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MITCHELL PEETERS

General Manager, Goodyear Middle East and Africa

Where does the name Goodyear originate from?

Our brand is named in honour of Charles Goodyear who is credited as being the inventor of modern 'weatherproof' rubber. What's interesting is that neither Goodyear nor any of his family are directly related to the company.

The idea of speed had much to do with Goodyear's selection of the the Wingfoot symbol, as the wingfooted Mercury was regarded as a fleet herald of good news. But it is as a herald or carrier of good tidings to users of Goodyear products everywhere that the Wingfoot now stands in the minds of the people of the world.

How long have you been working with Goodyear tires and what were you doing prior to joining Goodyear tires?

I've been with Goodyear since 2005, so over 7 years now. My main focus is developing the Goodyear brand that reflects our values of safety and performance through innovation and technology.

I've worked in several senior management positions with international tire manufacturers in the United Kingdom, Belgium, Poland, Scandinavia and the Middle East.

I am extremely excited about developing Goodyear in the MEA market and I hope I can help lead the brand to even greater heights in the region.

What Big changes have taken place with Goodyear tires in the past year?

We've launched our most advanced fuel efficient, high performance tires this past year – the Eagle F1 Asymmetric 2 and EfficientGrip SUV.

While the two tires offer similar innovation in terms of it road heat tolerance, the latter is aimed specifically at the SUV and 4x4 vehicle markets. What we're quite proud of is that the tires combine advanced features designed to improve handling and braking, with an active ability to deliver lower fuel consumption, lower CO2 emissions and a quieter ride

Both tires are built utilizing our company's innovative FuelSaving Technology, Goodyear's EfficientGrip tires deliver a tire that is constructed using a special polymer, designed to improve rolling resistance, save fuel and reduce CO2 emissions.

Most tire companies have been developing new technologies such as run flat tires and so forth, what are Goodyear tires latest technologies?

We strongly believe in listening to what drivers have to say and work our way back from there. I think this is one of the best approaches to innovation and hence we are always striving to bring the latest technologies to the consumers today.

Our latest Air Maintenance Technology (AMT) for example has been under development in laboratories over the past two years. What this means to the consumer is that the tires can remain inflated at the optimum pressure without the need for any external pumps, electronics or driver intervention - leading to a reduction in fuel consumption and CO2 emissions.

It is something we are extremely excited about.

We know that the Goodyear Blimp is used in North America and Europe for various campaigns, would it ever be used in the Middle East? why or why not?

We have been asked this question before and we would definitely love to bring such an icon down to the Middle East region.

We have been analyzing the feasibility of bringing the Goodyear Blimp here. So you never know, it could be up in the skies watching over you one morning!

We have learnt that the Goodyear Efficient Grip has received a major Green Innovation award, what are these awards based on?

Yes, Goodyear's EfficientGrip tire has been awarded 'The Green Innovation Award'

for its performance in reducing the CO2 footprint through its innovative Fuel Saving Technology.

It was a proud moment for everyone involved and shows that our approach to innovation works.

The award was presented by GreenWorks, a Luxembourg platform that is dedicated to companies sensitive to environmental impact and initiatives that favour sustainable development.

Goodyear tires and Fuel saving technology especially in the Efficient Grip, can you explain how this is done?

The secret of our FuelSaving technology is a special silica tread compound and a unique tire structure that significantly decrease rolling resistance which results in reduction of fuel consumption. There is also less material used in the

construction which leads to less deformation of the tire and hence less petrol consumption.

Goodyear had showcased a space tire in the Geneva Motorshow 2 years ago, was the space tire a concept? Or is it currently being used by NASA?

Well, the Goodyear 'Spring Tire', which was co-developed by NASA, represents a future tire concept that could be used to explore the outer reaches of space, and possibly the most brutal terrains here on earth.

According to NASA and Goodyear engineers, development of the original Apollo lunar mission tires, and the new Spring Tire were driven by the fact that traditional rubber, pneumatic (air-filled) tires used on Earth have little utility on the moon. This is because rubber properties vary significantly between the extreme cold and hot temperatures experienced in the shaded and directly sunlit areas of the moon. Furthermore, unfiltered solar radiation degrades rubber, and pneumatic tires pose a high risk of deflation on the moon.

So the next manned mission to the moon may very well see a rover equipped with the specially engineered tires.

You recently rolled out a tire safety campaign, can you tell us a little more about it?

We rolled out an awareness campaign during the hottest summer months to make drivers aware that tire temperatures can be significantly higher than ambient temperatures on weather forecasts. We created interactive billboards on the highways that recorded road temperatures.

We have also ensured that our latest Eagle F1 Asymmetric 2 high performance and Efficient Grip SUV tires have been diligently hot weather tested to beat the heat on the roads in our region.

What should clients be expecting from Goodyear in 2013?

We constantly work to develop the best innovative tire technologies. So, look out for more high performance tires with the newest technologies coming to the region soon. Goodyear is watching over you, with innovative tire technologies that ensure a safer journey, so you can concentrate on driving.

When the name Goodyear tires comes to mind, what should the end user associate it with?

Very simply - Safety through Innovation.



BENTLEY ANNOUNCES NEW MULSANNE VISION

THE WORLD'S MOST ELEGANT CONVERTIBLE

Since its debut at the Pebble Beach Concours d'Elegance in 2009, the Mulsanne saloon remains a pure example of the Grand Touring Bentley, combining coach-built elegance and hand-crafted luxury with immense power and sportiness at the pinnacle of British luxury motoring.

Now with the Mulsanne Convertible Concept, Bentley's designers are providing a glimpse into the potential future of the marque's flagship family. Appealing to automotive connoisseurs seeking the ultimate in contemporary design, prestige and exclusivity, the Mulsanne Convertible Concept will be the world's most elegant and sophisticated convertible, providing a supremely powerful and refined luxury grand touring experience for four adults.

The graceful form of the Mulsanne Convertible Concept is a fusion of sportiness and coach-built elegance, its sculpted lines and muscular haunches conveying a sense of power and movement.

The spacious yet intimate cabin design is inspired by luxurious, high-performance power boats. With its unrivalled combination of chic, contemporary design, sumptuous materials, painstaking attention to detail and supreme refinement, the Mulsanne Convertible Concept reinforces Bentley's position as the undisputed benchmark in handcrafted automotive luxury.

Commenting on the Mulsanne Convertible Concept, Wolfgang Dürheimer, Bentley's Chairman and Chief Executive said: "The modern, luxurious, high-tech Mulsanne saloon provides a perfect foundation on which to create the world's most elegant convertible. The Convertible Concept will extend the appeal of the Mulsanne family, while enhancing the profile of the Bentley brand, particularly in new and emerging markets."

Open-top cars have been an intrinsic part of the company's heritage since its formation in 1919. From the race-bred 3-litre of the 1920s to the Park Ward S1 Drophead Coupe of the fifties through the Corniche and, most recently, Azure, Bentley has created an array of glamorous and desirable convertibles at the zenith of luxury motoring.





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FORMULA ONE WORLD CHAMPION SEBASTIAN VETTEL STARS IN MUSIC VIDEO



Double Formula One World Champion and Infiniti Global Ambassador, Sebastian Vettel, has taken on a driving job with a difference - starring in a music video with double Grammy-winning US R&B star and protégé of Jay-Z, Melanie Fiona.

The Red Bull Racing driver plays a central part in the official global music video for Fiona's track 'Watch Me Work', from her album 'The MF Life' on Universal Records. The high-energy piece, set in downtown New York, sees Vettel play a modern day James Dean character searching to find an underground location for Fiona and her band to perform. Vettel emerges driving a red Infiniti G37 convertible to an enormous warehouse space, powering up the lights and the sound system, and taking control of the volume. Happy with his work, Vettel's character departs the scene and is seen driving into the Manhattan sunrise.



The video is the latest in the 'Infiniti Inspired Performers' series, which sees Red Bull Racing drivers Sebastian Vettel and Mark Webber collaborating with other top performers in different disciplines. It was shot on location in New Jersey in June when Vettel drove the proposed New Jersey F1 Circuit. The 25 year-old German driver also took the opportunity to take the R&B star on a high-speed lap of the circuit, where she got a taste of his high performance world.

It's the first time that Canadian-born Melanie Fiona has featured a sports star in one of her videos. She is no stranger to collaborations, though, having worked with Jay-Z, co-written songs with Rihanna and toured with Kanye West amongst others. She is also no stranger to Inspired Performance – her family have owned Infiniti cars for years meaning Melanie has grown up with the brand.

Commenting on the video, Sebastian Vettel said: "It was a great experience to shoot a music video, and certainly very different to what I'm used to. But music is without question an inspiration to many and I'm very proud to have been part of this. I think the lyrics are quite fitting to what we can all do if we put our mind to it"

Melanie Fiona added: "It's not often you get the chance to be driven by an F1 World Champion and when the opportunity came up to have Seb driving me in the video I was like, yes please! This is one of my favourite songs and one that I've been wanting to put out for a while so to have him involved was great."



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Dynamic performance where the sky's the limit

The Audi RS 5 Cabriolet



Dynamic performance where the sky's the limit – Audi introduces the RS 5 Cabriolet. The four-seat convertible with a cloth soft top entices with a unique combination of elegance and power. Its 4.2 FSI, a high-revving naturally aspirated V8 engine, outputs 450 hp. It accelerates the high-performance sports car from zero to 100 km/h in 4.9 seconds. The Audi RS 5 Cabriolet will be launched in the Middle East in the second half of 2013. Prices and specs are not set yet.

In the RS 5 Cabriolet, Audi dynamics takes on an especially beautiful form in the car's flowing side profile with perfectly balanced proportions and sharp details. Matt aluminum elements, large air intakes embedded in the distinctively shaped front apron, wedge-shaped headlights with wave-light lower edges, elegant LED light strips at the redesigned rear bumper and a lightweight textile roof give the new Audi RS 5 Cabriolet a powerful and elegant look.

A special foam layer in the roof – spanning over the spacious interior like a low curved dome – delivers high acoustic comfort. At the press of a button, the soft top opens and closes fully automatically in 15 seconds and 17 seconds respectively – even when driving at speeds of up to 50 km/h. It only requires 60 liters of its 380 liters total volume of the luggage compartment. The split rear seatbacks can be folded over individually, and a load-through hatch improves variability.

The body of the Audi RS 5 Cabriolet is 20 mm lower than that of the Audi A5 Cabriolet. Eight exterior colors are available. As options, Audi can install a styling package in matt aluminum as well as an engine compartment design package that uses carbon fiber-reinforced polymer (CFRP) materials.

A typical RS 5 highlight is its three-spoke steering wheel with flat-bottomed rim that is trimmed in perforated leather. The multifunction keys are intuitive, as are all other controls in the RS 5 Cabriolet. White numerals on black dials provide a strong contrast and are easy to read. The sport seats are upholstered in black or lunar silver Fine Nappa leather. All leather types are pigmented to inhibit heating by sunlight. The interior is styled in black, and the inner soft top liner can be ordered in the optional color star silver. Fine chrome highlights, understated high-gloss black trim and carbon inlays underscore the car's dynamic appearance. Additional inlays are available upon request.

The 4.2 FSI V8 engine outputs 450 hp at 8,250 rpm and produces a maximum torque of 430 Nm between 4,000 and 6,000 rpm. As an option, Audi can deliver a sport exhaust system with black tailpipe trim. The car's top speed is limited to 250 km/h at customer request, Audi can boost this to 280 km/h. The powerful V8 has a combined fuel consumption of 10.9 l/100 km.

The Audi RS 5 Cabriolet is equipped with the seven-speed S tronic dual-clutch transmission and launch control. The quattro permanent all-wheel drive system gives the RS 5 Cabriolet a decisive advantage in traction and stability. The chassis of the four-seat convertible is equipped with stiffer mounts and its anti-roll bars are larger and stronger. The standard wheels are 19-inch forged aluminum wheels in machine-polished ten-spoke design; 20-inch wheels in three attractive designs are available as options.

The brake system employs internally ventilated and perforated discs in a weight-saving wave design; the front discs are 365 mm in diameter. Audi can deliver the car with carbon fiber-reinforced ceramic front discs and six-piston calipers as an option. The Audi RS 5 Cabriolet is delivered with an extensive set of standard features. All assistance systems offered in the A5 model lineup are available as options in the RS 5 Cabriolet as well.





BRABUS REFINES THE NEW MERCEDES SL ROADSTER

Exclusive refinement for a unique automobile: BRABUS now also customizes the sixth generation of the Mercedes SL. The measures include a striking BRABUS designer outfit, thrilling alloy wheels up to 20 inches in diameter, even more agile handling as a result of professional suspension tuning, a power increase to 520 hp (512 bhp) / 382 kW for a top speed of up to 300 km/h (186 mph) for the 500 SL, and interior options custom-tailored to the owner's personal style.

Sporty-elegant body styling components, tuned in the wind tunnel for maximum aerodynamic efficiency, are the BRABUS designers' specialty. With or without AMG Sport package: Custom-tailored front fasciae, add-on components for the side sills and rear fasciae were developed for both body styles of the SL. There is also a BRABUS rear spoiler and side air vents for the front fenders. For a perfect fit all components are manufactured in OEM quality from high-grade PUR plastics.

Just as important for a custom look are the OEM-quality BRABUS Monoblock wheels, which can be mounted on the new roadster in four different designs and with diameters of 18, 19 and 20 inches. The largest combination to fit the R 231 model series SL features BRABUS Monoblock F, Q or R wheels in size 9Jx20 in front with size 255/30 ZR 20 tires and size 9.5Jx20 wheels with 295/25 ZR 20 tires on the rear axle. BRABUS recommends high-performance tires from Continental, Pirelli and YOKOHAMA.

To be able to further improve upon the already high level of driving dynamics of the new Mercedes roadster BRABUS has developed custom-tailored suspension components in collaboration with technology partner BILSTEIN. BRABUS sport springs are available for the SL 350 with conventional steel suspension. For all SL models with active ABC suspension the BRABUS suspension engineers have developed an electronic module that lowers the ride height by about 25 millimeters.

This makes the SL 500 the perfect beneficiary of even more power. The BRABUS B50 - 520 PowerXtra CGI power kit wrestles an additional 85 horsepower from the 4.7-liter eight-cylinder Biturbo engine. BRABUS recommends using fully synthetic high-performance motor oil from MOTUL.

The BRABUS PowerXtra module with plug-and-play design is integrated into the engine electronics to generate more power as a result of special mapping for injection and ignition as well as of moderately increased boost pressure. But that's just one part of the equation. The conversion also includes an auxiliary water-to-air intercooler powered by an auxiliary electric pump. The drop in charge air temperature benefits not only power yield but also engine life even under extreme operating conditions such as in the desert, for example.

After the conversion the engine puts 520 hp (512 bhp) / 382 kW instead of the standard 435 hp (429 bhp) / 320 kW on tap, accompanied by a peak torque of 820 Nm (604 lb-ft). Consequently the two-seater accelerates to 100 km/h in just 4.4 seconds. The BRABUS Vmax unit, another component of the engine tuning, allows limiting the top speed electronically to 250, 275 or 300 km/h (155, 172, 186 mph).

A BRABUS stainless-steel sport exhaust system with four chrome-plated tailpipes is indispensable for an SL with BRABUS high-performance engine. It is also perfect for all roadster owners longing for a sportier exhaust note and a more striking rear appearance of their two-seater. BRABUS will offer a version with butterfly valve for the SL 500 shortly. It will allow choosing between a soft and a thrillingly sporty exhaust note via a button on the steering wheel.

The BRABUS limited-slip differential with a locking rate of 40 percent can improve handling even further.

The two-seated cockpit can receive even more individual character and luxury attributes at BRABUS. The product lineup ranges from scuff plates with backlit BRABUS logo and a speedometer with 320-km/h or 360-km/h dial (200 mph or 225 mph) to carbon-fiber or fine wood trim sets in any imaginable color and with a variety of surface finishes.



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McLaren Automotive Pebble Beach Concours d'Elegance weekend stars set to tour the Middle East

McLaren Automotive, the high-performance sports car company borne of the world's most successful global motor racing team, enjoyed a high profile and highly successful Pebble Beach Concours d'Elegance near Monterey, California last weekend. Three divisions of the road car business were present at what is claimed to be 'the world's premier celebration of the automobile.'

McLaren's latest road car, the 12C Spider, a concept car from the company's racing division, McLaren GT, and a unique customer car from the business' bespoke projects arm, McLaren Special Operations, were revealed. McLaren Automotive has now also announced that it is planning a series of events and presentations in the Middle East that will showcase the skills and operational expertise of McLaren GT and McLaren Special Operations, along with the debut of the 12C Spider in the region ahead of first customer deliveries in the Middle East this December.

The McLaren 12C Spider, the convertible version of the company's debut car, the 12C Coupe, made its global public debut at the prestigious Gooding & Company Auction preview during the Pebble Beach Concours d'Elegance weekend. It was revealed in a stunning new Volcano Yellow 'Elite' colour, available as an option on the Spider and Coupe in 2013. McLaren Special Operations, the McLaren business responsible for the delivery of bespoke modifications and personalisation to McLaren road car owners, presented the McLaren X-1 - their first completely unique car designed and built in consultation with its owner. Finally, McLaren GT, the racing division of McLaren Automotive, displayed a track-only concept car, the 12C Can-Am Edition, which presented how McLaren GT could deliver the most powerful and lightest McLaren 12C derivative to-date.

Mark Harrison, Regional Director for McLaren in the Middle East and Africa, said: "Last weekend's debuts at Pebble Beach not only showed just what McLaren is capable of designing and delivering in the luxury sports car market, but also that, as a business, we appreciate that we have to challenge on all fronts against our competitors: whether that is on the track, in the showrooms, or in attending to clients' desires for personalisation. For a new and relatively small car company, the challenges to deliver to the expectations of the McLaren brand and its successful racing and road car history are immense, but we will not rest until our road car business delivers the same results as our racing team has over the years."

He continued: "I intend to showcase all of these exciting new developments across the region in 2012 as an example of our desire and ability to satisfy every customer's conceivable request. The 12C Spider will tour our dealerships in the autumn, as will a unique car from McLaren Special Operations - not the incredible McLaren X-1 unfortunately as that goes into our very proud client's private car collection. Meanwhile, plans are being laid to debut a 12C GT3 car in the region before the end of the year. These are exciting times for McLaren Automotive, and not bad going for our first full year of operation in the Middle East!"

The 12C Spider was revealed in a dramatic unveiling by McLaren CEO, Mr Antony Sheriff and was displayed on the Concept Car Lawn throughout the weekend of the Pebble Beach Concours d'Elegance. The second model in McLaren's growing range of high-performance sports cars, the Spider features a Retractable Hard Top (RHT) folding roof system that can be lowered or raised on the move - a system unique to McLaren and not available among other sports cars within its segment, with the lightweight M838T power

plant visible through a glass screen positioned behind the tonneau cover. The 12C Spider's impressive power output means it closely matches the Coupe's performance figures, another achievement for McLaren who continue to deliver on sublime comfort on the road, yet still provide race car performance and handling.

McLaren Special Operations (MSO), the division of McLaren Automotive responsible for the delivery of bespoke projects, presented a breathtaking one-off supercar at The Quail, an exclusive event on August 17 2012 that is a highlight of the Pebble Beach weekend in Monterey, USA.

The McLaren X-1, based structurally on the company's ground-breaking carbon MonoCell but with a totally unique body has been created for an anonymous car enthusiast.

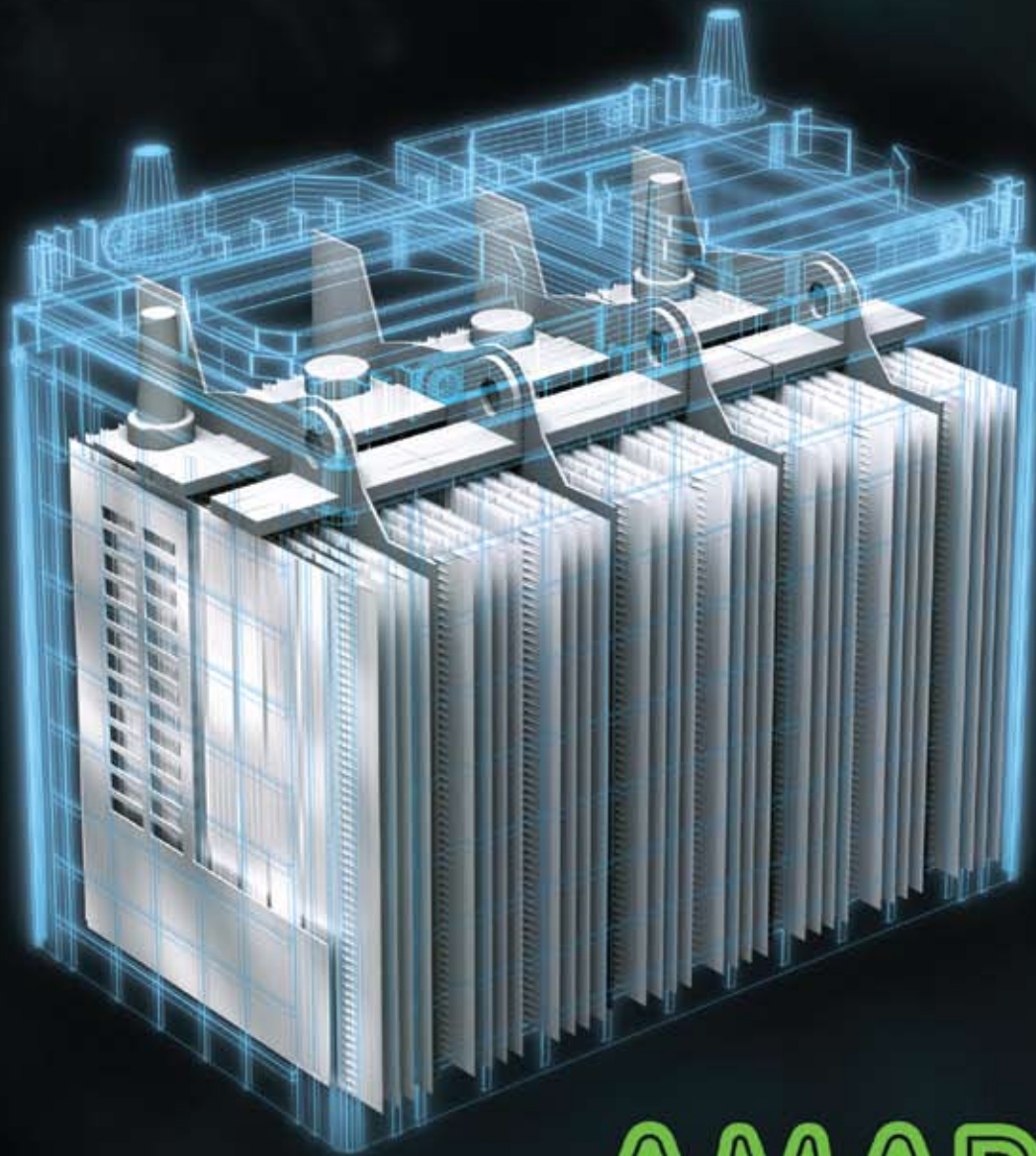
MSO Programme Director, Paul MacKenzie commented: 'The conversation began with our Executive Chairman Ron Dennis almost three years ago - before the 12C was even launched. The client wanted a machine that had all the capability of the 12C but wrapped in a unique body that reflected his needs and personality.'

A mood book, full of inspiring images from which the design spirit of this unique car was derived featured various examples of architecture - including the Guggenheim museums in New York and Bilbao - plus a Jaeger LeCoultre art deco clock, an Airstream trailer, a Thomas Mann Montblanc pen, a grand piano - and an eggplant. 'The client liked the shiny texture of the finish,' notes McLaren's Design Director, Frank Stephenson. There was also a black-and-white photo of Audrey Hepburn.

Finally, McLaren GT, the racing car arm of McLaren Automotive, displayed a track only concept race car, the 12C Can-Am Edition. Finished in a striking shade of McLaren Orange, it is a tribute to the race cars of founder Bruce McLaren and team mate Denny Hulme, who saw strong success during the 1960's and 70's in both Formula 1 and Can-Am racing. The 12C Can-Am Edition concept car is designed to be "the ultimate track car" without constraint and not subject to the regular racing regulation, despite being based on the 12C GT3 race car, which many will be familiar with following its recent successes on European circuits. Designed using Formula 1 technology and simulation to optimise downforce, this unique concept car offers a massive 30 per cent increase in downforce and is the most powerful and lightest McLaren 12C to-date producing 630 hp and weighing only 1200 Kg.



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SETTING A NEW PACE FOR MINI

The all-new MINI Paceman

A sporty new exterior design, lowered suspension for a dynamic ride and an exciting reinterpretation of the familiar interior – feast your eyes on the all-new MINI Paceman, set for UK launch in March 2013.

Styled as a coupé interpretation of the Countryman, four versions will be available when it arrives in showrooms next spring, including the MINI Cooper S Paceman which will have a 0-62mph of just 7.5 seconds. The seventh unique member of the family, it will sell alongside the Hatch, Clubman, Convertible, Countryman, Coupé and Roadster.

With a contemporary and expressive body shape, the Paceman has been created to appeal to a new type of design-conscious customer. The prominent horizontal lines and dynamic curved surfaces give the promise of sporting performance, yet there is an elegant simplicity to the overall form of the car.

The upright front grille, complete with hexagonal radiator grille and broad chrome surround, gives the Paceman genuine presence. Its coupé-style stretched side profile features long doors, while the blacked-out pillars create a 'floating' roof concept, as already seen on the MINI Coupé. Available in either black, white or body colour, the roof gently slopes towards the rear of the car, ending at the integrated spoiler. The horizontal arrangement of the rear lights, which accentuates the car's width, is a first for MINI. The Paceman is the only member of the brand's line-up to be identified by a rear nameplate.

The car's interior has been designed specifically for this model. Its highlight is the innovative rear seat, which has been styled around a lounge concept. Two individual chairs provide generous levels of head, shoulder and knee room with outstanding comfort and support. Armrests have been integrated into the rear trim. A two-section version of the MINI Centre Rail storage and attachment system – first seen in the Countryman – comes as standard. A full-length variant is available as an option.

The Paceman is a strict four-seater, though practicality has not been sacrificed. Folding down the rear seats expands the rear load-carrying capacity from 330 litres to a maximum of 1,080 litres. Access is via a large and high-opening tailgate, offering extra practicality for owners.

In the front, the raised seating position gives the driver and passenger an excellent view in every direction. The instrument panel includes many familiar components, including the large round central speedo. However, its black surround and decorative inner rings in high-gloss black or chrome are new, as are the redesigned air vent surrounds. Buttons for the windows, which have been toggle switches below the speedo on every MINI to date, have moved to the door trim panel.

MINI's trademark go-kart handling will be a key part of the Paceman's appeal, enhanced by the optional all-wheel drive transmission. Lowered sports suspension as standard will help provide customers with an outstanding driving experience, though regular suspension and ride height are available as a no-cost option.

Driver aids include Dynamic Stability Control (DSC) as standard across the range, with Dynamic Traction Control (DTC) including Electronic Differential Lock Control (EDLC) on the MINI Cooper S Paceman, Cooper SD Paceman and Cooper D Paceman ALL4. Light alloy wheels in 16-inch and 17-inch sizes are standard, with 18-inch or 19-inch on the options list.

The state-of-the-art powertrain and suspension technology is married to MINI's acclaimed MINIMALISM environmental systems, which are fitted as standard. They include Auto Start/Stop, Shift Point Display, Brake Energy Regeneration and on-demand operation of ancillary units, all of which help cut fuel use and reduce emissions.

Other standard equipment includes air conditioning, powered door mirrors and front sports seats. Popular options will include Xenon Adaptive Headlights, Park Distance Control, an electrically operated glass roof plus the MINI navigation system. Advanced infotainment functions are available via MINI Connected. A range of optional equipment packages will also be available providing customers excellent value and helping to promote strong residual values.

Eight exterior paint shades are available including the new Brilliant Copper and Blazing Red. Starlight Blue also previously unseen and unique to the Paceman. As always with MINI, personalisation is expected to be very popular and there is an extensive choice of bonnet stripes, upholstery variants, interior surfaces and Colour Lines.



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Size	Type	Pattern	LI/SS	PR	OD	SW	NSD
12.00R24	Tube Type	PRO S10	160 / 156K	20	1206	313	14

Partnering in your growth !

Nissan unveils game-changing all-new 2013 Altima at Dubai's automotive event of the year

At an exclusive and unique event, Nissan unveiled the 'class above' all-new 2013 Nissan Altima, which breaks new ground for the mid-size sedan segment. More than 100 media, VIP guests and senior Nissan representatives from across the Middle East attended the event held at Sheikh Hamdan bin Mohammed bin Rashid Sports Complex, Dubai.

The superb backdrop of the Sheikh Hamdan bin Mohammed bin Rashid Sports Complex was embellished with all-new Altima inspired attractions. Featuring 3D projections, interactive displays and, of course, the all-new Nissan Altima itself, the exhibits were as spectacular as the setting itself.

"The same bold approach was taken with this exceptional unveiling as was applied during the development of the all-new 2013 Altima," explained Atsuo Kosaka, Managing Director, Nissan Middle East. "The safe thing to do would be to follow other automakers' paths, conservatively evolving the Altima so as not to upset the existing owner base. But that would not be in keeping with Nissan's new brand philosophy of 'Innovation and Excitement for Everyone'. Innovation is what we do! Human centric, accessible, purposeful. Excitement is the customer's experience! Engaging, intuitive, energizing'.

"We took one of our most successful model, kept its DNA and changed nearly everything – the visual appeal, the driving experience and, of course, the technology. The new Altima is hands-down the most engaging vehicle

in its class," said Kosaka. "If you liked the previous Altima, you'll love this one even more. And if you've never driven an Altima before, get ready to have your notion of a mid-size sedan redefined."

The result is a modern and charismatic vehicle over delivering on the fundamentals earned over four generations and two decades, for quality and reliability and adds new levels of innovation, fuel-efficiency, dynamic performance and premium style.

"The all-new 2013 Nissan Altima offers the whole package – stylish design inside and out, outstanding ride, handling, acceleration and fuel economy, and thoughtful technology solutions not currently found in the segment," concluded Kosaka. "For people who enjoy experiencing life to the fullest, we have the new premium mid-size sedan just for them."

The new Altima offers numerous segment defining attributes that enhance the ownership experience and provide real customer value, including:

Upscale interior rivalling premium luxury sedans, including best-in-class seat comfort inspired by zero-gravity research, an Advanced Drive-Assist™ Display

- Next-generation Safety Shield Technologies, including Blind Spot Warning (BSW), Lane Departure Warning (LDW) and Moving Object Detection (MOD) systems, Rear view camera

- First in class Remote Engine Start for comfort as soon as you enter the cabin

- Power-train efficiency: equipped with either 2.5-litre or 3.5-litre engines and the new generation CVT providing better performance and an increased fuel efficiency of 18% vs current Altima

- An attractive multimedia package including Bluetooth® Hands-Free Phone System and Streaming Audio, 7 inch colour touch display, Navigation and BOSE® Premium Audio 9 speaker System





POLISHED BY THE WIND

The Porsche 991 Carrera S Cabriolet with GEMBALLA GT aerodynamics and technology package

The new 991 Carrera Cabriolet is the latest "air-cooled" 911 to stir the Porsche driver's emotions with its familiar flat-six soundtrack. Now, the new GEMBALLA GT appearance package compliments the al fresco experience by taking the Cabriolet's eye appeal to the next level.

The heart of the visual makeover is the GEMBALLA GT aerodynamic package, which starts with a new, front bumper/spoiler section with three large cooling air intakes, and large lip spoilers to provide more stabilising downforce at speed.

The organic lines of the front spoiler extend into the deep side skirts that visually connect the new front to its rear counterpart. The new rear bumper/valance features a recessed panel whose strong top and bottom horizontal lines visually accentuate the width of the car.

The upright reflector lights at each end of the panel give a functional meaning to its extremities and the new composition gives the car a more three-dimensional appearance when seen from this aspect.

A diffuser sits between the distinctive triple outlet pipes of the GEMBALLA stainless steel exhaust system, which takes its design cue from the exhaust of the legendary GEMBALLA Avalanche of the 1980s. The 21st Century GEMBALLA look however, features squared off rather than rounded tips. The deeper voice of this sports exhaust with its valve-operated sound control feature gives the car the soundtrack to match its looks.

In line with the GEMBALLA philosophy of low weight and optimum quality, all these aerodynamic components are made in Germany from top grade carbon-fibre.

These parts are dimension controlled by state-of-the-art laser measuring equipment to ensure a precision fit with the factory bodywork and the original mounting points. As no bodywork modifications are required, the car can easily be returned to standard when the time comes to sell. The GEMBALLA GT aerodynamic-kit is on sale now starting at 19.860€ incl. VAT (in Germany) incl. paintwork and installation.



Even with the standard motor, the GEMBALLA Cabriolet is faster from point to point thanks to its uprated sports suspension and brakes. The 30mm shorter springs are calibrated to work with the factory PASM (Porsche electronic damping control system), while the brake system, developed for GEMBALLA by Brembo, is highly resistant to fade and allows you to set later braking points.

The new GForged-one alloy wheels with their choice of "diamond cut" or "gunmetal" finishes, come in an eye-catching 21-inch diameter. Thanks to modern forged, lightweight construction, they weigh less than the factory 20-inch wheels, benefiting ride and handling. The cost for a set starts at 9.895€ incl. VAT (in Germany) depending on the type of tires fitted.

GEMBALLA was one of the pioneers of bespoke interior trim in the German tuning industry. That tradition continues today, offering customers complete freedom of material and colour choice.



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SMART IS REACHING FOR THE STARS

With the concept vehicle smart forstars the urban global brand is hitting the nerve of a target group that is at home in the cities of the world. The electrically driven smart forstars is an SUC (Sports Utility Coupé) with room for two people and plenty of stowage space. Its name is a tongue-in-cheek reference to the glass roof above the passengers that gives a clear view of the starry sky. At the same time it hints at the witty idea of integrating a video projector in the front bonnet. This enables the work of film stars to be spontaneously shared with friends at any time.

The smart forstars will be premiered at the Paris Motor Show 2012 (29 September - 14 October 2012). The show in the trendy French capital is a local affair for smart as the brand's production facility is located in Hambach, Lorraine. The colour of the expressive coupé is also a reference to the venue of the world premiere. It is painted in the extravagant colour "alubeam rouge" that creates an appealing contrast to the matt metallic titanium colour of the tridion safety cell. And thanks to the 60 kW magneto-electric motor from the new smart BRABUS electric drive, the zero-emission smart forstars is agile and lively.

smart boss Dr Annette Winkler says: "The smart is Europe's most inexpensive series-produced electric car. Not only is it emission-free and fast, it is also possible to conveniently set the perfect interior temperature in advance with a smartphone, and it is simple to charge at a domestic socket. What's more, with its powerful battery and integrated projector the smart forstars can transform any grey backyard into an animated open-air cinema."

The compact smart forstars (length/width/height: 3550/1710/1505 mm) is therefore not only a mobility concept with ample space for two people and a generous cargo area under the glass tailgate, it is also a communication concept that needs no more than a free house wall for a spontaneous cinematic experience. The media player of the projector



integrated in the front bonnet is operated via Bluetooth® from an iPhone®. A high-quality sound system with additional loudspeakers in the ventilation openings behind the doors enables the drive-in cinema experience to be perfected for friends as well.

The exterior design: sassy and friendly with extremely short overhangs

The smart forstars is immediately recognisable as a member of the smart family, yet it also boasts striking new features – and not only its silhouette offers a look at smart's future design idiom. It greets the viewer with a saucy smile on its friendly yet assertive face.

The rhombic design of the front and rear lamps is very striking. Outer rings illuminate the indicators and daytime running lamps with a large number of LEDs. The lamps seem to push outwards like arrows – like drips on the cockpit window of an aeroplane as it takes off.

The “eyebrows” above the front headlamps are just one of many of the lovingly created new details. They give the headlamps a new U-shaped look. The transparent red sun visor above the windscreen takes up this idea and lends the coupé an even more squat road stance. The tail lights can even be opened. The charging socket for the high-voltage battery is found inside the right-hand tail light, whilst the left-hand one has space for a beverage can.

The study has a longer wheelbase than the current smart fortwo (2470 mm/plus 603 mm) and a wider track (front 1475 mm/plus 193 mm, rear 1475 mm/plus 90 mm) and these also emphasise the confident look. At the same time the extremely short overhangs at the front and rear make it exceedingly compact. All four wheels have been positioned at the outer corners of the body – a typically smart feature.

The smart forstars shares the main features of its body with the smart for-us, which caused quite a stir at the Detroit Motor Show at the beginning of the year. The smart forstars, too, features convex and sensuously shaped body surfaces. The large brand emblem is proudly sported on the grille, and the front has a pronounced three-dimensional design. Where rally cars have an air scoop on the bonnet, on the smart forstars a video projector is integrated here as an ironic highlight.



There is a convex glass coupé roof above the passengers’ heads. It joins seamlessly with the glass cover over the cargo area which opens upwards. Like the smart for-us, the lower tailboard at the rear can also be opened electrically. To start with, the tailgate slides down in a parallel position, then the cargo floor including tailboard retracts by 280 mm. The cargo on the 900 mm cargo area is then extremely easy to access.

Shiny black trims that continue below the side skirts draw attention to the wheel cutouts. The smart forstars rolls on Michelin sports tyres measuring 245/35 ZR 21. The wing nut covers of the three-spoke wheels are an attractive detail.

The sporty, sassy character of the smart forstars is also emphasised by a striking and technically very complex red alubeam finish. “Alubeam rouge” has a wet look that provides an exciting and very modern contrast to the matt and distinctly metallic appearance of the titanium-coloured tridion cell.

The interior: stylish, uncomplicated and individual

Sleek, taut surfaces in mother-of-pearl white combined with precisely designed technical functional elements in brushed aluminium – the interior is characterised by contrasts. The colour “alubeam rouge” that is also used as an accent colour in the interior creates a link to the exterior.

Stylish, uncomplicated, highly functional and easy to individualise – the two seats in the concept car are typically smart. The seat shells, which are open in the middle, are covered with a soft fabric throw giving them a hammock-like seating feel. The graphic elements and different red tones of the covers indicate a progression and thus underline the dynamism and the very trendy aspect of the vehicle.

As the covers can be removed in next to no time, simple individualisation with other throws is conceivable. Practical: when the seat cover on the passenger side is removed, long items can be loaded through the seat of the smart forstars.

The seats are trimmed with high-quality white bag leather with exquisite white piping. Perforated leather in the door panelling forms a further sophisticated contrast and emphasises the high quality of the materials used.

Like the smart forvision and the smart for-us, the whole cockpit boasts aerodynamic styling for interior ventilation. The control and display elements are oriented to the driver. Just as the cockpit module divides the instrument panel, the two-spoke steering wheel is open at the top.

In place of a conventional rear-view mirror the smart forstars features a smartphone accommodated in a holder at the top of the windscreen. The driver can see what is happening on the road behind with the help of an integrated video camera. The smartphone also serves as a media source and controls the projector.

Stowage compartments to the left and right of the high-quality cargo area fitted with aluminium rails offer additional stowage space.

Electric drive – driving fun with zero local emissions

The electric drive of the smart forstars is based on the innovative drive concept of the smart fortwo BRABUS electric drive. Compared to the production model of the smart electric drive the output of the magneto-electric motor has been increased to 60 kW, giving the smart forstars agile and lively performance. With 135 Newton metres of torque it boasts powerful, lag-free acceleration and can overtake other vehicles with the greatest of ease. The vehicle has a top speed of more than 130 km/h and the lithium-ion battery has a capacity of 17.6 kWh.





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The launch of the new refined BMW 7 Series brings new levels of comfort, luxury and power to the Middle East

AUTOMOTIVE



BMW has launched its new and refined 7 Series model which is set to strengthen its leading position as the most dynamic and innovative luxury sedan in the premium automotive segment.

The Middle East currently ranks as the third biggest market worldwide for BMW 7 Series sales and the flagship model is consistently amongst BMW's best-sellers across the GCC markets, so the new refined 7 Series, which offers new levels of luxury, comfort and power is expected to further amplify BMW's 7 Series success story.

A number of subtle but significant design and technology modifications have been made to give the car a stronger presence on the road and provide an even more luxurious and powerful driving experience.

Luxury is defined by a number of distinctive exterior design modifications which enhance the car's sophisticated and elegant appearance. The most eye-catching exterior feature is the new Adaptive LED headlights featuring hallmark BMW corona rings and a smart accent strip, which projects a distinctive appearance both day and night. The exterior changes have also been enhanced with a new front and rear bumper, new kidney grille and indicators integrated into the lower section of the exterior mirrors.

Top-class materials, quality workmanship and outstanding practicality enhance the levels of comfort in the interior of the new 7 Series. The driver and front passenger can relax into newly designed leather seats offering optimum lateral support and unbeatable long-distance comfort. Individual seats are also available as an option for the rear and can be adapted to passengers' needs. An optional Rear Seat Entertainment package comes with a new 9.2-inch flat screen monitor to ensure a refreshing diversion for extended journeys, while the new 1,200-watt Bang & Olufsen High End Surround Sound System delivers unrivalled sound quality.

A class-leader in advanced technology, BMW's ConnectedDrive features that give the driver and passengers information and services to help make their driving experience safer and more comfortable have been enhanced to ensure that the 7 Series maintains its innovative edge over its rivals. Tailored to the Middle East market the on board iDrive control system has an Arabic interface and navigation system. So whether you are looking for nearby hotels, need to receive or write emails, or want to plan your leisure activities, all these functions are provided with a male Arabic voice, and with an option to switch to English.



In the cockpit, the all-new multifunctional instrument display behind the steering wheel meets all of the driver's needs. Using extended black-panel technology, BMW opens up a whole new range of display options through the 10.25-inch screen, including instruments that use different colours and graphics depending on the driving mode selected, and provides situation-specific information such as status and function displays. The Control Display in the centre of the instrument panel has also benefited from visual and technical improvements and now uses high-resolution 3D graphics.

To further enhance the ride comfort of the BMW 7 Series, all models will be fitted with air suspension and an upgraded chassis that helps give added comfort for both front and rear passengers. In addition, there is a range of new and comprehensively revised engines mated to an eight-speed automatic transmission. Alongside the flagship BMW 760Li with its 12-cylinder engine and the entry-level BMW 730i engine, Middle East customers can also choose from the new six-cylinder in-line engine powering the BMW 740Li and the new V8 engine in the 750Li.

Technology such as Auto Start-Stop function, Brake Energy Regeneration and the second-generation Driving Experience Control switch with ECO PRO mode and coasting function help raise the bar in terms of performance and efficiency.

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Volvo Car Corporation launches V40 R-Design

Dynamic look and agile drive for
individualists with a fast pace



Launched in stunning Rebel Blue, the new Volvo V40 R-Design is a perfect match for those who want a head-turner that radiates a truly stylish and dynamic look. The visual promise of a life in the fast lane is confirmed by the driver-centric interior and an intense, agile driving experience with performance up to 254 horsepower.

"The V40 R-Design is designed around the performance-minded individual with a passion for those things that add extra spice to life. The meticulous attention to detail covers the expressive design as well as the agile, precise performance," says Lex Kerssemakers, Senior Vice President Product Strategy & Vehicle Line Management at Volvo Car Corporation.

The attention-grabbing exterior has been specially developed for buyers who want to put their very own stamp on their car.

The unique R-Design front features a silk-metal framed high-gloss grille. The sporty stance is further enhanced with an ironstone diffuser, silk-metal finished details and twin exhaust tailpipes. The five-spoke diamond-cut wheels (17" or 18") complete the stylish, dynamic look.

On top of the Rebel Blue livery, the V40 R-Design buyer has a choice of six other exterior colours.

New generation R-Design interior with blue interactive dashboard

The interactive dash board in the all-new V40 has already got a lot of positive attention, both from media and customers. The possibility to switch between three layouts with different configuration and functionality - Elegance, Eco and Performance - is mirrored in the V40 R-Design. But here all of the modes come in the same radiant blue colour.

"Inside, the new generation R-Design seats and interior details emphasize the distinctive Scandinavian design aura of the all-new V40. R-Design appeals especially to customers that love active driving and a personal, expressive design. We have talked to them a lot to ensure that every single detail contributes to the individualistic, refined expression they desire," says Lex Kerssemakers.

The seats feature a blend of black Nubuck textile and perforated leather, crowned by an embroidered R-design logo with a blue "R". Full leather seats are available as an option.

The comfortable, in-command driver environment also includes a specially designed steering wheel, gear shifter, handbrake and sport pedals. The unique R-Design aura is enhanced by a combination of new aluminium inlays with a perforated look, black leather, matching stitching and a black headliner.

Sporty drive with a wide range of engines

R-Design can be combined with all engines available for the all-new Volvo V40, from the D2 diesel with 115 horsepower and CO2 emissions at 94 g/km (3.6 l/100 km) to the high-performance T5 petrol turbo with 254 horsepower.

"Creating a driving experience that fulfils the R-Design buyers' passion for a fast-paced life is not just about speed and acceleration. Agility and precision are equally important for these performance-minded individuals. Both the standard Dynamic chassis and the optional Sport chassis are designed to offer a class-leading, intense driving experience, no matter if you prioritise maximum fuel-efficiency or rapid acceleration," says Lex Kerssemakers.

Lower and firmer Sport chassis

The chassis has been developed in cooperation with Swedish racing driver Robert Dahlgren in the Volvo Polestar Black R team.

The optional Sport chassis is lowered 10 mm compared with the Dynamic chassis. Springs and shock absorbers have a firmer setting, resulting in responsive driving pleasure with full control. The front McPherson struts have 25 mm piston rods. The stiffness enables the structure to absorb lateral loads better.

At the rear the V40 has monotube dampers, featuring compression and return damping via the same valve. This gives shorter, faster fluid flow, which in turn means that the damper responds more quickly. Anti-roll bars with increased diameter also contribute to the sporty drive.

The standard Dynamic chassis' rigid body and low centre of gravity also promote an alert, quick-responding character that focuses on the driving experience, yet without compromising ride comfort.

"The V40 R-Design is agile, responsive and fun to drive. Both chassis offer the enthusiastic driver a feeling of total control. You get both that connected response that makes a winding country road so much fun as well as the precise, nimble moves it takes to stay on top of busy urban traffic," says Peter Mertens, Senior Vice President Research & Development at Volvo Car Corporation.



Driver orientated appeal attracts younger buyers too

The new Volvo V40 R-Design will be available in all markets that sell the Volvo V40. Volvo Car Corporation expects that around 10 percent of all V40 buyers will choose the R-Design version.

"Previous R-Design models have played an important role for increasing our sales and for lowering the age of our customer base. We believe that the new V40 R-Design will give this trend another boost," says Lex Kerssemakers.

Note: Except for unique details mentioned in this press release, the new V40 R-Design is available with the same design and technology as the all-new Volvo V40. Detailed information is included in the Volvo V40 press releases about Design, Sensus, Driving and Safety & Support.



Gumball 3000 is all go for UAE Luxury Tour

The world renowned Gumball 3000 is coming to the Middle East for the very first time this November. The United Arab Emirates is the chosen venue for the brand's inaugural Luxury Tour and, with a limited number of spaces available, the organisers are now inviting participants from across the UAE and Middle East to sign up for the high profile extravaganza.

Since its launch in 1999, the rally has become a "must attend" event on the jet-set social calendar. Gumball 3000 is now launching the first of a global series of Luxury (LUX) Tours, allowing even more participants to enjoy the spirit of the rally by taking in the finest sights, experiencing the finest hospitality and mingling with the finest company - all whilst driving the world's most elite vehicles. The first LUX Tour kicks off in the UAE, ending at the 2012 Formula 1 Etihad Airways Abu Dhabi Grand Prix, and potential Gumballers can find out more at www.geventm.com.

"The UAE is famous around the world for the amazing cars that can be seen on its roads and the passion of its car fans," said Maximillion Cooper, founder and CEO of the Gumball Group. "When you throw in the amazing scenery and stunning, five-star venues, it's not difficult to see why we chose the Emirates to host our very first LUX Tour. We're looking forward to welcoming Gumballers from all over the Middle East to experience an event that will stay in their memories for a lifetime."

The Gumball 3000 UAE LUX tour will begin on 1st November with an exclusive reception at the highest event space in the world, Level 153 at Burj Khalifa, Dubai. The following day, participants will embark on a two-day journey through the UAE, taking in the Emirates' beautiful desert, mountain and coastal scenery, and enjoying overnight stops at several of the world's most high profile locations - the Atlantis Hotel on the Palm Jumeirah and the Bab al Shams resort.

The final day, 4th November, will see the cars, drivers and passengers head to the finish line at the Yas Marina circuit, where the Gumballers will board an exclusive yacht to enjoy the Abu Dhabi Grand Prix, and to celebrate and reminisce on their incredible journey.

The Gumball 3000 is arguably the world's most famous road rally, covering some 4,800km of public roads, with routes that change every year. With the emphasis on 'Adventure' rather than 'Speed', the Gumball 3000 attracts some of the world's most desirable and unique cars, as well as participants who join up to enjoy the mix of high-octane fun and five-star evening hospitality.

Launched in 1999, the Gumball 3000 has successfully combined art, automobiles, music and film to create a unique aspirational lifestyle brand that, in 2007, was valued at over \$200 million by Forbes magazine. Attracted by the incredible line-up of vehicles on show, the rallies also draw huge crowds of car fans.

A host of celebrities and high profile individuals have driven some of the most exclusive cars in the world in past rallies. Numerous A-list celebrities, including Snoop Dogg, David Guetta, Johnny Knoxville, Tony Hawk and even David Hasselhoff, have participated, driving iconic cars as the Bugatti Veyron 16.4 Grand Sport, McLaren MP4-12C, Bentley Brooklands and numerous Lamborghinis, Ferraris and Aston Martins. The rally is a who's-who get together for all those who have a passion for living and incredible cars.



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AFTERMARKET BOOMS

Automechanika closes with new exhibitor record and a host of new impulses

Numerous ideas for e-mobility – new sectors take part in the fair Automechanika Frankfurt 2012 closed its doors after setting a new record of 4,593 exhibitors from 74 countries. Around 148,000 visitors from 174 countries (2010: 153,8371) came to Frankfurt for the world's leading trade fair for the automotive sector. "The aftermarket is booming and, despite the current economic disruptions, Automechanika has once again proved to be a reliable constant", said Detlef Braun, Member of the Executive Board of Messe Frankfurt. "With an increase in the number of visitors from East Europe and Russia coupled with a decline in numbers from South Europe, Automechanika reflects the current situation in the world economy", added Detlef Braun. This observation was underscored by Klaus Burger, President of the Federal Association of Manufacturers and Importers of Automobile Service Equipment (Bundesverband der Hersteller und Importeure von Automobil-Service Ausrüstungen ASA e.V.), who said, "Although visitors from South Europe had scarcity value, there was a very large number from Germany, the Benelux countries and East Europe." As was to be expected, German exhibitors and visitors see the current economic climate in a more positive light than their colleagues from other nations.

The results of the exhibitor poll indicate that the quality of visitors to the fair has risen further in comparison to Automechanika 2010. 70 percent of all exhibitors were satisfied to extremely satisfied with the quality of visitors to the fair compared to 64 percent at the last Automechanika. In particular, German exhibitors reported being able to make more new contacts than in 2010 (from 62 to 67 percent). Elke Benner, Divisional Manager, Automotive, Adolf Würth GmbH & Co. KG: "Thanks to the large proportion of CEOs and decisionmakers, we were able to hold good discussions and thus improve our customer relationships and contacts."

In terms of content, this year's Automechanika, which covered 305,000 m² at the fully-booked-up Exhibition Centre, struck the right notes with three main themes: 'Truck Competence', e-mobility and basic and advanced training. "The idea of spotlighting 'Truck Competence' at the fair was a great success among both visitors and exhibitors because many of our body-repair shops and garages work on both cars and trucks. Promoting young people is also important for us and, with its workshops and training

automechanika
Frankfurt

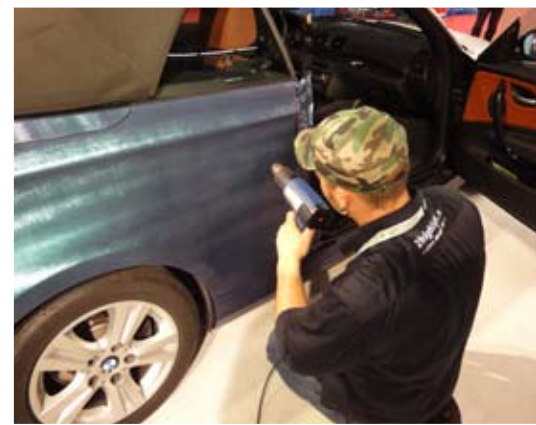
events, the fair was spot on in this respect, too. Both concepts are capable of expansion – and represent a significant additional benefit for visitors", said Peter Börner, President of the German Federation of Body and Automotive Engineering (Zentralverband Karosserie- und Fahrzeugtechnik e.V. – ZKF). Siegbert Müller, Head of Carbon Sales and CEO of Miracle-Europe GmbH, also supports Automechanika in this respect: "We were one of the sponsors of the new workshops in the Galleria, for which numerous visitors registered in advance of the fair, and we will be happy to help again in the future, if required. For us, Automechanika is a market place unparalleled anywhere in the world. This was our sixth time here because the fair is extremely important for our export business – once again, we have been able to make contacts with people from all around the globe. Naturally, we also made numerous high-quality contacts with visitors from Germany."

This year's Automechanika complementary programme was bigger than ever before. In addition to established items, such as the Automechanika Innovation Award, the Green Directory and the Automechanika Rally, which attracted over 100 automobile enthusiasts with veteran, classic and tuned cars to the Festhalle on the weekend, there were also several impressive new special shows, e.g., rally, racing and trial trucks on the outdoor area between Halls 9 and 11, training events in metalworking and body painting in the Galleria, special exhibitions and test courses with e-mobility on the Agora and in and in front of Hall 10. The e-mobility events were organised by members of the German E-Mobility Association (Bundesverband eMobilität e.V. (BEM)) and companies such as Linde Material Handling GmbH. Maik Manthey, Vice President Electronic Systems & Drives: "Many visitors asked what Linde was doing at this fair – the answer was easy and unequivocal: e-mobility is feasible and affordable."

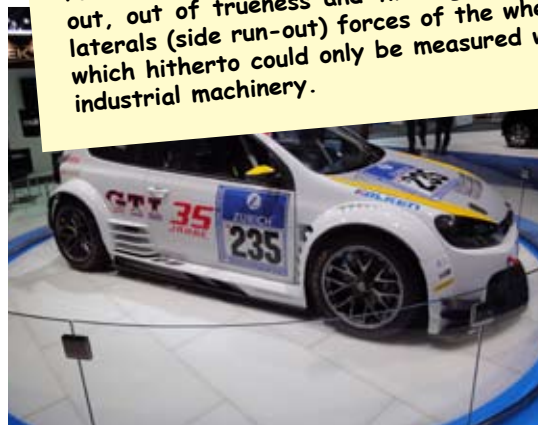
The programme was accompanied by impressive presentations both in the exhibition halls and on the outdoor areas. "Fairs change and visitors expect a relevant blend of information, events and professional instruction. In times of rapid technological progress in the automobile sector, it is increasingly important to be able to see and test product applications at the fair", said Detlef Braun. This opinion is shared by Rouven Daniel, Marketing Manager of Schaeffler Automotive Aftermarket: "An enthusiastic and 100-percent positive echo means we can be proud of our presentation in the Forum. From the point of view of our customers

from all over the world, 'More' is not only a communication concept but also a statement that stands for Schaeffler. 'More' also applies to our workshop lecture in Hall 9. With more space and more 'live technology' presentations, we responded to the needs of workshops more than ever before this year." Automechanika continues to be the meeting place for representatives of industry, the workshop business and the trade.

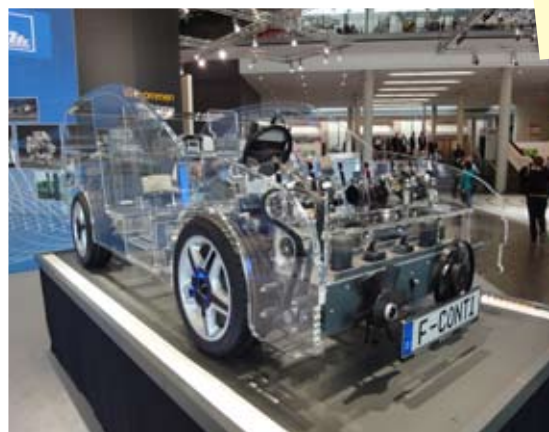
Thomas Roth, Marketing Manager, Washtec: "Only Automechanika provides the platform at which we can reach all our target groups, such as oil companies / filling stations, car dealers, workshops, independent carwash operators and haulage companies, at once and demonstrate our products. This means the fair continues to be a very special event for us. Hence, we are very pleased with the response to our new chemical cartridge system." Wolfgang Maier, Sales Manager, SATA GmbH & Co. KG, also encountered a broad spectrum of target groups at Automechanika: "We were pleasantly surprised by the echo, especially the echo from international visitors. However, the German retail trade was also in evidence, as were users. And, for the latter, it is important to have a good concept for the exhibition stand – a concept that combines an event character with the provision of information." For new exhibitors, such as Dr Jörg Zürner, CEO of Solwash, the fair was a good opportunity to present his company's products live: "Here at Automechanika, we were at last able to show numerous operators of self-service carwashes from home and abroad, how they can reduce their energy costs by up to 60 percent with our equipment." Regular exhibitors who also take part in Automechanika fairs outside Germany, such as Achim Leitenberger, CEO of Autotestgeräte Leitenberger GmbH, summarised saying, "This year, we achieved all our objectives and succeeded in reaching representatives of the trade from inside and outside Germany. We also noted that a process of concentration is taking place on the fair and exhibition landscape. Everything concentrates on Frankfurt – on Automechanika Frankfurt."



The RFT GSP9700 is a wheel balancing machine with an integral contact pressure roller which subjects the wheels to a simulated road force measurement before the balancing process. The contact pressure roller measures the radial (radial run-out, out of trueness and tire rigidity) and laterals (side run-out) forces of the wheels which hitherto could only be measured with industrial machinery.



This product was tested for complete durability against rain and even a hammer!

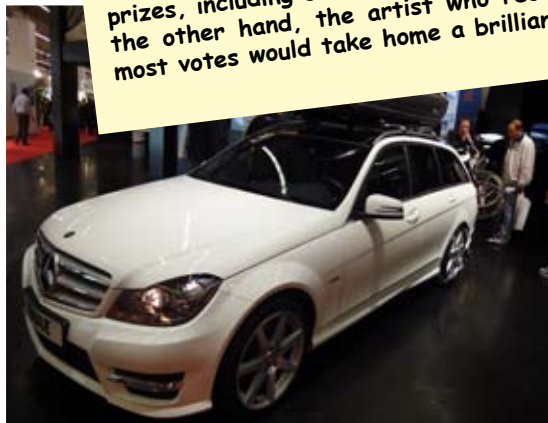




Art is a Disc

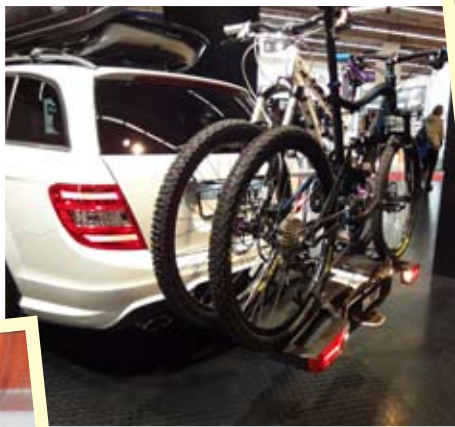
Art is a Disc

To celebrate the news of its state-of-the-art range of UV coated Discs, Brembo has involved artists and students from art and design schools, challenging them to paint the most beautiful disc. There was initially a lot of discs in the contest: members of the website www.brembopromotion.com selected the ten best artworks, which were displayed on the booth for the final voting phase. Every visitor to the stand would have the opportunity to express his or her own taste and to be the "art critics" for a day, and not without reward. All voters, would be competing for valuable prizes, including 3 Brembo B-Jet Helmets. On the other hand, the artist who received the most votes would take home a brilliant Vespa.

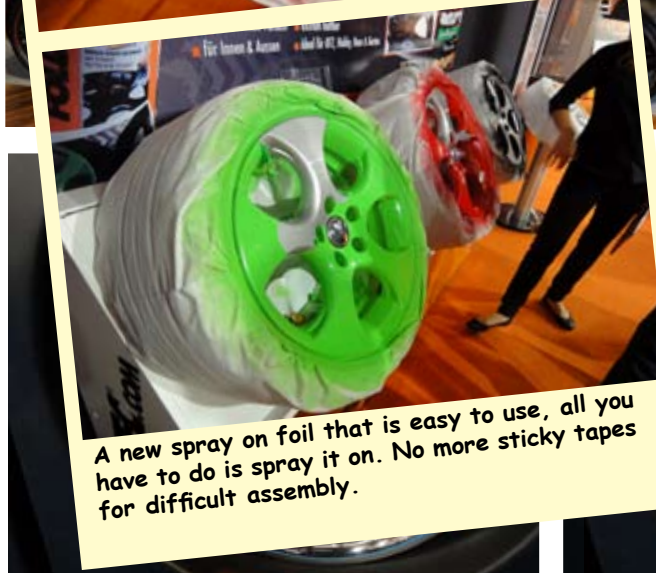




The Osram booth had the most innovative way of displaying its products, while you sat at the bar, lights and bulbs would keep on rotating for all the visitors to see while sipping on something fruity.



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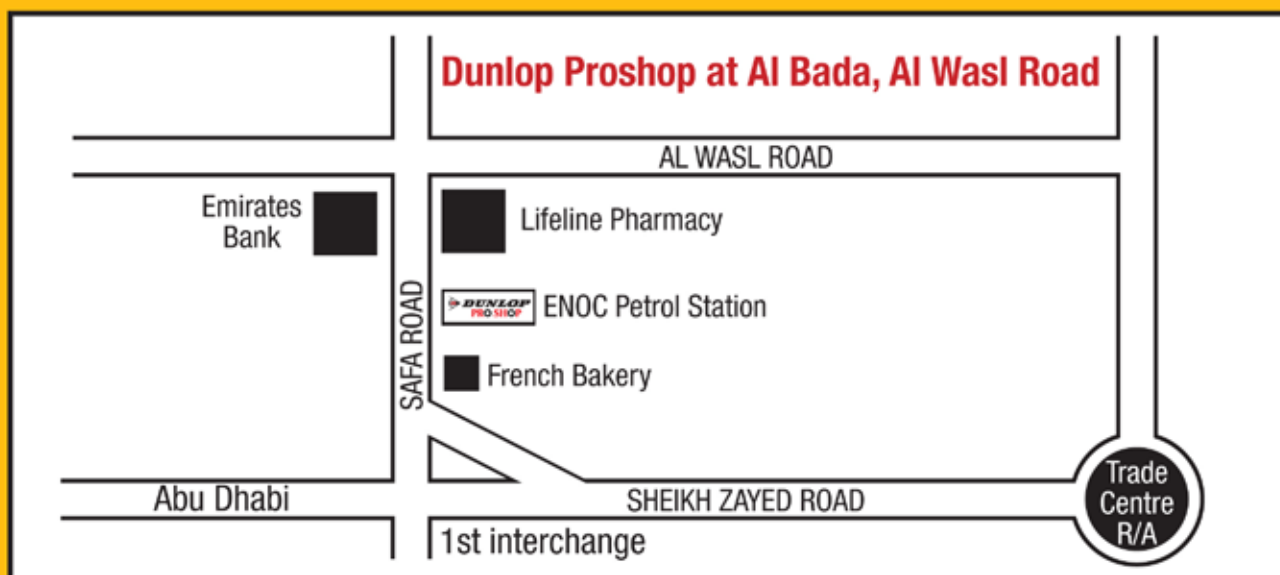


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Debut of Goodyear Self-Inflating Technology for Commercial Tires at the International Automobil-Auss

Over the past year, researchers at The Goodyear Tire & Rubber Company have been working on a new Air Maintenance Technology application that can aid in fuel savings and CO2 reductions while potentially improving performance and eliminating need for external inflation pressure intervention.

Tire-related costs are the single largest maintenance item for commercial vehicle fleet operators with more than 50 percent of all truck and trailer breakdowns involving a tire in some way. Goodyear's Air Maintenance Technology mechanism allows tires to maintain constant, optimum pressure without the use of external pumps, electronics and driver intervention.

"We believe the Air Maintenance Technology application for commercial vehicle tires will not only enhance the performance of the tire, but will also provide cost savings to fleet owners and operators through the extension of tire tread life and increased fuel economy" stated Goodyear's Chief Technical Officer, Jean-Claude Kihn. "The progress we continue to make with this technology is very encouraging. We look forward to further testing of this concept."

Proper tire inflation can result in improved fuel economy, prolonged tread life and optimized tire performance. Customers should receive a number of key benefits from Air Maintenance Technology-enabled tires:

Improved Fuel Economy

Optimum tire pressure is key in the commercial market. It is estimated that for every 10 psi lost in tire inflation, there is a one percent loss in miles per gallon.

Prolonged Tread Life

AMT is expected to play a major role in optimizing tread life in the commercial tire market. Tires which are under inflated by ten percent decrease tread life by 9-16 percent. By utilizing Goodyear's Air Maintenance Technology, commercial vehicle fleet operators will be able to realize the full mileage potential of their tires, thus saving money by prolonging the use of their tires.

Optimized Performance

Properly inflated tires are also necessary to keep a vehicle's handling performance at optimal levels. Under-inflation means less evenly distributed pressure on the road. It also reduces the tread area that is in direct contact with the road and can impact the integrity of the tire casing, which is key to the retreading process.





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World premiere at the IAA

Hankook presents new truck tire series

Premium tire manufacturer Hankook unveils the next generation of its successful e-cube series at the IAA Commercial Vehicles 2012 in Hanover: The radial tire concept for commercial vehicles e-cube MAX stands for maximum efficiency, energy efficiency and environmental friendliness. Hankook's new truck tire series consists of the AL10+ for the steering axle, DL10+ for the drive axle and the matching trailer tire TL10+. The three new patterns have been developed with focus on the ever-increasing importance of sustainability and efficiency in long-distance transport.

To this end, Hankook's new Spiral Coil Technology is deployed for the new steering axle tires AL10+ for the new e-cube MAX line-up: An endlessly winded steel belt between the traditional high-tensile steel cord belts for significantly improved belt durability while reducing the tire's rolling resistance. The new technology effectively reduces fuel consumption and helps to increase the tire life. Furthermore, it ensures a stabilised footprint shape for better steering and rolling characteristics as well as an improved retreadability.

For a consistently high traction performance even in the later stages of wear, the drive axle tire DL10+ e-cube MAX comes with a newly developed 3D kerf solution of full depth, mutually supportive kerfs. This results in a particularly even wear pattern, allows for further mileage increase and adds to the tires economic efficiency.

To reduce energy loss through heat development while driving and a notably increased mileage, the AL10+, DL10+ and TL10 are engineered with a further developed, low rolling resistance tread compound. High molecular weight rubbers with very long-chain molecules, which have a lower tendency of branching and thus fewer free chain ends, are processed at reduced temperatures and extended mixing periods in Hankook's innovative mixture process IMS (Innovative Mixing System). This results in a significant increase in the connection rate between the soot and rubber molecules and a much more consistent distribution within the mixture. Further refined tread designs, tailored specifically for the respective axle positions help to reduce fuel consumption even further without causing mileage or performance restraints.

The tread patterns AL10 + e-cube MAX (All Position Long Haul) for the steering axle / All position and DL10 + e-cube MAX (Drive Axle Long Haul) for the drive axle are available in the sizes 315/70 R 22.5, 315/80 R 22.5 and 315/60 R 22.5. The TL10 + e-cube MAX (Trailer Long Haul) for trailers and semitrailers will be available in size 385/55 R 22.5 at first. The pan-European launch is expected for the first quarter of 2013. All three models of the new e-cube MAX line-up received excellent results in the three EU tire label categories noise, wet adhesion and rolling resistance/fuel efficiency.



Hankook e-cube MAX_AL10+_lr



Hankook e-cube MAX_AL10+_lr



Hankook e-cube MAX_AL10+_lr

"Our new e-cube MAX line-up is a logical addition to our e-cube series that is already very successfully established in the market and even surpasses it in terms of environmental friendliness and economic efficiency. As ecology and economy become an ever more decisive factor for purchase decision-making in the truck sector, our new tyre series has been developed with a special focus on sustainability and efficiency", explains Jin-Wook Choi, Hankook Tire President and CEO for Europe. "In the long term only sustainable products that combine environmental friendliness with optimum efficiency will prevail in the market. This is one of the reasons why we continuously invest in research and development of our products to offer our customers modern tire solutions at the highest technical level."

Maxxis on Forbes' List of Asia's Fab 50 Companies

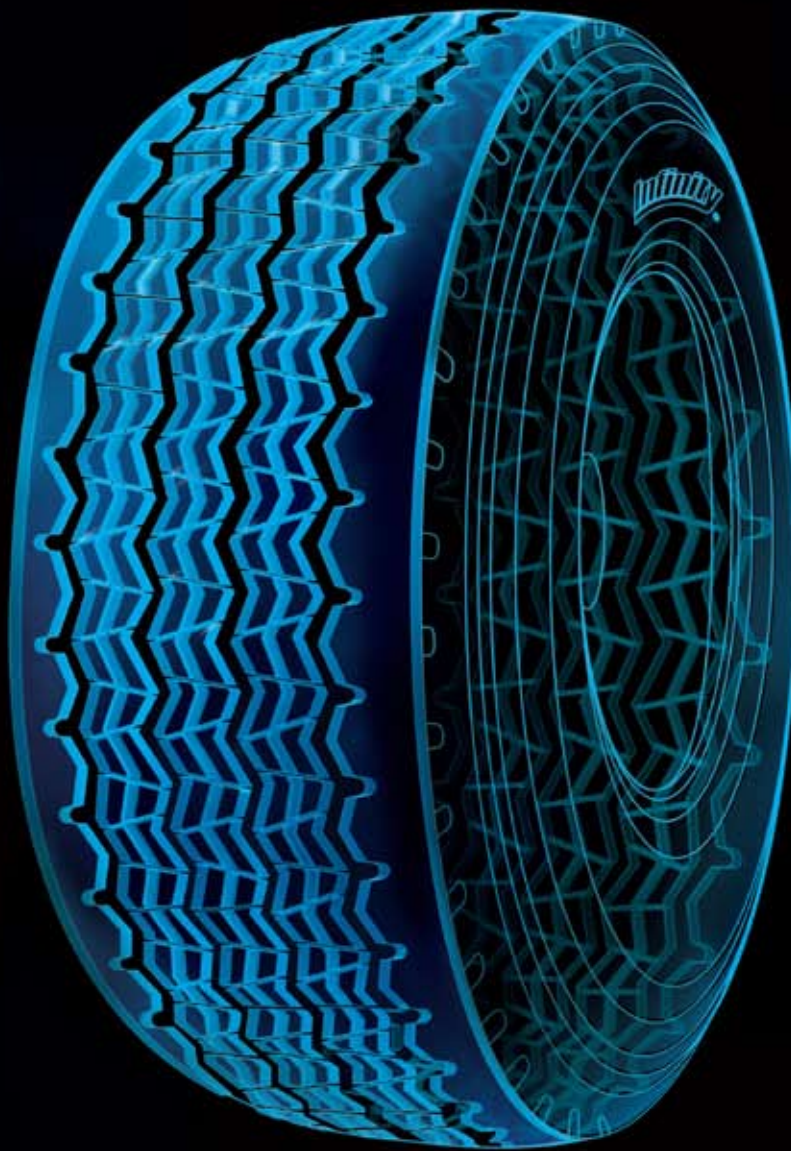
Forbes has named Maxxis to its 2012 list of Asia's Fab 50 companies.

The publication compiled the list of what it called "the region's best of the best" by examining 1,295 publicly traded Asian companies with annual revenues or market cap of US\$3 billion or more. Based in Taiwan, Cheng Shin Rubber Ind. Co., Ltd., d/b/a Maxxis International, reported global sales of US\$4.2 billion in 2011. Companies were judged on revenue, earnings, return on capital, share-price movements and outlook. The magazine eliminated companies which carried excess debt, firms with 50% or more of shares owned by a government and local operations of multinational corporations.

Noting that the slowing economy is weeding out merely good companies from truly great ones, Forbes staff said that firms on the list are "outfits that have managed to thrive amid decelerating growth in Asia and all but nonexistent growth in their US and European markets."

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Yokohama Rubber's ADVAN to Come Factory-Equipped on New Mercedes-Benz SL-Class Models



The Yokohama Rubber Co., Ltd., announced that its "ADVAN Sport V105 MO" tires for high-powered cars - part of its global flagship ADVAN series - have been selected as original equipment for new models of the Mercedes-Benz SL-Class, two-seater open sports car produced by Daimler AG of Germany. Tire sizes for the new models are 255/40R18 95Y for the front and 285/35R18 97Y for the rear.

The "ADVAN Sport V105 MO" was developed jointly by Yokohama Rubber and Daimler, and the "MO" mark on the side of each tire signifies approval by Daimler. The new tires deliver all of the stability in the super high-speed range of their predecessor, the "ADVAN Sport (V103)", with further improved performance on wet and dry surfaces and braking. Quiet ride and a high level of comfort are finely balanced. The "ADVAN Sport V105 MO" is also fitted as original equipment on CLS-Class and SLK-Class vehicles released in 2011. The predecessor "ADVAN Sport (V103)" is fitted as original equipment on the Audi S8, A7 and Q7, the Porsche 911 Carrera 4 and Cayenne, and the Bentley Continental, in addition to Mercedes-Benz models.

Yokohama tires are also fitted as original equipment on other Mercedes-Benz cars, including the G-Class, G-Class AMG, CL-Class AMG, ML-Class AMG, E-Class Coupe, C-Class, C-Class AMG, CLS-Class, SLK-Class, B-Class and A-Class.

ADVAN is a global flagship brand representing Yokohama Rubber. Included among currently available lines are the "ADVAN Sport (V103)" for high-powered cars, the "ADVAN S.T." for next generation SUVs, the "ADVAN NEOVA AD08" for street sport vehicles, the "ADVANA050" for motorsports, and the premium comfort tire the "ADVAN dB". Yokohama Rubber is also active in joint development with leading global car manufacturers and tuners, and ADVAN tires are featured on some of the world's leading high-performance automobiles. In motor sports, ADVAN racing tires enjoy an excellent reputation and have been the designated control tires for some of the world's top races, including the FIA World Touring Car Championship (WTCC), FIA F2 Championship and ADAC GT Masters.



2013 China Tires & Rubber Technology Fair



Date: 9-11, Apr. 2013

Venue: Qingdao Int'l Convention Center

Exhibition Catalogue

- ◆ Tire sections: rim, inner tube, inner tube;
- ◆ Tire repairing, test and tire replacement equipment, tool and service;
- ◆ Wheel rim, wheel hub;
- ◆ Tire accessories;
- ◆ Retreading tires, equipment for retreading, raw and auxiliary material;
- ◆ Manufacturing equipment of tire and wheel related raw materials;
- ◆ Other section: related periodical, magazines and news media.



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Conti EcoPlus S tire design study: Innovative tire for MAN Concept S



A look into the future: The Conti EcoPlus S experimental design study supports MAN's Concept S truck at the world's biggest commercial vehicle trade fair IAA 2012.

In view of the strict Euro 6 emission standards coming in 2014, economy will continue to be among the top specifications for future truck generations. Since tires can make a decisive contribution in this area, Continental has produced an innovative tire design study, the EcoPlus S, for the Concept S vehicle from its development partner MAN.

Continental is pointing the way to the future at IAA 2012. Its experimental tire study Conti EcoPlus S for the futuristic design of the MAN Concept S will provide a look into the long-term future of trucks at the world's largest truck trade fair. Being an industry megatrend, the further improvement of consumption and CO₂ emissions in road freight defines the present and the future.

Continental is supporting the aims of the MAN concept, i.e. further reducing fuel costs and CO₂ emissions, with its innovative tire study Conti EcoPlus S. The dimensions and the tread of the tire concept have been adapted to the vehicle layout. The innovative design emphasizes the further improved rolling resistance and greater mileage.

"By developing high-performance tires for long-distance transport, Continental is again taking on a considerably greater share of the work to optimize truck economy and thus to save global resources," says Geert Roik, head of R&D, Truck Tires & Original Equipment Business at Continental.

As an integrated development partner of MAN, Continental is continuously working on the optimization of tire compounds and tread designs. The knowledge gained is then applied to new product generations like, for example, the long-distance generation 2+ or the upcoming generation 3.

Of course, one thing is certain: No matter which concept solutions represent the truck of the future, they will definitely need a high-tech connection to the road, i.e. tires.



tire fact

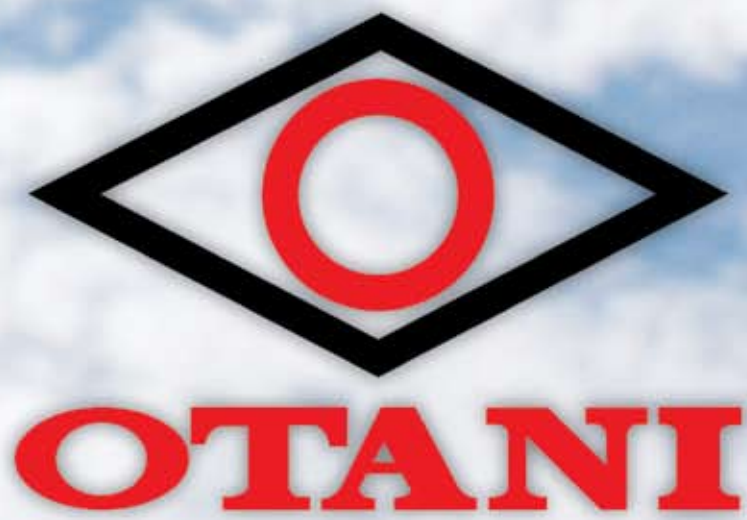
Tires are made of several different components, including the tread, sidewall, and tire plies, to name a few. The precise combination of variations of these components allows for the construction of tires that are particularly good in certain conditions, certain kinds of driving, and certain kinds of vehicles.

Mickey Thompson Performance Tires and Wheels Introduces The Mickey Thompson M/T Metal Series Wheels



These affordable, heavy duty steel wheels feature a tough black powder coat, embossed center cap, and the Mickey Thompson name stamped directly into the wheel face. Available in popular 15-, 16- and 17-inch sizes, the Mickey Metal Series wheels are offered in several options including the MT-28 (original eight-hole wheel) and the MT-88 (the 10-hole "D-window" wheel).

"Mickey Metal Series wheels were specially designed for today's tough off-roaders and toy haulers," said Ken Warner, VP Sales & Marketing, Mickey Thompson. "These stylish black wheels are available in the most popular sizes, plus a special application for trailers and toy haulers and an exclusive 17x9 size for late model trucks with larger brakes."



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Toyo Proxes R1R Equipped Cars Sweep Multiple Podiums in both the SCCA ProSolo Finale and SCCA Solo National Championship



The Toyo Proxes R1R extreme performance tire once again proved it is the 'tire of choice' for champions as it swept seven podiums by the end of the SCCA ProSolo® Finale and SCCA® Solo National Championship. Held annually at the Lincoln Airpark in Lincoln, Nebraska; this prestigious amateur racing event is considered one of the largest gatherings of individual competitors in the world.

The first of the events at Lincoln Airpark was the ProSolo Finale which consisted of two cars running against one-another on mirror image courses. The Toyo Proxes R1R swept the podiums in both the Street Touring C (STC) and Street Touring S (STS) classes. Not only did the Proxes R1R take the top spots, but all of the competitors in both classes chose to race on Toyo Proxes R1R tires – 11 in STC and 15 in STS. Team Toyo's own Jeff Wong captured second place in STC with his Honda Civic Si during the ProSolo Finale.

Once the last of the cars in ProSolo completed their timed runs, the SCCA setup the coned course for the Solo National Championship. More than 1,100 competitors from around the country attended the event. The Toyo Proxes R1R once again dominated by sweeping podiums in five classes: STF (Front Wheel Drive), STC, STC-Ladies, STS and STS-Ladies. In STC, 34 out of the 37 competitors made the Proxes R1R their tire of choice. In STC-Ladies, all 10 competitors ran on the Proxes R1R. All 39 competitors in STS and all six competitors

in STS-Ladies opted for the Toyo Proxes R1R to deliver their precise handling and speed. Team Toyo® drivers also scored podiums in the Solo National Championship: Jeff Wong and Nicole Nagler won the STC and STC-Ladies championships respectively, while Leslie Cohen captured Third Overall in STC-Ladies.

"It was another great year for the Toyo Proxes R1R during the SCCA ProSolo Finale and Solo National Championship," said Stan Chen, manager of events and motorsports, Toyo Tire U.S.A. Corp. "This marks three years of dominance by Proxes R1R equipped cars in several Street Touring classes of SCCA. We would also like to congratulate Team Toyo's own Jeff Wong and Nicole Nagler for being crowned champions, and congratulate Leslie Cohen for her podium finish."



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Team Nexen Tire Europe wins the 2012 Drift Allstars European Champion with Irish Driver Alan Sinnot

TIRES



Last month the Drift Allstars European series title took place on the Island of Malta on what is the biggest professional drift event in southern Europe.

Team Nexen Tire Europe once again proved this weekend why they are one of the leading professional drift tire teams in Europe with a star studded performance by all drivers this weekend.

From the get go it was Spanish Champion Lluís Lopez who was on fire all weekend and wanted the win! Lopez was on a mission and from the very first practice was the man to watch all weekend will full throttle no lift style and perfect lines meant he who takeout P1 in qualifying!

Team Mate and championship leader Alan Sinnot had a very tough week after trying to sort his mechanical gremlins from Hungary, even with his car down on power he took P3 after one of his main championship driver's Finnish driver Juha Rintanen took P2. Pete Barber the UK driver would have another strong drive and take P5 in qualifying.

When it came to the battles all 3 drivers easily progressed through their first battles in the top 16 with master class displays against the local drivers. Lluís Lopez would first come up against Championship Rival Nigel Colfer and with two very close battles and a one more time Lluís would take the win knocking out the second championship rival for Alan. With Alan Sinnot beating Martin Richards and progressing to the final it would mean an all NEXEN Tire Europe final,

Lluís Lopez would lead Against Alan (Spanish Champion Vs Irish Champion) Lopez would leave down another fast run but Sinnot wanted his second win off the season and shadowed Lopez around the full run. In the second run Sinnot would lead but Lopez charging hard again would just enter too fast when chasing and nearly collided having to win an giving the win to Sinnot

After the podium Alan spoke to us and said "It has been a great night with some hard battles, we qualified third finished first. 5 podiums out of 6 events two wins and the 2012 Drift Allstars European championship what more can I ask for the perfect season"

With another master class display from Nexen Tire Europe team the lead is also sustained in the tire teams table NEXEN took the Drift Allstars first tire team title beating 5 other manufactures.

1. Alan Sinnot -Ireland (NEXEN TIRE)
2. Lluís Lopez - Spain (NEXEN TIRE)
3. Nigel Colfer- Ireland
4. Martin Richards- UK

New Proxes RR by Toyo Tires Delivers Superior Cornering and Eliminates Tire Shaving



Toyo Tire Corp. has released the new Toyo Proxes RR, a DOT competition tire designed for dry tracks. Its symmetric design uses two circumferential grooves molded to a 4/32nd tread depth with additional wear inspection holes on the void areas. This race-ready design eliminates the need for tire shaving and provides ultimate traction with superior cornering force.

The racing tread compound of the Proxes RR delivers maximum dry performance and improved lap times for the serious racers competing in NASA or SCCA® competition. It is also great for track days and Time Attack competition. With the advanced compound and rayon carcass of the Proxes RR drivers can expect predictable handling and consistent lap times throughout its life.

The reinforced sidewall of the Proxes RR delivers excellent steering response. A sidewall marking area is also a part of the design, allowing racers to easily label their tires.

"The new Toyo Proxes RR is the perfect tire for road racers that are serious about winning," said Stan Chen, manager of events and motorsports, Toyo Tire U.S.A. Corp. "It also complements our already popular portfolio of race-proven tires including the new Proxes RS1 and legendary Proxes RA1."

The new Proxes RR has a 40 C A treadwear rating and is available in three popular competition sizes: 205/50ZR15, 225/50ZR15 and P275/35ZR18 87LL. It is recommended for competition events only. To learn more about the new Proxes RR and the full line of Proxes competition tires.

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Cars Equipped with YOKOHAMA's ADVAN Tires Finish First and Second in 12-Hour Endurance Race in Malaysia



The Yokohama Rubber Co., Ltd., announced that two vehicles fitted with its ADVAN racing tires finished first and second in the Malaysia Merdeka Endurance Race 2012 (MMER), a 12-hour endurance race run September 1-2 at the Sepang International Circuit in Malaysia. For the vehicle equipped with YOKOHAMA tires, it was its second consecutive triumph. Supporting the victory, YOKOHAMA tires demonstrated their superior wear resistance on a course with extremely hot road surface.

The first and second finishers were, respectively, Car No. 1 (drivers: Nobuteru Taniguchi/Masataka Yanagida/Dominic Ang) and Car No. 28 (drivers: Tatsuya Kataoka/Fariqe Hairuman/Melvin Moh). Both of them belong to the "Petronas Syntium Team" and again drove the "Mercedes-Benz SLS AMG GT3." Car No. 1 won the victory on YOKOHAMA tires for the second year in a row. In the qualifying races and until almost midway through the final, the top three vehicles - Car Nos. 1 and 28, led by Car No. 3, a "Ferrari 458 GT3" of the "Clearwater Racing Team" - were equipped with YOKOHAMA tires. Then, nine hours after the start, Car No. 3 had a mechanical problem, leaving Car Nos. 1 and 28 alone in the lead. Both continued running smoothly, overwhelming all competitors, to the checkered flag.

Launched in 2000, the Malaysia Merdeka Endurance Race is held every summer to celebrate the independence of Malaysia. It has drawn increased attention every year as more and more of the world's top endurance teams and drivers have participated. With changes to qualifying instituted this year - only "real race cars," including cars complying with FIA's GT3 regulations - 30 vehicles took part.



GLOBAL TYRE COMPANY OMNI UNITED APPOINTS THE CENTRAL TRADING COMPANY L.L.C (CTC) AS ITS EXCLUSIVE DISTRIBUTOR IN THE UAE

Singapore-based, global tire company Omni United announced that it has appointed the Central Trading Company L.L.C (CTC), member of the established Al Rostamani Group, as its exclusive distributor in the UAE. CTC also represents well known global automotive brands like Michelin Tires and has a strong and wide distribution network in the UAE.

OMNI has launched its flagship brand Radar Tires in the UAE at an exclusive tire dealer event in Dubai on 6 September 2012. OMNI, known as the "Ikea of Tires", is currently represented in more than 50 countries around the world, with the U.S. being OMNI's largest market. OMNI offers a complete range of on-trend, high quality yet affordable passenger car, SUV, truck, bus, and farm tires, and is set to expand its global market reach to the UAE come September. OMNI's flagship brand Radar has been hugely successful in the global market with its attractive market positioning that offers compelling value-for-money proposition which makes high-quality tires affordable at competitive prices to most customers.

"We are very honoured to be partnering an established company like CTC in the UAE. We are confident that we are able to reach out to the dealers and consumers in the UAE with CTC's strong distribution network and world-class service," said G.S. Sareen, CEO of Omni United. "We recognize the great opportunities and the increasing demand for high performance and affordable tires in the UAE, and we believe that there is no better time for us to tap on this booming market," he continues.



"We are aware of the success that RADAR Tire have achieved in other countries around the world and we look forward to emulating the same success over the coming years in UAE as we always look for quality products to be added to our product portfolio which already includes world renowned brands," Mohammed Aqel, General Manager of Central Trading Company, said.

OMNI has embarked on an integrated advertising campaign whose takeoff is scheduled to coincide with the official launch of Radar Tires in September. The advertising campaign, includes billboards, lampposts, taxi, radio, and petrol kiosks ads, will be well positioned across Dubai.

Central Trading Company founded in 1957, is among the core companies of the Al Rostamani Group, one of the largest and oldest business conglomerates in the country.

CTC offers a broad range of products like Michelin, Castrol, Blue Star, FB Batteries, Bekon Batteries, Dyna Coat Automotive Refinishing Paints, Erlac Car Care Products, Federal Tires, Alpha Beta Masking Tapes, Arexons Air Fresheners, Tire Plus Automotive Center, CTC Water Dispensers, Tetrosyl Chemicals, Japan Home Center and products of automobile workshop suppliers Forch.

An advertisement for the "Tires & Parts" app. It features a smartphone, a tablet, and another smartphone, all displaying the app's interface. The text "Available on" is at the top right, followed by the Android logo and "App Store" button. The website "www.tirespartsmag.com" and social media icons for Facebook and Twitter are at the bottom.

INNOVATIVE BRIDGESTONE TPMS IMPROVES FLEET UPTIME AND FUEL CONSUMPTION



Bridgestone is rolling out an innovative TPMS (Tire Pressure Monitoring System) across Europe in order to provide a more thorough pressure maintenance service to contract fleet customers.

With service provision supplied by Truck Point, tires requiring attention are not only identified but also serviced back to peak condition.

Two main benefits for the fleet are optimal fuel consumption and reduced breakdowns

Studies show that tires running at low pressure increase fuel consumption, and therefore CO2 emissions. For example, a tire with a recommended pressure of 9 bar will use 5% more fuel when running at 7 bar.

"From internal studies we can see that fleets have on average up to 25% of tires running with pressure at least 10% below recommended levels and up to 5% with pressure at least 20% below" says Neil Purves, Senior Manager, Business Innovation, Commercial Products Division, Bridgestone Europe. "With this 'average' pressure condition, fleet fuel consumption would be 0.6% higher than if all tires were running at recommended pressure levels."

Tire breakdowns at the roadside are frequently caused by slow punctures: a nail penetration can sit for days or even weeks before a noticeable pressure loss is detected. Often the leak is not seen at all and the tire runs to the point where it fails with a rapid pressure loss. In this case not only will the roadside breakdown be more costly than a regular tire change, but the vehicle will also be stopped until the service can be made and the tyre casing value will be lost. Additionally, a tire blowout can lead to large tire parts being thrown onto the road, causing a hazard to other road users.

In addition to the benefits of improved fuel consumption and fewer breakdowns, a tire running at optimal pressure will give a longer wear life and the casing will be in better condition for retreading.

Tests using thousands of Bridgestone TPMS sensors in Europe over the past year clearly show the advantages: "We were immediately interested when we heard about this system," says Peter Eriksen, Technical Manager at CDK, one of the first customers to use Bridgestone's TPMS. "Using this very simple device on all our Arla vehicles' tires in Denmark, Sweden and the UK saves us 350,000 liters of fuel and 945 tons of CO2 emissions annually. It was an obvious decision to make. Furthermore, we can now detect punctures faster and avoid potential breakdowns on the road."

System description

The system comprises a valve-mounted sensor, a receiver gate mounted at the fleet site, a cloud-based data system and the tire service provider.

The small sensor uses patented low power technologies that enable it to send out a signal every 6 seconds while giving it a battery life of at least 3 years. Three versions have been developed to allow optimal fitment whatever the wheel position on the truck or bus. The sensor sends pressure and temperature data as well as an ID allowing the corrected pressure to be attributed to the specific vehicle and wheel position.

The gate receiver consists of 4 towers that are wirelessly connected and battery powered (with solar panel charger). When a vehicle equipped with Bridgestone TPMS sensors drives through the gate, the towers capture the tire data and then send it on a regular basis to the Bridgestone database. If a very low pressure is detected the data is sent instantaneously.

A handheld receiver allows TPMS to function with the Bridgestone T2i system; especially useful for locations where a gate may be impractical.

The central T2s data system receives data from the gate or T2i and then matches the sensor ID to the specific fleet, vehicle and wheel position data to determine the recommended pressure. The pressure measurement will indicate whether the tire needs a regular maintenance or urgent action.

In the case of an urgent action status (e.g. pressure lower than 20% below recommended), an automated message is sent to the fleet and service provider who then coordinate to ensure that the vehicle is stopped and an investigation made.

The service provider of the Bridgestone fleet is trained to manage the incoming messages and make the relevant actions in a correct and timely manner.

Yokohama Partners with Kidzania Dubai



Juma Al Majid Est. has announced its most recent partnership through Yokohama, which has aligned with Kidzania Dubai to impart knowledge to the public on basic tire maintenance and safety measures.

"As one of the oldest business organisations in the UAE, Juma Al Majid Est. has the utmost commitment to the safety and well-being of the country's community. We are intent to increase the brand awareness on Yokohama Tires, and promote proper tire maintenance and safety through interactive and fun learning. This partnership with Kidzania Dubai is a testament to our enduring dedication to safety and education to our children in the UAE," commented Mr. Hassan El Haj, General Manager, Tire Division, Juma Al Majid Est.

Yokohama has been in partnership with Juma Al Majid Est. in the UAE for more than 50 years. There are six retail outlets with state-of-the-art service facilities throughout the UAE. Juma Al Majid Est, the sole distributor of Yokohama tires for the UAE, partakes in several other charitable initiatives as part of its on-going commitment to the UAE community.





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e-mail: jamest@emirates.net.ae



KUMHO TIRE U.S.A AND NEW YORK JETS

Kumho Tire U.S.A. Inc., one of the world's leading tire manufacturers, is pleased to announce its partnership with the New York Jets for the second year for the 2012-2013 National Football League season.

As a part of this major sponsorship supporting one of the professional football's most-watched teams, Kumho Tire is giving Jets fans the chance to win valuable prizes including the Jet Fuel VIP Fan Experience. As the Official Tire of the New York Jets, Kumho's tires are synonymous with performance and durability. As a company, Kumho Tire aligns itself with partners that envelop these qualities. Kumho Tire representatives will be attending many Jets home games with a complete onsite activation program designed to engage football fans.

"The New York Jets is one of the most highly recognized NFL teams in the country. Their dedication to excellence is an attribute Kumho Tire takes very seriously and this partnership is a great way for us to showcase our performance tires to loyal Jets fans," said Rick Brennan, vice president of marketing, Kumho Tire U.S.A. "We support the team's athletes, as well as the fans as they enjoy one of our country's favorite sporting events. We are happy to be the Official Tire Sponsor of the New York Jets."

Kumho Tire also gives Jets fans the chance to win big ticket items during several home games at MetLife Stadium. Kumho Tire's Jet Fuel VIP Fan Experience package gives fans at the games the chance to win two MetLife Stadium luxury suite tickets, a pre-game on field tour, two passes to an exclusive meet and greet with Jets football legends, a special athletic gift bag for two, Jets merchandise autographed by players, VIP parking pass, plus a free set of four performance tires. Fans may also sign up to

win online at www.KumhoTireUSA.com, however, only those who enter at the Kumho display located outside MetLife Stadium will be eligible to win the free Kumho tires. Signing up on Facebook also gives entrants the chance at the VIP Fan Experience. Just visit www.Facebook.com/KumhoTire. Kumho Tire also makes it easy for Jets fans to win by offering cost-saving rebates on tire purchases in honor of their New York Jets partnership. Those in New York and New Jersey who purchase a set of four select Kumho tires from participating local retailers can receive a \$75 rebate through January 13, 2012. The Flight Crew (Jets cheerleaders) will also be on hand at the Kumho booth at the stadium signing autographs and taking photos with fans before the games.

Fans coming to watch the New York Jets take on their opponents at MetLife Stadium should stop by the large Kumho Tire display located between the Verizon and MetLife gates in front of Parking Lot F. Find the Kumho Tire booth at the October 28th game against the Miami Dolphins, the December 2nd game taking on the Arizona Cardinals and the December 23rd game versus the San Diego Chargers. Fans can meet and take photos with the Kumho girls, enter to win prizes, play fun football games and even talk to tire experts about proper tire inflation and safety.

Few UAE Drivers Heed Urgent Calls on Importance of Tire Safety

Safety of all road users at risk without regular checks and adherence to careful advice, says expert

Dubai's roads users are at risk of life-threatening accidents if drivers do not maintain their tires, says a local automotive expert.

Proper tire maintenance and adherence to important advice is key to the protection of drivers and other road users from avoidable breakdowns and accidents, as well as improve vehicle handling, fuel economy and the life of tires.

"Basic tire maintenance is as simple as maintaining proper pressure, inspecting for cuts, slashes or irregularities on a monthly basis, and observing tire and vehicle load limits," said Asad Badami, managing director of locally-based automotive spare part, battery, tire and lubricant distributor.

"Tires are incredibly important; they're the only part of the car gripping the road and are so often overlooked," added Badami.

A 2007 report in the US estimated that 1.2 billion gallons of petrol is wasted each year due to the increase in rolling resistance in under-inflated tires – nearly 1 percent of fuel used in cars and light trucks.

The report also stated that blowouts linked to under-inflation cause over 41 deaths per year in the US, with the Emirates Driving Institute estimating that at least 75 percent of vehicles in the UAE are running on tires that are under-inflated.

According to Abu Dhabi Police statistics for this year, blown tires have been the cause of 54 crashed in Abu Dhabi alone – with six deaths, six severe injuries, 24 moderate injuries, and 17 minor injuries.

"In addition to pressure, a tire's tread is important as it grips the road. The more tread, the more grip – it's almost as basic as that," added Badami.

"Tires are a relatively low cost safety feature and given that the life expectancy of a well-maintained tire is up to 60,000km, the running cost is not one that is prohibitive when they need to be replaced," he said.

A-MAP's European engineered FENIX branded tires have been produced to the strictest European standards, and have been certified for the UAE. With the UAE's climate one of the detrimental factors affecting tire performance, FENIX tires have a very well designed tread pattern and have been engineered using cutting edge technology to withstand the heat.



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EVENT	DATE	INFORMATION	LOCATION
NGV Bangkok	01-03-Nov 2012	The event is one of the best Natural Gas for Vehicles Conference and Exhibition that is held in Southeast Asia. It provides the best platform for the leading global suppliers of NGV technologies and products to showcase their development to a wide number of attendees present there.	Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Krung Thep, Thailand
International Dirt Bike Show	01-04-Nov 2012	International Dirt Bike Show is a four day event that will be held in Coventry in United Kingdom. The event presents the latest development in the field and showcases the new products and services. The event will help the exhibitors to present their talents in front of a large number of people from all around the world.	Anaheim Convention Center, Anaheim, California, United States Of America
Connecticut International Auto Show	02-04-Nov 2012	Connecticut International Auto Show a mega show of automobile first time of its own in USA. It is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers	Connecticut Convention Center, Hartford, Connecticut, United States Of America
Auto Show-Istanbul	02-11-Nov 2012	Auto Show-Istanbul is the 14th edition of the session which will showcase latest innovation products for automobile industry in Turkey. More than 200 companies will exhibit in the expo.	CNR Expo Center, Istanbul, Turkey
China Motorcycle and Parts Fair	05-07-Nov 2012	China Motorcycle and Parts Fair is a must attend event for the industry professionals related to motorcycles industry and the attendees who have a keen interest in contemporary vehicles and motorbikes. They will get a scope to seek the opinion of the leading experts related to this field in this expo.	Guangzhou Jinhan Exhibition Centre, Guangzhou, Guangdong, China
Euro Bus Expo	06-08-Nov 2012	The show's broadened profile is being very well received with the themed days for the bus, accessible transport and tourism markets being welcomed by many new exhibitors.	Brazil Automation ISAy

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EVENT	DATE	INFORMATION	LOCATION
New Energy Auto Show	06-12-Nov 2012	New Energy Auto Show will be firstly held in Shanghai New International Expo Centre during November 6-12, 2012. 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
Automotive Engineering	07-08-Nov 2012	Automotive Engineering 2012 will be exploiting conventional, nuclear, and renewable installations. The event will be the most attended event where more than thousands of attendees will be welcoming. The event will be the dedicated business event where many business meetings will be held between the companies and the delegates.	National Exhibition Centre(NEC), Birmingham, England, United Kingdom
Auto Zurich Car Show	08-11-Nov 2012	Auto Zurich Car Show boasts of attracting large number of exhibitors from different parts of the world who will get a remarkable opportunity to demonstrate all their goods and commodities. As a part of this show, the participating exhibitors will get a marvelous occasion of marketing and it is expected that they will certainly reach out to qualified buyers as well as clients.	Messe Zurich, Zurich, Switzerland
MechanEx Surrey	13-14Nov 2012	MechanEx Surrey is a much deemed event in its sector which focuses at being the forum where all manufacturers of tools, machineries, equipments and diagnostics machines would come and meet, so that they can network and market with each other. This event also enjoys an esteemed position when attracting a huge number of visitors is the main concern.	Sandown Park Exhibition Centre, Esher, England, United Kingdom
Reifen China	14-16-Nov 2012	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.	Shanghai New International Expo Centre(SNIEC), Shanghai, China



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Safe and Efficient Heavy Goods Traffic thanks to Continental's Brake and Driver Assistance Systems

MK 100 ESC XT meets the demand for safety, comfort and driver assistance functions

As part of the MK 100 product family, the MK 100 ESC XT is based on the same proven technology that has been in series production since 2011 in platforms of European and Asian OEMs, meaning it offers all possible functional options. Depending on the requirements of the vehicle manufacturer, more than 30 safety and assistance functions can be offered – from Active Rollover Protection (ARP), Trailer Stability Assist (TSA), Hill Start Assist (HSA) and Full Speed Range Adaptive Cruise Control (FSA) to complex, autonomous overlay functions for stabilizing the vehicle. This cutting-edge brake system delivers the increases in safety and comfort and the greater number of assistance functions that manufacturers requested.

“With the MK 100 ESC XT special attention has been paid to the hydraulic output, i.e. an improved level of active safety through greater braking dynamic,” said Eichhorn. These kind of high-performance, highly dynamic brakes in conjunction with environmental sensors are a key technology when it comes to enhancing active safety. Without them, it would not be possible to have safety features such as an Emergency Brake Assist.

Smaller, lighter, more powerful – these are the hallmarks of the MK 100 electronic brake system generation from Continental, the international automotive supplier. A modular product family makes scalability possible, enables the use of the anti-lock brake system (ABS) and Electronic Stability Control (ESC) in all vehicle categories and saves on installation space and weight. The newest addition to the product family is the MK 100 ESC XT which was developed for heavy vehicles or vehicles transporting heavy loads. It was designed to achieve a high level of active safety through enhanced brake dynamics. Continental's Chassis & Safety Division unveiled the new system for the first time at the IAA Commercial Vehicles, which was held from September 18 to 27 in Hanover, Germany.

The MK 100 ESC XT, which can be used in light commercial vehicles, pickups, off-road vehicles and luxury-class vehicles, is the next generation of the MK 100. “Thanks to an adaptation to high volume uptake of the brake calipers, the MK ESC 100 XT now meets the special demands placed on the brakes by light commercial vehicles and heavy passenger cars very well,” said Bernhard Eichhorn, Simultaneous Engineering (SE) Project Manager for MK 100 ESC in the Electronic Brake Systems Business Unit. The new model, scheduled for series production in 2015, comes in two model types: the MK

100 ESC XT Base, fitted with a two-piston pump, offers all standard ESC functions right through to Adaptive Cruise Control (ACC). With a weight of 2,575 grams and a box volume of 2,036 cubic centimeters, this lightweight model type can be easily adapted to the different installation spaces.

The MK 100 ESC XT Premium offers Full Speed Range ACC (FSA) and even better Noise Vibration Harshness (NVH) levels for highest degree of braking comfort. Like the base model type, the six-piston pump premium model type has a high load volume, but with a weight of 3,100 grams and a box volume of 2,247 cubic centimeters.

It can also be used in hybrid vehicles with an efficiency of 98 percent in brake energy recuperation thanks to a simple software adaptation. This offers the customer full installation compatibility for conventional vehicles and hybrids.





Environmental sensors for greater road safety

Driver assistance systems such as Continental's Emergency Brake Assist and Lane Departure Warning monitor the space around the vehicle and work discreetly in the background as an electronic assistant driver. "Predictive environmental sensors such as cameras, infrared and radar ensure a maximum degree of safety. They come to the driver's aid as soon as a hazard is detected. First comes the warning signal, then, if necessary, active intervention," said Norbert Hammerschmidt, Head of Customer Programs in the Driver Assistance System Business Unit of Continental's Chassis & Safety Division. This helps to avoid accidents, lower repair costs and reduce time off the road.

EU to make Brake Assist and Lane Departure Warning mandatory for trucks from 2013

Safety in the truck sector is a top priority not just for Continental but for Europe as a whole. From November 1, 2013 it will be a legal requirement for all new truck models weighing over eight tons to be fitted with an Autonomous Emergency Brake Assist (AEBS) and for all new truck models weighing more than 3.5 tons to have a Lane Departure Warning (LDW) system. The EU is extending the regulations in the years to follow: from 2015 LDW systems will be mandatory for all newly registered commercial vehicles of more than 3.5 ton; from 2016 all new truck models over the 3.5 ton threshold will have to have an Autonomous Emergency Brake Assist. The aim is to reduce the number of accidents involving trucks, most of which are serious, and to bring more safety to European roads. Japan is following the EU's lead and tightening regulation on the use of AEBS and LDW systems in commercial vehicles, working to the same timeframe.

Using a long-range radar sensor from Continental together with the MK 100 ESC XT it is possible to have an emergency brake assist that can detect stationary obstacles on the road ahead. This gives the driver an early warning of a potential rear-end collision and automatically initiates an emergency stop if the driver fails to react appropriately. The system monitors the traffic ahead up to a distance of 200 meters and is able to detect stationary objects thanks to the high precision of the sensor.



Camera and radar help the driver to maintain an overview at all times

Inadvertently straying from a lane is one of the most common causes of accidents involving trucks. The Lane Departure Warning system monitors whether the vehicle is keeping to its lane and warns the driver if the vehicle has departed from the lane without the turn signals being activated. At the heart of this intelligent driver assistance system is a camera mounted behind the windshield that monitors the road ahead. The camera's electronics analyze the images and detect when the vehicle is about to stray from its lane. The vehicle is then guided back into its lane, preferably by the driver – who is given an acoustic, optical or sensory warning signal – or in combination with or without a steering impulse to the steering wheel. This buys valuable time before the driver realizes what has happened and retakes control. Continental has been supplying these lane departure warning systems for passenger cars and commercial vehicles since the end of 2007.

The camera used for the Lane Departure Warning system is also needed for other driver assistance systems such as the Intelligent Headlamp Control, which improves night visibility and ensures optimum illumination of the road in all driving situations. Traffic signs are also recognized by the camera: the driver is shown the current applicable speed limit whenever this changes. The automatic recognition system operates autonomously and can also incorporate data from navigation systems. This usefully combines the benefits of both systems. The camera detects all signposted speed limits including variable speed signs while the navigation system contributes information on speed limits that are not explicitly visible, such as in towns.

Trucks are large and visibility is often restricted. It is almost always the case that the driver cannot see critical areas surrounding the vehicle. Two short-range radars make life easier for the driver by monitoring the road behind and to the side of the vehicle and detecting whether there are other road users in the blind spot. The system for monitoring the blind spot issues a warning if there is a car, truck motorcycle or bicycle in this area. This makes changing lanes safer and reduces the amount of damage sustained by the bodywork and the cargo.

HONDA ENTERS FAST-GROWING EUROPEAN ROBOTIC LAWN MOWER MARKET WITH LAUNCH OF HONDA MIIMO



Honda is to enter the fast-growing European robotic lawn mower market with the introduction of Honda Miimo, its first commercial robotic product for domestic use.

Honda Miimo is the perfect solution for those wanting a beautiful lawn but would rather not or can't mow it themselves. The ultimate time and labour saving device, once installed it needs minimal human interaction when working to ensure a beautifully cut lawn, every day, for the length of the mowing season.

Honda Miimo operates a 'continuous cutting' system, typically mowing just 2-3mm of grass at a time, several times each week. It cuts in a random pattern, meaning less stress on the grass, more healthy growth and reduced moss and weeds. Unlike a traditional lawn mower it doesn't need to collect cuttings, as the clippings it creates are so small that they are dispersed into the lawn root system, breaking down quickly to act as a natural fertiliser which improves the health and quality of the grass.

Honda Miimo navigates the garden through an intelligent combination of controls, timers and real-time sensory feedback. It works within a boundary wire, installed under the ground or in the grass around the perimeter of the garden. Honda Miimo detects the electronic signal in the wire and stays within it, ensuring high levels of safety and accuracy. Powered by a high performance lithium-ion battery, it is self-charging, constantly monitoring its battery level and returning to its docking station when it needs to recharge.

Uniquely, Honda Miimo features a fan, built-in to its blade holder, which creates airflow to effectively 'suck' the grass towards the blades. This ensures a superior finish and a more consistent distribution of clippings back into the root system. Additionally, in a first in the market, it uses three highly durable blades, which bend rather than shatter on impact with hard objects, eliminating the danger of pieces of broken blade being left on the lawn. Cutting height is adjustable between 20mm and 60mm, to suit the conditions and time of year.



European sales of robotic mowers are growing rapidly. With the garden increasingly used as an 'outdoor living room', people living busy lives and not wanting the work of maintaining a lawn; and an ageing population perhaps not able to do so, robotic mowers are a perfect solution. They also deliver excellent environmental benefits; not producing CO2, quieter than petrol models, and with no cuttings to dispose of.

Honda Miimo operates using one of three modes – 'random', 'directional' or 'mixed', to suit the size and type of garden. Random mode sees it navigate the lawn without a fixed pattern; whilst in directional mode it moves back and forth in a more uniform fashion to ensure a faster cut. Mixed mode allows intervals of random and directional cutting.

Honda Miimo features three independent 360 degree 'bump' sensors, which detect a solid contact between it and any obstacle. If a bump sensor is activated, it will stop, turn and move away from the point of contact in a different direction.

Honda Miimo can ascend slopes up to 24 degrees, and when it encounters patches of thick or long grass it will automatically reduce wheel speed but maintain blade speed in order to deal with tough areas effectively.

Both safety and security are assured by two 'lift' sensors which are triggered if Honda Miimo leaves the ground. On activation it shuts down completely,

an alarm sounds, and it cannot be used until the owner inputs a unique PIN. In line with new regulations this means that it cannot be picked up whilst the blades are turning, and it is rendered useless in the event of theft.

At launch, Honda Miimo will be available in two models, 300 and 500, offering a maximum perimeter cut of 300m and 500m respectively. Honda Miimo 500 will mow up to a total lawn size of 3,000 square metres, around half the size of a typical football pitch, making it suitable for a wide variety of gardens.

The introduction of Honda Miimo heralds a whole new model for Honda Lawn & Garden Authorised Dealers. Uniquely in the market, it will be sold as a full service package. Upon purchase, the dealer installs the docking station, which acts as both the charging point and signal generator. A boundary wire is connected to the docking station, then routed around the perimeter of the garden to define the mowing area. Honda Miimo is then programmed to cut to a schedule convenient to the customer, via its inbuilt timer and calendar. Then, at the end of the season the Honda Authorised Dealer collects it for winter maintenance, and, in some countries, winter storage.

Honda has been working in the development of robotics since 1986, with the predecessors of ASIMO, the world's most advanced humanoid robot. Honda Miimo is the first commercial robotic product manufactured by the company for public use – representing its first step towards providing customers with robotic solutions to improve quality of life at home.

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From virtual to reality

Nissan GT Academy with Sony PlayStation challenge Middle East's gamers to be pro racers



In 2008, Nissan teamed up with Sony PlayStation and asked the question; can a super-fast racing game player become a super-fast professional race driver in the real world? Over the past four years, the answer has been a resounding 'yes' as GT Academy has proved to be a unique and successful route to top flight motorsport for a select few around the globe. And now, GT Academy will offer entrants from the Middle East the chance to shift from 'gamers to racers'.

This opportunity of a lifetime from Nissan and Sony PlayStation will challenge the Middle East's best game players to transfer their skills from the virtual world of Gran Turismo® to the real world of racing. Two routes are available to those wishing to take part – live events and an online competition.

"GT Academy Middle East is a unique opportunity for the region's game players to become racing drivers," said Samir Cherfan, Director, Marketing and Sales, Nissan Middle East. "GT Academy takes rank amateurs from the virtual world, provides intensive on-circuit, real world training from the best in the business, and presents them with a once-in-a-lifetime opportunity to take to the track and compete in the demanding world of GT racing.





For those fortunate enough to make it through the demanding qualifying rounds, the prize is the chance to compete in an internationally recognised endurance race, all courtesy of Nissan and Sony PlayStation.

"Ladies and gentlemen, start your engines."

Robert Fisser, General Manager of Sony Computer Entertainment in Middle East, Africa, Turkey and India commented: "In our continuous efforts to include the ME region in global programs, we are excited to announce the first GT Academy to take place in the Middle East! Middle East racers get ready to hit the track! Tackle real life race tracks and get behind the wheels of real life race cars! It's no longer the virtual world you're competing in, GT5 the best real driving simulator PS3 game, just became real! Best wishes to all ME racers."

The first opportunity to participate at a live event will be at GAMES12, Dubai, the largest video gaming convention in the region. Visitors to the PlayStation stand will find dedicated GT Academy simulator pods available - the fastest time recorded over the three days of GAMES12 will be guaranteed a place in the next selection round. Other events will be staged across the participating countries throughout October and November with all entrants included in the main competition's leaderboard.

The second route requires competitors to tackle a specially generated and free to download Gran Turismo® GT Academy qualification challenge. This exclusive edition, available to anyone with an internet connected PlayStation3, is based on the legendary racing simulation game.

At the close of the competition in December, the fastest online gamers will then join the winners from the live events at the regional final. From this elite group of 25, just eight will then go through to the 'International Race Camp' at Silverstone, the home of motorsport. There, they will compete against an international field at the wheel of a variety of Nissan cars for the chance to win GT Academy and go on to become a professional racing driver.

Bosch cuts fuel consumption and emissions with Eco.Logic motion for commercial vehicles



The search is on in the world of commercial vehicles for new ways not only to reduce the strain on the environment but also to lower costs in operating budgets. Fuel optimization for commercial vehicles is the goal of a new type of assistance system made by Bosch: Eco.Logic motion. Its focus is to use extended navigation data, such as information about gradients and bend curvatures, to optimize the engine and transmission control systems. Sophisticated algorithms ensure a reduction in both fuel consumption and CO2 emissions.

Development engineers at Bosch's Car Multimedia division have devised special hardware that is capable of taking into account manufacturer-specific algorithms for cutting fuel consumption and emissions. Eco.Logic motion thus acts as a predictive sensor for optimizing the driving strategy and making it more cost efficient.

"Under its imperative 'Invented for Life', Bosch will always be committed to innovation and improvement in the area of road safety and environmental sustainability" said Guido Gring, Vice President of Automotive Aftermarket, Sales Independent Aftermarket for Middle East and Africa.

"Conserving the environment, its resources and making the roads safer has long since been on the global agenda. The 'globalization' of environmental sustainability and road safety prompts Bosch leadership in technological innovation for the automotive sector. Such leadership looks at this region as one of the main markets," he continued.

Bosch has been able to accomplish the first series production project with this new system together with Mercedes-Benz Trucks. The jointly developed "Predictive Powertrain Control" system is being introduced to the new Actros in the late summer of 2012. Bosch is supplying the hardware, software platform and electronic horizon for this, and Mercedes-Benz has developed the corresponding application software.

The system creates a three-dimensional image of the surroundings based on a digital map that also includes information on gradients and bends. This image combined with precise data about the vehicle's location obtained via GPS (Global Positioning System) is used to calculate a preview of the vehicle's surroundings – referred to as the "electronic horizon" – that goes far beyond such near-field sensor technology as radar or video sensors.

Based on the information gleaned from the dynamic electronic horizon and from the comparison with current vehicle parameters, the application software simulates an environmentally friendly driving strategy. For this purpose, it calculates a suitable speed and an appropriate gear selection for the route section ahead. This information is then compared with current parameters and is transmitted to the vehicle's powertrain as instructions that are followed by the engine and transmission control units, thus enabling the vehicle, for instance, to accelerate when most appropriate or avoid unnecessary gear changes shortly before the crest of a hill.

Eco.Logic motion offers fundamental benefits through lower fuel costs and reduced pollutant emissions. It quickly pays for itself both in individual vehicles and in entire vehicle fleets and contributes to resource conservation. Furthermore, the hardware platform and system software provide Bosch engineers with other areas of application, such as in the field of hybrid, battery and thermal management. With such intelligent systems designed to meet specific needs, commercial vehicles will in future become even cleaner and more economical.



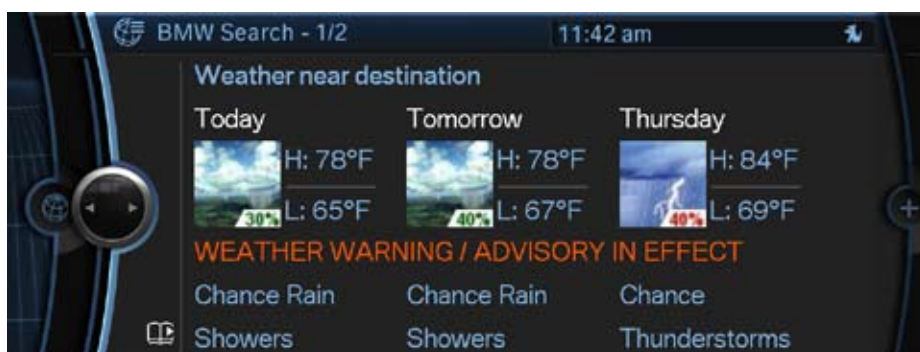
BMW INTRODUCES NEW CONNECTEDDRIVE TECHNOLOGIES

BMW Group, one of the world's leading premium automotive manufacturer, has taken another step to further enhance the driving experience of its customers, through developing innovative communication via BMW ConnectedDrive.

BMW ConnectedDrive is BMW Group's philosophy of exchanging information between the driver, the car and the outside world to give the driver and passengers' information and services to help make their driving experience safer and more comfortable.

As part of the company's commitment to introducing new features and technologies, BMW has added a number of user-friendly and technologically-advanced systems to BMW ConnectedDrive.

Drivers now receive added peace-of-mind and convenience with a host of services built into their car's infotainment system. Alongside existing systems such as Assist - which calls the emergency services automatically in the case of an accident in which the airbags are deployed; and Online - which allows passengers to receive news/RSS feeds and weather forecasts while on the move, as well as read and reply to e-mails; Teleservice has recently seen a number of features rolled out:



Teleservices Battery Guard - an automatic system which notifies the driver via an SMS message in case the lights have been remained switched on in the vehicle and is draining the battery. This service will also automatically notify the local BMW importer of the battery's condition for it to be checked at the next service.

Automatic Teleservice Call which ensures regular contact between the vehicle and the service department of the local importer to ensure any problems are identified and required work is booked automatically and efficiently without inconveniencing the customer.

This is further developed through Teleservices Breakdown which will inform the BMW helpline of any faults identified with a vehicle in the event of a breakdown to ensure a swift resolution to the problem. Details such as the vehicle's location are also automatically sent to the call centre allowing for recovery services to be dispatched quickly.

The final upgrade available is the Teleservices Update - this automatic service will download and install any software upgrades required between the BMW ConnectedDrive system and third party MP3 players and smartphones. This allows the driver to connect his periphery devices to his vehicle without the need to visit his importer for a system upgrade.

BMW is committed to improving the driving experience of its customers across the Middle East and is working closely with each market's importers to increase the systems available through BMW ConnectedDrive.

These BMW ConnectedDrive features are only available in the UAE via AGMC, the BMW Group importer in Dubai, Sharjah and Northern Emirates.

ContiTech: Product Information by Smartphone



Product information



Scan this code with your smartphone



Transmission Group can now call up detailed information about the Auto-motive Aftermarket products with their smartphone. A QR code on the packaging leads directly to the product-specific information page in the Product Information Center (PIC), the company's online service. ContiTech has allocated a dedicated QR code to every listed product for the replacement market. The new packaging will gradually replace the current boxes.

ContiTech has created a version of the PIC optimized for Internet-capable cell phones for the new service. The QR code is linked to this version.

Users can also access the page at www.contitech.de/pic directly with their cell phone. This page gives automotive professionals speedy, clear and helpful information on each article listed, such as technical data, parts lists and pictures. For many of the articles, technical installation tips are also provided along with the answers to FAQs. For more detailed assistance, there is a direct link to the technical hotline. "The new service offers our customers even quicker access to important, specific product information," declares Helmut Engel, head of Automotive Aftermarket at the ContiTech Power Transmission Group. Other advantages: No app has to be installed and the information is always up to date. The mobile PIC is already available in eight languages, and more will be added in the future. The user selects the required language version on a one-off basis when starting the product for the first time. This language then always opens automatically on all subsequent occasions.

INFRARED HEATING SURFACES EMIT HEALTHY RADIANT HEAT



Conventional heaters and air conditioners today heat the air inside the vehicle, which then transfers its heat to the driver and passengers. In contrast, in systems employing infrared heating surfaces, energy is converted into infrared radiation, which then warms the occupants' bodies directly. The heating effect is operational only one minute after the system is switched on. In addition, the heat generated by infrared heating surfaces is distributed without any need for drafts of air and is completely silent. In the field of vehicle heating systems, modern infrared heating surfaces are a new solution that not only promotes low power consumption but also provides a noticeable improvement in the passengers' level of comfort. Particularly when used in battery electric vehicles (BEVs), which are purely electrically-driven, in future infrared heating surfaces will yield gains in efficiency, since the electrical energy will be used to directly warm the occupants. Apart from rapidly warming the passengers, infrared heating surfaces can be used as an additional feature to create an agreeable, cosy climate within the vehicle. Separate regulated circuits, analogous to seat heating, with which the occupants can individually set their own degree of comfort are another possibility. Since each passenger can be provided with his own individual heating system, it is also possible to selectively heat only those seats that are occupied and thus reduce energy consumption.

GM Connected Vehicle Development Enters Critical Phase



Collaborative project to test vehicle-to-vehicle communications will improve traffic safety

General Motors will help drive a critical phase of vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communications technology development by providing eight specially equipped vehicles for a year of real-world testing.

The V2V-equipped Cadillac and Buick cars will be part of a larger fleet of passenger cars, commercial trucks and transit vehicles participating in the U.S. Department of Transportation's Connected Vehicle Safety Pilot Model Deployment Program.

The University of Michigan Transportation Research Institute will conduct the program, which is designed to determine the effectiveness of V2V and V2I safety technologies at reducing crashes.

In late 2013, the National Highway Transportation Safety Administration (NHTSA) will use data collected by these vehicles to measure overall system benefits. Analysis of the data could result in a wide-scale deployment V2V technology before the end of the decade.

"Safety is our No. 1 priority, and this research could save lives and prevent injuries," U.S. Transportation Secretary Ray LaHood said in a transportation department press release about the project. "We need to keep looking for new ways to improve safety and reduce fatalities."

V2V communication allows vehicles to send and receive from each other basic information such as location, speed and direction of travel. V2I communication shares information about traffic signal phase, road attributes and surface conditions. Each technology has the potential to mitigate traffic collisions and congestion. Together, they can be integrated with active safety features, such as forward collision warning and side blind zone alert, already available on many production cars.

"Participating in this program will help GM and our research partners gain a more accurate, detailed understanding of V2V and V2I's potential safety benefits," said Nady Boules, GM Global R&D director of the Electrical and Control Systems Research Lab. "It is essential that common standards and security framework be established for V2V and V2I technologies so that vehicles from different automakers can communicate and interoperate with each other in a consistent manner."

The V2V-equipped Cadillacs and Buicks and will be joined by vehicles from its partners in the Vehicle Safety Communications 3 Consortium, which is part of the Crash Avoidance Metrics Partnership. A large fleet that uses comparable aftermarket safety devices or simpler Vehicle Awareness Devices also will be involved.

The V2V vehicles GM is providing use production-viable integrated systems capable of sending and receiving information from other vehicles, and warning drivers when potential for a collision is detected.

For the V2I portion of the program, 73 lane-miles of Ann Arbor roadway in Michigan have been instrumented with 29 roadside-equipment installations. The transportation department selected the town of Ann Arbor for the program due to its traffic mix, variety of roadway types and characteristics, seasonal weather and proximity to vehicle manufacturers and suppliers.

"This program will help GM determine a timeline for introducing V2V technology on our vehicles, globally, in the second half of this decade," said Hariharan Krishnan, GM R&D technical fellow for Perception and Vehicle Control Systems. "It will take approximately another five years of market penetration for customers to truly benefit from the technology. Ultimately, V2V and V2I technologies stand to improve traffic safety and efficiency for many drivers."



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Xenon X-tremeVision

brighter-than-ever Xenon bulb spearheads Philips new aftermarket Xenon headlamp range

In 1991, Philips introduced Xenon lighting to the Automotive sector and at Automechanika it launched a new Xenon aftermarket range. Three new products: the cost saving Xenon Vision, stylish Xenon BlueVisionUltra and range topping Xenon X-tremeVision will widen choice and help increase value, style and safety for consumers.

Xenon Vision

The Xenon Vision will become the reference headlamp for standard Xenon lighting replacement.

Standard Xenon bulbs experience slight changes in colour over time and this has meant previously that a replacement Xenon bulb will often look mis-matched, compared to the remaining headlamp. The solution has always been to replace Xenon Bulbs in pairs.

Philips new Xenon Vision bulb, the new standard Xenon lamp from Philips, addresses this problem, matching the colour of an existing Xenon bulb, so that motorists will now only have to buy replacement Xenon bulbs singly, offering noticeable cost saving benefits.



Xenon BlueVisionUltra

Philips new Xenon BluevisionUltra is aimed at the motorist who is looking for individual style in a replacement Xenon bulb.

The human eye responds to blue light, perceiving it as being closer to daylight and BlueVisionUltra has been designed with a clear outer tube with blue stripes that produce a pronounced blue effect. The bulb projects light at a colour temperature of 6000K – the highest in the market place – which means that the motorist perceives it as being like driving in daylight and is visually more comfortable as a result.

The Xenon BlueVision Ultra delivers 10% more light than previous generation Xenon lights, while its distinct blue tint makes any car equipped with it stand out from the crowd.

Xenon X-tremeVision

The X-tremeVision halogen light has won numerous awards and Philips is now proud to introduce its Xenon counterpart.

The first +50% Xenon lamp is the result of all Philips' lighting expertise and with Xenon X-tremeVision the company offers a Xenon bulb that is brighter than ever before. It achieves this thanks to an optimized burner geometry, whose fine tuning delivers increased light levels where they are most needed.

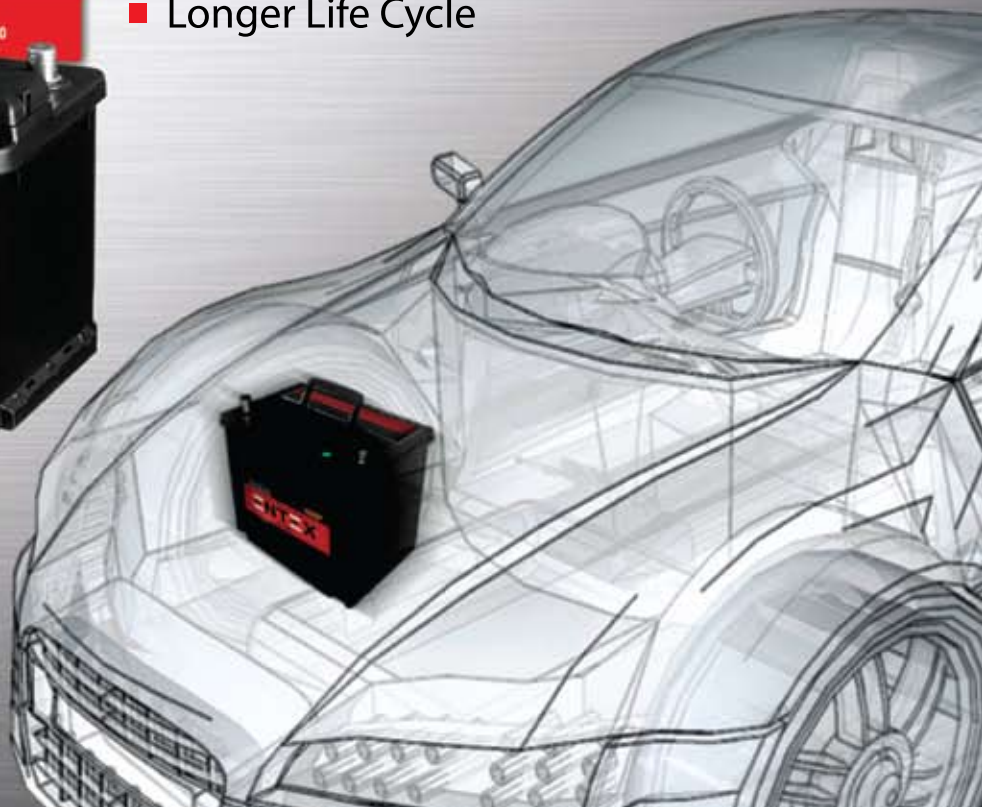
The result is a longer beam to see obstacles earlier, together with a greater perceived visual difference, thanks to the increased colour temperature of 4800K, that in turn delivers enhanced peripheral vision. Xenon X-tremeVision offers a significant boost to driving safety.

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Porsche adds new exclusive collections to latest Driver's Selection range

Celebrating more than 60 years of timeless perfection and classic design, Porsche has announced it has added three exclusive new collections to its latest Driver's Selection range.

Launched this summer, the new additions include the Colours of 1968, Retro Spirit, and 911 Collections, all of which are inspired by Porsche's long history of combining style and quality with functionality.

A homage to an era of success, the Colours of 1968 Collection is characteristic of the uni-colours typical of the Porsche 911 in the swinging 60s: tangerine, polo red, Irish green and ossi blue, expressing power and verve in their purest forms, while the 911 Collection is the refined embodiment of the Porsche tradition.

Meanwhile, the Retro Spirit Collection is the ideal keepsake for motorsport enthusiasts. A symbol of motorsport's magnetic appeal, the sporty collection reflects a symbolic period in Porsche's motorsport history, taking the traditional checked seat cover pattern from the 1950s and 1960s, and incorporating them into modern fashion.

Another distinct highlight of the latest Driver's Selection this year is the new Porsche Bike. Proof that exclusive, exciting road travel doesn't necessarily require four wheels, the Porsche Bike RS is made from a lightweight high-end carbon frame, and is powered by Shimano XTR 20 speed gears.

Along with its most recent new collections, the Driver's Selection also includes Porsche watches and sunglasses, children's fashion and toys, sports products, luggage and leather accessories, lifestyle accessories and model cars.

Vijay Rao, General Manager, Porsche Centre Dubai, Al Nabooda Automobiles, the authorised Porsche dealer in Dubai and the Northern Emirates said: "The new Driver's Selection range has been inspired by its philosophy over the last 60 years to allow customers to reinvent themselves time and time again, whilst maintaining the classic Porsche style."

"The collections launched this summer embody this principle – a combination of classic, sporty fashion items and exclusive accessories, bringing the Porsche feeling to every aspect of one's lifestyle, even when not on the roads. We are confident that the latest Driver's Selection range will be the most popular yet."



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LIFX light bulb

LIFX is the smartest light bulb you've ever experienced. It's a wifi-enabled, energy efficient, multi-colored bulb that you control with your iPhone or Android. LIFX gives you unprecedented control of your lights, reduces your energy costs, it delivers an amazing range of experiences we think you'll love. It's also based on LED technology, which allows you to change the color of the light on a whim, and ensures a lifespan of up to 25 years, all you need to do is replace your existing bulbs and enjoy.

Sets up in Seconds

LIFX is incredibly easy to set-up. Simply replace your existing bulbs with LIFX smartbulbs, download and install our free app from the App Store or Google Play and you're good to go.



iPod Touch 5

The iPod touch 5 is the first major upgrade for the line in two years, and features a 6.1mm anodized aluminum body, an A5 processor, improved battery life, a 5 megapixel iSight camera, a hidden Loop that pops up to let you connect the included wrist strap, Bluetooth 4.0, 802.11n 5GHz support, a FaceTime HD camera, Siri, the all-new EarPod headphones, 32 or 64GB of storage, a variety of color choices and most importantly the same 4-inch widescreen Retina display found in the iPhone 5. It is basically the all new iPhone without the phone.



The Bodum Iced coffee maker

The French press coffee system is what BODUM® is most known for. They added more designs, more sizes, more features like double wall glass and a lid that closes completely between pours. So here's how it goes: First you put the ground coffee in the jug as usual. Then you add cold water and put the jug in the fridge overnight. In the morning you press down the plunger – et voilà – you have the most smooth tasting iced coffee you can imagine. Enjoy it black or with milk and let yourself be surprised. The BEAN comes with two lids: one for the fridge overnight, and one with a plunger to press down the coffee grounds in the morning. The BEAN Iced Coffee Maker is made from borosilicate glass, plastic, silicone and stainless steel. It's dishwasher safe.



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HOTPRODUCTS

Panasonic Lumix GH3 Camera



Panasonic is proud to introduce a new Digital Single Lens Mirrorless Camera DMC-GH3 of its top-of-the-line GH series. The LUMIX GH3 is not just a compact, lightweight camera. It is an attractive, top-of-the-line mirrorless single lens system camera that is tough enough to withstand the extreme conditions of heavy field use. In Europe and the United States, digital SLR cameras are called DSLR and mirrorless cameras are referred to as CSC (Compact System Cameras). Its packed with a host of high-end features into its relatively compact splash- and dust-proof body, including a new, 16 megapixel sensor with a standard ISO up to 12,800, a new contrast AF system, built-in Wi-Fi, a tiltable 3-inch touchscreen, an electronic OLED viewfinder, and 6 fps burst shooting. Most exciting for videographers will be the new ability to record 1080p video at a bit rate of up to 72Mbps, providing an astonishing level of detail.

The Luchador Bottle Openers

The Luchador Bottle Openers are a festive and handy set of tools designed by Ariel Rojo and Andres Lhima for the Kikkerland Mexico Design Challenge ("Desarrollando Talento Mexicano"). Assorted colors and styles are currently available to purchase on Amazon. They are absolutely the funniest bottle openers ever!

There are three styles to choose from, each with a different pose like a bottle cap headlock and you have your choice of three different colors for any of the wrestlers. They are just under 10USD each which makes it something you can never get tired of.



CK Free for Men

Like all Calvin Klein fragrances for men, this cologne for men by the CK fragrance line of Calvin Klein is another winning scent that is sure to be a best seller.

In 2009 Calvin Klein launched CK Free which is a modern, masculine fragrance for men that is a woody aromatic scented cologne laced with subtle fruits for a modern masculine feel. What is great about this CK cologne is the fact that they try to push the limits of creating new scents and the perfume makers used absinthe in one of their perfume notes which combined with fruity wood notes of Oakwood, Texan cedar wood and Costa Rican ironwood to create a light and fresh scent is meant to inspire an olfactory escape from one's daily grind.

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