perfect balance in both wet and dry conditions as well as improved driving control and safety at high speeds. The innovative DTM-inspired triple layered block design with a smart outer rib blocks staircase arrangement increases the tire's contact patch with the surface as tyre wear progresses, ensuring consistently high traction performance throughout the tire-lifecycle.

The Ventus S1 evo² has been equipped with the latest generation advanced silica compound with an optimised cross-linking system that additionally helps to improve the wear performance and heat aging resistance. The all new high-grip styrene polymer formula supports superior wet performance while lowering rolling resistance for better eco-friendliness.



A refined cooling system with surface enlarging fins installed in the ground of the tire's grooves and double step micro-turbulence creating dimples positioned among the outer shoulder block edges inducing the rapid release of heat and thus ensuring a more stable handling performance as well as an increased tire life. For a pleasant driving experience, the new Hankook UHP flagship comes with a special aero dynamic sidewall design that further reduces tire noise and emphasises the tire's sporty look.

"Hankook's Ventus S1 evo² is a worthy successor of our multiple award-winning bestseller Ventus S1 evo, which was frequently distinguished by leading European automotive magazines and possibly one of the most successful UHP tires ever," says Jin-Wook Choi, Hankook Tire Executive Vice-President and COO for Europe. "It comes loaded with innovative technologies and design features that we were able to derive from our expertise as the exclusive tire partner of DTM teams Audi and Mercedes. Our new premium performance tyre will provide customers with sportive and stylish driving pleasure, comfort and safety while it is environmentally friendly at the same time. This makes the Ventus S1 evo² another perfect example of commitment to technology and excellence."

The all new UHP is to be produced mainly at the company's state-of-the-art European production site in Hungary. The line-up for the upcoming 2012 spring season will first come in sizes 17 to 19 inches in series 45 to 35 and cover tread width from 215 to 275 for high powered compact cars, luxury limousines and sports cars and will be completed within 2012/2013.

Infinity launches online media site

Infinity Tyres has announced the launch of its online Press & Media Room at which news and press releases related to Infinity Tyres, the Infinity Tyres Foundation, and, any stories and media related to the Infinity family, will be first published and stored online. Infinity says it believes that this new digital platform will help journalists find "new ways of engaging their audiences." Jorge Crespo, Infinity's European general manager, said the Press Room is a very important digital tool because "millions of people and potential clients will now have access to Infinity's message, whether this is regarding our product range, or the company's interests, achievements and goals. And all of this is aimed at giving our potential customers and clients further information about all that happens within Infinity's world."

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Nitto Tire Wins 1st Place in Best Website Category at 2011 IMA Awards for NittoTire.com



Nitto Tire, a leading developer of performance tires for racing, off-road and street has announced that their newly re-developed website, NittoTire.com has been awarded first place in the best website category at the 2011 Internet Marketing Association (IMA) awards. The accolade recognizes organizations of all sizes for their expertise and effectiveness in utilizing a wide range of Internet marketing activities.

"We're honored to receive first place at the prestigious IMA awards," said Stephen Leu, marketing specialist. "NittoTire.com was developed to provide our customers with a superior experience, helping them make informed purchasing decisions through interaction with existing Nitto advocates using popular social media outlets like Facebook and Twitter."

Award-winning NittoTire.com was created by Cie Studios, a developer of custom social, mobile and web applications, to assist car and truck enthusiasts in selecting the best tires for their vehicles. Conversely, for those not as familiar with Nitto's products they created "Tires 101" an online tutorial which offers background information on the tire industry and the company's products. The site is optimized for mobile devices and employs the latest technology, graphics and animation, text and social media to engage users in an interactive purchasing experience. The site also promotes participation in Nitto's passionate online user community of more than 348,000 Facebook fans alone.

"We are dedicated to equipping Nitto with the best tools in which to communicate with their avid customer base," said Edward Yu, president, Cie Studios. "For NittoTire.com we worked closely with the company to create a unique user experience on the site, enabling interaction with Nitto's very social online community and providing detailed information on product offerings."

NittoTire.com, gives users the option to click on one of three tire categories to view multi-dimensional images and highly detailed descriptions of Grappler Truck, Street and Competition models. They can also search by vehicle type, model and other filters to find the right tire and size for their vehicle. Users can also review daily news updates, watch special multimedia features as well as follow and share information with their friends via social media channels. Customers can utilize the site's geo-map function to locate Nitto Tire retailers by zip code.

MICHELIN RACES PRESENT AND FUTURE AT SAME TIME

Porsche Hybrid 2.0 Features Flywheel Hybrid, Electric-Wheel Motors and MICHELIN Tires

Michelin is the technical partner for the innovative Porsche 911 GT3 R Hybrid 2.0, in addition to its partnerships with the American Le Mans Series (ALMS) Prototype Muscle Milk Aston Martin and the Aston Martin Racing factory teams and GT-class Corvette Racing, Risi Competizione Ferrari, Flying Lizard Porsche and Extreme Speed Ferrari teams.

The six-hour race, the eighth and penultimate stop of the 2011 ALMS season, will be a key race in the 2011 ALMS manufacturer, team and driver championships. It also marks the return to competition of the updated version of Porsche's highly innovative flywheel hybrid.

"The Porsche 911 Hybrid 2.0 has a 465-horsepower engine, plus a flywheel hybrid and a pair of 75 kilowatt front-wheel motors, so it is a very unique package," said Karl Koenigstein, Michelin ALMS technical team leader.

Electric energy generated during braking and deceleration is stored in an electric flywheel. During acceleration, this energy is automatically delivered to the front wheels. Drivers can also manually utilize the stored energy with a boost-paddle on the steering wheel for overtaking.

"The front-wheel motors add weight, power and torque to the front tires, so having the Porsche Hybrid race here as an unclassified entry allows us to see how our MICHELIN® tires perform on the same day, time, race and track against current competitors and then evaluate all the data," said Koenigstein.

"The constant flow of innovative technology through motorsports and programs like the Porsche Hybrid provides Michelin with tremendous opportunities to learn," said Koenigstein.

The technical challenges drivers face on the 2.238-mile, 11-turn circuit include significant elevation changes and an often-slippery track surface.

In addition to its technical partners teams in the Le Mans Prototype and GT classes, Michelin is the sole tire provider for the Le Mans Prototype Challenge (LMPC) class featuring identical Chevrolet-powered Oreca prototypes.

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There are more than 500 tire brand in the world

Yokohama Rubber Receives Letter of Appreciation from Japanese Embassy in Moscow

The Yokohama Rubber Co., Ltd., announced that it had been given a letter of appreciation from the Japanese ambassador to the Russian Federation, Mr. Chikahito Harada, in recognition of its contribution to supports for the people affected by the East Japan Great Earthquake through charity events carried out at InterAuto Moscow 2011.

At InterAuto Moscow 2011, in addition to exhibiting tires, etc., Yokohama Rubber staged Ninja and Oiran (high-ranking geisha) shows by performers from Edo Wonderland in Nikko, Tochigi Prefecture to give Russian people the experience of Japanese traditional entertainments. There was also a high-speed drifting exhibition - referred to as the "YOKOHAMA SPEED FESTIVAL" - by Team Orange, known for similar shows in Japan, and demonstration runs by drivers from the Russian Touring Car Championship (RTCC).

Charity activities for the earthquake disaster included collection boxes at a special site of the motor show, and auctions, booths, and more, with all proceeds donated to relief efforts. There was also an exhibition of tsunami photographs taken by Mr. Satoshi Ueda, a photographer who was born in an affected area. Visitors to the show were able to leave messages on a bulletin board to encourage Japanese people.



Recognizing Russia as an important, growing market, Yokohama Rubber has been expanding its business there. Yokohama Rubber has established two companies in Russia jointly with ITOCHU Corporation: in April 2005, Yokohama Russia L.L.C., a tire sales company (invested 80%/20% respectively) and in August 2009, L.L.C. YOKOHAMA R.P.Z., a tire sales and manufacturing company (invested 80%/20% respectively). Numbers of tires sold have increased annually to more than two million in FY2010. Local production of tires will be launched within the current fiscal year.

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The Asian century and the rise of the economy tire brands



Mr. Surender Singh Kandhari

Mr Kandhari was born in 1948 in India. He was educated in India and graduated with Honours from Loyola College Madras, where he was the Student Union President. He then went to further his professional education and to train as an accountant with AF Ferguson in Bombay.

In 1976, Mr Kandhari came to Dubai to grow the family business and formed the Al Dobowi Group. The group today is the leading tire management services provider in the UAE and has grown to have over 1500 employees and have a significant presence in Saudi Arabia, Nigeria, Ghana, Europe and Canada.

Mr Kandhari is an avid golfer and is a founder member of the Emirates Golf Club where he was until recently the Club Captain. He is also a founding member of the World Trade Club, on the Board of the Governors of the Indian Sports Club and the Vice President of the Auto Parts Merchants Group to name a few of his activities.

For the first 1800 years of the past two millennia, the two largest economies in the world were those of China and India. The last two centuries of Western domination can therefore be regarded as a major historical anomaly. However, all historical anomalies should come to a natural end, thus it is now the turn of Asia, and in particular India and China, to retake its rightful place on the world's economic stage. The economies of these countries have taken their time to observe and analyze ("lengjing guancha," as Deng Xiaoping, China's erstwhile leader, advised), and are now in a position to better implement the so-called pillar of Western wisdom - the free market economy.

By 2030, there will be no doubt that the 21st century will be the Asian century.

Amazingly, at the same time that belief in the virtue of free trade is diminishing in Europe and America, it is increasing in Asia. This is why the largest Free Trade Agreements (FTAs) are now being signed and implemented in Asia. These include the ASEAN-China FTA and the ASEAN-India FTA. The fastest growing trade flows can also be found in Asia. In our industry, as in many others, rather than encouraging free trade Europe and America are focusing on legislation, such as Tire Labeling Laws, to act as quasi-trade barriers.

Even in our industry, the major investment in manufacturing facilities is taking place in India and China. Just look at the investment Michelin alone has made in India. Every global player of any substance already has a manufacturing presence in China. In fact, China has already produced a top ten world player in our industry - Hangzhou Zhongce. I am sure that by 2030 we will also have an Indian player among the top rankings. The shift in power to Asia is already underway, and I am sure over time it will prove to be irreversible.

The world will be completely different in 2030. For example, people will be saying that to visit a city of past, you should go to London; to visit a city of the present, you should go to Dubai; and to visit cities of the future, you should go to either Shanghai or Mumbai. The most optimistic young people will not be found in the West. Instead, they will be found in India or China. Neither Europe nor America will be in a position to impose unilateral trade or economic sanctions on the rest of the world. Instead, both will have to work hard to create stronger ties with Asia in order to protect their long-term interests - this in a world where the West will represent but a tiny percentage of the total population. By 2030, there will be no doubt that the 21st century will be the Asian century. So how does this affect us in the tire industry? Well, over the last few years the trend that has really come to the fore in the tire industry is the emergence of the economy brands, and the subsequent increase in both the quality and quantity of the tires they produce. Where are all these tires made? Asia. So an Asian Century will also signify the century of the economy brands. This is good for the industry as there are no bad tires - all tires are good, it is just that some are better than others.

Today the number 10 manufacturer in the world is the Hangzhou Zhongce Rubber Company in China. This is a manufacturer that is more commonly associated with budget or economy brands, such as Westlake. But today it finds itself ahead of legacy brands such as Cooper, which formerly occupied that role. Few people know that in terms of truck radial capacity it is the fourth largest producer of truck radial tires in the world. A manufacturer cannot get to this level in the world rankings without being a quality producer - not in our industry anyway! If you then go down the list of the next ten manufacturers, they are also producers of budget or economy tires. In fact, the former occupant of the number 10 spot is actually producing tires in the Hangzhou factory as well as in the Chengshan factory - both are budget brands, but the company is selling its tires under a legacy brand name.

Over the past few years, the standards of the factories in Asia have improved tremendously. Most of the factories have introduced the latest equipment from Europe and the USA to expand their lines, and a lot of manufacturers of tire production equipment have also set up shop in East Asia to cater to their demand. When you see the shiny, brand new factories in China, with their new equipment, new moulds and new presses, you can understand why they are able to easily produce better quality products than the legacy brands. I personally visit Chinese factories more than five times a year, and the marked improvement in quality that I have witnessed in these factories is rather commendable. This is not only among the major economy brand manufacturers, but also among those that were previously classified in the second tier of the budget manufacturers. Gone are the days when people assumed they were just copying the legacy brands. These factories are investing in the latest testing equipment to ensure that their tires conform to the different standards encountered in the various countries that they are marketing to. They are also investing in quality people and ensuring that they start conducting in-house research and development.

During my recent visit to Europe I noticed that the economy brands are taking a large share of the pie - so much so that the legacy brands now appear to be fighting back through increased regulation. The introduction of the Clean Oil / REACH / PAH regulations was the first example of this, even though the University of Chicago has already conducted studies that show that using these oils does very little to help the environment. But the impact of this regulation has forced the economy brand manufacturers to set up separate lines of production using different ingredients especially made for Europe, all of which has increased their costs and reduced their efficiency. The legacy brands thought this would halt the march of the economy brands in Europe. However, despite some initial adjustments, most of the manufacturers have managed to ensure that their tires comply with the regulations.

Currently, 52% of tires sold in the UK are by economy brands, and that figure continues to rise. In 2010, out of 29 million tires sold in the UK, 15 million were economy tires.

Another measure that will come into force in the EU by the middle of the next year is the Tire Labeling Law. This new law will require every tire sold in the EU to carry a label indicating the graded quality, based on noise, wet grip and rolling resistance. The legacy brands are hoping that this will demonstrate to consumers that their tires are better than those of the economy brands, and as such that the consumer should pay more for them. What has actually happened is that the major economy brands have been working hard, including changing many moulds and patterns, to ensure that they hit the levels close to those of the major legacy brands. I believe that the tire labeling regulation in the EU will allow economy brands to increase their presence in the EU Market and perhaps even increase their price. As brands become less important to retailers, especially in markets that don't have strong local manufacturers, like the UK, people will opt to buy the cheaper tire if the grades are the same. I have already seen some tests by economy

brands, which have achieved C and C classifications, with some even obtaining a B classification. Some of the major brand patterns have not yet achieved better than C and C. This is not only the case in Europe, as economy brands need to meet regulatory requirements, such as SASO and SoNCap, in many parts of the world.

In Europe, the fear among many legacy brands is that other countries might follow the UK in adopting the economy brands. In the past, the market was segmented between premium brands (determined by their brand equity, marketing expenditure and presence in the original equipment - OE - market) and quality brands (the second line of major manufacturers; some historical brands that did not have OE and did not want, or could not invest, to elevate their brand equity). Most premium brands controlled distribution through the ownership of their retail chains, while enforcing very restrictive policies among the independent retailers. This has now changed dramatically.

Currently, 52% of tires sold in the UK are by economy brands, and that figure continues to rise. In 2010, out of 29 million tires sold in the UK, 15 million were economy tires. In France the figure is 28%, in Spain 20% and in Italy 20%. In Germany it is 20% during the summer and 10% in the winter. But the growth in the economy market exceeds 20% a year. This compares with a decrease in many segments for the legacy brands. In Europe as a whole, the total market for tires is just over 350 million. So if Europe went the way of the UK, about 175 million tires would be budget tires. Now that is a growing market!

We are seeing this growth against the backdrop of the global recession - with legacy brands charging excessively high prices for their tires and effectively encouraging people to try a different option. And as economy brands get their chance to fit their tires onto more wheels, customers are increasingly realizing that just because tires are cheaper that doesn't mean they are bad tires. They are just tires that have been more efficiently manufactured. Importantly, another area where brands are competing is in relation to the range of tires they produce. In the past, economy brand manufacturers offered much smaller ranges. Today the economy brands can offer ranges to rival some of the legacy manufacturers. With heavy investment in moulds and presses, you can now get sizes from economy brands to fit a Ford Focus, a Porsche Cayenne or a Bentley.

customers are increasingly realizing that just because tires are cheaper that doesn't mean they are bad tires. They are just tires that have been more efficiently manufactured.

Additionally, at a dealer level the days of "fake" tires have gone. You can cheat some people some of the time but not all people all of the time, and nowadays the tire world is too small. Everybody knows each other and factories have also become far more transparent. In fact, the economy brands that tire dealers are retailing are encouraging the promotion of concepts such as Cost Per Kilometer (CPK), as they are now actually in a position to challenge and beat legacy brands on such performance criteria. Even fleets that are seeking to make economies are now looking at economy brands. Just recently, ATS Euromaster in the UK, a company controlled by Michelin, signed a contract for the supply of truck tires from Giti Primewell following extensive testing.

One of the other factors that is helping the growth of economy brands is the Internet. More and more people are buying tires on the web. This is emphasized by the proliferation of companies such as Delticom and BlackCircles on the retail front, in addition to many others on the dealer front. Every major company in Europe now offers tires over the Internet, and this is a trend that is also increasing in the Middle East. In fact, Internet buying accounts for between 8% and 13% of tire purchases, depending on which European market you look at. Germany is close to 13% and some smaller markets are at 8%. This is also the fastest growing segment and there is a new cultural shift as younger people are more reliant on using the Internet to determine their buying habits. As the Internet harmonizes the availability of information, more and more people can research the price differences offered by the economy brands. Moreover, the Internet has also increased the availability of these budget brands to the average customer.

Where the economy brands still have to catch up is with their marketing. But they are not far behind. I encourage you to look at the stands at trade shows to see how far they have already come, and how fast they are catching up! The economy brands today understand the value of a name. They are investing in marketing and branding, and some are even hiring specialist consultancies to advise on changing their names. They are not far behind, even on this front. With the emergence of more and more private brands, which focus on branding rather than manufacturing, this will allow the manufacturers to learn more and develop faster in this respect.

I suggest all of you look more closely at the economy brands - you will all be buying them soon if you have not already done so! The Asian Century is coming and the economy brands are coming too!

(Mr S. Kandhari is an independant contributor. The opinions expressed are his own, Tires & Parts is not responsible for the article's accuracy)



Hankook's European factory is expanding its original equipment manufacturing

Hankook Tire's European factory is continuously expanding its OE supply business to the European market. The KIA Sportage, the car maker's most popular family SUV will from now on come factory equipped with Hankook's high-performance tyre Optimo K415.

OE supplies play an important role in the operations of Hankook Tire's European plant. In line with the continuous investments in the state-of-the-art European factory, the company is making efforts to meet the requirements of leading car makers aiming to increase the OE tyre production rate from the current 10 per cent to 20-25 per cent of the total production during the upcoming years. Besides serving KIA, the Hungarian production site already supplies OE products to the European operations of Volkswagen since 2009 as well as Hyundai since 2008.

Original equipment tires for the Sportage are delivered from Hankook's European ultramodern factory in Hungary directly to KIA's European manufacturing plant in Zilina, Slovakia. As part of its longstanding and successful partnership with KIA, Hankook has already supplied various tires to the car manufacturer's Slovakian plant from its Korean facilities. Now, thanks to the new tyre production site in Rácalmás, approx. 60 km south of the Hungarian capital Budapest the delivery time has been shortened from the previous 45 days to a maximum of 48 hours.

The dynamically growing automobile manufacturer equips its brand new Sportage model with the Hankook Optimo K415 in the size 225/60R17H. The Sportage has achieved remarkable success in the European market thanks to its sleek, stylish and sporty look and design as well as plenty of premium and integral safety features. Besides KIA, the Optimo K415 is also supplied for Hyundai's Tucson. Hyundai Tucson is also a compact stylish SUV with advanced safety technologies, which combines the design of a SUV with the sporty performance and fuel-efficiency of a sedan. The high-performance tyre Optimo K415 tyre perfectly fits to that character by providing superb performance both on wet and dry road surfaces for both models without sacrificing other important demands, e.g. for a maximum of comfort and a high mileage.

"High quality and safety standards, combined with stylish advanced and functional design are core values both for the KIA Sportage and Hankook tires. Following a long history as a global tire supplier to KIA, we are pleased that from now on we can support KIA with Hankook's superiority and cutting-edge tire technology from our state-of-the-art Hungarian production facility," says Sang Il Lee, Managing Director of Hankook Tire Hungary.

Hankook's European plant is one of the most modern tire manufacturing facilities worldwide. It started operations in 2007 and was certified according to ISO/TS 16949:2002 already in 2009. The plant thus meets all requirements of car makers, producing tires for the most demanding European markets with regard to the quality management systems of their original equipment suppliers.

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Pirelli celebrated the truck division centenary with three new product lines

From the momentous 'Ercole 1000 x 150', first marketed in 1911, to the new tires for winter, highway and gravel applications, presented in Izmit to complete the 01 Series

The efficient mobility solutions of the new tires guaranteeing fleets safety, environmental sustainability and low running costs

Photographic exhibition "Pirelli, a century of transport, faces, technology and tires serving mobility" opened to mark the centenary celebrations

Pirelli racks up a century of operations in the truck sector and celebrates by unveiling to the international press three new tire lines for winter, highway and gravel applications to complete the 01 Series. The three tire lines respectively designed for use in critical winter conditions (FW:01 and TW:01), long distance haulage (FH:01 and TH:01) and construction machinery (FG:01 and TG:01). Developed to meet the requirements of the trade as far as safety, environmental sustainability, wear and low running costs are concerned, the latest additions to the 01 Series were launched in Izmit, in Turkey, where the Pirelli Group's largest manufacturing works is situated that specialises not only in tires for medium/heavy vehicles, but also for cars and motorsport. There is good reason for such choice since Turkey is one of the most important countries for the Pirelli Truck division, both as a manufacturing site and sales market, and is also one of those countries that have made the biggest contribution to establishing the Pirelli symbol in truck sector international markets over these past 100 years.

From the first historic truck tire, the 'Ercole 1000 x 150' that made its debut on the Pirelli price list in 1911, up until today, the Truck Business Unit has expanded and now numbers 6 works situated in Turkey, Italy, Egypt, China and Brazil, that boasts two sites. All the division's factories employ the group's state-of-the-art manufacturing technology and are supported by the Research and Development centres in Izmit, Santo André (Brazil), Yanzhou (China) and Milan that guarantee tire design tailored to meet the specific needs of the various markets.

The worldwide growth strategy implemented in recent years has allowed the Pirelli Truck division to maintain its status in traditional markets and expand in the emerging ones. In particular, as a result of the recent investments in Brazil and China, the division can now count on competitive manufacturing facilities of sufficient size to meet the increasing demand for commercial vehicle tires that is particularly strong in areas enjoying major growth. Such strategy guarantees Pirelli a dominant position in some of these markets, starting with countries of the Mediterranean Basin, especially Turkey and Egypt, and in South America.

Historical documents and photos tell the hundred-year story of the Pirelli Truck division in the exhibition being held in Izmit to mark the launch.

W:01 winter tyres have been designed by the Pirelli Research and Development department in order to ensure maximum performance on wet, snowy or icy surfaces and temperatures below 4° centigrade. Low rolling resistance, acoustic comfort and high mileage are the main characteristics of H:01 highway tyres designed for long-haul transport vehicles on motorways or arterial roads. Finally, for construction vehicles used both on-the-road and on-site, Pirelli has designed G:01 gravel tyres, these being particularly tear-resistant and able to guarantee high mileage.

Like all 01 Series tyres, the three new lines also employ latest-generation SATT technology that provides extended product life, high retreadability, extremely even wear and improved steering precision. Compounds and tread patterns are designed and optimised according to the performance required in the various applications. In all 01 Series lines, a summary of performance benefits is provided by the ECOIMPACT symbols on the sidewall.

The launch of the new range is accompanied by the enhancement of Pirelli integrated services to support haulage operators. Over the past few years, Pirelli has introduced the tyre Retreading System through a network of approved retreaders guaranteeing first-life quality even of subsequent retreads. Pirelli has also recently expanded CQ24 International, the breakdown service available throughout Europe and Turkey, designed to put the vehicle back on the road as quickly as possible.

Maxxis on List of Taiwan's Top 20 Brands

Maxxis has been named one of Taiwan's Top 20 Global Brands for the ninth straight year. Published by Interbrand, the list was announced September 21 at a ceremony in Taipei, Taiwan.

Included in the top ten since the list was first issued in 2003, Maxxis was again the only tire company to make the prestigious ranking. The company placed eighth on the 2011 list, with an estimated brand value of US\$335 million.

Interbrand cited several factors in explaining Maxxis' place on the list, including the company's growth in key areas. The global branding consultancy noted that while competitors have shut down factories due to rising costs and declining purchasing power, Maxxis plans to open new manufacturing facilities in Chongqing and Xiamen, China, and in Taiwan. In addition, the company has signed new contracts with Mercedes-Benz in China, Nissan in Mexico and three Indian automobile companies. Interbrand also praised Maxxis' focus on innovation, superior quality and customer satisfaction, and noted that Maxxis has become the tenth largest tire manufacturer in the world.

Interbrand developed the list in cooperation with the Taiwan External Trade Development Council (TAITRA) and Business Next magazine. Rankings were determined by analysis of current and future revenue specifically attributable to branded products, how a company's brand influences consumer demand at the point of purchase, and the ability of the brand to secure the delivery of expected future earnings.

Maxxis thanks Interbrand for this recognition and expresses its gratitude to more than 22,000 Maxxis employees around the world, whose hard work and dedication have made this honor possible.



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Pole for Vettel with Pirelli's P Zero supersoft tires



Sebastian Vettel has edged closer to sealing his first world title with Pirelli, after setting pole position under the lights of Singapore. The German driver was fastest with a time of 1m44.381s in the final qualifying session on the P Zero Red supersoft tires, beating last year's pole time by more than a second. It was Vettel's 26th career pole position (his 25th in 50 races with Red Bull Racing) and Red Bull Racing's 14th pole of the year, continuing their unbroken record.

Once again, a wide variety of tactics were at work in preparation for tomorrow's race, where pit stop strategy will be crucial. With a difference of 0.8-1.0 seconds per lap between the soft and the supersoft tires, most runners are expected to adopt a three-stop strategy, although some teams may choose to stop twice.

The Singapore track once again challenged the brakes, cooling and particularly the tyres, which impact against the kerbs at more than 200kph and absorb huge forces. Thanks to swift overnight intervention there was no repeat of the kerbing detaching itself from the track surface, as seen during Friday's free practice sessions.

All the top runners got through the first and second qualifying sessions using a combination of the P Zero Yellow soft tyres and the P Zero Red supersofts. The final top 10 – which included both Force India cars for the first time this year – ran on P Zero Red supersoft tires from the very beginning. The Force India cars did not come out at all during the final session while Mercedes driver Michael Schumacher did not set a time and McLaren's Lewis Hamilton did not complete a second flying run. This means that they will all have an extra set of the P Zero supersoft tires for the race tomorrow – which has a 40% chance of rain. Hamilton's final run during Q2 on the supersoft tires ended when he picked up a puncture due to a cut tire, probably caused by debris.

Once again conditions were hot and humid, with ambient temperatures of 30 degrees and humidity of 71%. While these conditions do not affect the performance of the tyre, high levels of humidity make the track surface more slippery, similar to a light coating of rain.

Pirelli's motorsport director Paul Hembery commented: "Although we had a problem with the kerbing yesterday, some extremely efficient intervention from the FIA and race organisers overnight meant that there was no repeat of this at all today and we were able to enjoy another qualifying session that underlined some of the strategy that is in store for tomorrow. Of course there's the possibility of rain, which would obviously introduce a whole new aspect to the race, but with the top three teams lining up alongside each other tomorrow, it will be fascinating to see just how the action unfolds."

Tia announces record sales of ATS program



The Tire Industry Association (TIA), one of the leading global authorities on tires, today announced that the new Automotive Tire Service (ATS) Program achieved record sales since it was released earlier this year. The ATS Program includes the industry's first comprehensive passenger and light truck tire service training in addition to advanced training on Tire Pressure Monitoring Systems (TPMS).

As part of the ATS Program, TIA also produces an annual TPMS Relearn Chart so technicians have access to a quick reference guide in the shop. This laminated, spiral-bound resource includes the relearn requirements for domestic and import vehicles as well as the original equipment and popular aftermarket part numbers for replacement sensors and service packs.

"We are incredibly happy with the response from our members regarding the new ATS Program," remarked Kevin Rohlwing, TIA Senior Vice President of Training. "Our sales projections for the year have already been exceeded and the feedback from the students has been tremendous. We even had to reprint the TPMS Relearn Chart because we knew we were going to run out of inventory a few months ago and now the reprint is almost sold out. The demand for the ATS Program has never been higher as more and more tire retailers recognize the benefits of well-trained technicians."

The ATS Program is designed to give passenger and light truck tire dealers the flexibility to meet their needs. It is divided into several components and includes hands-on certification for those businesses that want the most qualified technicians in the industry as well as the traditional video/workbook program for those in need of minimum skills training.

"TIA has made a strong commitment to training, so the new ATS Program is another example of our resolve to remain the leader in technician education," said Mike Berra, TIA President and President of Community Tire Retreading in St. Louis, MO. "In fact, we are currently developing an on-line university that will be launched in the first quarter of 2012. This will give everyone instant access to our basic and advanced training programs with electronic reporting and recordkeeping. The Board unanimously approved this investment because we understand the need to provide our training materials on multiple platforms."

Continental Tyres chooses Dubai International Motor Show as preferred partner

Sponsorship Highlights Show's Importance on a Global Stage

The Dubai International Motor Show has announced that Continental Tyres, one of the industry's most illustrious names, will be the first official tyre sponsor for the region's largest and most important automotive event.

Celebrating its 140th anniversary this year, Continental Tyres has a rich heritage producing premium tyres for passenger cars, SUVs and commercial vehicles. Renowned for its German engineering and uncompromising quality, Continental is the European market leader for passenger and light truck tyres and one of the world's leading luxury automotive suppliers.

Commenting on the company's debut sponsorship at this year's show, Andreas Bertram, Managing Director Continental Middle East said: "This is a landmark year for Continental Tyres and with the Middle East being a key market for us, we are delighted to be the first official tyre sponsor of this important event. The Dubai International Motor Show allows us to reach a wide and knowledgeable audience from across the region. We look forward to showcasing our latest range of tyres this year, designed for driving pleasure and safety in varied road conditions; they are the ideal solution for drivers in the Middle East."

Tyre safety is a key concern in the region given the high temperatures in the summer and the risk of blow outs. This, in addition to the 11% increase in import/export figures¹ in Dubai's automotive aftersales market, has drawn the world's leading parts and accessories suppliers to The Dubai International Motor Show as a key business platform for the Middle East and neighbouring regions.

Trixe Loh, Senior Vice President of Dubai World Trade Centre, the organiser of The Dubai International Motor Show said: "We are delighted to welcome Continental Tyres as the first official tyre sponsor of the Dubai International Motor Show. This is yet another reflection of the show's influence on the industry and an ideal opportunity for the company to reach their target audience."

Running from the 10 – 14th November 2011 at the Dubai International Exhibition and Conference Centre, this year's show promises a wealth of exciting attractions. Concept cars, regional premieres and technological innovations from the leading automotive manufacturers in Europe, the Americas and Asia will be showcased this year, with a number of global launches offering visitors the chance to see some of the latest models before the rest of the world.

The growing list of top exhibitors confirmed this year include Audi, Aston Martin, Bentley, Bugatti, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Koenigsegg, Lamborghini, Land Rover, Lexus, Maserati, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Peugeot, Renault, Toyota, Volkswagen and Volvo.

Hero tires announces new Luxgen SUV7 OE debut



Hero Tires is proud to supply its original equipment with new addition of Luxgen7's SUV luxury sports car - the first time a Hero tire has been fitted as standard to a true thoroughbred model of Luxgen 7 in potential SUV vehicle segment. The reinforced OE fitment partnership between Federal and Luxgen is a win-win situation for two companies as both of brands present one of the world's greatest names in the markets, while share the same commitment to creativity and technology. "Expanding our business with the automobile manufacturer of Taiwan heritage like Luxgen enables us to cater to the demands of the growing automotive sector. It not only strengthens our position as an international player, but also proves that Hero Tire is being recognized for its technological prowess and quality in the global market." Henry Lin, Director of Global Sales Division, Federal Corp., commented on the first shipment supply for the Luxgen 7 SUV.

Under the hood a 2.0T engine is producing 160hp, the Luxgen 7 SUV is one of the first sports cars rolling as standard on Hero's flagship Dynastorm Highway Commuter tire in size 235/55R18 100V, and will soon to be introduced and available in the domestic market of China around September this year. Developed especially for urban road use with superior high speed capabilities, the unique and sophisticated tread design of Dynastorm H/T features the diverse combination of grooves and sipes to effectively minimize perceived noise that transpire from surface friction for an exceptionally comfortable and quiet ride.

Describing the Dynastorm H/T in further detail, it offers excellent handling properties, while delivering high mileage in all weather conditions. The distinctive patterns and impressively solid structure express both power and confidence for excellent level of impact-resistance characteristics and driving enjoyment. All of which ensures the most remarkable performance ever to meet the outstanding Luxgen specification. Hero Tire combines performance and style, blending a sporty tread pattern with optimum levels of tread wear and grip. No matter what your needs, we have a tire for your vehicle.

EVENT	DATE	INFORMATION	LOCATION
Autocomplex	01- 03-Nov 2011	Autocomplex provides an ideal platform to reach delegates and visitors from all over the multi million pound Fitting Stations and Equipment, Car Equipment and Maintenance, Garage & parking industry.	Expocentre Fairgrounds, Moscow, Moskva, Russia
	01- 04-Nov 2011	Approximately 100,000 industry leaders are supposed to be participating in this leading international fair and convention from across the world. More than 50,000 domestic and international buyers will also come in this event. The participants will get latest information about the tools and techniques which are being used in the field automotive industry.	Las Vegas Convention Center, Las Vegas, Nevada, United States Of America
New Energy Auto Show	01- 05-Nov 2011	New Energy Auto Show will be firstly held in Shanghai New International Expo Centre during November 1-5, 2011. It is expected that over 200 exhibitors to attend the show, the display area will occupy 23,000 sqm, more than 100,000 visitors will come the show.	Shanghai New International Expo Centre(SNIEC), Shanghai, China
DUB Show Tour-Las Vegas	02- 05-Nov 2011	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.	Las Vegas Convention Center, Las Vegas, Nevada, United States Of America
Brazil Automation ISA	08- 10-Nov 2011	Brazil Automation ISA will be one of the high sophisticated Brazilian ventures that will be culminating into certain decorum of latest automation of prolific instrumentation of engineering products. The two days event will be ventured at the eminent and most reputed convention center of Expo Center Norte White Pavilions. The expo will be focusing on the marketing development of the outstanding scientific products in the high esteemed expo.	Expo Center Norte, Sao Paulo, Brazil

EVENT

DATE

INFORMATION

LOCATION



10- 14- Nov 2011

Dubai International Motor Show, the show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world

Dubai International Convention & Exhibition Centre, Dubai, United Arab Emirates

Classic Motor Show

11- 13- Nov 2011

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(NEC), Birmingham, England, United Kingdom

Vietnam Motor Show

16- 20- Nov 2011

This is the professional and biggest exhibition organized so far that fully gathers the most prominent Automobile manufacturers in Vietnam Market and welcome spare part & accessories suppliers from all over the world to join in. Vietnam Motor Show will feature the latest and best vehicles from around the world

GiangVo Exhibition Centre & Fairground, Hanoi, Vietnam

Iran Auto Part International Fair

18- 21- Nov 2011

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.

Tehran Permanent Fair Ground, Tehran, Iran

Los Angeles Auto Show

18- 27- Nov 2011

It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.

Los Angeles Convention Center, Los Angeles, California, United States Of America

Reifen China

22- 24 Nov 2011

REIFEN CHINA was originated from REIFEN in Essen which has been running every two years in Germany since 1960 and is the largest and most professional tire show in the world of today after going through the development of half a century. China, as the world most active and fast-growing market, is of extremely extensive prospect in rubber and tire industry.

Los Angeles Convention Center, Los Angeles, California, United States Of America



Five stars for the Audi A6 in the Euro NCAP crash test

The Euro NCAP consortium has awarded the new Audi A6 the maximum five-star rating for passive crash safety. The results for adult occupant protection in a frontal, rear or side collision and for child safety and pedestrian protection make the new Audi A6 one of the safest cars in its class.

The Euro NCAP consortium has awarded the new Audi A6 the maximum five-star rating for passive crash safety. Founded in 1997, the consortium is made up of international representatives from European transport ministries, automobile associations, insurers and consumer protection organizations. It performs extensive testing of the crash performance of new cars.

The results for adult occupant protection in a frontal or side collision and the child safety and pedestrian protection place the new Audi A6 among the safest cars in its class. The demanding test requirements of the Euro NCAP far exceed the standards of European lawmakers.

The scores awarded by the testers to the A6 for driver and passenger protection in frontal and side impact collisions easily earned the car the top rating of five stars. Children are also well protected in the new Audi A6. But ensuring protection for pedestrians and cyclists is also an important concern for Audi. A vehicle front end specially designed for this requirement helps to mitigate the consequences of a collision. The Audi A6 earned similarly good results in the Euro NCAP test.

In addition to the elements evaluated by the institution, Audi also gives top priority to integral safety as well as active safety. For this reason the Audi A6 offers an integral pedestrian protection system with standard daytime running lights and optional night vision assistant with a pedestrian warning. Additional driver assistance systems include Audi active lane assist or the all-weather light with adaptive headlight range control.

The Audi pre sense system is a milestone in active safety. In situations where a collision is likely, the "Audi pre sense plus" system initiates partial braking. If a collision is unavoidable, the partial braking is followed by a full deceleration that reduces the intensity of the impact. Target braking assists drivers in situations where they do not apply sufficient braking force despite having received visual and acoustic warnings.





READY FOR TAKEOVER!

Highly automated driving by BMW Group Research and Technology.

Motorway A9 from Munich to Nuremberg – and as usual – there is a high volume of traffic. But despite the stress of the situation, the driver sits calm and relaxed behind the wheel. Why? Because the car is highly automated, i.e. it brakes, accelerates and passes other vehicles on its own, while also monitoring and adapting to the prevailing traffic conditions. And the second reason why? Because Dr. Nico Kämpchen, Project Manager of Highly Automated Driving at BMW Group Research and Technology, has already completed nearly 5,000 test kilometres with his team. In order to offer drivers comfortable and safe vehicles in the future, equipped with the most modern assistance systems available, the engineers at BMW Group Research and Technology have been working for many years on the development of electronic co-pilots to support automated driving in specific situations – for example the BMW TrackTrainer tested on the race track, as well as adaptive cruise control (ACC) and the Emergency Stop Assistant. To further understand the potential offered by these systems, as well as their limitations, researchers are ready to take their next major step: developing advanced driver assistance systems for the motorway.

To accomplish this, researchers have equipped a BMW 5 Saloon with intelligent software as well as vision assistance and environment detection systems. The advanced automated assistance function for motorway journeys can be activated with the push of a button. From this point on, the prototype system can autonomously control acceleration and braking, and it can safely pass slower vehicles. One of the greatest challenges early in the project involved reacting to vehicles merging on to the motorway at exit and access points – but even this problem could be solved with a cooperative approach. The prototype system reacts to the situation by allowing the merging vehicles to join the traffic flow, and it can even change lanes giving the merging vehicles adequate space to enter traffic safely. This is possible up to a speed of 130 km/h, but in compliance with current traffic regulations regarding speed limits and such things as prohibited passing zones.

“This is an entirely new situation and experience for the driver – it is a strange feeling handing over complete control of the car to an autonomous system. But after a few minutes of experiencing the smooth, sovereign and safe driving style, drivers and passengers begin to relax somewhat and trust the independent system,” says Nico Kämpchen, Project Manager for Highly Automated Driving at BMW Group Research and Technology. “Nevertheless, the driver is still responsible for the situation at all times and must constantly keep an eye on traffic and the surroundings.”

To ensure that the automated research vehicle functions smoothly and with agility in real traffic, the car must be endowed with strategies to react appropriately in daily traffic situations. The basis for these strategies is comprised of two parts: first, pinpointing the position of the vehicle in its own lane is essential and second, the car must be able to clearly recognize all vehicles and objects in its nearest surroundings. This is accomplished through the redundant fusion of various sensor technologies such as lidar, radar, ultra sound and video cameras that monitor the environment around the automobile. Redundant does not mean “superfluous” – to ensure that the vehicle situation is precisely assessed, at least two different measurement methods must be used in every direction. In this way the developers at BMW Group Research and Technology can be sure that a potential weakness in one method is counterbalanced by the strength of the other method.

By accessing digital maps, the camera and the localisation data of the extremely precise GPS, the automated vehicle prototype can determine its location in its own lane, and it also receives exact information about the characteristics of the route ahead, including the number of lanes that section of the motorway has. This information is supplemented by data from the forward-looking camera integrated in the lane departure warning system. Objects in front of the vehicle are detected by the radar sensors of the adaptive cruise control system with Stop&Go function and by a laser scanner as well. The same is true for objects at the sides or rear of the vehicle.

Precursors and basis – the BMW TrackTrainer and the Emergency Stop Assistant.

The groundbreaking technology needed for automated driving assistance systems was developed by engineers at BMW Research and Technology in two pioneering projects that brought forth the BMW TrackTrainer and the Emergency Stop Assistant. The BMW TrackTrainer supports autonomous driving on competition race courses. With the precision of the localisation a safe and yet very dynamic driving style can be realised. The TrackTrainer is currently used in BMW driver training sessions to give participants a genuine feel for the racing line – they experience it behind the wheel and not from the passenger seat. With merged data from an exact digital map, along with GPS and video data, the TrackTrainer can autonomously guide a vehicle along the racing line of a complete race track for training purposes. The system is already in the second generation, featuring optimised and precise position localisation achieved by merging redundant sensors. The constant comparison of GPS and video data with the digital maps and internal vehicle data was used to automatically guide a vehicle around the legendary North Loop of the Nürburgring on 21 October 2009. Then on 25 May 2011, the BMW TrackTrainer performed a similar feat at the Laguna Seca Raceway in California, demonstrating that fast and dynamic automated driving is indeed possible.

"The main difference between the sessions at the race track and trials on the motorway is that we are not alone when driving along a public motorway. That is why we were interested in learning about the developments in the Emergency Stop Assistant Project to ensure safety in our own undertaking," explains Nico Kämpchen.

The emergency stop assistant prototype realized by BMW is yet another milestone in the development of automated functions for assisted driving. The system is part of the SmartSenior Initiative of the Federal Ministry of Education and Research in Germany which was launched in May 2009. The system incorporates innovative technologies for controlling and pinpointing the location of a motor vehicle and analysing the vehicle environment for added safety. If a driver loses control of a vehicle – for example due to a health emergency – the emergency stop assistant can detect the situation and autonomously take control of the car and bring it to a safe stop. The system activates the emergency flashers, carefully monitors traffic and guides the vehicle to the right shoulder of the road. Then an emergency call is automatically sent out to inform authorities of the situation, including information for emergency medical teams to ensure a quick and efficient response. This is all based on the Advanced Emergency Call function from BMW ConnectedDrive that is already available as a feature for production automobiles. This project served as the foundation for the environment recognition function that is used in automated motorway driving.



Automated future scenarios– Parking Assistant and Traffic Jam Assistant from BMW ConnectedDrive in the BMW i3 Concept.

Research will continue on automated vehicles equipped with advanced driver assistance systems in order to develop innovative assistance functions for the future. Examples are the Parking Assistant and Traffic Jam Assistant in the BMW i3 Concept. Since the BMW i3 Concept is primarily designed as an urban vehicle, it is equipped with functions that make parking easier and driving in congested traffic less stressful. The park assistant automatically parks the vehicle without any driver intervention. The car accelerates and brakes on its own, and shifts gears from forward to reverse as needed when difficult parking manoeuvres are required. The Traffic Jam Assistant helps drivers in rather monotonous traffic situations and congested areas, taking over so that the vehicle can "go with the flow" and the driver can relax. It maintains a safe distance between vehicles and automatically controls the speed and steering, and is able to stop the car if necessary. As long as the driver keeps one hand on the steering wheel, the vehicle can provide assistance in keeping the car precisely in its lane at speeds up to 40 km.

Automated driving on motorways provides important information and experience that is essential in developing technologies that assist in keeping vehicles safely on track, and this information will influence future strategies for advanced driver assistance.

"The next thing we want to 'teach' our prototype is how to deal with road construction sites and motorway junctions. Construction sites are a big challenge because they take on all kinds of forms, which makes detection, localisation and determining the right vehicle response quite difficult." Nico Kämpchen and his team have plenty of work to do and are looking forward to finding solutions to these challenges as well.



Bosch develops systems for reducing traffic accidents and improving safety in vehicles

Strategies in line with the goal of limiting traffic accidents in the United Arab Emirates



Bosch, the leading supplier of technology and services, has developed assisting technical systems that work on improving safety and comfort in various vehicles. In the coming years, driving will become safer and more comfortable. Bosch is working towards this goal by improving existing assistance and safety systems while at the same time developing new features and improving sensors.

The high number of traffic accidents worldwide indicates the need for the best possible safety technology in the car. According to a study by the United Nations, each year 1.3 million people die in road accidents worldwide, and some 50 million are injured. The annual number of road deaths could rise to 1.9 million in the next ten years - this increase will mainly be driven by growing traffic density in emerging countries.

At Bosch, the findings of international accident research relate to the company's efforts to develop highly effective assistance and safety features. Skidding is often one of the causes of deadly accidents. ESP® provides a technical solution to this problem. Developed by Bosch, this electronic stability program helps preventing skidding. It went into a series production for the first time in 1995 and has since become a mandatory standard feature in a growing number of countries.

Sensors that monitor a vehicle's surroundings and the networking of existing systems already form the basis for high-performing vehicle safety features. These include radar-, ultrasound-, and video-based functions such as the predictive emergency braking system, the side view assist, lane departure warning systems and the night vision system.

Bosch's products are in line with the goals of the traffic strategies to limit traffic accidents and to reduce the death rate, which is implemented by the traffic administration of the UAE. The death toll caused by traffic accidents in the UAE is one of the highest in the world. Such advanced technical systems can support the continued efforts by the concerned authorities in this area.

In its efforts to develop new safety and assistance features Bosch has a number of goals. On the one hand, the company is developing innovative products that offer tangible benefits and make driving safer and more comfortable. In other words, these functions will make

drivers' lives easier. On the other hand, existing systems must become less expensive as their cost will determine whether they can be employed in low-cost vehicles and in emerging countries. Only if safety technology is widely available it can contribute to the much needed injury-free and ultimately accident-free driving. Radar technology is one such development.

As for the first generation of the radar sensors made by Bosch it started off as part of ACC adaptive cruise control in 2000. Compared with this first generation the current third generation of the long-range radar sensor (LLR3) is an improvement in every respect and it represents the optimum sensor for high-performance ACC systems and predictive emergency braking systems in premium vehicles.

The radar sensor and the ESP® system form the basis of the emergency braking system. If the system detects an impending rear-end collision, it warns drivers and helps them brake. If the collision cannot be prevented, it automatically triggers full braking shortly before impact, making the accident considerably less severe. For dense inner-city traffic, Bosch has expanded the functional scope of the technology – the emergency braking system also supports drivers at speeds under 30 kilometers per hour. This technical solution will go into series production before the end of 2011.

In the future, the new Bosch mid-range radar sensor MRR will make such systems even more affordable. The sensor makes it possible for the emergency braking systems and ACC solutions to be used at speeds of around 150 kilo-meters per hour – which makes it feasible for use in the middle and compact classes. Installed in the rear, these features make it possible to fully monitor the blind spot. MRR will be launched at the end of 2012.

Video sensors, an ideal supplement for radars can provide a range of supplementary information. The video sensor “understands” what is happening around the car. So the data can be used to detect not only vehicles and pedestrians, but also the direction in which they are moving.

As for ‘sleeping while driving’, Bosch’s ‘drowsiness detection’ continuously monitors the signals from the steering-angle sensor. If this behavior is detected, the system can warn drivers and urge them to take a break. Drowsiness detection can be produced at a low cost as a software function.



Apart from cars, motorcycles are frequently involved in accidents. In many cases, the antilock braking system offers an effective remedy. Bosch launched a new, more compact generation in 2010. The basic version of the new ABS generation 9 for motorcycles weighs just 700 grams.

Bosch has received an award for its outstanding innovation management in the automotive supplier category of the Best Innovator Awards 2010/2011.

New special exhibition from 20 September 2011 to 8 January 2012

Colección Gómez



Stuttgart. The Dr. Ing. h.c. F. Porsche AG, Stuttgart, museum is paying tribute to 24 very special works of art with a new special exhibition. The exhibits in question, which will be on public display from 20 September 2011 until 8 January 2012 are paintings from South America. However, instead of resorting to conventional art materials, Porsche 911 GT2 sports car bonnets have been pressed into service as a “canvass”. The project is the brainchild of Argentinian Jorge Gómez. As both art lover and big fan of the Porsche brand, he came up with the idea of simply combining his two biggest passions, linking two fascinating art forms in the process.

19 important artists from Uruguay and Argentina, including for example Pablo Atchugarry, Rogelio Polesello and Jorge Ferreyra Basso, accepted Gomez’s invitation to lend Porsche bonnets their very own signature and put a creative twist on them. The work on the skin of a racing car inspired the artists to very different works, offering the beholder a great variety of styles and materials employed – from acrylic to enamel, from mosaic tiles to tyre rubber. But from time to time the works of art still fulfil their original purpose as car bonnets, because Gómez occasionally insists on fitting them on his own Porsche 911 GT2 and taking the artworks for a spin. The collection is now making its European debut in the Porsche museum, being exhibited against the impressive backdrop of 23,000 hp.



Hand-crafted Bentley collector's items to go under the hammer

Graduates from Bentley Motors are staging an auction of unique collector's items handcrafted in Crewe to raise money for The Prince's Trust.

Craftsmen and women from the Tooling, Woodshop and Styling teams at Bentley Motors have turned their creative energy into crafting a range of one-off collector's items that will be put to auction to raise funds for The Prince's Trust.

The items range from display pieces such as a chess-set with pieces tooled from aluminium set on a beautifully veneered board, to a table created from a polished V8 engine from the Bentley Mulsanne and a cutlery-set commissioned by Robert Welch and engraved with the Bentley emblem.

Around twenty different pieces have been commissioned. All of them, apart from the Robert Welch cutlery set, have been designed and created on-site at the Bentley factory in Crewe, showcasing the outstanding craftsmanship and attention to detail that typifies Bentley Motors.

Michael Straughan, Bentley's Member of the Board for Manufacturing said:

"The design brief for the auction was to create a unique and desirable item based upon the core materials, parts and processes that are used to build cars such as the Mulsanne and the Continental GT.

The results are exquisite and the auction is a rare opportunity for Bentley lovers to own a one-off handcrafted piece of Bentley memorabilia."



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- The show is expecting 160,000 sqm of exhibition space covering 13 halls
- New automotive accessories product hall to meet an increasing domestic demand: vehicle electrics and electronics, car care products and lubricants, decoratives and tuning
- "Remanufacturing" and "New Energy" product zones to meet needs of fast growing market
- More international brand names and leading Chinese companies from regional automotive hubs will exhibit


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MOBIADO LAUNCHES THE GRAND 350 ASTON MARTIN.

POWER BEAUTY SOUL

Mobiado presents the first phone in its new Aston Martin collection. The Grand 350 Aston Martin is the resulting combination of sophisticated form and beauty with state of the art mobile functionality. Timeless and understated. sophisticated and distinctive.

The Body: Exceptional design and hand crafted sophistication.

The Grand 350 Aston Martin body is CNC machined from aircraft specification aluminum, and anodized to produce an elegant hard surface for demanding everyday use. The frame is then inlaid with sapphire crystal. The infrared window is made from a solid piece of ruby crystal. The screws are stainless steel or gun metal black stainless steel. The buttons of the Grand 350 Aston Martin are a dramatic combination of sapphire crystal and stainless steel. The phone is available in three designer styles; black, black satin, and silver.

The Electronics: Merging state-of-the-art technologies with the tradition of phonemaking innovation.

The Grand 350 Aston Martin is unlocked, with quad-band GSM/EGSM, 3.5G, HSPDA, and WLAN connectivity. The phone works within North America, Europe, Africa, Asia- Pacific, and South America where GSM/EGSM 850/900/1800/1900 networks are available. It is equipped with a 3.2 megapixel camera and video camera, integrated GPS, 2.36" display with up to 16 million colors, Bluetooth and micro USB connectivity, as well as a music and video player with a 2.5mm AV connector.



Smartphone gains “key” role in cars

Continental showcases new development for enhanced safety and comfort at IAA 2011



The smartphone looks set to literally play a “key” role in cars. Drivers will be able to use their smartphone to unlock their car, start it up and much more. Continental will be showcasing this new development at the Frankfurt Motor Show (IAA) from September 15 to 25, 2011 in Frankfurt am Main. The really ingenious thing about this innovation is that the digital key is actually integrated in the smartphone. The SIM card contains a protected, tamper-proof data record with access authorization to the car. This “near-field communication” (NFC)

technology enables data to be exchanged. Receivers can be attached to the car doors and tailgate and another one can be placed in the stowage space for the smartphone, allowing future-generation cell phones to be charged wirelessly and start the engine. This revolutionary key is activated via a secure website where owners can register their vehicle and designated cell phones.

The cell-phone-integrated digital key not only unlocks your car door, but is also your key to the internet, where you can create personal profiles with your favorite radio station, preferred seating position or important phone numbers. The memory data is synchronized with the car. But that's not all: This virtual key gives you permanent access to the on-board computer, which means you can call up vehicle data and check your fuel or charging levels – a real boon for owners of electric vehicles with long charging times.

This technology also offers anti-theft protection. The cell-phone-integrated key sounds an alarm as soon as the car is moved without authorization. You can also save your car's location when you go to a restaurant or visit the shops – the GPS receiver will guide you back to your car when you have finished. And what's more, if you have taken your car to the garage, a special garage chip card allows you to unlock, start and lock your car.

Vehicle access, integration and operating concepts are the latest top trends in the automotive sector. “Enhanced safety, efficiency, integration and comfort are our contributions to the future of individual mobility, which will be strongly characterized by technological diversity and complexity,” explains Dr. Elmar Degenhart, Chairman of the Executive Board of Continental. “At this year's IAA, we want to show that we are ideally equipped to meet the challenges of this megatrend in the automotive industry.”






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GM Stays in Top Spot for Auto Innovation

Automaker again ranked No.1 in Patent Board's quarterly industry scorecard

General Motors remains the No. 1 innovator among 184 companies ranked by The Patent Board in its quarterly automotive and transportation industry scorecard. It is the third consecutive quarter that GM occupies the top spot.

The Patent Board analyzes intellectual property performance across 17 industries and determines the leader in each sector based on measurements that include the number of patents, impact on the industry and technology and science strength. It tracks the United States and European Patent Office patent portfolios of more than 2,700 of the world's top technology firms.

"We are busy reinventing the automobile, and we're doing it sustainably with our customers and the environment in mind," said Alan Taub, GM vice president of Research & Development. "One person's vehicle needs can be quite different from the next, so we're creating designs for various lifestyles – building in technology that delivers a fun, safe, and efficient ride."

GM engineers imagine what is possible and turn that vision into tangible advanced technologies that can drive the industry. A majority of its patents are tied to improving fuel economy and reducing emissions. Earlier this year, the Clean Energy Patent Growth Index of U.S. patents ranked GM No. 1 in clean-energy patents across all industries for 2010.

GM's first patent was awarded 90 years ago. Today that number exceeds 30,000.

UAE DRIVERS URGED TO SHUN FAKE AUTO PARTS



Real Parts Save Lives and Make Good Financial Sense,' Says A-MAP



Asad Badami, Managing Director of A-MAP

Leading UAE auto part player A-MAP is waging a high-profile war against knock-off car components, stressing that the real thing is miles safer and more cost-effective in the long run.

Suspect car parts are the scourge of the UAE's roads, partly due to Dubai's status as a logistics hub. Last year, Dubai Customs saw shipments of counterfeit goods rise by 75 per cent compared to 2009, while a recent study by the Brand Owners Protection Group suggested that car parts could account for 69% of all fake goods in the UAE, based on market value and volume.

According to the UK's Institute for Trading Standards, the global counterfeit car parts industry is worth at least Dh18 billion.

"We are determined to play an active role in stamping out automotive fakery which not only gives the customer terrible value for money in terms of performance, but can also transform cars into death traps. On top of that, it is extremely damaging to the region's automotive industry. You get out what you put in, so it is worth spending a bit more in the short term to ensure your car is durable and you and your passengers remain safe in their seats," said Asad Badami, Managing Director of A-MAP, which specializes in the distribution of aftermarket automotive spare parts, automotive batteries, tyres, and lubricants.

A-MAP's sales figures suggest that UAE customers are increasingly opting for quality over corner-cutting; since 2009, the company has grown by 300 per cent and it is expected to double in size by 2013. Expansion into new markets is currently underway, with operations already established in Africa, Asia and North America.

Collezione Automobili Lamborghini Introduces

Its First Range of Carbon Fiber Bags



Automobili Lamborghini takes on a new challenge with the world-wide launch of its first carbon fiber bag collection.

Utilized in industrial applications at the cutting edge of technology and noted for its resiliency and light weight, this material is used in premium products like bicycles, yachts, aeroplanes and super sports cars. Until today, no one has utilized carbon fiber in its un-stiffened, cloth form to produce fashion accessories.

Created by Lamborghini and made in Italy, the unisex collection consists of Travel-, Messenger- and Envelope-style bags. They each possess a pure design and are completed in fine hand-stitched leather, palladium-finish galvanized brass accessories, hand-mounted studs and cotton lining. Each detail has been carefully studied to guarantee maximum functionality. The color is highlighted by the diagonal graphite reflections typical of carbon fiber. The uniqueness of these products is not by chance, each one has been carefully studied and is one-of-a-kind, entirely made by hand by craftsmen who carry out each phase of the process.

The soft Travel bag is a trunk-style carrier with two handles and measures 20x9x11 inches. Designed to be carried on an air plane as carry-on luggage, its shape is highlighted by luxurious detail and a spacious internal pocket.

The Messenger bag measures 15x4x12 inches and has been designed as a laptop carrier. It has an adjustable strap and three separate compartments, as well as a zip-up pocket to protect smaller objects inside.

The Envelope-style bag completes the product range, measuring 13x12 inches and is perfect for carrying notebooks, as they are easily accessible if placed in the open back pocket, or protected in the zip-up pocket. There are also compartments for a wallet, cell phone and writing utensils.

The President and CEO of Automobili Lamborghini, Stephan Winkelmann, has expressed: "The objects around us change, just as the way we carry them changes. This line of bags explores an absolutely unprecedented use of carbon fiber, taking the thrust of technological innovation that characterizes our supercars, to the world of fashion. These are exclusive objects for those who are not content with practicality, but instead seek a way to stand out from the crowd and stamp their own personality on an accessory."

Travel, Messenger and Envelope will be on sale in the fall of 2011, complete with a maintenance kit at the flagship boutiques in Sant'Agata Bolognese, Los Angeles, Vancouver, Melbourne, Berlin, Hong Kong, Chengdu, Chong Qing and Shantou, as well as at the 120 Lamborghini car dealerships worldwide and online at www.lamborghini.com.



Armani Code

There are some things that Armani does really well and discreet elegance is one of them, especially concerning masculine fashionable accoutrements. Trust him to put class in a seductive fragrance for men and there you are; Armani Code for Men in a bottle as beautiful as the fragrance inside is deep, sonorous and timelessly charming! Fresh yet spicy too, it opens on citrusy notes and an unusual olive flower heart, evocative of lines and lines of Italian olive groves, before warming up via the exotic wood of guaiac (lignum vitae) and the sweetness of Tonka beans with their half cut hay, half caramel aroma. Code for Men is a nice companion to a professional lifestyle year round and shines best on the unassuming, modern guy.

Playstation vita



As the next generation portable entertainment system, PS Vita enables a revolutionary combination of rich gaming and social connectivity within a real world context, transforming every aspect of a user's daily life into an entertainment experience. Delivering such unparalleled portable gaming experience at launch is 26 exciting software titles from both SCE and our publishing and developing partners. In addition to these launch titles, more than 74 games are currently in development and are expected to be released for the PS Vita system.

The 3G network connectivity will allow users to communicate and share their entertainment experience with their friends where ever they are. Taking advantage of the network connectivity, applications pre-installed in PS Vita like "near" which enables users to share their game information with other users anywhere, anytime, as well as the upcoming software titles will deliver unmatched next generation portable entertainment to PS Vita users.

Peripherals and accessories
Accompanying the launch of PS Vita is a line-up of 16 peripherals and accessories to be released on the same day or soon after. The line-up includes must have items like memory card for PS Vita as well as protective film, offering users a broad selection to further enjoy on the go entertainment with PS Vita.

Sony's VAIO Z Series Notebook



The new VAIO Z Series notebook PC from Sony targets professionals who demand absolute performance and mobility. Its high-resolution full High Definition display with an anti-reflective glossy finish provides exquisite images with vivid colours covering 96 per cent of the Adobe RGB color gamut. The VAIO Z is also equipped with the second generation Intel® Core i7 processor and a high speed SSD RAID 0, offering remarkably fast operation. With the Quick Boot function saves precious time by loading Genuine Windows® 7 Professional in approximately 14 seconds.

The performance of VAIO Z Series is taken to new extremes by the unique Power Media Dock, a docking station that links with VAIO via an optical cable. The proprietary port can also be used to attach regular USB devices to VAIO when it is not docked. The notebook comes with a stylish design-match stand, and the Dock is also layout-free. Featuring high-speed I/O data transfer based on the architecture codenamed 'Light Peak', the Power Media Dock boosts graphics performance while providing a wide connectivity options and slot-in Blu-ray Disc™ drive.

The VAIO Z features an AMD Radeon™ HD 6650M with 1GB VRAM built-in. This high-performance graphics accelerator assures crisp and smooth results, from 3D CAD to gaming. The VAIO Z Series offers 6.5 hours of continuous use. By attaching an optional Sheet Battery, the battery life will be extended to 13 hours, to get more than a day's work done on a single charge. The Sheet Battery can be charged separately from the PC and added without removing the internal battery. The shape is also full-flat which makes the VAIO Z Series stay full-flat to easily carry out even when the Sheet Battery is attached.

THE STAGE IS SET. LET THE GAME BEGIN.



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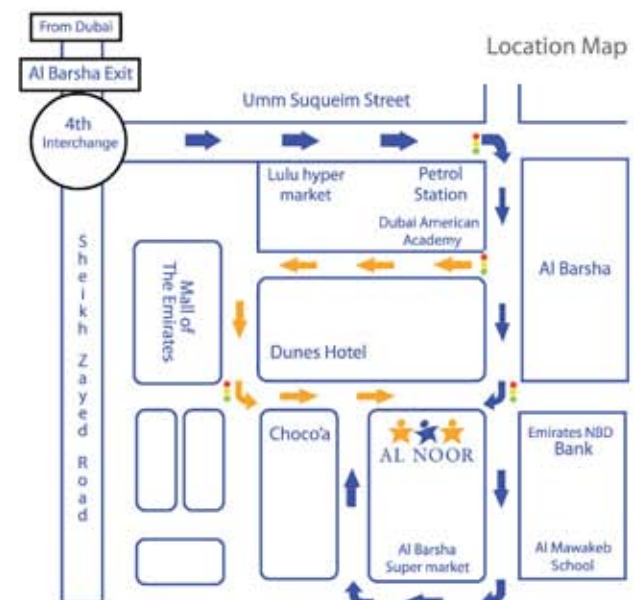
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BlackBerry Bold Touch 9900



BlackBerry 9900 Bold is a wonderful widget by the widely popular BlackBerry. The 2.8 inches (640 x 480 pixels) TFT capacitive touchscreen of the phone is able to display up to 16 million colors. Moreover, the measurement of the device is 115 x 66 x 10.5 mm along with 130 grams of weight. The QWERTY keyboard of BlackBerry 9900 Bold touch is associated with the Touch-sensitive controls, Optical trackpad, Proximity sensor for auto turn-off and an Accelerometer sensor for auto-rotate. The Connectivity Features:

BlackBerry 9900 Bold is a modern mobile phone that supports great connectivity features such as the GPRS, 3G, WLAN and EDGE. With these options, users can have a quick access to the internet. The facilities of Bluetooth and USB will allow great accessibility to the users.

The 5-MP (2592x1944 pixels) camera is equipped in the gimmick that allows users to have clear images. LED flash, Geo-tagging, face detection and image stabilization are some of the features that could be availed in this phone.

The inner storage of 768 MB RAM can be experienced along with an extension that can support up to 32GB. 8GB storage is preloaded in the gizmo, letting you save lots of files. Moreover, the Standard battery, Li-Ion 1230 mAh of BlackBerry 9900 Bold supports stand-by up to 307 hours (2G) / up to 307 hours (3G) along with the talk time up to 6 hours and 30 minutes (2G) / up to 5 hours and 50 minutes (3G). This is further assisted with the music play up to 50 hours.

Sony's Cyber-shot™ TX55



Cyber-shot™ TX55 offers functionalities such as Full HD video, Picture Effect and a 3.0-inch touchscreen, which enhance user-experience.

It is equipped with a highly sensitive 16.2 megapixel Exmor R™ CMOS sensor, which offers incredible image detail and ultra-low picture noise, even in low light conditions. The cameras also boast the new 'By Pixel Super Resolution' technology that boosts zoom range to 10x without quality loss at the image sensor's maximum resolution (16.2 million pixels).

By Pixel Super Resolution' technology also significantly boosts still image quality during movie recording. At a touch of the shutter button, 'Dual Rec' grabs detail-packed 12 megapixel-level still photos without interrupting Full HD video shooting.

It introduces the brand-new 'Clear Image Zoom' that boosts magnification without lowering pixel count in the final image.

The Cyber-shot™ TX55, at a mere 12.2mm thickness, is the world's thinnest camera that captures Full HD AVCHD video clips as well as 16.2 megapixel still images. It also shoots super-detailed panoramas with 42.9 megapixel resolution, 3D Sweep Panorama and 3D Still Image to enjoy on your 3D TV. The camera's back panel is dominated by a super-size 8.3 cm / 3.3-inch Xtra Fine OLED wide touchscreen, making it ideal for showing off photos and movie clips with incredible detail.

Porsche Design P'6620 Dashboard



A new era has dawned for Porsche Design's classic Dashboard chronograph series. Ten years after creating the watch inspired from the dashboard gauges of sports cars, the luxury brand has released the next-generation Porsche Design P'6620 Dashboard. The shape and dial are correspondingly functional. The dial has grown to 44 millimetres, the case is made entirely of titanium.

The new look of the Porsche Design P'6620 Dashboard evokes dynamism and clarity. Like all the products in the luxury brand's portfolio, this one too was shaped into a precision instrument by the world-famous Porsche Design Studio in Zell am See (Austria). With a diameter of 44 millimetres and a height of 14.5 millimetres, this is a watch that makes itself known on the wrist. The purist dial, the Arabic numerals and the straightforward hands filled with luminescent material combine to turn the chronograph into a clear and unmistakable statement. The two elongated push buttons next to the crown control the start/stop function. The sapphire crystal is non-reflective and the case is water-resistant to a depth of 100 meters (10 atm).



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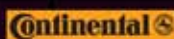
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