

TIRES & AUTOMOTIVE PARTS MAGAZINE

The Middle East's First Automotive, Tires & Parts News Source

APOLLO TIRES ANNOUNCES THREE YEAR PARTNERSHIP WITH MANCHESTER UNITED



MR. JAMIL ANTARY

Director of Sales & Marketing, Automotive Division, Schaeffler Middle East



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Rayban Ice Pop



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PUBLISHER'S NOTE



This is our 85th issue. The Tires & Parts story started eight years ago with a small bilingual newsletter about tires and the automotive industry. This has now become a full color English magazine that specializes in the automotive industry from A to Z, covering cars, tires, and parts. We compile all the regional and global news regarding the industry into concise, informative articles that are easy to understand.

In keeping with the digital age, we will soon be launching an innovative new web portal devoted to the automotive world. With a design that is modern, fresh, and user friendly, the portal will have the latest industry news, jobs section, new business ideas, lifestyle, news of the latest gadgets and a lot more. Our dedicated resources section will provide inside information to industry insiders such as stock tickers of companies in the automotive sector, raw material prices, directories, industry statistics and many more informative features.

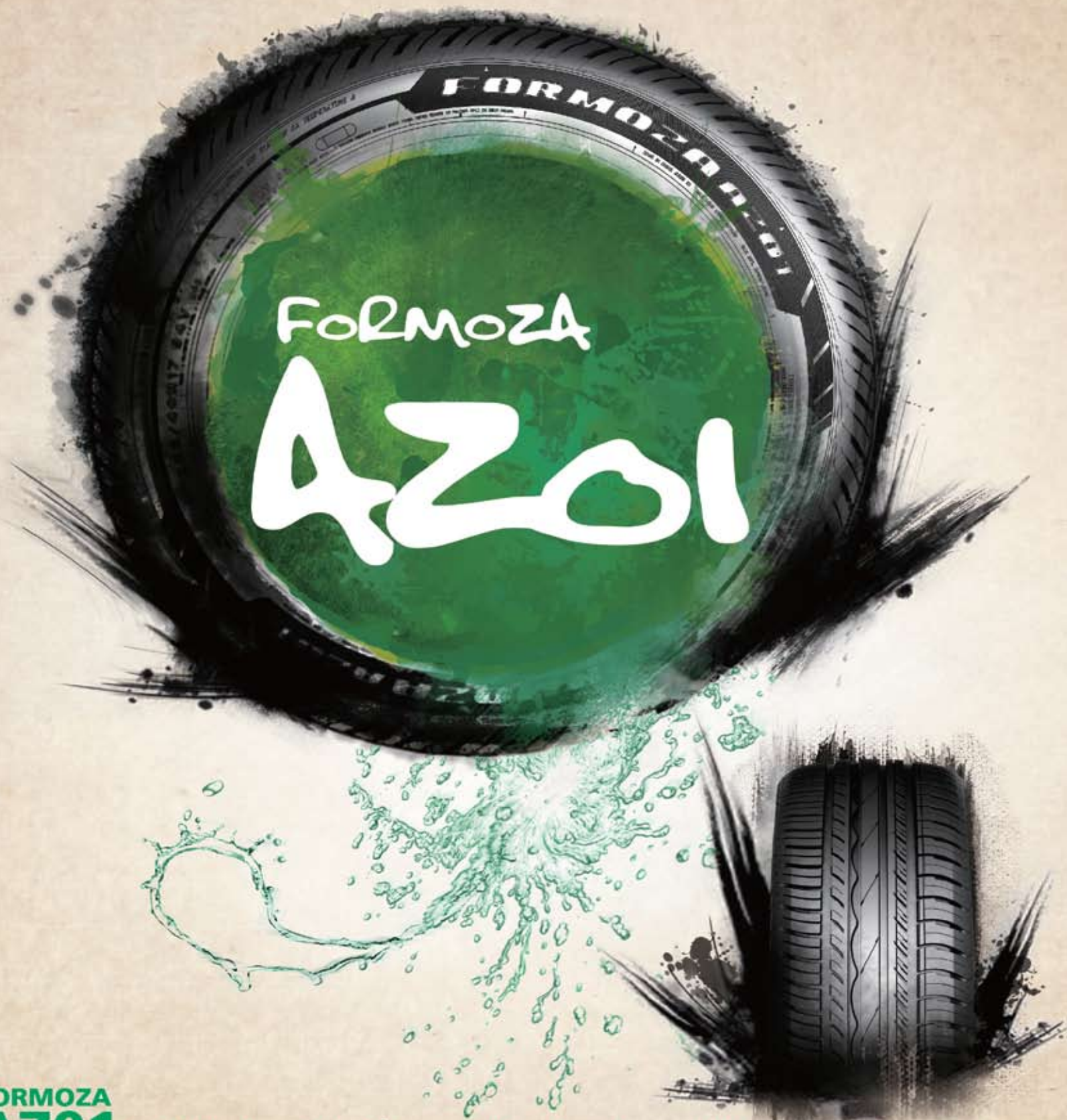
For hardcore industry fans, there will be a blog with serious articles and opinion pieces from industry thought leaders. The lifestyle section will have articles on everything from time management and office etiquette to nutrition.

This is only a sneak preview of what we will be offering on the site. We are still tweaking the design and content and I will be keeping you posted on the launch date. Whether you read us in print or online, to us, our readers represent people who love cars and everything to do with them. With every article we publish, we remain committed to satisfying your desire to keep up to date with all that is new in the automotive world.

A handwritten signature in black ink, appearing to read 'Hamid Moaref'.

Hamid Moaref
Publisher

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MR. JAMIL ANTARY

Director of Sales & Marketing, Automotive Division,
Schaeffler Middle East

What is Schaeffler Automotive Aftermarket's function within the Schaeffler Group?

Schaeffler Automotive Aftermarket (SAAM) is the business division responsible for the global automotive spare parts business. Our core competency is the sales and marketing of Schaeffler aftermarket products. We offer products and services that help garages to perform repairs effectively.

What are you doing to meet the demands of your customers? What services do you offer your customers in addition to your products? What does your market strategy model look like?

Demand is growing all the time among our customers for complete solutions, and this flows into our value proposition. We stand out from other companies in this sector because we provide not just high quality and innovative spare parts but fully comprehensive repair solutions. Our end to end service solutions include supply of original equipment, an extensive delivery network backed by our efficient logistics department, fully comprehensive and reasonably priced repair solutions, installation tips, tools for professional repair, expert technical know-how through our garage portal RepXpert and our repair hotline, and outstanding customer service. We also offer online and offline technical training services, effective marketing assistance from analysis to sales support and environmentally-sound waste disposal concepts from A to Z. All our technical information is available in up to 8 languages for the convenience of customers. All these elements help our customers to enjoy long-term business success.

Everyone is talking about electric mobility and hybrid drive trains. Is Schaeffler Automotive Aftermarket preparing for this segment already?

Compared to traditional drive trains, there are really very few electric or hybrid vehicles currently on our roads. At the moment, these are being maintained mostly by specialist garages. Experience has shown that original-equipment innovations reach the independent aftermarket after several years. So, we feel that this will have an impact not in the short-term but in the mid to long-term. In the foreseeable future, the conventional internal combustion engine will continue to play a very important role. Schaeffler is definitely up to date with regard to current developments and has innovative expertise with alternative drive trains. We will come up with appropriate solutions and services when demand increases.

What is Schaeffler Automotive Aftermarket doing by way of environmental protection?

Schaeffler is campaigning hard for environmental protection. All our products and services are fully compliant with environmental regulations. LuK, INA and FAG plants are certified for environmental management in line with international standards like ISO 14001. Many facilities outside Europe are certified according to even stricter EMAS regulations. Schaeffler Automotive Aftermarket was also one of the founders of Partslife, the environmental management and waste disposal system of the spare-parts industry. Partslife is run today by 67 brands of the automotive spare parts industry or by shareholders and is used by a network of over 40 companies to handle waste products from 8,500 garages in Germany.

What makes up the product portfolio of Schaeffler Automotive Aftermarket?

For the spare-parts market, Schaeffler Automotive Aftermarket offers a wide range of components in original-equipment quality for all vehicle segments. We enhance these products with a wide range of vital services and our technical know-how.

How do you differentiate quality repair parts from counterfeit components and promote them?

Quality is one of our core values and this applies to the Automotive Aftermarket Division too. Schaeffler has consistently and successfully fought against product piracy for years with a "Zero Tolerance Strategy" for counterfeit components. We strongly prosecute even seemingly unimportant cases. At the same time, Schaeffler Automotive Aftermarket produces a large assortment of genuine original-equipment quality products. We work closely with our colleagues on the OE side to increase our knowledge base, for example on vehicle specifications. In addition, our Quality Management system ensures highest product quality – from development to mass production to sales. "Zero Defects" in all processes and products is the declared goal of the company.

Please give a quick rundown of what the LuK, INA and FAG brands do.

The LuK portfolio for drive train technology includes individual clutch parts and clutch repair sets for passenger cars, light commercial vehicles, heavy-duty commercial vehicles, buses and tractors. The INA brand offers engine and transmission parts for passenger cars, commercial vehicles and buses. Besides individual belt drive components, tension roller SETs and Kits are also available for passenger cars and light commercial vehicles. Valve tappets, rocker arms and finger followers, along with overrunning alternator pulleys, round out the INA spare parts program for passenger cars and light commercial vehicles. Schaeffler Automotive Aftermarket markets chassis components for passenger cars, light commercial vehicles, heavy-duty commercial vehicles and buses under the FAG brand.

What are the latest trends for the LuK brand? What can we expect for the brand next year?

We are building on the success of our product strategy for SAAM as it continues to be successful at LuK and for the vehicles on our roads today. We will continue to meet market demands with an extensive product range and we are set to expand in the future. The DMF range, without and without a centrifugal pendulum-type absorber, will be further developed. The product portfolio of the innovative technology for the double clutch will also grow, with the dry double-clutch (as a wear part) as the focus here. Other DMF applications, for both wet and dry double clutches, will follow as well.

What is a double-clutch transmission and how does it function?

This transmission consists of two manual transmissions, one that shifts the even gears and one that shifts the uneven gears. Each transmission has its own clutch. These clutches are electronically controlled and alternate shifting the gears. This makes driving without "traction interruption" possible.

What are the benefits of a double clutch?

The double-clutch system combines the comfort of an automatic transmission with the sportiness of a manual transmission. Furthermore, fuel consumption compared to standard torque-converter automatic is much lower, which lowers CO2 emissions.

If I have replaced a lot of standard clutches, can I also intuitively repair a double-clutch system?

Repairing a dry double clutch is a challenge for a garage and cannot be compared to repairing a standard clutch. You need special tools for removal, installation, calibration and measuring. And its operational parameters have to be set using a diagnostic system. For this reason, LuK offers comprehensive support to help master this repair professionally. For the first time in the world, independent garages will be able to repair dry double-clutch systems using the LuK special tool for correct removal and installation, a comprehensive training program, technology brochures, detailed repair instructions and a training video.

How can you recognize if a vehicle is using a dry or a wet double-clutch system?

Dry clutches in a double-clutch transmission are standard in the compact segment only with engines with up to ca. 250 Nm, because heat-loss dissipation at higher output than this is difficult to realize. Wet clutches take higher torque and vehicle weight without being larger. But as is the case with all other parts sold on the independent aftermarket, the exact part identification should always be made using the vehicle data in the sales documentation.

The LuK RepSet® 2CT - Can you tell us more about this repair solution?

The LuK RepSet® 2CT is a repair solution from Schaeffler Automotive Aftermarket for dry double-clutches. It is the first of its kind in the independent aftermarket. Besides the double clutch, it contains two engagement levers and two engagement bearings, as well as all elements needed for mounting – in short, all components needed for replacing a complete double-clutch system, with everything in genuine original-equipment quality.

What parts does SAAM offer for wet and dry double clutches?

SAAM's current list of dry double clutches includes two LuK RepSet® 2CT article numbers for repairing the VW DQ200 (three article numbers as used by VW).

Does SAAM also offer repair solutions and replacement parts for vintage cars?

Yes. Some SAAM products can be used in vehicles as old as those built in 1955.

Does SAAM offer technical training and why?

Garages face more challenges as products become more complex. This calls for more training sessions from manufacturers, especially concerning damage diagnosis and repair. SAAM conducts professional training sessions on a regular basis to help garage and service center staff upgrade their knowledge and skills.

Can you give us a short summary of the scope of your INA product portfolio?

INA has been in the business for over 60 years and is well known for its creative application solutions for timing and auxiliary drives, and valve trains. The brand's repair solutions include individual parts, INA SETs, INA KITs as well as INA KITs with water pumps. In its three application fields – timing drive, auxiliary drive and valve train – it offers a wide spectrum and deep assortment of products.

What does the INA OAP do exactly?

Engine combustion causes differences in the rotational movement of the crank shaft, leading to vibration. We came up with an OAP instead of a rigid belt pulley to offset and absorb these vibrations. This doubles the operating life of the drive belt, increases the durability of the belt tensioner, lowers fuel consumption and reduces the noise caused by the auxiliary drive. With this concept, INA emerged as the leading brand of OAP for alternator (generator) coupling applications.

Can you give us a short summary of the scope of your FAG product portfolio?

The FAG Wheel Set is a wheel bearing repair solution with all parts needed for a perfect and safe installation. It contains genuine original-equipment quality first to third generation wheel bearings and wheel bearing modules. Schaeffler Automotive Aftermarket also offers the FAG Wheel Pro, an innovative solution for replacing the wheel bearings of a single axle. The Wheel Pro contains two Wheel Sets.

What is the "More" concept that Schaeffler always talks about?

"More" is the concept of Schaeffler Automotive Aftermarket's trade fair stand. It represents how we see ourselves as a company. We want to exceed the expectations of our customers, distribution partners and garages. "More" also expresses how we offer our partners, distributors and garages much more than just high-quality and innovative products. We also actively support their sales with value-added products and services and with our technological and business expertise.

BMW i8 debuts at 2013 Frankfurt International Motor Show as part of five car exposé

Line-up also includes the BMW i3, BMW X5, BMW 5 Series and BMW 4 Series Coupé models

The present and future of driving pleasure converged in the new models presented by the BMW and BMW i brands at the International Motor Show (IAA) 2013 in Frankfurt.

Demonstrating the luxury motor manufacturer's leadership in sustainability and its vision for the future, the first day of the world's premiere automotive event featured a number of highlights from the BMW Group and its BMW i sub-brand, including the global debut of the highly anticipated BMW i8. Arriving in the Middle East in the first quarter of 2014, the BMW i8 is an extremely fuel efficient plug-in, high performance vehicle with the fuel consumption and emissions of a small vehicle – it is the most progressive and innovative sports car of all time.

It was also joined at the IAA by the visionary BMW i3, the Group's first all-electric car designed for use in major cities. Heralding a new era in mobility, the BMW i8 and i3 showcase the ongoing development and potential breadth of the BMW i portfolio, and highlight how high-performance, zero-emission mobility can also deliver emotional excitement and sheer appeal. Both models are built around BMW eDrive technology, which will provide a unique driving experience in all future BMW electric and plug-in hybrid models. These BMW eDrive powertrains, comprising an electric motor, lithium-ion battery and intelligent powertrain management, form the core of all BMW i models. Neither of these two cars will incorporate steel in their bodyframe; instead they will be produced with a passenger cell made from carbon – a first in the automotive industry.



Joining the BMW i models that made their debut at the 2013 IAA was the third generation of the BMW X5, a regular amongst BMW Group Middle East's best-sellers. This dynamic model will offer customers new standards in powerful design, luxurious spaciousness, cutting-edge versatility and efficient driving pleasure. Under the bonnet lies the model's enhanced output engine which allows the new BMW X5 xDrive50i to sprint from 0 – 100 km/h (62 mph) in just 5.0 seconds with an optional V8 unit.

Already a leader in the executive saloon segment both globally and in the Middle East, the current generation of the BMW 5 Series is the premium automotive manufacturer's best-selling series so far. The IAA 2013 witnessed the unveiling of the new BMW 5 Series, which is set to extend the model series' market lead even further and drive sales achievements with its design modifications and technology enhancements. These, coupled with innovative new features to the range of BMW ConnectedDrive technology, will all raise the appeal of the BMW 5 Series model family a notch higher.

The fifth and final model to be revealed at the show will be the all-new BMW 4 Series Coupé, which heralds the dawn of a new coupé era at BMW and embodies the very essence of aesthetic appeal and dynamics in the premium segment. On the outside the model's stylistic features carry the promise of a powerful presence on the road while the stand-out dynamic ability and driving pleasure is in abundance. Under the bonnet lies a six-speed manual gearbox as standard or an eight-speed Sports automatic gear box alongside a TwinPower Turbo six-cylinder in-line petrol engine in the BMW 435i Coupé, and the four-cylinder petrol unit for the BMW 428i Coupé.

The five model exposé will bring new additions to the sustainable mobility, Sports Activity Coupé and premium segments ensuring that BMW Group continues to hold pole position as the world's best-selling premium automotive manufacturer.



Infiniti reveals Q30 Concept at IAA Frankfurt Motor Show



Infiniti revealed the next step in its strategy to expand into new premium segments with the debut of the Q30 Concept at the Frankfurt Motor Show.

The sleek, seductive Q30 Concept is the design vision for a compact Infiniti vehicle with a contemporary, individualized character for a new generation of premium customers. Significant growth is forecasted for the global compact premium segment with the entry of young-minded affluent customers.

"We are becoming the younger, trendsetting brand, more relevant and more exciting," said Johan de Nysschen, President of Infiniti Motor Company Ltd. "Infiniti Q50, and now the Q30 Concept, deliver on the promise."

De Nysschen was joined by Alfonso Albaisa, the brand's Executive Design Director, who described Q30 Concept as a vehicle defying categorization. A unique blend of features reminiscent of a coupe, a hatch and a crossover, the Q30 Concept is designed to appeal to younger customers who are less likely to follow tradition and desire to disrupt convention to create their own unique experiences.

By the end of this decade, Gen X and Gen Y will represent 80 per cent of buyers in the premium segment, bringing new, more contemporary expectations for premiumness.

Infiniti designers had the freedom to explore bolder, even more sensual sculpting, enhanced muscularity and playfulness, reflecting Infiniti's approach as the seductive alternative to traditional premium automobile brands.

Infiniti Q30 Concept is the design precursor for Infiniti's future compact premium entry. Infiniti had previously announced plans to produce a compact model in Sunderland, United Kingdom, starting in 2015.

During the press conference, de Nysschen also presented Infiniti's Director of Performance, three-time Formula One world champion Sebastian Vettel with a special helmet to use in testing engineering prototypes of the future compact premium model – the first Infiniti model he will influence from its inception.

GRAN COUPÉ NOW EVEN LARGER:

HAMANN WIDENS
THE M6 INTO THE
"MIRROR GC"



HAMANN has already shown how exciting racing can be for the road at this year's Geneva Motor Show. In keeping with the then world premiere of the refined BMW M6, the specialists with motor sport in their genes showed to the world for the first time how the BMW M6 Gran Coupé transformed into the "MIRROR" at the IAA International Motor Show in Frankfurt.

The trademark of the large four-door car with the Coupé lines (F06 type) is the Widebody, which the factory in Laupheim, Germany precisely confers on the large car from BMW.

The four part tailor-made suit consists of the front bumper spoiler with large air intakes, new front wings, side skirts, the wing extensions at the rear, the rear spoiler and the three-part centre rear panel and the rear wing. In addition HAMANN has treated the BMW to a bonnet completely made from black carbon as well as a rear spoiler for additional downforce at high speeds. The MIRROR does not carry the Widebody name without reason: the body has gained an impressive 40 millimetres in width. Just as visually and functionally well-engineered as this new body are the light-alloy wheels.

Among their customers HAMANN have long been known for their large selection of wheels. So the sports equipment supplier also offers a multitude of different sizes, designs and colours for the BMW M6 Gran Coupé. An example is the ultra-lightweight forged rim UNIQUE FORGED FORMULA with the nine-spoke Y- design and the central locking mechanism which on the M6 is mounted in the dimensions of 9x21 inches at the front and 11x21 inches on the rear axle and which, thanks to the four progressive sport springs and around 25 millimetres depth is fitted even more closely between asphalt and vehicle. HAMANN delivers this variant as a complete wheel with ultra-high performance Vredestein Ultrac Vorti R tyres from their technology partner Vredestein in the sizes of 265/30 and 305/25.



The combination of stimulating appearance and performance is also found in the sports exhaust system. The exhaust muffler with the four black anodized tail pipes thanks to its reduced back pressure ensures sophisticated dissipation of the exhaust gases in all engine speed ranges and can, depending on the application area, either noisily announce its presence or purr sportily.

HAMANN has fitted out the interior in a striking manner. Pedals made of aluminium along with footrests, as well as the floor mat set with the company emblem, set main accents without distracting too much from the large transformation outside.

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BENTLEY INTRODUCES THE NEW FLYING SPUR TO THE MIDDLE EAST



Luxury Automotive manufacturer Bentley Motors unveiled the much anticipated New Flying Spur to VIP customers and media at the prestigious five star JW Marriott Marquis in Dubai, UAE.

Following its global debut at the Salon International de l'Auto in Geneva earlier this year, Bentley establishes a new luxury performance sedan benchmark. With its unrivalled blend of effortless driveability, exquisite luxury and craftsmanship, sculpted design and state-of-the-art technology, the new Flying Spur takes the worldwide success of its iconic predecessor to another level.

Commenting on the new luxury sedan, Bentley Regional Director of the Middle East, Asia Pacific and UK, Mr Geoff Dowding said, "The Flying Spur has long been a favourite for our customers here in the Middle East, a true icon, which has attracted a loyal following. The New Flying Spur is the pinnacle of luxury and refinement with exceptional performance that is synonymous with all Bentley models. This will be an extremely popular model in the region."

Bentley's styling team has developed an athletic design for the new Flying Spur that combines traditional Bentley styling cues with a sporting stance and contemporary details. Sharp feature lines complement a muscular rear haunch, while LED day-time running lights, dipped headlights and taillights characterise the front and rear profiles.

Driver and passengers alike interface with the car and the outside world through touch-screen infotainment, mobile connectivity including Wi-Fi, a Rear Seat Entertainment suite and a new hand-held Touch Screen Remote which allows rear-cabin occupants to control an extensive range of features from the comfort of their seat. An eight-channel, eight-speaker audio system with Balanced Mode Radiators provides high quality sound clarity.

Powering the new Flying Spur is Bentley's renowned 6.0-litre, twin turbo W12 engine, coupled to a ZF eight-speed transmission. Developing 625 PS (616 bhp) and 800 Nm of torque. Power is delivered to the road via all-wheel drive with a 40:60 rear-biased torque split for a sure-footed, engaging drive in all road and weather conditions.

Talking about the arrival of the New Flying Spur in the region, Chris Buxton, Regional Manager of Bentley Middle East said, "The New Flying Spur maintains the unique character of its predecessor that our customers are passionate about and still achieves new levels of luxury, performance and incredible levels of technology. We have already received many pre-orders for the New Flying Spur and the response from our existing and new customers has been overwhelming. This model is set to generate our best ever year in the region for sales".

The interior designers have created a luxurious, spacious cabin that dresses advanced acoustic and electronic technologies in exquisite hand-crafted leather hides and wood veneers. The new redesigned front and rear seats trimmed in natural premium-quality leather use a softer yet more durable hide unique to Bentley and available in twelve different colours.

The craftsmen and women of Bentley's renowned woodshop, have applied the finest wood veneers to finish the cabin of the new Flying Spur. Utilising almost ten square metres of sustainably sourced natural wood per car, the Flying Spur features book-matched and mirror-polished veneers. To enhance the "wrap-around" feel of the forward cabin, the veneer of the dashboard meets that of the doors in a perfectly aligned curve, giving the impression of an unbroken arc of wood around the interior. Crafted entirely by hand, cured for 72 hours and clear-lacquered to enhance the natural beauty of the wood, a range of seven sophisticated veneers are available.

As with the entire Bentley range, the new Flying Spur is built to individual customers' exacting specifications. A range of seventeen standard exterior paint colours includes Dark Cashmere, a sophisticated and contemporary addition to the Bentley palette. The extended paint range of over 100 colours is joined by Damson, a rich hue inspired by the extremely rare purple diamond, and one that is complemented by an optional matching hide colour.





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Porsche Launches 911 50th Anniversary Edition

The Porsche 911 resolves apparent contradictions like no other sports car - such as between tradition and innovation or between exclusivity and high social acceptance, and of course between performance and efficiency. And so, Porsche celebrated the 50th anniversary of the 911 at the International Motor Show (IAA) in Frankfurt with a special anniversary model based on the 911 Carrera S: like the original 911, the 911 50th Anniversary Edition is a coupe with a flat-six rear engine and rear wheel drive. Its efficient performance, active sport suspension and special body have current relevance. The anniversary 911 features the wide body, which is typically reserved for the all-wheel drive Carrera 4 models. This special edition will be limited to 1963 cars, a number that represents the year of the 911 world premiere. For the US market, the 911 50th Anniversary Edition will be equipped as standard with a Powerkit, which increases engine performance to 430 hp and includes the Sport Chrono Package. The 911 50th Anniversary Edition sprints from zero to 60 mph in 4.2 seconds (3.8 with PDK) and can reach a top speed of 186 mph (185 with PDK). The limited edition models will be available at Porsche dealers this fall and will be priced from \$124,100, not including a \$950 destination charge. Porsche presented the limited edition model in time for the 50th anniversary of the 911 at the IAA motor show in Frankfurt. In 1963, Porsche presented the original model to the public at this leading international show for the automotive industry. Since its first presentation - initially as the type 901 - the sports car icon has excited automotive fans across the globe, and today it is considered the reference for all other sports cars. Since making its debut in 1963, the model series has progressively developed without interruption. In the process, the unique character of the 911 was always preserved. The result of this evolution over a 50-year period - which included countless race victories as well - is a sports car that fully embodies the authenticity of the Porsche brand. Its DNA is reflected in all Porsche models.



This limited edition of the 911 Carrera S includes features that have contributed to the 50-year success story of the 911. For example, the limited edition includes Porsche Active Suspension Management (PASM) with special tuning to complement its increased track width and to add support to the exceptional cornering dynamics of the 911. The sport exhaust system outputs a fitting emotional sound. Special 20-inch wheels are a visual tribute to the legendary "Fuchs" wheels and are finished in matte black paint with machine-polished centers. Chrome trim strips on the front air inlets, the fins of the engine compartment grille and the panel between the rear lights emphasize the distinctive appearance of this limited edition model. Another technical highlight of the car's equipment is the Porsche Dynamic Light System (PDLS) with bi-xenon headlights and dynamic cornering lights. Two unique colors are available for the anniversary 911, a darker graphite grey and a lighter geyser grey metallic. In addition black monochrome is also available. Each of the cars has a two-tone 3D-effect badge on the rear lid with the numbers "911 50". This is repeated in three color embroidery on the headrest and in two colors as a logo on the tachometer and the aluminum door sill plates. It can also be found on the cup holder panel together with the limited edition number of the individual vehicle.



Other exterior characteristics of the special model are high-gloss window frames and sport design exterior mirrors on the doors panels. There are tributes to the original 911 in the interior as well: green labeling on the instruments with white pointer needles and silver caps on the instrument pivot pins, just like 50 years ago. Another special feature is the center panels of the leather seats, which are designed with a fabric pattern reminiscent of the "Pepita" tartan design from the 1960s. The full-leather interior is designed in agate grey or black with decorative stitching, some in contrasting color. The driver and front passenger experience typical 911 driving fun in 14-way sport seats or optional 18-way sport seats plus. The gear shift or selector lever - which matches the decorative panels on the dashboard, doors and center console in brushed aluminum - comes from the Porsche Exclusive program.



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LAND ROVER LAUNCHES REVAMPED DISCOVERY/LR4

Land Rover has launched the upgraded 2014 Discovery/LR4. The multi-award winning vehicle gets a new look, new badging, new V6 petrol engine, new fuel stretching technology, new single-speed drivetrain, improved audio systems and a new range of driver assistance, comfort and safety features to broaden its appeal even further.

"The hugely popular Discovery/LR4 continues to move from strength to strength and the addition of the new 3.0 S/C petrol engine to the 2014 range underpins our commitment to delivering power with sustainability. As one of the world's most stylish, capable and versatile SUVs, the Discovery/LR4 is the perfect vehicle for people who enjoy living an active lifestyle to the full," said Land Rover Global Brand Director, John Edwards.

For 2014, the Discovery/LR4 has been given a new 'face' and numerous changes on the exterior. A new front grille, new front bumper, new headlamp design, new daytime running lights with a distinctive LED signature, plus two new alloy wheel designs, further enhance the Discovery/LR4's appearance. To give vehicles a heightened level of distinction, the optional 'Black Design Pack' remains available for 2014 models, with revised detailing, plus 19-inch and 20-inch black alloy wheels.

Highly efficient petrol V6 replaces V8

Underlining Land Rover's commitment to power with sustainability, the 5-litre V8 petrol engine is replaced with the highly efficient 3.0 V6 S/C and fuel-stretching Intelligent Stop-Start technology is introduced on all petrol and diesel engines in a number of key markets. All models are equipped with an eight-speed ZF automatic transmission. The new V6 generates 340PS and torque of 450Nm to deliver acceleration from 0-9.6kph in 7.7 seconds and a top speed 195 kph. Thanks to the new unit's enhanced efficiency and the fitting of Intelligent Stop-Start, the 2014 Discovery produces just 269g/km of CO2 with this engine.

In markets where diesel is popular, the 2014 Discovery will be available with two 'carry-over' 3-litre engines – the 211PS 3.0 TDV6 and the class-leading 256PS 3.0 SDV6 – with CO2 emissions reduced to 207g/km and 213g/km, and fuel consumption improved to 36.2mpg (combined cycle) and 35.3mpg for the SDV6.

New driver aids and premium audio

The new range of driver assistance, comfort and safety features for the 2014 Discovery/LR4 include: Wade Sensing (a technology unique to Land Rover), Blind Spot Monitoring, Closing Vehicle Sensing, Reverse Traffic Detection and T-junction Cameras.

To align the 2014 Discovery/LR4 with other premium Land Rover vehicles such as those in the Range Rover family, it will be available with Meridian premium audio. The standard system features 8 speakers and 380 Watts of power, while the Meridian Surround system produces an impressive 825 Watts output and features 17 speakers.



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800 **AWR** 297

Lamborghini Gallardo LP 570-4 Squadra Corse brings racetrack emotion to the road.



With the new Gallardo LP 570-4 Squadra Corse, Automobili Lamborghini brings racetrack emotion directly to the road. It delivers high performance and brings the fascination of motor racing to the street-legal world. This new and most extreme model in the Gallardo line-up is based on the Gallardo Super Trofeo, the successful race car from the Lamborghini Blancpain Super Trofeo, the world's fastest onemake series. The car had its world premiere at the 2013 Frankfurt Motor Show.

The name Squadra Corse refers to the recently-founded department within Automobili Lamborghini, which manages all motorsport activities from GT3 to the Lamborghini Blancpain Super Trofeo championships in Europe, Asia and America where gentlemen drivers battle face-to-face in fierce contests on the most challenging racetracks.

The new Gallardo Squadra Corse is very close to the race cars. Both share the same V10 engine, which is used in the racing version with no modifications. Likewise, the Squadra Corse has the same rear wing for greater aerodynamic load – achieving, under the best aerodynamic conditions, three times the load of the Gallardo LP 560-4 – for increased dynamic stability during tight, highspeed driving. Another element taken directly from the racing version is the removable engine hood with quick-release system. Both the rear wing and the hood are made from carbon composite material, as are a host of other components on the Squadra Corse.

Lightweight construction through consistent use of carbon fiber

Together with aluminum, carbon fiber is the basis behind the extremely lightweight construction of the new Gallardo LP 570-4 Squadra Corse boasts a dry weight of 1340 kilograms, 70 less than the already lean Gallardo LP 560-4, which gives the Squadra Corse a stunning power-to-weight ratio of 2.35 kilograms per hp for breathtaking performance. It sprints from 0 to 100 km/h in a mere 3.4 seconds and reaches 200 km/h in just 10.4 seconds. Its forward thrust finally tops out at 320 Km/h. The production-standard carbon-ceramic brake system guarantees unmatched stopping power.

The technology and the powertrain

Like the Super Trofeo competition version, the new Squadra Corse is based on the technical underpinnings of the Gallardo Superleggera. The V10 engine generates 570 hp, equivalent to 419 kW, which is fully available at 8,000 rpm. The V10's unique firing order delivers the striking sound you hear in motor racing. Like the race car, the Gallardo Squadra Corse comes as standard with the robotized e-gear six-

speed transmission operated by steering wheel paddles. This electronically controlled system shifts through its six gears smoothly and much faster than any pro driver could. Every kilometer in the Gallardo LP 570-4 Squadra Corse is packed with sheer excitement, in part due to its unrelenting grip in virtually all situations thanks to its all-wheel drive concept.

The Lamborghini Blancpain Super Trofeo is the only single-brand racing series in the world that features all-wheel drive race cars. The Gallardo Squadra Corse is a highly concentrated driving machine offering a truly stunning driving experience with breathtaking cornering speeds and fast, immediate response. Its road manners are always precise, stable and completely safe.

Representing Italian racing

The Gallardo Squadra Corse shows its ultimate racing performance even in its exterior design – clearly attesting its commitment to its Italian homeland. A decal strip along the flank displays green, white and red, the colors of the Italian flag. The Squadra Corse is available in Giallo Midas (yellow), Bianco Monocerus (white), Grigio Thalasso (grey) and in Rosso Mars (red). The exterior look of the Gallardo Squadra Corse is perfectly accented with a matte black finish on the large rear wing with contrasts in body color. The hood, front air intakes, rear diffuser and 19-inch forged wheels are painted in high-gloss black, while the mighty brakes callipers are available in red, black or yellow.

Minimalist sporty interior

Extremely lightweight carbon fiber and Alcantara®, the perfect combination of sporty minimalism, are the dominant materials inside the Squadra Corse. Alcantara graces the underside of the dashboard, the central panel of the seat cushion and the backrest. The door panels, the racing seats and the center console cover are made from carbon fiber, a technology in which Lamborghini has achieved world-leading expertise. Carbon is also used for the handbrake frame, the middle of the center console, the lower rim of the steering wheel, the trim around the main and secondary instrument panels, the door handles, and the handle for opening the glove box. Comfort seats can be ordered instead of racing bucket seats.

Squadra Corse offers a new series of driving events

“Esperienza” events by the Squadra Corse department provide enthusiasts and prospects with the opportunity of a first test-drive and a glimpse inside the world of Lamborghini. The Lamborghini Academies, on both track and ice, provide driver training and the initial steps toward real-life racing. The Super Trofeo series offers the perfect first race experience for young and gentlemen drivers, with the Lamborghini GT3 for more seasoned racers wishing to compete with the Lamborghini marque worldwide.

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The automobile is the most recycled product in the world.

GUINNESS WORLD RECORDS 2014 EDITION CELEBRATES THE BIG, THE SMALL, AND EVERYTHING IN-BETWEEN WITH TONS OF NEW RECORD-BREAKING TALENT

Get ready to be "officially amazed" as the new GUINNESS WORLD RECORDS® 2014 Edition hits stores around the globe today. From the wacky to the wonderful, this year's book is bursting with fantastic new records and images, sure to capture the imaginations of knowledge-seekers everywhere.

Though many people associate GUINNESS WORLD RECORDS with the "tallest" and "largest" on the planet, some people make a mark by going small. Enter Phoenix's Austin Coulson, creator of the "Smallest Roadworthy Car." Measuring 2 ft 1 in high, 2 ft 1.75 in wide, and 4 ft 1.75 long, and sporting a license plate that reads "IM BIG," the tiny vehicle can zip along at 25 MPH. If Coulson can't find a spot to park, he says he "can just drive it right in the front door and park inside!"

In the canine world, Milly, a Chihuahua residing in Puerto Rico, holds the GUINNESS WORLD RECORDS title for "Smallest Living Dog." Standing at only 3.8 in tall, the peppy pooch was "so small she could fit on a teaspoon when she was born" according to owner Vanessa Semler. Full grown she is tinier than a running shoe. Her small stature hasn't stopped her from being one of the most energetic dogs around. Her owner describes her as playful, outgoing, and as having an addiction to cartoons!

KneeHi the Mediterranean donkey has earned the title for "Shortest Donkey." Standing only 2 ft 1 in at the top of the withers, the six-year-old donkey still acts like the man of the house. Says owner Jim Lee, "he is very spoiled and behaves as if he is as big as our biggest horse! He has a big attitude, especially if he wants his way!"

The 2014 book also features "big" news, too. Pogo performer Fred Grzybowksi reached new heights when he displayed a 9 ft 6.5 in pogo stick at the Toronto International Busker Festival, where he bounced his way into the 2014 edition with the title of "Tallest Useable Pogo Stick." Fred is no stranger to GUINNESS WORLD RECORDS; he also owns the "Shortest Usable Pogo Stick" that stands at a mere 2 ft 1 in.

To celebrate the launch of the GUINNESS WORLD RECORDS 2014 edition, GUINNESS WORLD RECORDS spokesperson and star of truTV's GUINNESS WORLD RECORDS Gone Wild Stuart Claxton participated in a Reddit "Ask Me Anything" (AMA) for the first time on Monday, September 16th. Everyone from devoted followers of all things GUINNESS WORLD RECORDS to casual fans interested in the realm of the amazing can log in to chat with Claxton about all of the amazing record breakers included in this year's book and more.

Containing the most comprehensive collection of superlatives from around the globe and beyond, the free augmented reality app that was launched last year is back in a big way. Download the app for Apple and Android devices and bring the book to life before your eyes! Watch as the "Shortest Living Woman," "Largest Carnivorous Dinosaur," "Largest Wasp" and more burst off the page in incredible 3D. Fans can also use the brand new photo booth option to see just what they'd look like if they were a GUINNESS WORLD RECORDS holder: elongate your tongue, facial hair, and nose to "become" the iconic title holders themselves!



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HOME OF ROLLS-ROYCE COLLECTION DEBUTS IN ABU DHABI

The Home of Rolls-Royce Collection, a unique set of Ghost and Phantom family models celebrating 10 years of production at the Home of Rolls-Royce in Goodwood, England debuted in the UAE's Capital at Abu Dhabi Motors, the sole dealer of Rolls-Royce Motor Cars in Abu Dhabi and Al Ain.

Conceived and designed by the Rolls-Royce Bespoke team, the Home of Rolls-Royce Collection celebrates the meticulous design, engineering and craftsmanship employed in the production of every car that leaves Goodwood. Only a very limited production run of these exclusive vehicles will be built to meet the demands of a very discerning clientele, of which Abu Dhabi Motors will get the lion's share due to the demand for such vehicles in Abu Dhabi.

"The Home of Rolls-Royce Collection showcases what makes Goodwood a unique centre of manufacturing excellence," said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. "A perfect blend of traditional crafts, cutting-edge technology and world-class Bespoke design has driven our success over our first 10 years. In this time, Rolls-Royce has taken its place as the creator of the world's pinnacle super-luxury goods, an achievement built on the passion and commitment of every craftsman employed at Goodwood. This beautiful collection is a fitting way to celebrate an extraordinary decade."

Arno Husselmann, General Manager of Abu Dhabi Motors said that: "Abu Dhabi continues to be a global leader in Bespoke Rolls-Royce sales, both in terms of volume and the richness of Bespoke specifications per car. Our customers appreciate the design and production intricacies that make each Bespoke Rolls-Royce a unique work of art, and this is reflected in the unrivalled demand for bespoke products here in Abu Dhabi year after year. We requested the biggest allocation worldwide of Home of Rolls-Royce Collection vehicles because we are confident that demand will not only meet the supply coming in, but will outstrip it by far."

A 'celebration' motif, presented in hand-crafted marquetry on the front-fascia marks this landmark year in Rolls-Royce history. Using methods akin to the artistry of fine furniture makers, the effect is achieved through a process that marries cutting-edge technology with traditional craftsmanship.

Individual pieces of wood veneer are laser-cut to ensure precision. A craftsman then painstakingly assembles the 170 sections made up from 11 varieties of woods, ensuring they perfectly express the vision of the marque's Bespoke design team. A fastidious process of quality control follows, utilising the world's most accurate measuring tool – the human eye.

In 2012 – a second successive record year for the marque – over 3,500 hand-built Rolls-Royce cars, exclusively created at Goodwood, were exported to all five continents. This is celebrated throughout the collection with a compass motif that expresses the Home of Rolls-Royce's position as a global centre of manufacturing excellence.

The pattern is also intricately embroidered into the armrests and console lid. 112,533 stitches are applied by precision embroidery machines that make 1,000 individual stitches per minute – however, such is the complexity of the pattern it takes over an hour to finish each individual piece. In total, 672 metres of thread is used with 450 pieces of individual leather to create the cossetting interior of the Home of Rolls-Royce Collection Phantom.

Co-ordinates engraved into tread plates, the bezel of the Spirit of Ecstasy and umbrella handles further express Goodwood's place as the only manufacturing centre for the world's pinnacle super-luxury marque.

A hand-painted coachline, culminating in a half-compass motif completes the exterior. Forming the final stage of a week-long, 22-stage painting

process, coachlines are hand-applied by one highly-skilled craftsman using squirrel hair brushes. Normally this takes three hours – however the intricacy of this very special Bespoke design means the time taken to complete the process doubles.

The beauty and craftsmanship of every Home of Rolls-Royce Collection car runs much deeper than the hand polished painted surface of one of the 44,000 available exterior paint colors. The lightweight aluminium space frame that is at the core of every Phantom features 120 metres of precision hand welding and insures that the Home of Rolls-Royce Collection Phantom provides a refined driving experience. The 453bhp 6.75L V12 heart not only provides effortless acceleration but does so with the refinement of being able to support a British one pound coin stood on its edge on top of the running engine, as was originally specified by the Rolls-Royce engineers.

Abu Dhabi Motors recently made history when it edged out the Rolls-Royce dealerships in Beijing, London and New York for the title of "Global Dealer of the Year" for 2012 at the annual Rolls-Royce World Dealer Conference held in London.

The dealer further demonstrated Abu Dhabi's dominance in the market for Ultra-Luxury vehicles when it was announced as the biggest market in the world for Rolls-Royce vehicle sales during the first half of 2013, overtaking markets such as Beijing, New York, London and Moscow.



Infiniti offers F1™ fans the chance to design Sebastian Vettel's helmet for Abu Dhabi Grand Prix weekend



Infiniti, the luxury automotive brand, launched an exclusive competition to design the helmet worn by Formula One Triple World champion Sebastian Vettel at The Abu Dhabi Grand Prix. Motorsport fans from all over the Middle East were invited to submit their most creative designs to Infiniti. The winning entry will be personally chosen by Sebastian Vettel, who will wear the helmet for the Friday practice sessions and Saturday qualifying session at the Yas Marina Circuit, Abu Dhabi on November 1st & 2nd. The lucky winner plus a friend will also enjoy a VIP weekend at the Abu Dhabi Grand Prix with Infiniti, including a chance to meet Vettel himself.

Participants will be able to submit their designs directly to the Infiniti competition website at www.infiniti-gp.com/competition/vettel-abu-dhabi-helmet. For applicants who prefer to get creative by hand, they can download the helmet template and simply draw their design on paper. Those who have their own design applications are welcome to use them for their entry. The deadline for entries was at 23.59hrs GMT on Sunday, September 29th. Sebastian Vettel is the youngest ever Triple World Champion and currently leads the 2013 Formula One World Championship. This year, the 26 year-old German also became Infiniti's Director of Performance and has been involved in the development of the new Q50 and the recently announced Infiniti Q30 Concept. As well as his race-winning performance on the track, he is also well known for using a different helmet design for every race.

Commenting on the competition, Sebastian Vettel said: "The helmets I wear are very important to me, as each one has a special meaning or a connection with the race in question. Normally I work closely with my helmet designer to come up with a new design for every other race, and this is the first time I've given the fans the chance to do it for me. I can't wait to see what they come up with!"

NEW PORTAL IN UAE PROMISES SALE OF YOUR USED CAR IN JUST 30 MINUTES



SellAnyCar.com has been launched as the Middle East's first car buying service that guarantees it will purchase any car within 30 minutes following a free online valuation and free car inspection.

With branches all over the country, SellAnyCar.com prides itself on its competitive prices and ability to purchase cars straightaway, regardless of make, model and condition.

The process is facilitated by online detail collection. Sellers enter their car details for a free upfront approximate valuation. Once that is done, they can drive in to any SellAnyCar locations across the UAE for a quick manual inspection. The money is transferred to the seller's bank via online transfer within a matter of minutes, without hassle or haggle.

SellAnyCar was launched in the UAE in response to the high turnover of automobiles in the country and a very active secondary market where consumers upgrade vehicles and experiment with various makes and brands.

"Selling a car used to be a lengthy and risky process. Consumers were not sure about their car's real value, and had to arrange face to face appointments with potential buyers, resulting in waste of time. SellAnyCar.com makes selling any car easy, fair and quick. You can literally find out your car's value within 15 seconds, sell your car and get paid during your lunch break. We are located in all major cities all over the country and soon will be the biggest car buyer in the region," said Saygin Yalcin, Founder and CEO of SellAnyCar.com.

Not only does SellAnyCar.com guarantee hassle free car sales for consumers but also cures the asymmetry of information between buyer and seller when it comes to car value and condition. An online valuation is followed by a standardized manual inspection on site to determine fair value. Sellers can rest easy that they are not being given a raw deal, while buyers of pre-owned cars have the assurance that every automobile at SellAnyCar has been assessed and valued fairly.

Al-Futtaim group named exclusive dealer for Lotus Cars in the UAE



Al-Futtaim group has announced an exclusive dealership agreement with Lotus Cars Middle East FZ-LLC to distribute its range of cars in the UAE.

The agreement will see Trading Enterprises, part of Al-Futtaim Automotive, exclusively distribute Lotus cars across the UAE, building sales and after sales services capabilities to support this exciting introduction to the market.

Dubai Festival City's Automotive Park will house Trading Enterprises' first flagship showroom for Lotus, scheduled to open late October. Further expansion is also planned.

Initially showcasing the stunning Lotus Evora and its supercharged sibling the Evora S, the 425sq m showroom will be a state-of-the-art customer focused environment decorated in Lotus' signature monochrome scheme. Complete with Lotus Originals boutique, this facility will set a benchmark for all Lotus showrooms across the region.

Len Hunt, President – Automotive, Al-Futtaim group said: "Al-Futtaim has built strength and credibility in delivering great customer experience through its well established automotive operations. We are excited to exclusively introduce the globally recognised brand of Lotus to this market. Representing Lotus and its products which are centered on style, passion and performance, offers our customers a whole new dimension within our automotive portfolio. We are looking forward to a long and successful partnership."

Lotus Cars Ltd Chief Operating Officer Aslam Farikullah said: "The Middle East is a strategic market with significant potential for Lotus and the UAE is a substantial part of that opportunity. We are delighted to partner with Al-Futtaim, a company with undoubted expertise in the region, an exemplary track record and whom we know will offer a premium experience to our customers. Between us, we will introduce customers in the UAE to the world of Lotus, one of high performance, award winning cars with world-class ride and handling, and we look forward to bringing this new audience close to our brand which is synonymous with motorsport and Formula 1 – both historically and today."

Al-Futtaim's automotive division represents some of the world's most popular brands and is regarded as pioneers in the regions automotive industry.

IRAN MAKES STRIDES TO BOOST MOTOR SPORT

Iran is taking big steps forward in its efforts to develop motor sport, and has ambitions to host, and take part in, Middle East events.

The country's plans to advance its motor sport infrastructure were outlined by Dr. Hamidreza Mehrli, President of the Motorcycle and Automobile Federation of Islamic Republic of Iran (MAFIRI), when he met his UAE counterpart, Dr. Mohammed Ben Sulayem, in Dubai earlier this week.

One of the outcomes of the meeting is that the Automobile and Touring Club of the UAE (ATCUAE) will send a specialist training team to Tehran next January.

The aim is to train MAFIRI officials and volunteers to organise events to international standards laid down by the FIA, motor sport's world governing body.

During the meeting Mehrli was also briefed about Sulayem's work as the chairman of the FIA's newly established Motor Sport Development Task Force. Mehrli was asked for his inputs as Sulayem looks to build a ten-year plan for the sport's global development. "Dr. Mehrli briefed me on progress being made with the development of Iranian motorsport, including the construction of a new race track near Tehran, and the nurturing of young driving talent, and they are doing some great work," said ATCUAE President Sulayem.

"They are ambitious, and want to stage international events attracting competitors from around the region, and also to send competitors to take part in events in other parts of the Middle East."

Iran is hoping to find a place in the FIA Middle East Rally Championship in the near future, and the instruction given by the ATCUAE's training and education arm, the Motorsport Knowledge Institute, will be an important step towards achieving that goal.

The training delivered in Tehran will cover all aspects of the motor sport event organisation, placing a major emphasis on competitor and spectator safety.

The ATCUAE, one of five national motor sport authorities which delivers training on behalf of the FIA, previously conducted a training session in Iran in August 2012.





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Hankook Tire's Concept Tire

Hankook Tire, the leading and one of the fastest growing tire companies in the world, proudly announced that its concept tire eMembrane, produced in collaboration with University of Cincinnati, was rewarded the Winner Label from the Red Dot Award 2013 for concept design.

The award received by Hankook Tire's eMembrane is the solid result of the company's continued efforts and investment in developing forward-looking tire designs and concepts. With its eco-friendly as well as state-of-the-art dynamic features, eMembrane demonstrates the new innovative tire concept and applies distinguished performance features that reflect the driving environment of the future.

The award-winning eMembrane, designed in Smart-Hybrid concept, is a multi-use tire for both performance and regular city driving. Mainly targeted at young drivers, so-called Generation Y, characterized as adventurous, unique and highly prone to leisure activities, one particular distinguished feature of eMembrane is its capability to transform the tire profile through internal structure changes in accordance with different driving conditions. As such, eMembrane can implement contrasting roles of both being 'eco-friendly' and driving with 'dynamic' performance.

eMembrane's tread design also adds to its innovativeness. For instance, when driving at high-speeds, the tire's tread center extends to generate maximum ground friction through wider ground contact area, which maximizes grip power to execute dynamic cornering and performance driving. On the other hand, when driving at low-speeds, the tread is designed to produce minimal road contact area and ground friction, whereby the tire's fuel efficiency is enhanced by reducing rolling resistance. Furthermore, in order to make it easier to signal the changes in eMembrane's driving modes, an LED system is equipped in the tire's sidewall for operation alarm.

"Such a proud reward from the internationally high-profile Red Dot Award is a clear manifestation that reveals Hankook Tire's ceaseless efforts to stay at the forefront in developing future-oriented tire concepts and designs," said Mr. Seung Hwa Suh, Vice Chairman & CEO of Hankook Tire. Mr. Suh added, "Taking on this momentous point, Hankook Tire will continue to invest in building our innovative tire concept and design competences by which we will strengthen our contribution to advancement in driving for our customers around the world."

Coupled with the latest honor of receiving the 2013 iF Concept Design Award in last May, the recognition from Red Dot Design Award 2013 is another major achievement earned for eMembrane. Double award-winning eMembrane, recognized by two of the top international design competitions, demonstrates the company's high innovative design competence.

YOKOHAMA's ADVAN to Come Factory-Equipped on New Mercedes-Benz S-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 by Germany's Daimler AG as original equipment for its Mercedes-Benz new S-Class models. Tire size for the new S-Class models is 245/50R18 100W.

The "ADVAN Sport V105 MO" was developed jointly by Yokohama Rubber and Daimler, and the "MO" mark on the side of each tire is Daimler's official stamp of approval. In addition, the tires' reduced rolling resistance and improved wear resistance meet YOKOHAMA's standards for environmentally friendly products. The S-Class, developed by Mercedes-Benz to be the best automobile in the world, is the company's flagship model.

Series models incorporate numerous innovative technologies that extend the boundaries of automotive technological developments and help realize powerful yet smooth operation, sturdy yet comfortable rides, and unsurpassed safety.

Yokohama tires have been designated as original equipment on numerous other Mercedes-Benz models over the years, including the G-Class, G 63 AMG, G 65 AMG, CL 63 AMG, ML 63 AMG, E-Class Coupe, C-Class, C 63 AMG, CLS-Class, SL-Class, SLK-Class, B-Class, and the A-Class.



Tire Fact

If you maintain your tires they should last for at least 4 years

Bridgestone Potenza tires selected for first Volvo Polestar production road car

Bridgestone ultra high-performance Potenza tires have been chosen as factory fitment for the new 350-horsepower Volvo S60 Polestar.

The tire in size 235/40 R19 96Y has been extensively tested by the Swedish company and approved for its first-ever Polestar production road car.

A limited production run of the 4 wheel-drive Volvo S60 Polestar has been developed for the Australian market as a pilot project, with deliveries having already started in late June 2013. Future introduction in other markets will depend on results from the Australian pilot.

The Potenza range has a proven record for driving precision, response and control on high-powered cars. Its asymmetric tread provides high level safety in wet and dry conditions..

"Bridgestone is excited to partner Polestar in this road car venture" says Edwin Van Der Stad, Director, Sales OE, Consumer Business Unit, Bridgestone Europe. "The Potenza range complements the core values of Volvo and Polestar: safety and performance."



Polestar was founded in 1996 in collaboration with Volvo in order to drive forward Volvo's investment in racing. The core business of Polestar is focused on competition racing, which in turn helps in the development of Volvo cars. A Polestar Performance Power Optimization package is sold through Volvo dealers to drivers wishing to tune their Volvo cars.

Michelin chosen as tire supplier for Porsche 918 Spyder

On September 18, 2013, production began of the new Porsche 918 Spyder. Michelin will be the only tire supplier for this new hybrid supercar, of which 918 units will be produced.

A highly rigorous development program

- 50 evaluations carried out during the certification process.
- 150 hours of tests on 5 circuits in Europe: The MICHELIN Research and Technology Center in Ladoux, France, the Nürburgring (Nordschleife) circuit in Germany, the Nardo circuit in Italy, the Idiada circuit in Spain and Contidrom in Germany.
- 4,000 km driven on the Nürburgring circuit.
- 550 prototype tires tested - 200 special series tires - 400 pre-series tires.

A co-development partnership dating back more than half a century

- 1 tire manufacturer chosen by Porsche.
- 10 years since the beginning of the cooperation project between Porsche and Michelin for the development of special tires for supercars. The partnership began with the Carrera GT in 2003, although the French tire maker and the German car manufacturer have worked together since 1961 on all models in the range.

A major achievement: delivering superior performance in three conflicting areas

Performance on dry surfaces (especially on the track), energy efficiency and safety on wet roads were the demands made by Porsche when developing tires for the 918 Spyder. In short, the performance required from Michelin's tires perfectly reflects the features of the supercar, which, with its dual thermal and electric powertrain, combines sportiness and lower fuel consumption.



The new MICHELIN Pilot Sport Cup 2 tires developed for the Porsche 918 Spyder deliver outstanding performance in terms of sporty driving and energy efficiency, which results in less rolling resistance and enhanced safety on wet surfaces.

Used at very high speeds and on the track, the MICHELIN Pilot Sport Cup 2 tire must offer stability (meaning front/rear balance), sportiness (response time and agility), grip (for speed) and a rubber compound that performs well at high temperatures (enabling consistent performance, lap after lap).

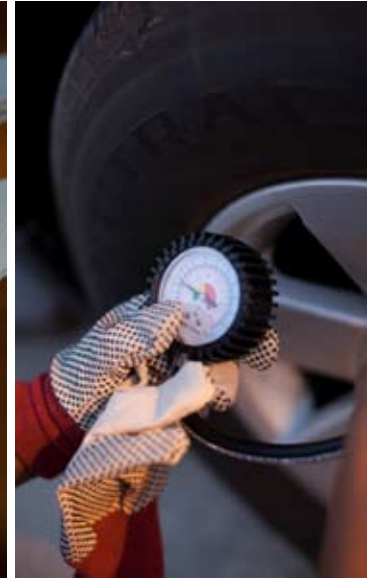
To improve safety, the tire's handling on wet surfaces was of course reworked. As a result, the new MICHELIN Pilot Sport Cup 2 tire provides stability, balance and grip on wet roads as well as improved resistance to aquaplaning, both lateral (when cornering) and longitudinal (caused by engine torque).

Goodyear's "Road to Safety" weekend campaign receives an overwhelming response in Dubai communities

Goodyear Middle East and Africa, the global tire manufacturer has successfully wrapped up the 'Road To Safety' community initiative where a total of 1200 tires were checked in 12 hours across three days last weekend. The tire and road safety awareness program was an initiative by Goodyear to educate community residents on the importance of road safety and tire health alertness, especially in the hot summer months.

The campaign commenced on 29th August at the Garden View Villas and Discovery Gardens. Goodyear set out to provide residents at the partnering communities with a free tire wear inspection and tire pressure checks for drivers that stop by the designated Goodyear "Road to Safety" pit stop stationed at the local community centres. The partner communities included Nakheel Properties - Discovery Gardens and Garden View Villas, DPG Properties - Shorooq and Ghoroob as well as Emaar Properties - Springs and Arabian Ranches. Goodyear technicians and representatives educated drivers in these communities on the correct way to check tires and pressure and emphasized the safety and environmental benefits of driving on properly maintained tires.

As part of the program, Goodyear also joined hands with the International Association of Human Values (IAHV), an NGO, who conducts internationally recognised "Road Alertness" workshops all year round for heavy users of Dubai roads such as taxi, school bus and truck drivers. The campaign was also supported by Islamic Affairs Charitable Activities Department, Trakhees Department of Planning and Development and Emirates Red Crescent and it was aimed at residents of communities around Dubai. "Road to Safety" is extended to IAHV and its beneficiaries, who will receive a donation from Goodyear for every vehicle that is inspected. The money received by IAHV will be used to conduct workshops for commercial vehicle drivers that will educate them on methods to improve their well-being and alertness.



Maxxis-Thailand 10th Anniversary Celebration



Maxxis' Thailand factory marked a milestone anniversary with an all-out celebration that drew more than 1,500 tire dealers. Maxxis International - Thailand held the lavish party on September 1, in recognition of ten years of manufacturing outstanding tire products.

Guests were dazzled by a show which included laser lights and popular entertainers. Three winners of the lucky draw winners also received new Nissan cars equipped with the finest Maxxis tires. Maxxis President Dr. Wally Chen appeared as well, cutting the giant ten-layer cake that symbolized the plant's decade in operation.

The Thailand plant, which has undergone several expansions over the past several years, employs more than 4,300 people and is located at the Eastern Seaboard Industrial Estate in Rayong Province, known as the Detroit of the East. Manufacturing passenger, light truck and medium truck radial tires, the plant produces products for both domestic and foreign consumption. The factory is an OE supplier in Thailand for companies including GM, Mitsubishi and Nissan, and for TATA in India.

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Al Dobowi Conducts Summer Safety Campaign at Hankook Masters Shops across the UAE.

During this years' peak summer season, Al Dobowi provided free tire and battery safety check up to more than 200 motorists through its 7 Hankook Masters shops located in Dubai, Sharjah, Abu Dhabi, Al Ain, Ajman and Ras Al Khaimah. Themed as "Summer Safety Campaign: Commitment to Safety and Comfort" Al Dobowi aimed to educate motorists on basic safety factors contributing to the performance of their tires and batteries. The campaign started in the month of May and was concluded in July 2013.

Tire inspection was carried out by checking inflation pressure, physical wear condition, and tread wear. On the other hand, battery inspection was made by checking its amperes and CCA power. Experienced and trained tire and battery specialists performed the inspections with calibrated testing equipments. Findings and recommendations were then explained to customers.

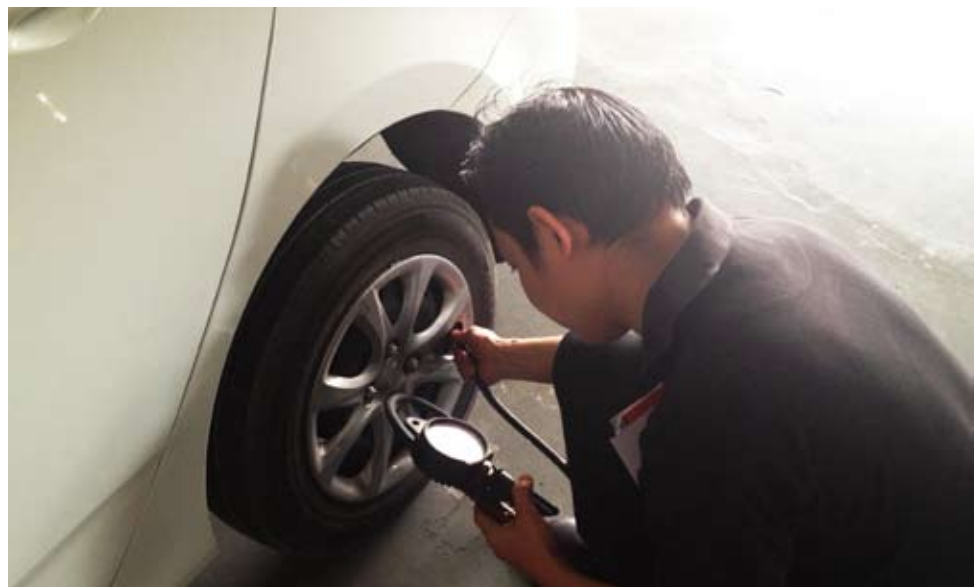
Brochures that provided basic information about tires and batteries and updated tire maintenance tips were distributed to all Hankook Masters customers. In the brochure, the important relationship between tire tread depth and tire inflation with road grip was illustrated and explained. Al Dobowi finds it important to enable motorists to understand, that road grip and braking distance, as basic safety indicators of a vehicle, is directly affected by tire inflation and tire tread depth.

A diminished tread depth results in lower road grip, giving longer braking distance to the vehicle, which is unsafe. Generally, tire change is necessary after reaching a 1.6mm tread depth. Recommended tire inflation (that varies for different vehicles and is usually written on the inside area of the vehicle doors or in the vehicle manual) must be followed and regularly checked. Over and under inflation again gives inadequate tire contact with the road compromising safety while driving.

A good road grip gives the vehicle a fast and accurate response to different road situations and is a condition that is critical to road safety. Tire rotation, wheel balancing and wheel alignment are some maintenance checks that need be conducted regularly as well.

For maximum mileage, rotation of tires every 5,000 to 10,000 kilometers is advisable following a correct rotation pattern. Wheel balancing is recommended after changing tires and whenever vibrations are felt while driving. Also, properly aligned wheels enhance riding comfort and protect tires from uneven tread wear. Nitrogen Filling is also now becoming popular because of its benefits. It reduces tire overheating, reduces air loss in tires and improves fuel efficiency among several others.

Al Dobowi and Hankook aims to conduct such campaigns on an annual basis to better serve the motoring public.





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Hankook Ventus S1 evo² SUV

Street tires in the high-end performance segment



Tire manufacturer Hankook is extending its extensive line-up in the ultra-high performance segment to include high-performance sports utility and sports activity vehicles. The company's flagship, the Ventus S1 evo2 will be available in a newly developed SUV version as of spring 2014 in 30 sizes ranging from 17 to 22 inches for these increasingly popular vehicles.

The concept behind Hankook's flagship, the Ventus S1 evo2, is also aimed at drivers of high-performance, dynamic vehicles in the new SUV model of the tire; drivers that demand uncompromising and sports-like performance from their tires across all parameters without compromising on features like suspension comfort, rolling noise and low rolling resistance. The successful combination of all dynamic driving features of the Ventus S1 evo2 is, among other things, the result of Hankook's successful involvement as exclusive tire partner of the renowned international touring car racing series DTM.

The particularly sophisticated technology of the Ventus S1 evo2 SUV with its multiple tread radius and double-layer rayon carcass provides maximum tire contact area under all conditions. The tire impresses not only with outstanding aquaplaning characteristics but also with optimum road contact for perfect balance under both wet and dry conditions. Driving control and safety at high speeds are also significantly improved. The innovative DTM inspired 3-layer block design with its special staircase arrangement of the outer rib blocks, provides an improved tire contact area as tire wear progresses thereby guaranteeing more effective traction performance across the entire life cycle of the tire.

"Our flagship in the high-performance SUV model is also fully loaded with innovative technologies and design features, which we have been able to develop on the basis of our expertise as an exclusive tire partner of the DTM team, Audi, BMW and Mercedes-Benz", says Jin-Wook Choi, Hankook President and Head of Hankook Europe. "Our premium tires provide a direct sports-like driving experience combined with safety and comfort while being environmentally friendly at the same time. This makes the Ventus S1 evo2 SUV another outstanding example for Kontrol Technology, our philosophy of combining technology, top performance and safety in all of our products."

The Ventus S1 evo2 SUV is equipped with the newest highly developed generation silica compound with an optimised cross-linking system that improves wet traction, wear characteristics and thermal aging resistance. The high traction styrene polymer formula enables improved wet performance while rolling resistance is reduced for maximised environmental excellence. A refined cooling system with surface enlarging fins anchored to the base of the tread grooves and micro-turbulence generating dimples arranged on the outer edges of the shoulder block enable faster heat dissipation for more stable handling characteristics and longer tire durability. In order to make the driving experience even more comfortable the Hankook UHP flagship is equipped with an aerodynamic shaped wing that further reduces tire noise and highlights the sports-look of the tire. The Ventus S1 evo2 SUV is manufactured mainly in the company's state-of-the-art factory in Hungary.

Interstate Tires is adding 46 new sizes to its program

Interstate Tire & Rubber Co. increased its already large program with 46 sizes. The total number of sizes of their summer tire range is now more than 300.

Besides the more usual sizes, Interstate offers a unique selection of tire sizes which are specific for some markets and/or segments especially like those in Tuning, UHP and SUV segments. All tires come with Clean Oil, the EU label and carry the European OE load/speed index.

In the C/C labeled ECO line; the new sizes range from Smart (145/65R15) to BMW 5 front (245/45ZR19) and in the SUV line from a Nissan Qashqai 215/55R18 to a BMW X5 (315/35ZR20) Also unique is that all sizes can be ordered and mixed in direct container shipments and/or ordered through the regional warehouses in The Netherlands, USA and China.

Interstate is not only increasing its summer tire range, but is also already preparing for winter 2014 with more than 40 new sizes.

Goodyear Cuts Production at Luxembourg Tire Plant

Goodyear has announced an end to Saturday production at its Colmar-Berg, Luxembourg factory.

Goodyear has announced an end to Saturday production at its Colmar-Berg, Luxembourg factory. This decision, taken as a result of falling demand for commercial vehicle tires, follows an announcement in early October that the plant's Sunday shift was being suspended.

Company spokesperson Jean-Paul Bruck has commented that the further reductions in production at the factory have been scheduled due to existing stock levels. Stock levels had earlier fallen after the October announcement, however they are again stagnating. "We are concerned that they will rise further," Bruck commented. "We want to produce no tires already in inventory." Goodyear employs around 3,300 people at its Colmar-Berg facility.

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The two sub straight grooves on tire shoulder not only share the main grooves drainage, but reduce tread wear efficiently.



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Sportnex **NS-20**

Four straight wide grooves enhance tire drainage and maneuverability in wet conditions.



Volatile Rubber Prices in Thailand Queer the Pitch for Tire Manufacturers

Managing raw material costs is a key concern for all manufacturers. Unless they have captive rubber plantations, tire manufacturers too have to deal with ups and downs in rubber prices when planning their production, pricing, marketing, and distribution strategies. It is not an easy task to correctly calculate the cost of all inputs if raw material costs keep fluctuating. It may also be quite risky to pass these costs on to the customers when they are still reeling from the global downturn.

Along with other costs, rubber prices too hit the roof in the boom preceding the recession. Even smalltime rubber cultivators in countries like Thailand, Vietnam and India were flush with funds and splashed out on cars, motorcycles, furniture and gadgets like laptops and smart phones. Thinking that the good times were bound to last, they took out loans from loan sharks charging extremely high levels of interest to bring even more land under rubber cultivation.

Thailand is the world's biggest producer and exporter of natural rubber with 90 percent of the rubber being exported overseas. Powered by the extremely rapid pace of global growth, especially in the giant economies of China and India, rubber prices kept soaring. In February 2011, the price for benchmarked smoked rubber sheet (RSS3) hit a record \$6.40 per kg. Tire manufacturers passed on the costs to customers, but cushioned by the boom, consumers were not as price conscious as they are today.

Over the past decade, many farmers in China, Indonesia, India, Vietnam and Myanmar also took up rubber cultivation when they saw how lucrative it was. This expanded the total area under cultivation and increased the output by millions of tons. No one foresaw the effects of the recession. As first the developed countries and then the Asian economies began reeling from the effects of the recession, commodity prices crashed. With overall global production increasing and a sharp decline in demand, rubber prices declined sharply from 2011, by more than 45 per cent in two years.

Millions of small time rubber farmers, especially in Thailand were caught in vicious debt traps. They ended up barely able to meet their fuel and fertilizer costs and borrowing further to feed their families. The government in Thailand, which relies heavily on rural support, resorted to setting up an intervention scheme to support rubber farmers.

Like the OPEC cartel, the Thai government joined hands with Indonesia and Malaysia last year to cut rubber exports by 300,000 tons in a bid to influence the market prices. The government also spent \$690 million or 22 billion Thai baht buying rubber from farmers at elevated prices from October 2012 to May 2013. This attempt to manipulate the markets left the government with a stockpile of 210,000 tons of rubber sheets. But these measures had only a short-term effect and were not sustainable in the long run. Prices rose for a short while and then fell again. As prices continued to slide, the government was faced with a dilemma on whom to support as rice farmers were also facing a similar situation. The Thai government ended up subsidizing rice farmers to the tune of \$4.4 billion.

Though rubber farmers were doing relatively better than rice farmers, the government's rice subsidy scheme prompted tens of thousands of rubber cultivators to take to the streets in southern Thailand in August this year in a massive protest demanding similar subsidies. They set up roadblocks and

railway barricades badly affecting the traffic and tourism. When the protests became violent and turned into a formidable political movement, the cabinet approved a 21.2 billion baht (\$659 million) subsidy that instead of buying rubber at elevated prices will focus on cutting production costs, providing farmers with improved machinery and funding more processing plants in farmers cooperatives. The subsidy will be paid out based on the area of land owned by individual farmers.

The announcement of this subsidy brought prices upto 81 baht (\$2.5) per kg on September 9, 2013. The government's target price is 90 bahts per kg. This is much higher than the price of 75 bahts in late 2012 and will be beneficial to rubber farmers. However, some of them still feel it should be 100 baht per kg. The farmers plan to continue with protests in 14 provinces across Thailand.

The bottomline is that the protests have caused delayed shipments and played havoc with the budgets, sourcing and distribution plans of tire manufacturers. With Thailand still being the world's largest producer of natural rubber and responsible for one-third of the global output, the 13% increase in the FOB price of natural rubber from Thailand in just one month will end up causing many sleepless nights for everyone in the tire industry.



Continental Opens the World's First Fully-automated, Weather-independent Tire Testing Facility



With the automated, weather-independent AIBA (Automated Indoor Braking Analyzer) test facility, Continental is making great progress in summer and winter tire testing technology for passenger cars, vans, and 4x4 vehicles. The facility at the Contidrom test track near Hanover is integrated in a hall 300 meters long and up to 30 meters wide. In the facility, a driverless test vehicle is accelerated fully automatically up to a maximum speed of 120 km/h and then braked on interchangeable road surfaces with standardized pads. Here, tests can be performed on both dry and wet road surfaces. In addition, tests can also be carried out in the conventional manner in a separate ice rink. Continental is now the first tire manufacturer that can conduct tire tests all year round and independently of the weather at a single site. When fully operational, the test facility will perform around 100,000 individual braking maneuvers per year. The tests are performed on interchangeable road surfaces that can be hydraulically moved, and during the process the temperature is carefully adjusted to exactly the specified level throughout the entire hall.

World's most accurate braking test procedure at the Contidrom

According to experts, the AIBA facility has revolutionized modern tire testing procedures. "With this new facility at our test track, we benefit from the most accurate braking test procedures in the world," says David O'Donnell, Head of R&D for Passenger and Light Truck Tires at Continental.

"We can combine the advantages of laboratory testing with those of outdoor testing for vehicles. This enables us to improve reproducibility by 70%, which means that we can measure development progress with an optimum degree of precision." Previously, tire testers had to carry out their tests under fluctuating environmental conditions such as temperature and wind on a Contidrom

test track exposed to the elements. The AIBA facility enables us to conduct tests all year round under fully air-conditioned test conditions on interchangeable road surfaces with constant friction coefficients." With the old procedure, the vehicles were guided along a set of rails and the tire testers had to apply the brakes themselves at a specific point, even in the ABS range. In the past, the low temperatures made it impossible to carry out tests at the Contidrom during winter. In addition to the somewhat distorted results due to the reaction times and forces exerted, the air and track temperatures always produced a degree of spread in the results. "We can now completely avoid this system-related variation," says O'Donnell. "Another positive effect is the considerably reduced physical strain on our test drivers and of course our ability to conduct testing 24 hours a day, 365 days a year." This significant increase in efficiency is a necessity – after all, demand for tire testing is growing all the time. The reason for this is the significant diversification in the tire sector over the past few years. In addition to the four standard Continental tire models in each of the summer and winter tire categories for passenger cars, there is now also a demand in the field of SUVs, transporters, and vans for tires that are designed for different vehicle types, applications, and regions of operation. This is in addition to the orders for original equipment tires from the automotive industry. "It takes a lot of work to test all of these models," explains O'Donnell. "The increased capacity achieved by AIBA therefore represents a very welcome reduction in our workload. Furthermore, the AIBA technology will enable us to make further advances in improving braking distances even more."

Brake testing over a length equivalent to two-and-a-half soccer pitches

In addition to the highly complex AIBA technology contained within the hall, the structure of the hall is remarkable in itself. At 300 meters, it is as long as two-and-a-half soccer pitches. The air-conditioned area contains up to five road surface tracks that can be moved around with ease.

The test vehicles are accelerated to speeds of up to 120 km/h with a linear drive – as used on high-tech rollercoasters – on a stretch of track measuring just 100 meters. Conventional dry-road braking tests are conducted at 100 km/h, and standard wet-road braking tests at 80 km/h. With the ABS control system, the brakes are engaged with pinpoint accuracy – depending on the selected road surface either on a dry or wet surface. The ambient temperature of the "summer track" can also be set to between 10 and 25 degrees, while the ice rink allows testers to set the track temperature to between -10 and -1 degrees and the air temperature to between 5 and 12 degrees. The braking procedure is recorded by various sensors fitted on the wheels and inside the vehicle. Each test run – including driving from the starting point to the starting line, accelerating and braking to a standstill – takes four minutes to complete. Theoretically, 15 test runs can be done every hour, 24 hours a day. "Thanks to our new facility, we can now perform even more accurate and flexible tests at more than double the capacity," boasts O'Donnell.



APOLLO TIRES ANNOUNCES THREE YEAR PARTNERSHIP WITH MANCHESTER UNITED

Apollo Tires, one of the leaders in tire manufacturing and distribution, today announced a three year regional partnership with Manchester United Football Club, which will see Apollo Tires become the Club's official Tire Partner in the UK and India.

As part of this association, Apollo Tires with its philosophy of 'go the distance' will create football based play zones in local communities using recycled rubber in the UK and India and encourage healthy lifestyles among youngsters.

While Apollo, is a leading brand in India, the tire manufacturer, which has annual revenues of over US\$ 2.34 billion, will leverage the high profile partnership with Manchester United to raise awareness of its brand among potential customers, business partners and consumer audiences around the world.

Commenting on the announcement, Onkar S Kanwar, Chairman, Apollo Tires Ltd said, "This is a very important partnership for us as a company and clearly demonstrates our global ambitions for our business, and the brand. Very few sports platforms deliver a global profile and awareness and we believe the impact of this relationship will be significant in helping to make Apollo a globally recognisable brand."

A key element of the partnership will be a joint community commitment to encourage young people to 'go the distance' and seek a higher level of excellence in building sporting skills and developing healthy lifestyles. Drawing on its philosophy, Apollo will build football pitches made from recycled rubber in local communities across the UK and India.

The first 'go the distance' pitch will be built within the grounds of Old Trafford before similar pitches are rolled out across the UK and India. This initiative will include some specific skills challenges, encouraging users of the Apollo football play zones to achieve excellence in control, agility, speed and precision.

Kanwar continued, "It is a matter of great pride for us to introduce a new healthy living initiative under our corporate social responsibility (CSR), to create new play zones for the youth in the UK and India. In its aim to stimulate the next generations to go the distance, this association really brings to life our brand values of high performance, quality and excellence."

Manchester United Group Managing Director, Richard Arnold commented, "Apollo Tires is a leading player in the tire industry and its rate of growth and development into new territories made it an attractive partner for the Club. With a combined fan base close to 46 million followers in both the UK and India, we are confident in providing Apollo with a captive audience.

"This partnership will allow Apollo not only to promote its brand, but also to engage and communicate with our fans, like we observed today with the skills demonstration.

"Manchester United is dedicated to youth investment and development, whether through our Academy or via the work we do in the community."

The partnership announcement was made at a launch event at the Club's Aon Training Complex, which was attended by the senior management of Apollo Tires, led by Chairman, Onkar S Kanwar and Manchester United Group Managing Director, Richard Arnold.

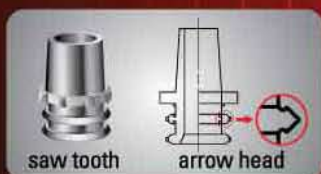


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Financial Crunch Forces Customers to Rent Tires as Global Downturn Continues

The global economic downturn totally changed the fortunes of many families. As countless people lost their jobs and real estate prices crashed, many families who considered themselves well-to-do or comfortably middle class found that their financial situation had changed overnight. Banks too suddenly changed their attitude to borrowers and began pursuing them for repayments. As more and more people became strapped for cash, installment schemes that involved only small monthly outlays became increasingly attractive. This sparked a new trend in the tire sector too – that of renting tires rather than buying them.

Tire prices have skyrocketed in recent years. As per an article in the *Modern Tire Dealer*, in the years from 2006 and 2012, increase in the price of raw materials, decreasing production and high import tariffs have made tire prices zoom by 57%. Customers who are already on thin ice when it comes to hard cash very rarely have the cash to buy tires upfront. This has prompted many companies to switch from renting cars to renting tires. The rent to own offer looks highly attractive to customers with monthly payments as low as \$14 and minimum paperwork.

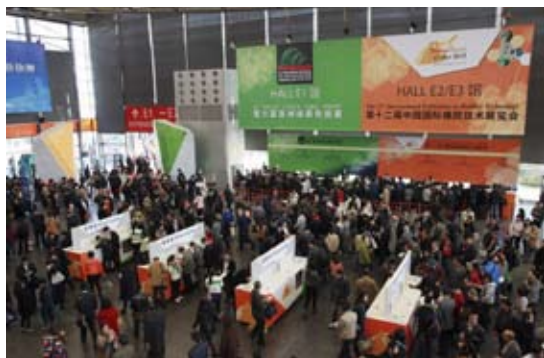
The only documents they need are a valid driver's license, social security card, a utility bill and proof of income. It does not even matter if they have a poor credit history. All they have to do is sign up and make the monthly payments to keep their cars on the move.

Many customers however are unaware of the downside of these schemes. Retail stores usually offer discounts for cash payments and by opting for installment schemes customers lose out on these cash discounts. Though the monthly payments may be small, over the course of time they usually add up to an amount that may be as much as four times the actual retail cost. In the long run, it is the customers who end up as the losers. Tire rental companies also repossess the tires by force if customers default on their monthly payments. If you miss payments, one fine day you may find your car up on the blocks without its tires. There is absolutely nothing you can do as from a legal standpoint as the tire rental companies are on the right side of the law. The fine print of the agreement you signed when you rented the tires states that

they own the tires till the last payment is made. A tire rental company called RimTyme which has stores in North Carolina, Virginia and Georgia does at least three repossessions per week.

Though a relatively new business, the rent-to-own tire business is growing at a very fast rate. But before buyers are taken in by the zero-interest schemes and the small monthly payments, it would be wise to actually put pen to paper and work out the actual cost. Financially, you will be much better off if you can hold off the buying decision and save money to pay cash up front for new tires, or buy used tires that have been retreaded at a lower price. You will not have to worry about missing the monthly payments or having the tires taken back by the dealer later on. But if you are short of cash and convenience matters more than the long-term costs then renting is the way to go.

120 Exhibitors To Present Their Newest Developments at Reifen China 2013



In 2013, the leading trade fair for the Asian tire market will invite the visitors to Shanghai once again: On November 13 - 15, more than 120 exhibitors will showcase what they have on offer in the fields of tires, wheels and garages at Reifen China 2013. Thus, the organisers, Messe Essen and China United Rubber Corporation, are registering a slight plus with regard to the exhibitors in comparison with last year. The Shanghai New International Expo Exhibition Center will be the venue of the fair. The exhibitors will include all the top 15 tire manufacturers in China, including

Double Coin Holdings, Shandong Linglong Tire and Cooper Chengshan. In addition, companies from Germany, Belgium, Russia, the Netherlands, Malaysia, the USA, the United Arab Emirates, Poland, Japan, India, Great Britain and Thailand will show their portfolios. Bundesverband Reifenhandel und Vulkaniseur-Handwerk (BRV - "Federal Association of the Tire Trade and the Vulcanisers' Skilled Trade") will be the ideal sponsor of Reifen China.

The strengths of Reifen China will include the direct contact between manufacturers and dealers: 45 percent of the exhibitors will be manufacturers and another 40 percent dealers. Moreover, exhibitors and visitors will profit from RubberTech China taking place at the same time: Around 430 exhibitors will come to the leading trade fair for rubber processing and rubber manufacture in China. Together with RubberTech China, Reifen China portrays the entire value added chain for everything to do with tires: from the raw material processing via the product fabrication right up to the sales.

This year, the China Forum in which experts will examine the current development of the tire and rubber markets will once again be staged within the framework of both fairs.

Strong Demand in the Sections for Retread Tires and Motorcycle Tires

In 2013, the organisers of Reifen China achieved an increased demand for booth areas in the sections for retread tires and motorcycle tires. The demand is reflecting the current market development. In the middle of 2012, there were approximately as many two-wheelers being driven on China's roads (i.e. 103 million motorcycles) as cars (114 million). In total, the motor vehicle market grew by 3.67 percent in the East Asian state in 2012. In this respect, retread tires form a cost-favourable alternative to new tires for a lot of consumers in the threshold market..

Continental Tires Latin America launches limited edition of ContiPowerContact to mark 2014 FIFA World Cup in Brazil

Continental Tires Latin America, a subsidiary of Continental who is an Official Sponsor of the 2014 FIFA World Cup™ in Brazil, is launching a commemorative edition of the ContiPowerContact, one of the best-selling tires in the company's portfolio.

Along with consumers, the environment will benefit too, because part of the revenue from sales of this commemorative edition of the ContiPowerContact will be allocated to Associação Caatinga (www.acaatinga.org.br), the NGO responsible for launching the use of the armadillo as the Official Mascot of the 2014 FIFA World Cup™ in Brazil.

A mammal found only in Brazil, the armadillo has the curious ability to roll into a ball when it feels threatened and can stay like that for 20 to 30 minutes. Armadillos are born in litters, commonly comprising four identical young. However, births are so rare that today the armadillo is one of the endangered species on the Red List of the International Union for Conservation of Nature (IUCN).

"This initiative is one of many organized by Continental to support projects aimed at conserving natural resources and caring for the environment," explains Renato Sarzano, Managing Director of Continental Tires Latin America. "Profits from the sale of the ContiPowerContact will partly be used in a project to map the habitat of the armadillo and protect this mammal whose habits have never been properly studied. The armadillo may become extinct within 50 years if no action is taken to preserve the savanna ecosystem."

As Sarzano also points out, Continental is noted not only for its active presence in sponsoring major international football events such as the FIFA World Cup™, but also for supporting social activities in the host countries, such as Projeto Uerê in Brazil. "Aimed at disadvantaged children and young people aged between 4-18 in the Baixa do Sapateiro in Rio de Janeiro, this project is designed to provide the educational foundation they need to become responsible citizens and to have a decent life," says Sarzano. Continental Tires has pledged to help spread the unique pedagogical approach called Uerê-Mello in the period up to 2015 and is funding an e-learning module to increase its visibility, as well as the provision of trainers and equipment for a children's football project.



The launch of the commemorative edition of the ContiPowerContact is being supported by an extensive advertising campaign with ads in leading magazines as well as on TV and in the internet. Continental has prepared a whole series of regional items to publicize the proposed initiative.

The green tire ContiPowerContact is specifically developed for the Latin American market. It is manufactured in Camaçari, Bahia and is already supplied as original equipment to some of the most important automotive plants in Brazil. It presents the latest technologies regarding fuel economy, safety, robustness, durability, ride quality and comfort.

Available in Latin America for 13, 14, 15 and 16-inch rims, the ContiPowerContact is available for speeds between 190 and 240 km/h. It comes equipped with EcoPlus technology to reduce fuel consumption and CO2 emissions; a noise breaker that prevents resonance and cuts noise emissions; Tread Wear Indicators (TWI) which alert the driver to the ideal time for a tire change considering the legal minimum tread depth; and TWI Wet, a unique system that shows when Continental is no longer recommending the tire for use on wet surfaces due to its disproportionate decrease in wet performance below this tread depth.

Michelin partners with PSA Peugeot Citroën to develop tires for the new Peugeot 308

The co-development project carried out by Michelin and PSA Peugeot Citroën engineers for the new Peugeot 308 was guided by a commitment to providing drivers of the new model with tires that enabled them to get the most out of their car.

Mike Bundick, Original Equipment Marketing Director, Michelin: "The close-knit strategic partnership between Michelin and PSA Peugeot Citroën teams is readily apparent today in the new Peugeot 308. The 15 and 16-inch MICHELIN Energy Saver+ tires and the 17 and 18-inch MICHELIN Pilot Sport 3 tires support the new model's performance in terms of road holding and steering precision. As a result, they play a significant role in improving its energy efficiency while delivering outstanding safety and total mileage. Taken as a whole, this is the result of the MICHELIN Total Performance strategy."

Laurent Cléro, Technical Account Manager in charge of the co-development of Michelin tires for the new 308: "The highly ambitious specifications submitted by PSA Peugeot Citroën for the new 308 focused on three areas of performance. The first was the importance of the vehicle's dynamic features through its handling, steering precision and driving enjoyment. The second covered the energy efficiency required by the tire to adjust to the vehicle's lower weight and to reduce carbon dioxide emissions. The last key aspect was safety, as every effort was made to reduce vehicle braking distances on wet surfaces while maintaining tire performance in other areas, especially longevity. For the Peugeot 308, the new MICHELIN Energy Saver+ tire shortens braking distances on wet surfaces by 3 meters, reduces carbon dioxide emissions by 3 grams per kilometer and delivers remarkable handling without sacrificing tire longevity."

The Michelin engineers in charge of co-developing the tires for the new 308 understood every aspect of Peugeot's specifications and teams were able to respond in record time, demonstrating once again that the long-term strategic partnership between the two companies has led to the development of a vehicle that delivers high-level performance.

A certification process in line with the MICHELIN Total Performance strategy

MICHELIN Total Performance is the strategy of developing tires – for each market segment – that deliver more performance. Michelin designs and manufactures tires that combine safety in all driving conditions (on dry and wet pavement, on straights as well as curves), improved fuel efficiency and longer total mileage, which is a key consumer concern because of its impact on the total cost of owning a car.

EVENT	DATE	INFORMATION	LOCATION
Scandinavian Motor Show	01- 03 Nov, 2013	Scandinavian Motor Show is known to be the perfect place where the bike and car lovers and the related manufacturing companies come together to exhibit the various models and advanced technology aided motor parts, which will enhance the function of the automotives...	Copenhagen, Denmark
Perth Motorcycle and Scooter Show	01- 03 Nov, 2013	Perth Motorcycle and Scooter Show is an industrial event that is going to be organized in Perth, Australia. This business affair will be continuing for the duration of three days. This historic international event welcomes both trade professionals and sports lover to enrich the sports industry...	Perth, Australia
International BIG R Show	02- 04 Nov, 2013	International BIG R Show is a one of the largest and most comprehensive trade fair of automotive diesel engine & small parts remanufacturers. Exhibition will attract many visitors & exhibitors related to the engine remanufacturing/ rebuilding, parts and equipment.	Las Vegas, United States Of America
Libya Motor Show	04- 09 Nov, 2013	The Libyan International Motor Show will bring together some of the market's most influential professionals such as dealers, distributors, importers/exporters, service & repair garages;	Tripoli, Libya
Feria Del Automovil	04- 08 Nov, 2013	The motor shoe will amalgamate all the car lovers from near and far off places. The show will provide a profitable platform for the car manufacturing companies as the representatives of these companies can showcase their products to a large number of probable customers...	Valencia, Spain
AAPEX	05- 07 Nov, 2013	AAPEX aims in bringing a new scope to the automotive sector and owing to this theme, this show will bring together the leading firms which have excelled in their forte.	Las Vegas, United States Of America

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EVENT	DATE	INFORMATION	LOCATION
<p>Sema Show</p> 	05- 08 Nov, 2013	Sema Show is the appropriate place that reveals the superior and excellent range of auto-motive and transportation equipments and services. The show assures that the purpose of the visit of the industrialists will be surely fulfilled and they will come across all that they wish to purchase	Las Vegas, United States Of America
<p>Dubai International Motor Show</p> 	05- 09 Nov, 2013	Dubai Motor Show, the show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world. Profile for exhibit include Automotive Parts, Accessories & Components, Air Conditioning Systems, Batteries, Cooling Systems, Electromechanical Parts & Systems, Tyres, Transmission Systems, Wheel Alignment etc.	Dubai, United Arab Emirates
<p>Automecanica</p>	07- 10 Nov, 2013	Automecanica will cater the needs of the automobile industry in terms of garage supplies, equipments, tools and accessories for car maintenance and servicing. It will serve as the meeting base of professionals from the sector who can gain expertise in their domain of functions and incorporate products which can enhance their service in the industry.	Leiria, Portugal
<p>Reifen China</p> 	13-15 Nov, 2013	Reifen China 2013 will introduce their solutions for everything to do with tyres, wheels and garages. Reifen China is a subsidiary event of the premier global fair which smoothing the path of exhibitors into new sales markets and is consolidating the position of the fair in Essen at the same time...	Shanghai, China
<p>COMVEX ISTANBUL</p>	14- 17 Nov, 2013	Commercial Vehicle & Components Expo (COMVEX) is the exhibition to effectively promote the development of Commercial Vehicles and its technology in a new dimension. Important associations of the sector will join their forces for istanbul COMVEX Commercial Vehicles and Components Fair..	Istanbul, Turkey



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Automotive Refinish: Cost of Repair

The Real Cost of Cutting Corners to Save Costs

Clive Gray was the first speaker in the academy session on automotive repair and maintenance. An industry veteran and business manager for DuPont Performance Coatings, he qualified as a mechanical engineer from England and has specialized mainly in the refinish segment. During his tenure in varied sales roles with DuPont in the past 14 years, he has dealt with the latest refinishing technologies available in the industry for both cars and commercial vehicles in the past 14 years. He is responsible for three premium brands from DuPont across 15 countries in the MENA region.

He started off his session by detailing methods end users and companies generally use to tackle repair costs in the post recession economy. There are three components when it comes to the cost of repair; labor, parts and paint. Labor costs can be reduced by cutting staffing levels and salaries. Overtime rates could be reduced or completely eliminated. But these measures would have a terrible impact on staff morale and could have legal implications if labor norms are violated. When it comes to parts, spurious parts could be used instead of genuine ones. Another option is to repair damaged parts instead of replacing them. Customers and service centers could also drive a hard bargain when it comes to buying parts, buying them at the maximum possible discount from dealers. But using spurious parts that are not really durable and lack warranties almost always culminates in end users getting stuck on the road when their vehicles break down. The parts would also have poor panel fit if they are not from the OEM and will need more process time. Besides it is not really ethical not to use OEM parts and the service center will end up with really unhappy customers. So, customers do not generally skimp on parts.

When it comes to paint, however, people generally have the mentality that it is just paint after all and cutting corners really will not have any negative impact. There are multiple suppliers of automotive paint and customers usually try to save on paint by changing their suppliers or brands of paint for their cars.



Clive Gray
Business manager,
DuPont Performance Coatings

However, using shades that do not provide the right color match and do not have longevity or warranty for technical support will again not be cost-effective as it may call for rework and may need more process time. Poorly trained staff who are not knowledgeable about the latest techniques and are unable to decide on the correct shade and the appropriate technology will be confused and will waste time and resources. One alarming trend Clive had noted as part of cost cutting is the elimination of the surfacer in the paint repair process. But the surfacer lays the foundation of the coating and this measure will only result in a shoddy paint job that takes more time.

Clive argued that instead of a knee jerk reaction that proves to be more expensive in the long run, the solution to this challenge lies in concentrating on focus areas in painting and optimizing them to reduce wastage and the time spent on each car. This will lead to an increase in profits. He backed up his assertion through a scenario in which a paint shop generally paints about 50 cars each week and on an average bills about AED 5000 for repairing each car. Instead of cutting costs, it can adopt the latest technical products to assist and improve productivity. The shop will be able to paint 55 cars instead of 50 and there will be a sharp spike in revenue by about 10% whereas cutting costs will only lead to a 2% profit. There will be some initial expenses for training staff on technological improvements such as dry sanding systems (to remove a sanding step), sophisticated polishing systems, and one visit application systems (for applying all layers from surface coats through topcoats). Nevertheless, by means of these technologies service centers can save time. Time is not a cheap commodity and service centers can utilize the time saved to service more vehicles and maximize revenue. In tandem with putting controls in place for paint spillage, these measures can help service centers to cut repair bills and make their clients happy without cutting staff or resorting to the use of spurious parts.

To sum up, it may take a little longer to train staff and to maximize revenue by concentrating on focus areas, but the end result would be perfect paint jobs, happy customers and more revenue – three things all service centers want.

It Is All About the Color

Color Trends in the Automotive industry and their Impact on Car Refinish



Arie Verboon

Regional business manager for BASF

Did you know which color is the most common color for cars today? This and other interesting snippets of information were shared by Arie Verboon, the regional business manager for BASF Coatings Automotive Refinish Coatings for the Middle East. He is a qualified chemical engineer who has been responsible for the Middle East region for over 10 years and has a quarter century's experience in the automotive refinish industry.

The most popular color for cars is white, which is one of the achromatic colors or colors that really do not have a hue. Solid white or pearl white cars, silver and black cars add up almost to a staggering 70% of all the cars in the world.

Colors can be divided into chromatic colors and achromatic colors. Though in general achromatic colors such as silver, black, white and grey are the most popular ones there are regional preferences based on deep rooted culture and traditions. For example, red is more popular in the Americas and brown and beige are highly popular in India. In the middle east, white pearl is the color of choice.

When it comes to the colors for the future, there is a lot of scope for change. Customers now have the option of customizing their cars by choosing the color of their accessories. The current trend is for personalized colors that have been specially mixed, multi

color pigments, limited edition colors and low gloss clear coats. He predicted that customer preferences will veer away from the achromatic shades and that mustard, beige, soft berry colors and duo-tone grays will be the most popular shades down the line.

Colors have a great impact on after sales and the cost of repair. Rare and personalized colors require more knowledgeable employees for the repair and the sales process and are likely to be more expensive. Nevertheless, car producers and end users want to differentiate and make their cars as attractive as possible. Many resources that were not available in the past are now available such as 24/7 online software solutions and apps that give access to the latest color formulations with a back-up of thousands of additional service formulas, and a spectro-fotometer that aids with precise color selection. However, even the most sophisticated device can never replace the human eye when it comes to color matching.

Access to the best tools means nothing if the paint shop employees do not know how to use them. With the introduction of multicolor pigments, paint shop employees need expert training and access to a comprehensive color database and online based color retrieval tools. Painters also need specific theoretical and practical training to handle low gloss clear coats. This is why paint-shops, especially in the Middle East must invest in employee training so that they have sufficient theoretical knowledge, practical training and IT/software skills to satisfy demanding customers. It is also a challenging task to find the right supplier who has the right technical expertise and offers a wide array of shades and colors in addition to offering good after sales support.

Going by what Arie Verboon stated about the advancements in paint technology, we can definitely look forward to having more colorful cars and more colorful roads in the future.

Keep Fuel Contamination At Bay With the Use of Additives



Keith Norman
Operations Director,
Dealer Choice Limited

Keith Norman has his finger in many pies. He is the Operations Director of Dealer Choice Limited, Marketing Director of Petroman Limited and Director of Logistics for Road Flow Commercial Limited. He helped develop and market a unique, patented petrol vapor recovery system for petrol filling stations. He set up Dealer Choice International which specializes in bespoke tried and tested fuel additives to limit bio-contamination in bulk storage tanks in 2008 in response to the UK and European Directive to introduce Bio-Fuels. Another company he set up in 2010, Road Flow Commercial Limited provides fuel sampling and analysis services and specialist tank and fuel cleaning services to UK vehicle and bulk diesel storage operators. All his companies deal with fuel contamination in one way or the other, and few people can match his expertise in this subject.

Fuel contamination is an issue that affects everyone in the automotive supply chain, big and small, from vehicle end users to big oil companies and bulk storage operators. Clean fuel systems are essential to maintain the engine efficiency and ensure optimum performance, to get good fuel economy and to reduce particulate emissions to stay within environmental guidelines.

Modern day driving involves a lot of short journeys with frequent stops and starts that have an adverse effect on an engine's performance, reliability and fuel economy. The engines too are extremely sophisticated with highly engineered components that operate within very fine tolerances. They are not designed to work with contaminated fuels. Therefore, to maintain optimum performance and reliability and to meet ever more stringent norms worldwide for exhaust emissions it is essential for fuel systems to be clean.

Motorists have no say in where the fuel they buy is refined or how well it is stored at the filling station. So, they have little control over the actual quality of the fuel they use. However, one aspect they can control is the decision on when and where to get their car serviced. To keep a car running properly, it needs thorough and regular servicing by experienced and well trained technicians who understand the problems of modern motoring and modern fuels. With the correct information, it is possible to make the right decision on what needs to be done to get the optimum performance from a vehicle and choose the most appropriate additives from the many products that are available in the market.

Anything that adversely affects fuel quality is a contaminant. There are essentially three types of "contamination" affecting fuel quality; chemical contaminants, physical debris and water that could lead to biological contamination. Chemical contamination occurs on a frequent basis. The chemistry of certain blends means some fuels react differently as compared to others in certain conditions. For example, diesel unlike spirit blends can "wax up" or turn to gel in very cold temperatures. An adverse chemical reaction known as "Phase Separation" can occur in Bio-ethanol blends if sufficient water is present in the storage tank.

High sulfur content in certain fuels produced around the world can also be detrimental to the engine. Over the past few years, many car dealers and auto repair shops have noticed more customers complaining about engine problems such as hard starting, engine knock, hesitation and stalling, rough idle, misfiring and poor fuel economy due to this issue of high sulfur content. Sulfur levels in fuels differ around the world, and low levels of detergents are also being added to fuels at refineries. Studies have shown that fuel destined for one country where high sulfur levels are accepted, are often being used in neighbouring countries where the sulfur levels are meant to be low. For example, in the Middle East, fuel destined for Saudi Arabia that has a high sulfur content (upto 2500 ppm) may end up in the UAE where the permissible sulfur content is low (100-150 ppm). If the fuel has high sulfur content, the sulfur in the fuel can actually crystallize and clog up the injector, during "hot soak" when the car is parked and there are fuel residues sitting in the injector in hot engine bay. This is why in countries where the climate is hot such as the Middle Eastern countries, there seems to be an influx of vehicles with injector problems, especially in the case of high performance engines that are more complex and highly engineered. Such incidences are more when the sulfur levels in the fuel are above 50 ppm as modern high pressure fuel systems are quite delicate.

There are additives available to address these issues. The complete fuel system can be cleaned with the use of a detergent based fuel cleaner that is poured into the fuel tank at regular intervals. It will also remove the normal build up of carbon deposits, waxes, gums and residues from the combustion process. The same product will also dissolve away sulfur crystals from fuel injectors and can work on both diesel and spirit fuel systems

When it comes to physical debris, due to the very nature of how fuels are produced, transported and stored, there are many opportunities for physical debris to contaminate fuel. Physical debris comes in many forms that are visible and invisible to the naked eye such as rust particles and dust, metal flakes and crusts, debris from storage tank walls and tank linings and gravel and fine sand. Good quality controls are normally put in place for both production and transportation. And at storage depots and filling stations, good controls need to be set in place for tank and pump management and maintenance. But despite the existence of controls and the

use of sophisticated filtration systems, debris will always find a way to get into the supply chain. In the event that the debris is not removed before the fuel is utilised, regular use of additives can help minimize the damage debris can cause..

Water contamination is probably the most important issue, especially in Europe where bio-fuels are used. Water in fuel can be in the form of visible "free" water (droplets or pools of water in tanks, pipe work and fuel systems) or it can also be dissolved or "emulsified" within the fuel itself making it invisible. The water in fuel comes from the refining process when the fuel itself ends up with water in tiny amounts. Water can also come into the bottom of storage tanks and in supply pipework when ground water leaks in through weak joints on tank lids. Water also comes from condensation – "tank sweat" through temperature differentials between the hot fuel and the cold tank.

Water is not only harmful to the normal combustion process thus damaging engine components but it also provides the environment for bacteria to grow within the fuel itself. This is often referred to as the "diesel bug" though it can occur in spirit fuels as well. Eliminating water from the fuel will lead to elimination of most of the source of water contamination in the fuel. This water free status has to be maintained with the regular use of water absorbing additives.

Bacterial contamination is also quite common in fuels. There are more than 120 different types of bacteria that live in fuels. Bacteria thrive in warm, dark environments like fuel tanks that provide hydrocarbons which they use as food and may have some water which releases oxygen. Bio fuels in particular are highly susceptible to bacterial contamination.

Bio fuels are fuels made from organic matter which are blended with traditional fossil

fuels to create a mixture that can be used in modern vehicles without modification. In 2003, the European Union released a directive that by 2010 5.75% of all transport fossil fuel should be replaced by bio-fuels. In the Middle East, the UAE has just prepared a strategy for Green Development that envisages using bio fuels to reduce the carbon footprint by reducing carbon emissions, to conserve natural resources and to increase the use of renewable energy. Due to the growing concern for the environment, many countries are gradually switching to biofuels. Bio fuels will continue to play an important role in the world's fuel supply.

Bio fuels are very nutrient rich and given the right conditions they enable bacteria to rapidly colonise and grow anywhere in the fuel system and create organic sludge, slimes, sediments and thick bio-mass matings. These sludges and slimes can cause significant operational problems in the supply chain and can be transferred along with the fuel from the storage tank to the fuel pump where they can block pump and nozzle filters and pipework. When they get into a vehicle's fuel tank, they can cause damage to engine components and fuel systems, adversely affecting the car's performance

Since bio fuels accelerate bacterial growth due to their nutrient rich nature, end users have to be particularly vigilant. There is no one biocide product to counter all the different types of bacteria. So, the best way to tackle bacterial contamination is to ensure that all fuel systems remain water free with the regular use of additives. When starved of the oxygen from the water, bacteria suffocate and die.

Contamination does not have a onetime cure as it is an ongoing issue. It has to be continually managed with the regular use of additives during servicing in consultation with a knowledgeable service professional. Car users can therefore use fuel additives to keep contamination at bay and have a smooth ride and increased fuel efficiency.

Going Green with the Right Lubricant

Ranjan Guha, the Head of Sales and Business Development at ENOC Lubricants was the first speaker in the academy session on alternative green fuels. A qualified mechanical engineer, Ranjan worked in the field of spare parts, construction equipment sales and welding consumables before switching to lubricants. Over the last 15 years, he has worked in renowned companies in this field such as Shell, Fuchs and now ENOC. He has been with ENOC for over 6 years now and has been instrumental in making ENOC lubricants one of the fastest growing lubricants brand in the Middle East. Ranjan initiated the foray into at least 75% of the 55 countries in which ENOC's products are sold today.

Ranjan started his presentation with a brief company profile. ENOC is a fully government owned company that has both upstream and downstream products sold by over 30 companies in diversified businesses and is now actively trading in over 55 countries. Its businesses include the leading and most modern retail fuel station networks in the Middle East and a state of the art lube blending plant in Fujairah Sea port which is the biggest of its kind in the MENASA region.

When it comes to diesel engines, a truck covering 120,000 kilometers in the 1980s used to emit 470 pounds of particulate matter but a truck of the same make would emit only 8 pounds of particulate matter while covering the same distance today. With regard to passenger cars that use petrol engines, the particulate matter in emissions has come down by the same margin, decreasing from 83 pounds over 60,000 kilometers in the 1980s to 2 pounds of particulate matter in 2009.

This tremendous change has been achieved through improved combustion efficiency. Four major technological innovations played a key role in raising the efficiency of the combustion process. They are modified piston design, modified combustion control, exhaust gas recirculation and exhaust after treatment devices.

Pistons today are designed to increase the combustion area and raise the oil temperature so that more fuel is burned and there is lesser amount of unburned fuel. Combustion control can be modified by changing the design of the injectors, use of turbochargers and use of advanced engine management systems.



EGR (exhaust gas recirculation) has been instrumental in bringing down the level of particulate emissions by cooling and recirculation of 5-15% of the exhaust gas. It is then injected back into the cylinder thus reducing the combustion temperature and the emission of noxious gases into the atmosphere. On the other hand, EGR involves circulation of exhaust gases that have undesired particles and may induce soot formation.

Exhaust after treatment devices have also played a major role in reducing pollution. Primarily, all these devices such as three way catalysts convert really harmful gases like carbon monoxide into less toxic, inert or environmentally favorable gases. For example, a three way catalyst converts carbon monoxide, hydrocarbons and nitrous oxides into carbon dioxide, water and nitrogen respectively. Selective catalytic reduction also does the same. Diesel particulate filter is made of ceramic and removes particulate matter or soot from the exhaust gas of a diesel engine. This filter needs to be cleaned periodically to remove the soot, but meanwhile there is less soot escaping into the atmosphere.

The main challenges for lubricants are high sulfated ash, higher temperature and the phosphorus and sulfur content of the additives. Lubricants essentially consist of base oil and additives. The increasing demand for higher fuel efficiency and higher ODI (Oil Drain Intervals) in the past few years to protect the environment and to cut down on fuel costs also poses a challenge. The most stringent requirement though is to get OEM approval for Euro 5. Lubricants should also help extend the life of after treatment devices and should be environmentally friendly. Other factors that demand better quality lubricants are the reduction in engine size and weight, reduction in the oil sump capacity, increasing levels of engine power output with the same amount of engine oil, extended engine life, growing demand for engine cleanliness and changes in fuel quality.

The universal answer to all these challenges is the introduction of low SAPS lubricants. Sulfated ash, Phosphorous and Sulfur form the non combustible residue of engine oil. Sulfated ash is highly harmful to the engine and can badly affect its performance by forming ring zone deposit on piston over time leading to drop in fuel efficiency, engine power and increase in fuel consumption. Though some ash will exit with the exhaust gases, the balance of the residue can have a negative

impact on the after treatment devices. High levels of phosphorus actually deactivate the catalysts that convert noxious gases into less toxic or inert substances.

Low SAPS lubricants can dramatically reduce the levels of sulfated ash, phosphorus and sulfur thus enhancing performance, reducing the greenhouse impact and ensuring longer life of the after treatment devices. They can extend the life of a large spectrum of vehicles, including those that were manufactured before 2008 and can work with diesel fuel having sulfur content ranging from 5 ppm to 500 ppm.

ENOC lubricants are not just low SAPS but also meet GF5 norms, the latest norms of ILSAC (International Lubricant Standardization And Approval Committee), and the latest standards of API (American Petroleum Institute). They also have Dexos Approval (which is needed for all American cars) and meet the stringent VW 504/507 specifications set forth by Volkswagen, which has the most advanced regulations of all the European manufacturers.

When lubricants stay within the low SAPS norms, they meet emission norms, improve combustion efficiency, save after treatment devices and follow the industry trend for low sulfur fuel. The Dexos specifications formulated by GM ensure lubricants minimize oil volatility, enhance piston cleanliness, protect turbochargers and maintain sludge within manageable limits.

The average consumer should not be penny wise and pound foolish by using cheap lubricants that do not meet these norms. If he does that, he would be doing irreparable damage to the components of the engine and shortening the life of his car. He would also be contributing to higher emissions that increase the greenhouse effect.

Consumers can save a lot more in the long run by buying lubricants that may cost a little more now but will help cars yield better fuel economy and higher engine performance for many more years. There are many such high quality lubricants available in the market and end users need to choose their lubricants wisely in consultation with a knowledgeable service professional to ensure optimum engine performance, high fuel economy and minimum damage to the environment.

Clean Engines Help Cars Stay Longer on the Roads



Mr. Steffen Niemitz
Application engineer, LiquiMoly

All car racing buffs are likely to be familiar with the name, LiquiMoly. LiquiMoly is the top company in the German aftermarket and is well known in over 110 countries for its product portfolio that includes 400 products comprising engine oils, fuel additives, greases and pastes, adhesives and numerous other service and maintenance products. At the Automechanika academy, Mr. Steffen Niemitz from Liqui Moly spoke about techniques and products to protect the fuel system and air conditioning systems of cars. A car body professional with a masters degree, Steffen works as an application engineer with LiquiMoly in the R&D department and travels worldwide to educate service professionals on LiquiMoly products.

Stefan began his presentation on injection cleaning and air conditioner cleaning by reiterating the importance of cleanliness. Air is to the lungs what light is to the eyes but how many of us care whether we have clean air circulating through our car's air conditioning system? Generally the car body, lacquer finish, the chrome parts, the carpets, the interiors and even the tires are meticulously cleaned on a regular basis. But the engine that actually keeps the car going rarely gets that kind of attention.

As compared to the engines of the past, modern car engines are high performance, highly fuel efficient, reliable, and durable but they are also much more sensitive. They need special lubricants and high quality fuel to keep going and perform at their best. Poor quality fuel with high sulfur content may result in heavy carbon and soot deposits in or on engine components such as intake valves, combustion chambers, fuel injectors and intake chambers. The guidelines for sulfur content vary from country to country. In Germany, it may be as low as 10 ppm in diesel but in some countries such as Saudi Arabia sulfur content of upto 2500 ppm is permitted. Debris such as dirt can also be a culprit in the case of the engine malfunctioning. Critical carbon deposits on intake valves, the combustion chamber, fuel injectors and the intake chambers will adversely affect the efficiency of the fuel burning process and lead to poor combustion, increased fuel consumption, increased emissions and possibly damage the piston and the engine.

To prevent this from occurring, end users and service centers can use an injection cleaner. Injection cleaners can be used for both two stroke and four stroke engines to remove carbon and other deposits from fuel distributors and injector valves. This ensures precise injector dosage and atomisation and minimizes fuel splatter. By doing this on a regular basis car users end up with low fuel consumption, high fuel economy, low pollution levels and greater operational reliability.

Consumers pay about as much attention to their air conditioning systems as they do to their engines. If the air circulating through the ventilation vents does not smell fresh, they try to solve the problem cosmetically by using air fresheners instead of trying to find the cause of the problem and fixing it. The foul smell returns after a while.

What they do not realize is that the cooling units of air conditioners are permanently wet due to condensing air humidity and provide just the right conditions for moulds, germs and bacteria to grow. This is why the air in the car smells foul if the air conditioner is not used or serviced for a while. Moulds and bacteria if not kept in check can cause respiratory infections, allergies and even bronchial asthma. These organisms need to be flushed out by using the appropriate cleaning liquids that are sprayed directly on the evaporator to form a protective film using an attached spray gun.

Mr. Steffen Niemitz's session proved to be one in which the audience learned that cleanliness of the engine and the ventilation systems of a car matter just as much, if not more, than the cleanliness of the exterior. Regular cleaning and servicing of both these components can go a long way in improving our health and the performance of our cars.

Global Auto Parts' genuine quality brake pads add affordability to safe stopping power

When it comes to the ultimate safety of a vehicle there is no compromise. This is why, it is very critical to maintain the quality of the replacement brake pads in every vehicle regardless of its age. Every year, a large number of road accidents are caused due to low quality and counterfeit parts being used to save cost. This is particularly the case with one of the most safety critical service items, brake pads.

The counterfeit parts business has grown to alarming levels and due to this reason, the authorities have intercepted car brake pads that, when tested, had a high content of wood in them and could spontaneously combust as the brakes are applied. Moreover, any attempt to adapt the friction material or backing plate in counterfeit brake pads could easily lead to catastrophic failure and also damage the brake system leading to higher repair and replacement costs.

Low quality safety-related parts are a serious threat to the life of the driver, passengers and other road users. The problem with counterfeits is that they are passed off as the real item, but they pose serious danger. Substandard products cost genuine quality retailers millions of dirhams a year. The counterfeit car parts industry is estimated to be worth over \$16 billion (Dh59 billion) globally.

All Global Auto Parts branded replacement components are guaranteed to be genuine quality automotive parts that have the same design, materials and performance as those fitted by the vehicle manufacturers. GAP Brake Pads come with a 30,000 km no quibble warranty, which means they are manufactured to the highest standards of quality and are all certified with ISO/TS16949 certification, to meet or exceed the manufacturing standards of the vehicle manufacturers own brake pads.

GAP's Brake Pads offer a highly reliable, cost effective alternative to expensive genuine parts sold by the manufacturer agents because of the high quality design and materials used in manufacturing them. The various individual components are designed and perfectly harmonized to work effectively with the vehicle's other braking components so that they do not wear out quicker than they were designed to.

When to change the Brake Pads?

Disc brake systems, with brake pads usually include a wear indicator. This is a small piece of metal wire embedded in the brake pad that contacts the brake rotor when the pad material has been worn down to a certain level. Where applicable, Global Auto Parts Pads are fitted with wear indicators.

SYNC and MyFord Touch Sold on 79 Percent of New Ford Vehicles, New Technology Drives Quality Satisfaction



Ford SYNC® voice-controlled connectivity and MyFord Touch® touch screen technologies are attracting more customers and selling at a much higher rate than competitors, as MyFord Touch helps drive higher customer satisfaction with vehicle quality.

Combined, SYNC and MyFord Touch are sold on 79 percent of new 2013 Ford vehicles, up from 68 percent in 2012. This includes a MyFord Touch mix of 55 percent from 12 percent in 2012.

SYNC and MyFord Touch connectivity technologies – launched in 2007 and 2010, respectively – remain a competitive advantage as customers cite voice control and touch screens as top purchase drivers much more often than competitors.

"Ford has launched 60 new technologies the past few years and they are helping attract many new customers in important markets such as the coasts," says Raj Nair, group vice president, global product development. "SYNC and MyFord Touch are key parts of our innovation strategy, and not only bring more new customers to our brand, but help deliver higher satisfaction with overall vehicle quality."

Ford vehicles with MyFord Touch are helping improve perceptions as customers who own vehicles with the system are more satisfied with overall vehicle quality compared to those who don't have the technology.

Quality progress

Ford continues to refine SYNC and MyFord Touch. Previous upgrades already have helped improve quality responses by more than 50 percent. "We are committed to listening to our customers and improving MyFord Touch to keep drawing in new customers and increasing satisfaction with even higher quality," says Nair.

Bosch Automotive Tradition Offers Triple Bonanza to Vintage and Classic Car Fans

Bosch Automotive Tradition, Bosch Automotive Aftermarket's classic division, now offers vintage automobile fans with a wide spectrum of spare parts and information, including a remodeled classic black battery, a free online knowledge database and the online store "partbob.com", which aids customers in sourcing services and spare parts.

As part of its new reproduction project, Bosch Automotive Tradition is offering a revamped version of its classic black battery. Its exterior will feature the standard design, but the inner content has been adapted to incorporate modern technological



developments. The housing will be made from plastic instead of rubber, and this will further enhance starting power by up to 70% in addition to providing the battery with superior stability. These few modifications will make the battery compliant with the strict safety requirements for contemporary cars. It will also be completely recyclable and will be primarily available in the 6 volt version, with the 12 volt version to follow shortly.

Apart from the classic black battery, Bosch Automotive Tradition also takes pride in its complete access to around 58,000 other spare parts from the global pool of Bosch plants and can thus guarantee a sufficient supply of genuine Bosch spare parts for classic vehicles. Where the levels of stock do not cover a high demand for a specific part, Bosch Automotive Tradition will consider reproduction or repair concepts in accordance with standard specifications — an approach embodied by the classic battery presently being exhibited. Additionally, continued production or long-term storage after the series production's completion ensures the availability of more outdated spare parts.

To guide classic and retro car enthusiasts in the UAE and around the world in finding appropriate spare parts, Bosch Automotive Tradition

will provide fans with access to a comprehensive knowledge database. Under the "Knowledge" menu option at www.automotive-tradition.com, over 50,000 documents are available for download. The documents can give answers to questions like which starter was genuinely installed in a vehicle and in which vehicle a specific controller was utilized, as well as give information on which substitute spare parts can be utilized. Classic car fans around the world can utilize and add to this knowledge database, pooling their knowledge and making it more useful and up-to-date for vintage car fans worldwide.

Bosch Automotive Tradition's new online shop, partbob.com, supplies discontinued items and unusual spare parts from the Bosch range for vintage and classic cars. Classic and retro car owners can also utilize the repair service "1:1 REMAN" via the online store. This service is exclusively available via the shop and provides genuine repairs for different Bosch components and parts, like D-Jetronic induction tube pressure sensors, warm-up regulators and K-Jetronic fuel distributors. Bosch Automotive Tradition not only guarantees the range and the quality of its products, but also offers fast, hassle-free order processing.



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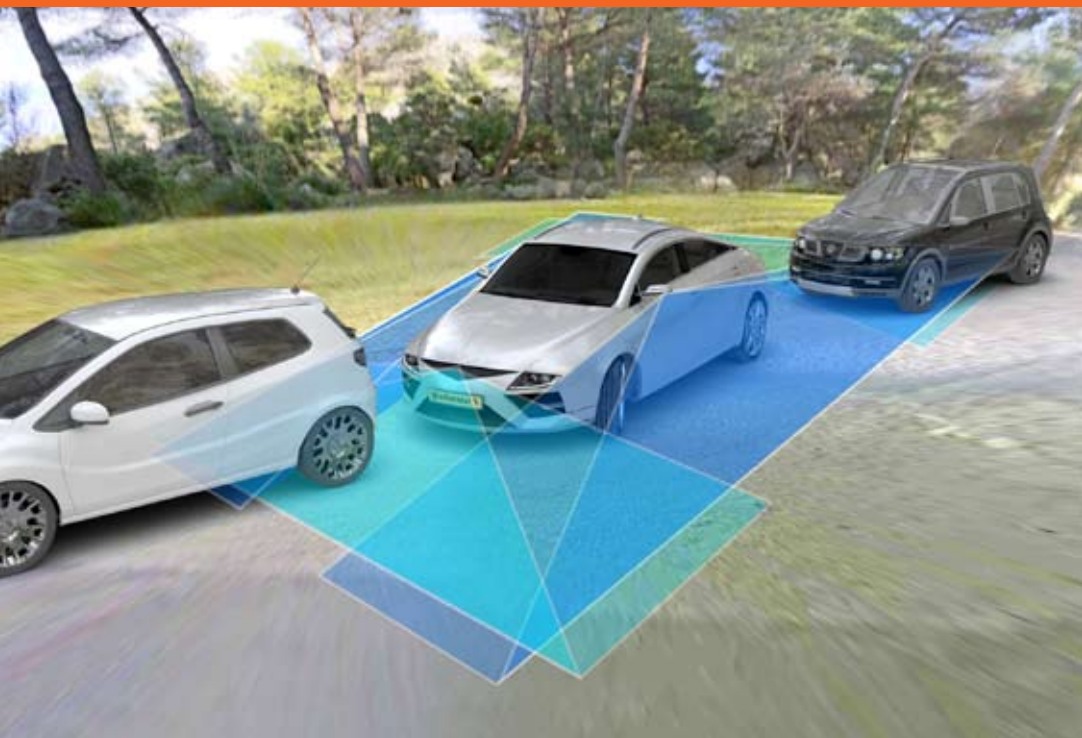
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Continental Unveils 360 Degree Panoramic Vehicle Camera System to Enhance Safety

Continental's ASL360, designed specifically for trucks, special and small series vehicles, has already established itself as a way to capture a 360-degree surround detection of what is happening all around a vehicle



Today's camera systems often monitor only the area in front of a vehicle. Although that helps to prevent many accidents, it by no means is capable of preventing every single one of them. "The next step towards accident-free driving is going to be 360-degree surround detection that monitors not only the area in front of, or behind a vehicle, but also all around it", said Wolfgang Fey, head of the Surround View segment at international automotive supplier Continental. "The development of intelligent surround view systems for cars will also represent a major contribution to automated driving".



In January, Continental announced the acquisition of British specialist ASL Vision, which was integrated as the 'Surround View' segment into the Advanced Driver Assistance Systems (ADAS) Business Unit of the Chassis & Safety Division. "Continental and ASL Vision can draw from long years of development in the field of complex vehicle cameras", said Fey who is also joint Managing Director of ASL Vision.

ASL360 – a surround view system conceived for trucks, special and small series vehicles

Solutions by ASL Vision have already been installed in more than three million vehicles throughout the world. The ASL360, specially developed for trucks, busses and special vehicles such as for mining, has been poised for production for years. The product is also available for cars and does duty primarily in small series vehicles.

The system consists of four fisheye cameras, each of which is capable of capturing more than 185 degree of the horizontal field of view. An electronic control unit (ECU) blends the four views into one image on a display in the cockpit. The display enables drivers to park and maneuver safely at low speeds. Image stitching – the merging and joining of various individual images – permits calculation and display of the vehicle's position from a variety of angles. Images from a single camera are also possible for keeping an eye on critical areas when maneuvering.

Surround view systems will provide 3D views, recognize objects and realize driver assistance functions

Whereas ASL360 provides drivers with two-dimensional images, future surround view systems will be able to furnish 3D views. Moreover, the systems will be able to recognize objects and will be capable of realizing driver assistance functions. Four cameras are typically used in such systems. Other cameras may be added, depending on the specifications of individual automobile manufacturers. The first 3D surround view system is planned to go into production in 2016.

Several types of scalable systems are in development so that surround view can be offered in different vehicle segments. The basic version offers a pure 360-degree 3D image to assist in parking and maneuvering at low speeds. In contrast to existing systems, however, it employs only two cameras: one in front mounted in the grill and one in the rear mounted near the license plate. This entry-level system is especially suited for use in the compact-car segment due to its attractive pricing.

Still other levels will be available, all the way up to an intelligent, active surround view system. Consisting of four cameras – in front, in the rear and on the outside rearview mirrors – it can not only monitor the area all around the vehicle but also recognize pedestrians, warn the driver or even stop the vehicle in critical situations. The system is particularly suited to city driving because, for example, it is able to recognize nearby pedestrians early. It is also capable of recognizing crossing traffic, lane detection and even detecting curbstones. This premium version of the surround view system will even permit vehicles to park themselves automatically, even if there is no driver inside.

TUNE IN AND TURN UP

A taste of home with MINI's worldwide Webradio on-the-go



The “NOT NORMAL” car with the big attitude has wowed fans through a series of high-tech, in-car infotainment offerings. This time, using MINI Connected technology, drivers and passengers alike can benefit from the brand’s revolutionary Webradio, which connects them to global radio stations on-the-go. So whether you’re looking to tune in to a local news station you can do so thanks to MINI Webradio

Available across all seven MINI family members, including the newly-launched MINI Paceman, MINI Connected is an optional in-car infotainment system that allows iPhone users to through the MINI Connected App to connect and benefit from a whole host of on-board functionality.

ULTRASONIC DIAGNOSTIC TOOL “HEARS” PROBLEMS BEFORE THEY LEAD TO BREAKDOWNS



Tracer Products has introduced the Tracerline® Marksman™ II ultrasonic diagnostic tool, a highly accurate instrument that converts and amplifies inaudible ultrasonic sound into audible “natural” sound. Now service technicians can easily hear sounds that signify problems such as air brake leaks, compressed air leaks, vacuum leaks, tire leaks, EVAP system leaks and much more...before they lead to major breakdowns.

The Marksman II uses a two-tiered approach to ensure accurate diagnosis. The ultrasonic receiver converts inaudible sound into audible sound using heterodyne circuitry. Then, its unique Sound Signature Technology finetunes the audible sound into the natural sound emitted by the leak itself. A 5-LED signal-intensity indicator and audible alarm easily pinpoints the exact source of the problem .

The Marksman II is so sensitive that it can detect leaks from orifices as small as 0.004 in (0.1 mm) at 5.0 psi (34 kPa), from a distance of 12 in (30 cm). An Internal Noise Control feature buffers ambient noise, making it ideal for use in even extremely noisy environments.

This sleek, lightweight, ergonomically designed tool provides comfort and easy handling for prolonged use. The Marksman II comes complete with an ultrasonic receiver, headphones, hollow air probe, solid contact probe and an ultrasonic emitter that helps locate faulty seals, gaskets and weatherstripping in passenger cabs, trailers and other non-pressurized enclosures. All components are packed in a sturdy carrying case.

NOT
NOR
MAL

Mini Makes Waves with the Mini Art Beat

The British carmaker MINI is well known for its eye-catching media campaigns. The MINI Art Beat is the latest in a long line of such campaigns. One memorable campaign was the weeklong MINI Getaway Stockholm ad campaign in 2011 in which social media users downloaded an app and participated in a game like a scavenger hunt. At the end of the week, the person with the virtual MINI won a real MINI. The campaign was immensely successful and people from more than 90 countries followed the game on the company's website.

The MINI Art Beat too is a campaign that was aimed at users of social media and is a take on MINI's "NOT NORMAL" philosophy. It successfully combined digital design, music and social media to display real time video clips on a retrofitted MINI COUNTRYMAN that is installed with 48,000 LEDs. The individual hi-resolution LED strips were fitted from the nose to the bumper of the car to provide one seamless screen that was integrated with mapping technology. More a mobile interactive art installation than anything else, the vehicle zoomed around the streets of London every night from August 5th to August 19th displaying personal videos sent in via facebook, twitter and Vine by MINI fans.

All participants sent in an "art beat" directly through the facebook app or by tweeting Vine videos hashtagged #MINIartbeat. Each "art beat" was meant to be a short video of themselves with customized background art and music. The music videos that were screened and deemed "not normal" were projected directly on the moving MINI Cooper. The mobile canvas displayed the uploaded videos to the entire city of London and the selected videos were also added to the company's website. Users were informed in advance if their videos were selected so they could follow their clip's progress around the streets of London via the 24-hour Livestream. On its nightly drives through the city, the Mini Art Beat generated a lot of buzz by showcasing the brightly colored videos, graphics and animations sent in by people from all over the world. Once the campaign concluded on August 19th, all selected participants received a souvenir clip of their own customized art beat.

This moving animated video billboard campaign proved to be a huge success with the youthful users of social media channels and will doubtless spawn many imitators in the future.

StatiCap Announces Global Launch of Flagship Product



StatiCap®, a global company founded in 2010, specializing in high-end personalized car accessories, has recently announced the global launch of its flagship product called StatiCap--a personalized, non-rotating cap for the center of rims/alloy wheels. The product works by keeping the alloy rims/wheels locked in an upright position regardless of their rotational speed, and enables drivers to exhibit their personality by customizing their center wheel cap.

Touted as the next generation of high-end car accessory, StatiCap is assembled in Jordan while its components are created in countries including Korea, China, Spain and Italy. It is also easy to use and features a quick install technology that provides drivers with a simple yet exceptional method of attaining the ultimate in self-expression and automotive personalization.

On the other hand, though announced as a flagship product worldwide, StatiCap will initially offer its revolutionary product to BMW owners, who can choose from a collection of country flags including UK, USA, Germany, Italy, KSA, Turkey, Kuwait, UAE, and Jordan as well as sports teams including Barcelona and Real Madrid.

To give more car owners around the world a chance to own this high-end car accessory, the company plans to extend its offering to other luxury car automakers with a wide logo collection. Soon, customers will also be able to buy the product on eBay, MarkaVIP and through StatiCap's website, www.staticap.com. Currently, a set of four caps is sold for \$99 and comes with 1-year factory warranty.

A large advertisement for Sonar tires. The main image shows a dark-colored car driving on a winding road through a mountainous landscape. The text "Fantastic Drive" is overlaid on the image. In the bottom right corner, there is a close-up of a tire with the "SPORTX SX-2" logo. The bottom of the advertisement features a teal banner with the Sonar logo, contact information, and a QR code.

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TAIWAN EXCELLENCE 2012

NISSAN ENTERS WEARABLE TECHNOLOGY SPACE WITH THE NISMO WATCH CONCEPT

Nissan launches first smartwatch to connect car and driver performance



Nissan will become the first car manufacturer to create a smartwatch designed specifically for drivers of Nissan Nismo cars. The Nissan Nismo Concept Watch will be the first smartwatch to connect a driver to the car and will provide drivers with real-time biometric data.

The watch, unveiled at the Frankfurt Motor Show is Nissan's first step into wearable technology and epitomises its 'fan first' approach to performance.

The Nissan Nismo Watch will allow drivers to:

- monitor the efficiency of their vehicle with average speed and fuel consumption readings;
- access vehicle telematics and performance data while on track;
- capture biometric data via a heart rate monitor;
- connect to the car using a smartphone app via Bluetooth Low Energy;
- receive tailored car messages from Nissan;

Gareth Dunsmore, Marketing Communications General Manager, Nissan in Europe, commented: "Wearable technology is fast becoming the next big thing and we want to take advantage of this innovative technology to make our Nismo Brand more accessible. On track, Nissan uses the latest biometric training technologies to improve the performance of our Nissan Nismo Athletes and it is this technology we want to bring to our fans to enhance their driving experience and Nismo ownership."

Earlier this year, Nissan launched the Nismo Lab – a bespoke, mobile laboratory that features the latest, advanced biometric training tools such as brainwave technology and JukeRide – a cutting-edge performance analysis tool, that captures live biometric and telematics data from the race cars and Nissan Nismo Athletes during races.

Nismo's vision is to take these digital age technologies and make them available to athletes from other disciplines and to Nissan owners through future wearable tech.



Three key technologies have already been identified for future development:

- ECG (Electrocardiogram) – to measure the intervals of the R-R rhythm of the heart, and identify early fatigue;
- EEG (Electroencephalogram) Brainwave – to monitor the drivers' levels of concentration and emotions, and help athletes to get 'In The Zone';
- Skin Temperature – to record core body temperature and hydration levels;

The Nismo Watch will also track and rate the user's social performance across Facebook, Twitter, Pinterest and Instagram via Nissan's proprietary Social Speed software.

The sleek Nismo Watch will be available in three colours – black, white and the flagship black and red. The watch design was inspired by the Nismo ring and is reflected in a seamless, futuristic and ergonomic design. The simple user interface can be controlled by two buttons and is secured onto the driver's wrist via a simple snap-fit mechanism.

Even the packaging will have a unique Nismo identity.

Dunsmore concluded: "We have brought the Nismo experience to life in every aspect of the watch, including its packaging, which will be made using tyres and rubber from the racetrack. As Nismo is the performance arm of Nissan, we wanted a way of integrating Nismo's heritage in racing into this futuristic innovation."

The Nismo Watch will use a lithium battery and will be charged by micro-USB, with a battery life of over seven days under normal usage conditions.

Ford Leads Auto Industry in Using 3D Imaging to Improve Quality, Making F-Series Trucks Even Tougher, Quieter

Ford engineers are using 3D mapping in what is believed to be the technology's first application in the auto industry to better analyze rear axle parts of F-Series pickups during assembly, leading to a smoother, quieter ride for drivers of Ford trucks.

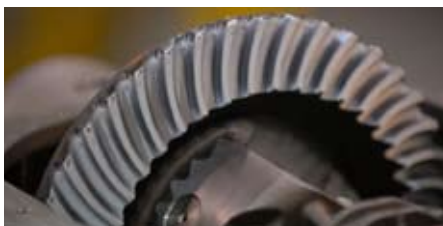
Similar to Google Earth, which uses three-dimensional imaging to map the world, Ford's photogrammetric pattern reader (PPR) uses a pair of digital cameras to combine photos of the axle gears into a series of 3D pictures that are compared against an ideal computer model of the gears. Gears that don't meet "Built Ford Tough" specifications are discarded.

"PPR technology is the next evolution in quality control for our commercial trucks," said David Gravel, an engineer in Ford's advanced manufacturing group. "While traditional, visual inspections of our axle gears ensure we're delivering dependable, tough trucks to our customers, this new technology allows us to conduct our inspections faster, and at a level of detail the human eye just cannot discern.

"We constantly look for ways to go further for our customers," he added, "and this system is one example of how we are making our trucks even more reliable."

Ford's system uses line scan cameras and infrared lights to turn a series of two-dimensional image slices into a single three-dimensional image for analysis. It was developed with Madison, Wis.-based Automated Vision and ATM Automation in Livonia, Mich.

"This technology is part of a trend where companies like Ford are using advanced automation to increase accuracy and consistency in production," said Nan Zhang, a scientist at Automated Vision. "Computer vision is booming and is a very important topic for the next decade."



Now in use at Ford's Sterling Axle Plant in Sterling Heights, Mich., PPR stations are being rolled out in Ford plants worldwide.

How does it work?

The complex curvature of the hypoid gears used on the rear axle ring and pinion makes it impossible to see both sides of each gear tooth in a single image. The two cameras used on the inspection rig capture 9,000 1024x1-pixel images from each side of every gear tooth in a matter of seconds as the gears rotate. The processing system contains a digital model of the gear profile that is then used to stitch these images together and flatten out the gear teeth into a single 3D panoramic image that can easily be scanned to ensure the teeth are meshing correctly.

Any parts that show anomalies that could cause noise or durability issues are scrapped. On average, only two to five parts per every 1,000 parts fall outside the tight tolerance range for acceptability.

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Certain Service Centers in Dubai Need Lessons in Customer Service

By Hamid Moaref

Henry Ford of General Motors once famously said that it is not the employer who pays the wages, but the customer. Unfortunately, the customer is not always the king when it comes to the automotive sector in the UAE. We agree all businesses need to make a profit, but it should not be at the customer's expense. They are supposed to make life easier for their customers, not harder.

My recent experiences highlighted the incredibly low levels of customer service in two businesses that we normally would expect to be the best in their category. If it had been ethical to do so, I would have been really tempted to name and shame these two businesses.

After a minor accident, I recently took in my car for repairs to one of the top garages in Dubai. All that they needed to do was change the front bumper. They kept stringing me along saying they had not been able to source the parts. That alone took more than three weeks. This would have been fine if they had been honest about it from the beginning.

When it came to communication within the company, it was clear that the right hand did not know what the left one was doing. One fine day, I was told to collect the car from the garage the next morning as the repairs were finished. When I reached the garage, they asked me why I was there as the car was supposed to be ready only in the evening. It beats me why they asked me to pick up the car if it was not ready. But the icing on the cake was the call I got from their receptionist when I was on my way back to the office after this wasted journey. As per her system, the car was ready to be picked up and I had not turned up to collect it. Considering the amount of time I spent going to and fro just due to their lack of communication, I was totally furious. I wondered if any of them knew what they were doing.

As for the actual repairs, my car emerged from the garage in a worse condition than it was in when it was taken there. When I took it in, it had two headlights that worked perfectly. But after the repairs, the left light was stuck in the



hi-beam mode. I noticed a vibration as soon as I picked up the car and ended up with a flat tire the next day. I took the car to another garage, where the mechanic told me that the tires had not been aligned after the repairs. It was very clear that there was no quality check after the repairs were done. If this is what is called service in one of the top garages in Dubai, I can only imagine what the situation is like when it comes to other garages.

Car dealers too are not bothered about being fair when it comes to business. About a year and a half ago, my mother bought a European car that came with a 5 years warranty for the body and parts. She uses the car only for short journeys and never goes faster than 100 km/hr. She takes corners at half that speed. I took it in for the regular service only to be told that the tires need to be replaced. Of course, the tires are not covered by the warranty and this was the only way the technician could think up to get some money out of me. Anyone else might have been easily fooled by this so-called

expert, but little did he know that my family has been in the tire business for more than 50 years. I believe I do know a thing or two about tires. The way this car was being used by my mother, the tires were good enough to last for another five years.

Coincidentally, in the past week I met with one of the members of the Michelin management team in Dubai. In our conversation, he too touched on how customers were misled into buying new tires even when it was not necessary. Many people lack the basic knowledge about tires and hence they do not know when to buy new tires. A few crooks who run retail shops and service centers take advantage of their lack of knowledge to make money. They end up giving even honest businessmen a bad name. It really is time that they learned it is not possible to fool all the people all the time. This will happen only when customers are informed enough to insist on fair dealing and excellence in customer service.

If you had similar experiences, share your story with us on our facebook page or write in to manju@morjanmedia.com

ORGANIC LED

The car lighting technology of the future



LEDs are already a car lighting standard. A new technological breakthrough known as organic led (OLED), which provides fresh options for luminaries and light design is in the preliminary stage.

LEDs are sources of point light, whereas OLEDs are characterized as surface lights. Multiple lighting applications in vehicles – interior light, tail lamps or indicators – need wide-area illumination. Thermal stability is considered as the biggest challenge for organic light emitting diodes in automotive applications. To meet the manufacturers' requirements, OLEDs in tail lights, for instance, should be able to resist 85°C temperature peaks.

Osram has intensively worked towards solving this issue, and with success. Last year, an OLED that had the capacity to resist such high temperatures over hundreds of hours as part of a long-term lab test was exhibited. Meanwhile, high temperature resistance has been enhanced to thousands of hours.

"Following on from this research success, we are now tackling future use in series vehicles. The automotive sector plans and develops its future models with very long lead times," said Dr. Ulrich Eisele, head of Osram's OLED unit.

"And this is why we have to be a part of this to help develop the cars of the future," he added.

When it comes to toughness and durability, high quality light emitting diodes fare far better when compared to all other forms of lighting technology. The LEDs produced by Opto Semiconductors (OS) work more than 50,000 hours, which means that light is more or less free of maintenance for a vehicle's complete service life. This is one of the reasons why LED is the lighting of choice in automotive lighting.

More than 30 years ago in the preliminary stages of technology, LEDs only substituted small incandescent lamps in car cockpits. Brake lights and tail lamps as well as indicators in the tail section were LED-equipped about 10 years ago, and later, daytime running lights.

All the Audi A8 headlights were completely illuminated with LED light for the first time in 2010, including all-weather light, curve light, full-beam headlights and dipped headlights. Several other manufacturers use LEDs both for exterior and interior lighting.

Osram LEDs are utilized in every second brand new car. They are also energy-efficient and environment-friendly. LED-based automotive headlights need only 28.7 watts for every car and for one light source, as compared to 125.4 watts in the case of halogen lamps—a saving of about 77%. This way, LED lighting lessens the fuel consumption and helps lower emissions of carbon dioxide.

On the other hand, industry experts claim that one of the most common decisive buying factors of people is the car's design. Therefore, companies strive to provide their models with an exceptional look.

According to Florian Rommen, Marketing Manager for Automotive Exterior LED at OS, light has become an important design element for car designers. He also added that even in total darkness, a brand-distinctive appearance must be recognized.

Typically, LEDs are utilized for a variety of applications (indicator, full beam, dipped beam, daytime running light) because of certain technical requirements. However, independent of LED forms, all elements are offered in the same white groupings, providing them with a seamless look. Another factor is that they can be uniformly processed, enabling elegant design concepts to be applied without exerting too much effort.

In October 2012, OS exhibited the presently most solid high-power LED for the automotive industry with its Oslon Compact prototype.

"Because of the extremely compact construction and high light intensity, light points in headlights can now be configured more simply and also randomly," said Rommen.

Considering that single LEDs can be aligned in tight sequence, Adaptive Frontlighting System applications and decorative light strip solutions are feasible. Here, the front headlamps' light acclimatizes to its surroundings. If another car approaches, numerous LEDs in the headlamps switch off through intelligent control to prevent overwhelming the driver of the oncoming car with the powerful headlights.

Another innovative lighting technique is the process by which a car's interior light sources are dimmed on carriageways that are non-illuminated to make it easier for the driver's eyes to adapt.

On the other hand, if the driver is using the car on urban roads that are lit up well, the interior lights automatically light up to illuminate the control panel and instruments inside the car. To add to this, the superior light quality of the LEDs and their white light that are which is similar to daylight enhances contrast perception. Potholes, other motorists and similar obstacles are recognized more clearly and earlier, and the drivers' eyes experience less fatigue.

Smart Trailer Parking

Reversing with trailer via smartphone



Core components of the system are the Servolectric® electric power steering by ZF Lenksysteme (ZFLS) and a trailer coupling with bending angle sensor by ZF Friedrichshafen AG. The assistant is controlled via a smartphone app developed by ZFLS which sets the angle and speed. In addition to an automatic transmission, an electric power steering system is required for changing the driving direction.

Most drivers are find it highly challenging to maneuver a trailer. The steering maneuvers that the driver has to perform when reversing with a car/trailer combination contradict the experience gained during driving without a trailer. An incorrect steering motion causes the trailer to buckle too strongly or into the wrong direction. Furthermore, the trailer restricts the view to the rear causing a blind spot. Reversing with a trailer is thus posing a challenge even to experienced drivers.

ZF Lenksysteme has developed this function that will provide drivers with comfortable and safe remote control of the car/trailer combination via a smartphone app. It will also enable inexperienced drivers to reverse with a trailer and to reduce the accident risk and the

stress level of the people involved. The driver maneuvers the vehicle with its trailer from outside by a self-developed app using a smartphone or tablet computer. The driver can position himself so that he has an optimum overview of the trailer, drawing vehicle, and the environment. The blind spot is eliminated, and a banksman is therefore no longer required. Before starting to drive, the desired direction of travel and speed can be set via the app. Then, the driver adjusts the display according to the real car/trailer combination for better orientation. If the user touches the virtual trailer on the display, the vehicle with its trailer is set in motion at the preset speed. By moving the trailer on the touch screen, the driver can determine the bending angle and thus the desired direction of travel of the car/trailer unit. If the driver moves the finger away from the touch screen, the unit stops immediately. When driving forward, the user moves the vehicle instead of the trailer. The bending angle is adjusted via a special algorithm by the electric power steering system (EPS) while driving. In addition, the system prevents the trailer from excessive bending and therefore ensures maneuvering ability and avoids collisions between the drawing vehicle and the trailer.

While the driver has to deal with the complicated handling of the steering wheel and the pedals and follow the instructions given by the banksman when maneuvering without an assistant, only the bending angle has to be set for assistant-controlled maneuvering. This way, both filtering into a loading bay and parking with the trailer can be managed more fluently and in one step. Even drivers who have never driven with a trailer are able to safely maneuver it using SmartTrailerParking within just a few minutes. But, in test operation, experienced drivers of car/trailer combinations also reacted positively to the increase in comfort and safety. Smart Trailer Parking uses exclusively technology that is already installed in every modern mid-size car with automatic transmission today.

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Blackberry goes for gold in Dubai

Blackberry has launched the new gold and white BlackBerry Q10 Special Edition phone in a few carefully chosen markets, including the Middle East. This special edition model will be in white with a stylish gold colored stainless steel frame. Complimentary accessories include a smartly designed headset with gold accents and a protective leather sleeve. Loaded with the powerful new BlackBerry® 10 operating system, the phone has highly advanced hardware including the BlackBerry® Hub that enables you to be in touch even while on the go. Other user-friendly features include a large 3.1 inch Super AMOLED touchscreen and the best physical keyboard BlackBerry has. BlackBerry Q 10 Special Edition users will be allocated a range of unique BlackBerry PIN numbers to differentiate them on BBM.

The BlackBerry Q10 Special Edition smartphone was launched at the official BlackBerry retail store in Dubai Mall on August 19.



Rayban Ice Pop

Your summer wardrobe is not complete without the latest shades in town. Rayban's stylish Wayfarers set a new trend when they were first introduced in 1956 and have been worn by celebrities like Jay Z and JFK. Rayban has just launched the upgraded fresh and funky "Ice Pop" Wayfarer collection. This collection is just as stunning with clear framed translucent shades in six luscious, summery colors and matching reflective glasses. Reminiscent of icy cool popsicles on a hot summer day, the new collection has hues like mint, grape, blueberry, citrus, strawberry and watermelon. Each sunglass has the well-known Ray-Ban logo on the temples and the top corner of the right lens. The classic but cool look of the new "Ice Pop" Rayban Wayfarer makes it a must have accessory for your new summer look.

Eco Staplefree Stapler

Methods to reduce our carbon footprint are the talk of the town. How many of us have thought about the environmental damage caused by a common necessity in the office, staples? They last for a long while in landfills and pollute the land, it is not cost effective to recycle them and they use up metals of which we have only a finite supply. All this affects the environment badly in the long run.

The small and cute Eco staple-free stapler is a feasible solution to this problem. Approximately 1.75" tall and 2.25" wide, it uses small strips of paper instead of the normal thin metal staple pins. The stapling process essentially uses a paper punch and several heavy springs housed in the device. The user can insert up to five sheets of paper in the front loader and when it is pressed, they get stapled with tiny paper staples. It can even be customized with your company logo to make your presence known. Using paper to staple paper, it has significantly less impact on the environment.



Available in black, red, blue, green, red and chrome, the staple free stapler will add a touch of color to your office and does not take up much space. With no metal bits, you don't have to worry about metal jabbing into your fingers. Even kids can safely use them. The Eco Staplefree Stapler also eliminates the bother of removing staple pins before shredding documents. Another upside is that you will never run out of staples, ever. Of course, one disadvantage is that you cannot staple more than five pages at a time. Nevertheless, since the advantages far outnumber the lone disadvantage, the Eco SFS should be your go to product for light duty stapling.

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HOT PRODUCTS



Fan Di Fendi Pour Homme

A man's active lifestyle calls for a cologne to match. Brace yourself for the summer heat and smell like a million bucks with the new cologne from Fendi. Fan Di Fendi Pour Homme is a simple yet chic aqua cologne that can be used on a daily basis. The top notes of this new scent remind you of a fresh, summer breeze with a hint of bergamot, lemon, lavender and marine. The middle notes are evocative of sage, basil, pink pepper and cardamom. The spicy base notes of cedar, musk and leather lend the cologne a woody, cool touch. The masculine blue and dark grey bottle has the classic Fendi design and is easy to use. This new cologne from Fendi successfully captures the spirit of summer in a bottle.



Hudson Sutler Dopp kit

One of the main hassles when traveling is having a toiletry kit or dopp kit that is stained with shaving cream or water. The stylish new dopp kits from Hudson Sutler are made of heavy-duty canvas with rust-proof resin zippers and nylon cloth liners to ensure there will be no damage from spills. These are far better looking and more durable than leather dopp kits. The zippers are diagonally fashioned to facilitate packing and storage. The handy kit comes with a small bottle opener and has two cotton handles, so you can easily carry it wherever you go. The dopp kit is available in two attractive shades; the Hatteras version in khaki and sky blue and the Yorktown version in navy and scarlet. So, add a touch of style to your travel gear with the Hudson Sutler dopp kit.



Wall Mounted BBQ Grill

We all love a barbecue in pleasant outdoor weather. With winter around the corner don't let space be a constraint when it comes to enjoying smoky, succulent food cooked to perfection over hot coals. If you don't want to jostle for space in public parks, the new space saving Wall Mounted BBQ Grill from Focus could be just what you need. You can mount this grill vertically against any wall and when you are done, fold it back against the wall to make a barely noticeable bump. It does not matter if you are tall or short, the sleek, steel firebowl can be mounted at any height. The clean and clever design ensures it can be used several times before being emptied as the ashes are pushed away upon folding with the charcoal in place. The protective dish over the wall protects it from any damage caused by heat or smoke. In view of the fact that you can use this grill even with the smallest balcony or outdoor space, what are you waiting for? Grab one and start grilling away.

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