

TIRES & AUTOMOTIVE PARTS MAGAZINE

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PEUGEOT QUARTZ CONCEPT

AN EXCEPTIONAL CROSSOVER THAT IS A THRILL TO DRIVE



LOUIS S. CAMILI

PRESIDENT AND CTO OF ENERPULSE TECHNOLOGIES

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MindRDR App



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PUBLISHER'S NOTE



Dubai is one of the world's biggest and best shopping destinations. Goods come to Dubai from all parts of the world and are displayed attractively in the vast malls the emirate is famous for. However, the residents and visitors alike who flock to these malls give little thought to how these goods reach the malls.

The key points of entry for these goods are the ports but Dubai would not have become such a famous trading destination without the support of the highly developed trucking and logistics sectors.

Compared to selling tires to retail consumers for their cars and SUVs, selling tires to the fleet operators involved in the trucking and construction industries is an entirely different ball game. Tires for commercial vehicles are also round in shape but the similarity ends there. These tires are not only bigger and heavier, they also differ from each other depending on the purpose for which they are used – whether they are used in forklifts, pickups, trucks or trailers.

Retail consumers may focus more on performance, safety and on price. However, buyers of commercial tires have a different set of priorities like the overall cost and the need to keep their fleet on the go at all hours. Hence, they are more concerned about durability, rolling resistance, fuel efficiency, retreadability and the availability of repair services 24/7.

Selling commercial tires will call for the expansion of your facilities to accommodate new equipment and employing trained technicians who have the expertise to handle these tires that are more dangerous to install, repair and replace. In a previous issue, we talked about zipper ruptures which occur more frequently in commercial tires. The construction and transportation sectors in the GCC are booming in the runup to Expo 2020 and the 2022 FIFA World Cup in Doha. Anyone who is involved in the tire business in the region should seriously consider adding commercial tires to their product range.

The demand for tires and tire prices shot up in the past decade, and many more farmers took to the cultivation of natural rubber. This led to oversupply of rubber and a dramatic drop in the price of natural rubber and consequently of tires. The entry of many new private players in the tire industry from countries like China, Taiwan, Korea and Indonesia has taken the competition for a share of the world tire market to new levels. With such factors adding to the complexity of the tire market, it only makes sense to diversify your risk by including commercial tires in your product portfolio.

Hamid Moaref
Publisher

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LOUIS S. CAMILI

PRESIDENT AND CTO OF ENERPULSE TECHNOLOGIES

What is the long-term goal of your company?

Our goal over the next few years is threefold:

- 1) To capture 10% of the North American spark plug aftermarket
- 2) To become a major supplier of n-PAC spark plugs to the stationary and mobile NatGas engine market
- 3) To have automakers adopt n-PAC technology on vehicles

Enerpulse Technologies has developed and commercialized the first real breakthrough in spark plug technology in over 120 years. Could you explain more about your technology?

Our technology is based on "Pulse Power" or storing energy over a relatively long period of time and discharging it very quickly to deliver instantaneous power. The Enerpulse spark plug has an integral capacitor that no other plug has, and it is this capacitor that changes the electrodynamics of the spark event. Discharging the capacitor simultaneously with the spark creates plasma that conditions the fuel charge to ignite more consistently and burn the fuel more efficiently. This results in extracting more work from the same amount of fuel, or expressed more simply, more performance and better fuel economy.

What sets your pulse plug technology apart from that of other companies?

Spark plug companies produce plugs that deliver a simple low power spark and rely on the engine geometry to produce fuel turbulence to initiate and maintain the combustion process. Enerpulse's nano-Plasma Assisted Combustion (n-PAC) assures that ignition is consistent cycle-to-cycle and provides a larger initial burn of the fuel to increase engine torque.

Could you give us a quick rundown of Enerpulse's products?

Enerpulse designs and manufactures n-PAC plugs for three distinct markets:

- 1) The automotive and powersports aftermarkets under the Pulstar brand,
- 2) Mobile and stationary engines using natural gas (CNG), propane (LPG), or landfill gas (biogas) and
- 3) We are working very closely with a number of automakers globally to apply the technology as original equipment.

Enerpulse has recently unveiled the Pulstar PlasmaCore Plug, which you call a breakthrough product. Could you tell us more about this product?

PlasmaCore represents our fourth generation of – nano-Plasma assisted Combustion (n-PAC) technology. The internal circuitry coupling the integral capacitor has been refined in this generation to deliver over 50% electrical to plasma transfer efficiency (ETE). Compare this to the less than 1% ETE of any and all the other conventional spark plugs on the market. As aforementioned, this plasma field conditions to fuel charge to create a faster, more consistent and more robust combustion.

Who are the buyers of Enerpulse plugs?

The purchasers of our products are owners aiming to improve the performance of their vehicles. Performance in this case means either more power or better fuel economy. It is not unusual for our customers to remove brand new spark plugs and replace them with Pulstar plugs.

Could you give us a brief history of Enerpulse?

While acting as a consultant to Sandia National Labs in 1987, I was introduced to pulsed power technology and immediately fell in love with its potential. The idea to use pulsed power in a spark plug came around in 1988, when I was hired as a consultant by a company trying to put a capacitor into a spark plug. I bought the company in 1989 and began working with BP Amoco Polymers and Sandia National Labs to refine the materials and science needed to achieve this goal.

In 1992, I was successful in building the first commercial pulsed power capacitor. Sandia National Labs became my first customer, purchasing it for use in their Z-machine. I spent the next 12 years refining the design, eventually putting the capacitor into a pulse plug sold under the name DirectHits. Enerpulse was formed in 2004 with funding from a venture capital investor, and from that year until 2013, we raised a total of \$23 million in venture capital funding. Late last year, we became a public company, and in May 2014, we did our first public stock offering on the OCT QX Exchange under the symbol "ENPT." Through the years, we have continued to refine the technology and now offer pulsed power spark plugs in the natural gas as well as the automotive and powersports aftermarket under the brand name Pulstar.

Why did you choose it as the name of your company?

Our core technology is based on high energy pulsed power, thus we chose the name Enerpulse. By combining the two main components—Energy and Pulse Power—we felt the coined name 'Enerpulse' best describes our underlying technology.

What do you think are the convincing factors for customers to purchase Pulstar over any other brands?

The cost to improve the performance of any given engine can be quite expensive, especially if the engine already has installed all the known contributors to performance such as turbocharging, variable valve timing or gas direct injection. The beauty and elegance of our Pulstar spark plug is that the performance contribution is additive and affordable, costing only a few dollars more than conventional spark plugs.

How big is the present spark plug market? Where do you see Pulstar in the future?

The North American spark plug aftermarket was about \$650 million in 2013. Going forward, this number will rise due to the higher mix of premium spark plugs used in modern engines. Beginning later this year, we expect our new Pulstar with PlasmaCore product line to accelerate its market share growth due to consumer demand for better vehicle performance and improved fuel economy. Furthermore, Enerpulse will support its channel partners with an aggressive consumer-focused marketing program.

You heavily emphasize that your products are pulse plugs and not spark plugs. What are the differences between a spark plug and a pulse plug?

The primary differentiator between our Pulstar plugs and conventional spark plugs is the patented embedded capacitor. Conventional spark plugs only produce about 50-100 watts of spark power to ignite the fuel charge. Pulstar plugs produce over 5,000,000 watts of power, which is the source of energy dense plasma that produces more efficient combustion.

Do Enerpulse plugs work for most types of vehicles such as commercial cars, trucks, sports cars or racing cars, or are they designed solely for a specific type of vehicle?

Pulstar with PlasmaCore spark plugs are designed to deliver improved fuel economy and better engine performance in all spark-ignited internal combustion engines. From small hybrid commuters to high-performance tire burners, Pulstar spark plugs make a big difference.

Which countries do you distribute your pulse plugs?

We have the most customers in the United States but distribute in Australia, Bulgaria, Canada, China, Cyprus, Dominica, England, Finland, France, India, Indonesia, Italy, Kazakhstan, Korea, Malaysia, Mexico, New Zealand, Norway, the Philippines, Spain, Thailand, the Netherlands, UAE and Venezuela.

How do you think Pulstar PlasmaCore Plug will benefit customers in the Middle East considering the extreme weather conditions in the region?

We are selling Pulstar in countries with extreme climates from Canada, the United States, to southwest—with great success. Pulstar spark plugs will work in all climates and conditions around the world, most especially in the Middle East. Radical changes in temperature that is found in the region will dramatically change the charge density of the air fuel mixture, making ignition difficult if the fuel calibration is off. The plasma discharge of the embedded capacitor overcomes the radical changes in fuel density to ensure ignition.

What marketing strategies do you use to ensure the popularity of your pulse plugs to your target customers?

To create consumer awareness in the North American aftermarket, we use all forms of direct marketing with heavy emphasis on digital and print media. Supporting our marketing and PR, we have full coverage Facebook and Twitter accounts for immediate customer delivery of our activities.

As a pulse plug manufacturer, what do you think is the major problem that the pulse plug industry is faced with in general?

Any new technology, especially one that is game-changing, will get some push-back in the marketplace. Adoption by recognized experts in the field accompanied by scientific test data and papers delivered to the scientific community pave the way to some degree, but acceptance will still take time. Education, peer acceptance and automaker adoption are the keys to mass-market acceptance.

What biggest challenge has Enerpulse encountered so far? How did you deal with them?

Enerpulse has a product that looks like a spark plug, but operates in a very different manner using a technology that is not widely known. Educating consumers on the benefits of nano-Plasma Assisted Combustion has been the primary challenge.

According to reports, the number of counterfeit auto parts sold on the global market nowadays is increasing. How is the spark plug market affected? What measures do you take to combat this problem?

Enerpulse closely monitors the use of its Pulstar brand and name, and takes quick action with any misuse. However, so far, we are not aware of any counterfeiting in the spark plug category.

In the automotive industry, not all advanced technology used for products are eco-friendly. This is why there are now several regulations aimed at environmental protection and preservation. Is the technology behind your products safe for the environment? Could you please cite some examples to prove your claim?

The by-products of combusting fossil fuels are not environment-friendly, and therefore, regulated by the EPA. The combustion process as initiated and driven by Pulstar's n-PAC technology has demonstrated that efficient combustion, while improving performance, also reduces tailpipe emissions. This is aligned with the objectives of state and federal regulatory agencies.

In a federally controlled drive cycle test, FTP75, at an EPA approved facility on a 2012 Ford 3.5L Ecoboost engine, had these results: MPG improved 5.5%, CO2 reduced 53%, unburned hydrocarbons reduced 16%, CO reduced 5% and there was 8% less NOx.

Two-time Indy 500 winner Al Unser Jr. has recently joined the Pulstar Plugs team as performance expert. How do you think this will impact Pulstar's branding and sales?

There is no question that Al Unser Jr. is a winner. We like associating with winners and believe the public will see it the same way. Al is a very well-known racing professional, and we believe that he will bring significant credibility to Pulstar spark plugs with our targeted consumers.

When people hear the brand name "Pulstar", what is the first thing you want to come to their mind?

The first thing I want to come to their mind is "outstanding performance". Not only does Pulstar increase the horsepower and torque of an engine, but the throttle response is something you will feel right away. When Al Unser Jr. tried the plugs in his Suburban, he noticed how the car pulled away from a stop light and the quickness of his acceleration before he ever put it on a dyno and saw a 5 horsepower increase.

Could you give us an overview of the next product or technology you will launch this year?

We consider our Pulstar with PlasmaCore products as electronic devices that do much more than just making a spark. The obvious extension of our n-PAC technology is optimization with the entire ignition system, which includes the coil and the ECU. However, where we specifically plan to take it is confidential at this point.

The SEMA Show is one of the grandest automotive specialty products trade events in the world. Could you please share with us the products and things you have in store for the show's 2014 edition in November?

The grand prizewinner and their guest of our recent Pulstar promotion will be treated to an all-expense paid trip to Las Vegas from November 6 to 8 to attend the SEMA Show. Additionally, the pair will spend some quality time with Pulstar Performance Expert and two-time Indy 500 winner, Al Unser Jr. After attending the show on Friday, the winner and guest will be taken to Pole Position Raceway on the strip to participate in a head-to-head go kart race with Al.

ALL-NEW 2015 CADILLAC ESCALADE COMES WITH BOLD DESIGN AND EXTRA COMFORT

Cadillac Escalade, with its winning formula of bold design, luxurious accommodation for up to eight passengers and powerful capability, has become the standard SUV since its launch and was made available in the showrooms across the region in mid-September.

The exterior of the vehicle features extra-ordinarily sophisticated surfaces, light-emitting diode or LED lighting. Whereas the new interior features cut-and-sewn and wrapped materials, with wood trim options chosen for elegance and authenticity. Seats

have been engineered to be more comfortable and sculpted in appearance. Moreover, the new interior is calm and quiet with strong structure of the body, enhanced acoustic material and Bose Active Noise Cancellation technology.

CUE, Cadillac's advanced system for control and connectivity, is also standard, featuring state-of-the-art voice recognition with touch controls, common in the most popular tablets and mobile devices in the world.

The new technologies in Escalade include various safety features that help protect occupants before, during and after a collision. These features include Front and Rear Automatic Braking, which relies on short-range radar technology and ultrasonic sensors to help the driver avoid front and rear low-speed collisions through a progression of alerts that extend to complete braking, if necessary.

Also new is the only Front Seat Center-Mounted air bag, which is engineered to provide additional protection to drivers and front passengers in far-side impact crashes, where the affected occupant is on the non-struck side of the vehicle.

The performance of all-new 2015 Escalade lineup rises with an all-new, more efficient 6.2L V-8 engine rated at an SAE-certified 420 horsepower and 624 Nm of torque – a nearly 5-percent increase in horsepower and 10 percent more torque. The greater torque delivers an enhanced feeling of power on demand, particularly from a standstill and at low speeds.

The product line consists of the standard Escalade model, as well as the extended-length ESV edition, which offers a 14-inch-longer (355 mm) wheelbase and approximately 20 inches (508 mm) more length overall. This further maximizes space for third-row passengers and provides 60 percent more cargo space behind the third-row seat.



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LUXURIOUS AND SPORTY MERCEDES-AMG GT REVEALED

Mercedes AMG GT will go on sale early next year, and for the eagerly anticipating fans, it can't be soon enough. With a controversial exterior, a state-of-the-art interior, and a powerful engine, this is a combo worth every penny.

The makers have given the sports car an unconventional façade with prominent grille, large air intakes and oversized LED headlights. With a distinct sloping roofline, the car is fitted with frameless doors, ventilated front fenders and slender taillights with sequential turn signals that use 18 individual LEDs on each side. When propped up on 19-inch alloy wheels, this machine is a head turner.

The entry level AMG GT – weighing just about 1540 kg – comes with twin-turbo 4-liter V8 engine that yields 462 PS and 600 Nm of torque. With an acceleration of 0-100 km/h in 4 seconds, courtesy its seven-speed dual clutch transmission, the car levels to an electronically-limited top speed of 304 km/h. It also has internally ventilated and perforated brake discs that measure 360mm all around.

The more powerful AMG GT S boasts a twin-turbo 4-liter V8 engine that translates into 510 PS and 650 Nm of torque which allows it to speed from 0-100 km/h in a mere 3.8 seconds before hitting the electronically-limited 310 km/h. It comes with an electronic locking rear differential, as compared to AMG GT which has a mechanical rear-axle locking rear differential. In addition, the sports car has an AMG

Ride Control sports suspension with electronically controlled dampers featuring three different modes: Comfort, Sport and Sport Plus. It also features brake discs that measure 390mm front discs and red brake calipers.

The luxurious and sporty interior design of the AMG GT is striking. A wide center console ramps up to four circular air vents with a freestanding infotainment system with a 7- or 8.4-inch display. The matte carbon fiber black diamond or matte carbon fiber and matte silver fiberglass trim, roof-mounted control panel for buttons for the seat heaters, hazards lights and rear wing all speak of the class and detail that has gone into creating the aura suited for a Mercedes.



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LARGEST ORDER OF ROLLS-ROYCE PHANTOMS

LUXURY ENTREPRENEUR STEPHEN HUNG ORDERS LARGEST EVER FLEET OF ROLLS-ROYCE PHANTOMS FOR LOUIS XIII HOTEL IN MACAU



Luxury entrepreneur Stephen Hung has purchased the largest Rolls-Royce Phantom fleet in the world, placing an order for 30 Bespoke Extended Wheelbase Phantoms for his Louis XIII hotel in Macau. This transaction represents the world's single largest order of Rolls-Royces ever. Two of the fleet will be the most expensive Rolls-Royce Phantoms ever commissioned.

The deal was formalised on 16th September 2014 at a signing ceremony at the Home of Rolls Royce at Goodwood in West Sussex, England. The signing ceremony was attended by Rolls-Royce CEO, Torsten Mueller-Oetvoes, Louis XIII Chairman, Stephen Hung, the Board of Rolls-Royce Motor Cars, Louis XIII executives and a representative from Graff Diamonds.

"Macau is rapidly evolving into the luxury capital of the world and we are honoured to have the opportunity to add to Macau's many distinctions, the world's largest fleet of Rolls-Royce Phantoms, including the two most luxurious vehicles Rolls-Royce has ever built. Louis XIII and Rolls-Royce Motor Cars share the same philosophy: to deliver the perfect experience to the world's most discerning customers," said Louis XIII Chairman, Stephen Hung.

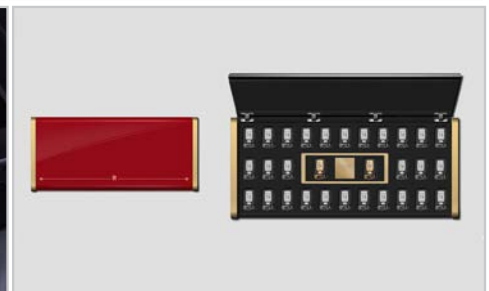
"We at Rolls-Royce Motor Cars are delighted and honoured that Mr Hung has commissioned Rolls-Royce to provide the largest single order of Phantoms in history. The Louis XIII fleet of Phantoms promises to be one of most impressive sights ever seen in Macau when they arrive at the Louis XIII hotel in 2016. Mr

Hung's commission reaffirms Phantom's pinnacle position as the motor car of choice for those seeking to experience the finest luxury the world has to offer," commented Torsten Mueller-Oetvoes, Chief Executive Officer of Rolls-Royce Motor Cars.

Each of the 30 Rolls-Royces has been extensively customised by Rolls-Royce's Bespoke design team at Goodwood working hand-in-hand with Mr Hung and Louis XIII to create truly distinctive vehicles. Newly created bespoke elements have been applied extensively both to the interior and exterior of the cars including bespoke clocks designed and created by Graff Luxury Watches. The two most expensive Phantoms will additionally feature external and internal gold-plated accents.

Rolls-Royce Motor Cars has also helped to design the parking and driveways to house the fleet at Louis XIII and will train Louis XIII's chauffeurs from Macau in the appropriate driving and handling of the unique vehicles.

The Phantom fleet will chauffeur the guests of Louis XIII, located on the Cotai Strip in Macau, when it is opened in the first half of 2016.





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PEUGEOT QUARTZ CONCEPT

AN EXCEPTIONAL CROSSOVER THAT IS A THRILL TO DRIVE

AUTOMOTIVE



PEUGEOT has been building on its lead in the crossover market since 2009. With the Quartz concept, it has unveiled a new vision for the segment, blending the heightened expression of a next-generation SUV with the punch of its more high-performance models. There is an original athletic air about both the exterior and the cabin, both of which boast an outstanding design and innovative materials, featuring basalt, digitally woven fabric and chiné leather. The Quartz i-Cockpit is fully focused on driver needs while helping to harness the potential of the PEUGEOT Sport-developed 500 hp drive train and intelligent running gear.

With the Exalt and Quartz concepts, the brand is showcasing its vision of the high-end automotive market. PEUGEOT is committed to developing exclusive concepts for its customers through outstanding design, innovative materials and unparalleled sensations.

An ultra-athletic crossover

The strong, powerful, sporty style of the PEUGEOT Quartz is clear from the outset. Its shapely design combines the body of an SUV with the cabin of a sedan.

Its road-holding capability is immediately evident in the front end, which spans 2.06 metres in width, sitting on broad, 305 mm tyres. The lighting system features LED units for improved efficiency. The lens-free headlamps are enhanced by a light guide that emerges from the side of the body to divide the air flow. The lion logo stands in the centre of the grille, brought to life by a checked pattern that shifts depending on the angle of view.

In profile, the sleek lines ably convey the dynamic feel of the concept. The 23-inch alloys and Continental tyres sit inside generously rounded wheel arches. The overhangs are extremely short to ensure that as much as possible of the 4.50 m body length is used for the vehicle's occupants. The engine is nonetheless given pride of place under a long bonnet enhanced by louvres that improve air intake. The electronically retractable step adds to a flank inspired by styles found in the textile industry, with fitted pleats fastening the material taut to the structure while lending volume to the wheel arches.

The upper section of the cabin gives the impression of a single block in which the various functions have been carved. The metallic arches encase and attach the polycarbonate windows to the body, enhanced by a sculpted body form that captures the light. They also add to the vehicle's silhouette by lending a mineral look to the overall finish.

As it flows towards the rear wings, the glass roof moulds into two spoilers that further enhance the aerodynamic design. These are aligned with the separator between the two Quartz finishes: mineral grey at the front-inspired by rock crystal-and matt black for the rear wings, offset by occasional splashes of red.

The Quartz's efficiency is underscored by the precision of each feature and component. The spokes on the 23-inch alloys have been kept to the bare minimum made possible by the strength of the materials, and are covered by composite flaps. In addition to their style, these flaps also optimise aerodynamic flow and cooling for the brakes, via the air intakes, to ensure improved heat resistance.

The PEUGEOT Quartz is a single block into which an SUV bottom and sedan upper have been seamlessly carved. Styling reflects the function of each part. The Quartz's sculpted body and innovative materials pack a punch while ensuring efficiency.

Matthias Hossann, PEUGEOT Quartz Style Manager

The cabin showcases innovative, efficient materials

A new manufacturing process was used to remove the need for a central pillar and create scissor doors to enable easy access. The Quartz is based on an EMP2 platform with a composite structure and bonded panels. In addition to weight savings, this solution offers excellent stiffness, which makes it possible to remove the structural support provided by the central pillar.

A retractable step adds to the comfort of all four passengers. Inside, a range of unexpected materials from both natural and recycled sources contribute to the sensory experience and create an impressive visual and tactile effect.

The Quartz has a contrasting interior and exterior. The cabin is designed to convey a sense of warmth through its sophistication and refinement. Yet the overall feel is undeniably sporty, with an i-Cockpit dedicated to the driver's every need.

Sébastien Floutier, PEUGEOT Quartz Colour & Trim Designer

The strength and lightness of basalt symbolises the Quartz itself and features strongly in the centre console. Basalt is formed when magma is quickly cooled once it comes in contact with the elements. It has the same properties the world over, making sourcing for target markets much easier. In this case, the basalt is left in its raw form to contrast with the other materials used.

The Quartz is the first-ever vehicle to feature digitally woven textile. This innovative process can create large and complex parts that can be used as soon as they come off the machine. No cutting is required, meaning there is no waste. The textile is woven with polyester fibre obtained by recycling the kind of plastic used to make water bottles. The process can also produce parts of significant thickness, making them softer and reducing the need for the foam normally used.

Leather is of course present, in keeping with the greatest automotive traditions. To create a sportier feel, the floor pan, sides and roof are trimmed in black leather, with contact points such as seat cushions and backs trimmed in tawny leather. This fawn-coloured trim is sourced from old furniture and clothing.

To complete the look, the door frames are milled in a block of a composite material, with a red hue used to fill the grooves left by the machine. The resulting pattern of lines creates a sense of movement, which constantly changes the appearance.



JAGUAR XE LAUNCHED IN A DRAMATIC STYLE



"What makes you feel Exhilarated?" was the question Jaguar put to the public on social media. The answers were many, but most people would agree that what truly made them feel exhilarated was witnessing the exciting launch of the new Jaguar XE.

Londoners were treated to live performances and spectacular stunts at the city's iconic locations to celebrate the premiere of the new Jaguar XE, the brand's new sports saloon. Inspired by the public responses to the question, celebrity Emili Sandé collaborated with Jaguar to create a special track for the occasion, 'Feel Live' which she crooned on a floating stage set up in the middle of the River Thames.

As a crowd of some 300 fans sitting in a nearby boat and watching public cheered, landmarks like The London Eye, County Hall and Shell Building, were lit red and series of red flares were launched along the river, lighting the sky crimson during the performance. Besides Sandé, the 45-minute start-studded presentation included narration by actor John Hannah, The Kaiser Chiefs, Eliza Doolittle, the Royal Ballet, members of the London Philharmonic Orchestra and Max Milner from The Voice.

The journey of Jaguar XE to London itself began on a dramatic note. As 1000 employees formed an XE at Solihull, a helicopter air-lifted the car and carried it along the Thames to Tower Bridge. It then continued its way to Chelsea Harbour on a high speed landing craft. As the XE's journey came to a close at Battersea Bridge, it was escorted by two 1960's Mark II Jaguar Police Cars into the Earls Court Arena, where half a dozen manufacturing Robots formed a Guard of Honour to reveal the car to public.

Phil Popham, Group Marketing Director of Jaguar Land Rover, calls the Jaguar XE "a really exciting car" with an entry price that makes it quite attainable. With exciting design, luxurious interior and outstanding ride and handling, the XE is set to go on sale in 2015.



auto fact

Adolf Hitler ordered Ferdinand Porsche to manufacture a Volkswagen, which literally means 'People's Car' in German. This car went on to become the Volkswagen Beetle.

IRANIAN AUTO INDUSTRY OPENS UP TO FOREIGN INVESTMENT



With a temporary thaw in the sanctions from the West, the foreign automobile industry has started routing its way back to Iran. Countries like Austria, France and Scandinavia have shown active interest in investing in the local automotive industry.

According to Friedrich Stift, the Austrian Ambassador in Tehran, his country is in discussion with Iranian auto parts makers to establish a manufacturing plant and assembly lines in the northwestern city of Tabriz. He added that Austria is willing to work together with Iranian companies in other areas of trade and industries, and showed particular interest in the mining sector.

If full sanctions are eventually dropped, several European countries will vie for inroads in the Iranian automobiles market. FIEV, French supplier association, has already visited Iran to revive partnership, and FKG, Scandinavian automotive supplier body, has announced plans to send a delegation to Iran early next year. The company will also host a session, 'Iran: Old New Market', at its annual Suppliers Forum in Gothenburg this month.

The Iranian automotive market commands a large share in both Middle East and Asia, and is an important source of income for the country. However, in recent years, the industry has been hit hard by the sanctions from the West and internal policies. According to a report in Financial Times, the vehicle production slid to 920,000 in March 2013 from 1.6 million a year ago. The preceding 10 months saw a further slump to about 576,000.



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QX70S ELITE SPORT SPEEDS INTO THE MIDDLE EAST MARKET



Zooming in to the Middle East market, the QX70S Elite Sport is here to make its mark. Styled like a sports car, yet with a performance of an SUV, its sleek look is here to redefine style, sport and sensation.

The car has what it takes to become a coveted possession of any automobile enthusiast. With a 3.7-litre V6 petrol engine that delivers an amazing 329 horsepower and 360 Nm torque, driving the QX70S Elite Sport allows smooth driving, a pleasure that is hard to forego.

To begin with, the technical finish of the vehicle's exterior will excite even the most critical aficionado. The features are certainly impressive: dark chrome detailing on front grill, a shapely body, lamp housings, fog lights and air vents, to name a few.

Add to it side sills, door molding, rear number plate finisher and painted black roof rails, powered rear tailgate with closing assist and LED rear combination lamps and it's eye candy for sure. Propped on wheels that are 21-inch six-spoke alloys in black, and with headlights that beam of new smoke finish, the QX70S Elite Sport's smooth drive will speak for itself.

Sitting inside the QX70S Elite Sport is an experience in itself. Black lacquer trim on doors and center consoles as well as seamless purple stitching on the sport seats, steering wheel and door trims speak of oomph and elegance that is impressive. The makers have left little to wanting. The car is fitted with Infiniti Hard Drive Navigation System, magnesium paddle shifts, 11-speaker Bose Premium Sound System, I-pod connection, USB connectivity, 1CD Music server, HDD NAVI, MP3, 2EQ, 1DVD audio (NAVI). No wonder then that a ride in the Elite Sport can rev up one's mood and poise in no time.

Born to perform, the QX70S Elite Sport is sure to speed ahead in the Middle East market. This is a car meant for those who appreciate class, yet are always on the lookout for something more exciting. This QX70S will definitely live up to its name. The drive is on.

CARMUDI APP FOR ANDROID DEVICES OUT IN THE MIDDLE EAST

Even for shopaholics, stepping out in the scorching heat is a test, thanks to online shopping that makes everything just one click away. Car enthusiasts in the Middle East can happily indulge in that now with the help of Carmudi, the global car classified that has launched its app for Android devices.



No different from its website (carmudi.com) in terms of filter functions and usability, the app is easy to use, and allows customers to filter their search to details like brand, model, year, and even age, mileage and color. And for those who like to stay in the loop 24/7, the app offers a listing that offers instant updates about one's preferred vehicle. Not sure about what to buy? Share your listings with friends and family over different social platforms and get their reviews. Carmudi has also announced iTunes versions that will be launched shortly and an iOS version that will be in the market later in the year.

One will find professional photos, detailed description, updated listings, and reports and rankings of its vehicles in each market on the app. A click is all that one will need to have access to over 200,000 vehicles including cars, commercial vehicles and two-wheelers from individuals, companies and dealerships. Available in nine languages, including Arabic, and spanning over 17 countries, this app even comes with dual language portals for UAE, Saudi Arabia and Qatar.

For sellers, the app offers vehicle dealers a personalized webpage that enhances their online presence and helps them to manage their inventory in a smooth manner.

According to Erwin Sikma, Co-Founder and Managing Director of Global Carmudi Operations, Carmudi is coordinating with local agencies in the UAE, KSA and Qatar to cater to consumers' demands and plans to expand the operation to other countries in the region.

Middle East is a fertile ground for the app, given the popularity of smartphones and the fact that their number will increase by 33 percent. Moreover, android stakes a hefty share in the mobile operating system market globally.

12.00R24-20PR
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Size	Type	Pattern	LI/SS	PR	OD	SW	NSD
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JAGUAR MENA INVITES YOUNG ARTISTS TO UNLEASH CREATIVITY WITH DESIGN XE COMPETITION



Hot on the heels of the spectacular Jaguar XE global reveal, the brand's most advanced, efficient and refined luxury sports saloon, Jaguar MENA has launched a new initiative to give design students the chance to become part of the Jaguar XE story here in the region.

Design XE is a unique competition created to challenge university students to unleash their creativity by designing their own piece of art inspired by the stunning new Jaguar XE. Redefining the mid-size sports saloon, the new Jaguar XE is a true driver's car that brings levels of innovation never before seen in the segment. Built exclusively in the UK, the Jaguar XE combines thrilling performance, class-leading design, intelligent technology features and Jaguar's all-new aluminium architecture.

Design XE is open to art, design, illustration, photography, sculpture, fashion, textiles and architecture students from universities in the UAE, Kuwait, Saudi Arabia, Lebanon and Morocco. With minimal restrictions on their creative innovation, students are simply challenged to design a unique piece of art that takes inspiration from the new Jaguar XE sports saloon. Entrants can select any art form to express their design, including photography, digital media, painting, illustration or even 3D sculptures.

Commenting on the competition, Jaguar's Advanced Design Global Director Julian Thomson said: "At Jaguar, we have an unbridled passion for our cars, which is apparent in the minute attention to detail we pay to the design; from the silhouette, the sculpture of the aluminium, the choice of rich interior materials, right down to the details of the inside of the headlamps. We pride ourselves on our design and engineering, and the Jaguar XE has been an exhilarating creation process for Jaguar. I applaud the Design XE initiative and I am very excited to see how the MENA region's artists of the future will interpret Jaguar's design language through their unique artworks."

Added Bruce Robertson, Managing Director for Jaguar Land Rover MENA: "Craftsmanship and artistry have always been at the heart of Jaguar's brand DNA, resulting in a unique design language that has given the world such iconic cars as the E-Type, and the stunning Jaguar F-TYPE. With the new XE, our most contemporary Jaguar yet, what better way to ignite the generation of Jaguar fans than by inviting them to create their own XE-inspired artwork."

The Design XE judging panel will include Julian Thomson, Advanced Global Design Director for Jaguar, Bruce Robertson, Managing Director for Jaguar Land Rover MENA, Harald Wittig, Creative Director of Spark44 - Jaguar's creative agency - along with a special guest judge to be announced in November 2014. Together, they will select one winner from each of the five participating markets (UAE, Kuwait, Saudi Arabia, Lebanon and Morocco) by January 2015.

The five winners will receive an all-expenses paid trip to the UK to visit the iconic Jaguar factory and the Jaguar design studio, with a chance to meet Julian Thomson in person. To top it off, a thrilling two day Jaguar XE drive experience will be given to the creators of the five winning art pieces.

Pre-registration for Design XE is now open at www.JaguarDesignXE.com with competition entries expected to commence by the end of September 2014. The competition is open to all students above the age of 18 studying courses in art, fashion, textiles, architecture and design in the five selected markets





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TOYOTA UNVEILS NEW VERSION OF FT-1 SPORTS CAR CONCEPT



Toyota has recently unveiled a second interior styling and exterior color for an upscale interpretation of its sensational FT-1 sports car concept.

The new graphite paint is the latest interpretation of the show-stopping concept coupe. This concept was first seen at the Detroit Motor Show. The new version also features a unique treatment inside with saddle tan leather material that gives a cool feeling.

Takayuki Yoshitsugu, the Chief Representative, MENA Representative Office, Toyota Motor Corporation, said: "The breathtaking design of Toyota FT-1 concept is a brilliant combination of emotional and rational factors that deliver a dramatic and exciting design expression with a unique identity of Toyota. This new concept paves way for us to create the best in the car design."

Sellene Lee, the creative designer, revealed: "From the very beginning of the FT-1 project, we wanted to give a feeling of floating on wheels to the driver giving him the best comfort so that he could focus on the road and driving."

The color of the upscale leather changes in the first and second FT-1 vehicles and the visual difference is striking. The intention is to bring in a more sophisticated feel and authenticity through color choice, showcasing the versatility of the FT-1 sports car concept. Enthusiasts who desire a more pure high-performance experience might choose the black-red pairing, while others may desire the premium, athletic feel of the saddle leather.





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MOTORISTS URGED TO REMOVE VEHICLES FROM ROAD AFTER MINOR ACCIDENTS TO AVOID TRAFFIC JAMS



■ Brigadier Ghaith Hassan Al Zaabi

The Ministry of Interior (MOI) has recently advised motorists to remove vehicles from the road after minor accidents provided there are no injuries or major damages to the vehicles or passengers. This aims to avoid traffic congestion or obstruction and ensure swift flow of all vehicular traffic.

According to Brigadier Ghaith Hassan Al Zaabi, Director General, Traffic Coordination Department, these measures embody the strategy of the MOI, which are aimed at implementing the recommendations of the Federal Traffic Council and ensuring the security of both motorists and passengers.

"Under Article 12 of the Federal Traffic Law Regulations, which states that in the event of a traffic accident that does not cause any physical injury, parties involved shall remove their vehicles from the road to the nearest location

where the vehicles involved in the accident do not obstruct traffic. This should be done in order to avoid traffic fines under the heading of 'Traffic Obstruction', and all parties involved in the accident shall submit their personal and vehicle information," Brigadier Al Zaabi mentioned, adding that it is noticed middle of the road after the accident, which causes traffic obstruction and may result into more accidents. "Moreover, some curious drivers slow down or park their vehicles in obstructive places in order to see what has happened – which leads to traffic jams."

Brigadier Al Zaabi urged motorists to abide by the traffic rules and regulations on all internal and external roads, take care of themselves, the passengers accompanying them, as well as other motorists, and pay attention to their driving. He also reminded motorists to protect themselves from being exposed to traffic accidents which may result in serious injuries or death and have adverse effects on the community.

DUBAI'S CAR SECTOR ACHIEVES TOP RATING IN DED'S CONSUMER FRIENDLINESS INDEX



Dubai's Cars sector, during the first half of 2014, has achieved top rating in the Consumer Friendliness Index of Department of Economic Development (DED) following the feedback from consumers.

The sector bagged 78 points out of 100, followed by Hypermarkets at 75 points, Gold sector at 69 points and Apparel sector at 55.

According to Omar Bushahab, CEO of the Commercial Compliance and Consumer Protection (CCCP) sector in DED, the rating process reveals valuable information on consumer behavior. For example in the Cars sector, which tops in this year's rating so far, consumers who had complaints about their respective agency was just 4 percent, which indicates the high service standards and growing consumer awareness in this sector.

The UAE ranks among the top global markets in terms of sales of automobiles against China, the United States and other Western automobile markets.

It is a fact that global car dealers are more comfortable setting up their facilities in the UAE than anywhere else in the world. Here, the auto giants get overwhelming response from the consumers while they also enjoy the investor-friendly rules and benefits offered by the country.

In the entire Gulf region, strong feedback from buyers in the corporate and retail sectors in the UAE's automobile market make the country the top market in the region.

The Consumer Friendliness Index rating, an initiative first of its kind in the region led by the Department of Economic Development, mainly focused on the most popular business outlets in seven important sectors which drive the country's economy. These sectors are Apparel, Electronics, Hypermarkets, Furniture, Cars, Coffee Shops and Gold.

In its third year, the rating is based on consumer opinions of individual outlets tracked over a certain period and consumer complaints received by DED as well as the extent of parity/fair pricing for a pre-determined basket of products/services.

Opinions from 1,200 consumers were evaluated over the first half of 2014 as part of the rating.

Disparities in prices for garments sold across malls in Dubai and less value for money were cited as the main reasons for the low rating received by the Apparel sector.

UAE ISSUES FINES FOR COMBING HAIR AND APPLYING MAKEUP WHILE DRIVING



The Ministry of Interior of the United Arab Emirates has recently announced that combing hair or applying makeup while driving will be taken as violation of traffic rules and subjected to heavy fine.

"This violation will be taken seriously and the violator will get 12 black points and AED 1,000 fine," said Colonel Saif Muhair Al Mazroui, Deputy Director of the General Department of Traffic of the Dubai Police. He revealed that indulging in activities like combing hair or applying makeup is more dangerous than using a mobile phone while driving.

On the other hand, using a mobile phone while driving leads to a fine of AED 200 and 4 black points, as this may cause unnecessary interruptions to the flow of traffic and worse, accidents. This fine is also applicable to using the device when stopped at a traffic light or intersection. Similarly, taking selfies is also not allowed while driving.

The official advised motorists to pull the car at a safer place if they really feel it necessary to use the phone, or better yet to answer calls or text messages only after reaching their destination. He, however, said that motorists may use hands-free if it is necessary, though using it may also be dangerous as it diverts the attention from driving and the road.

SURVEY REVEALS MOST MOTORISTS IN UAE GET DISTRACTED WHILE DRIVING

A joint research conducted by the RoadSafetyUAE.com and global insurer Zurich has revealed that around 33 percent of motorists in the United Arab Emirates get distracted while driving. The report focused mainly on young motorists between 18 and 24, and mentioned various reasons for this being.

In a survey, during which over 1,000 drivers were interviewed, 34 percent of them said that the level of concentration on driving declines when they are on the road and around 43 percent of them admit that their attention is not entirely on driving while they are behind the steering wheel.

Nearly 47 percent of motorists in the survey say that there is a direct link between losing concentration on driving and a collision. The research shows that if a driver takes his eyes off the road for just two seconds while driving at a speed of 100km/h, this means he is driving blindly for 55 meters.

Though it is illegal to use cellphones for calls or text messages while driving and there is stricter law against this violation, about 30 percent of drivers indulge in this violation and this brings them closer to the risk of fatal accidents which endanger their own and other motorists' lives. This scenario is the result of people's own behavior, which is the most important thing while driving.

Besides the use of mobile phones, there are many other factors that divert drivers' attention from driving. 40 percent lose concentration when tuning the car radio or selecting the radio channel and 34 percent take their eyes off the road while adjusting the airconditioning grill.

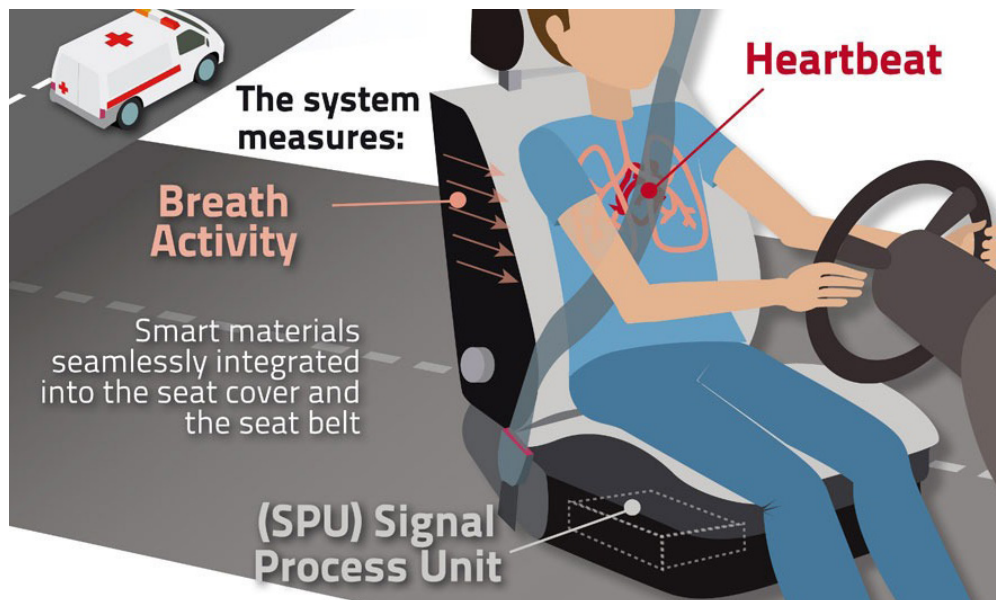
Moreover, around 8 percent of drivers say that their attention from driving is diverted when they look around like the beautiful and stunning skyline of the UAE or when they need to find their destination.

In his comments, Brian Reilly, the CEO of Zurich Insurance for Middle East, said: "Getting distracted while driving is a major cause of fatal accidents. One in three drivers who fails to pay his full attention towards the roads and traffic is at risk of injuring himself, his passengers as well as other motorists." He further revealed that Zurich encourages and suggests all motorists to avoid phone calls or text messages on mobile phones while driving and pay full attention towards driving and other traffic on the road."

Zurich has partnered with the RoadSafetyUAE.com in the current year to enhance public awareness about the reasons of poor driving and to educate motorists about the best driving practices.

Thomas Edelman, founder of RoadSafetyUAE.com, said: "We are very excited to work with the renowned global insurer Zurich for this important cause which is meant to raise awareness of driving distractions to improve the road safety level across the country." He added that abruptly changing lanes, misjudging the traffic situation and driving too close to other vehicles are also the main causes of accidents.

CAR WAKES UP SLEEPING DRIVERS



Unknown to most people, a drowsy driver is as bad as a drunk driver. This is why there is a never-ending quest for the best solution to drowsy driving. Marketing campaigns such as Drive Awake have utilized facial recognition to detect if motorists are drifting off, but required them to install the app.

Luckily, Spain's Instituto de Biomecánica de Valencia (IBV) seems to hold the key—the Harken project. This newly created groundbreaking system embeds sensors into car seats and seatbelts with smart textiles to track the key indicators of the driver's drowsiness. Connected to a signal processing unit that filters out the car's motion from the data, the seatbelt comes with a heartrate monitor while the fabric covering the seat can detect breathing rate. When drivers start to become fatigued, the heartrate drops and breathing becomes heavier. Once they drop below a certain threshold, an alarm activates to wake them up.

The team at IBV has successfully tested the Harken project on a closed track test and targets to work with manufacturers to make it standard in vehicles. This system is anticipated take road safety to new heights and will remind sleepy drivers that the bed, and not the car, is still the best place on earth to sleep in.

NEW STEERING COVER WILL HELP DRIVERS AVOID TRAFFIC JAMS



"Jeane" can also be used to minimize distraction during phone calls by helping drivers make calls without moving their hands away from the steering. According to the designer, Arjun Iyer who developed "Jeane", using the new software can take a lot of worries out of driving while still allowing drivers to make their own judgments based on their intuition and experience.

Autonomous driving is a far-off reality and may eliminate human error. However, machines can always malfunction. "Jeane" gives cues to the driver but the final decision is always the driver's. Thus driving becomes an easier and more enjoyable experience.

The software was developed on the basis of Iyer's belief that in the need for "eyes free" assistance in situations where it is dangerous to look at a screen as you would when using a smartphone or tablet while driving.

Iyer has plans to test "Jeane" first in a specific town or city to see how users can benefit from the software in daily driving before launching it through an online store by May 2015 and making it available on a global basis.

For the first time ever, drivers can actually get a personal assistant to help them avoid traffic jams. Not typically what you would normally expect when you say PA or "personal assistant", "Jeane" is a new smartphone-operated software that can be seamlessly integrated into the driving experience by simply using a special steering cover.

The force-feedback steering wheel cover checks in with other drivers using the same software and uses these cues to help drivers navigate and use the best route to get to their destination. The cover will vibrate to warn drivers about bends and the need to speed up or slow down.

Free your sport way



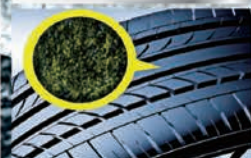
The kerfs can reduce pattern noise caused by tire rolling.



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



New silica tread compound makes NS-20 have excellent grip ability.



Sipes on tire shoulder reduce block rigidity, lower the noise from road and increase comfort.



NANKANG NS-20 is designed with 5 pitches computerized simulation technology which reduces noise emission efficiently.

5

Excellent grip & control

Sportnex NS-20

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



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FREE YOUR WAY

CONTINENTAL WINS GREENTEC AWARD 2014 FOR DANDELION RUBBER PROJECT



Continental, the global supplier of automotives and the manufacturer of premium tires has added one more feather to its cap by winning a GreenTec Award 2014 for a co-development rubber project.

The project, which was initiated in partnership with the Fraunhofer Institute for Molecular Biology and Applied Ecology at the University of Muenster in Germany, took several years of experiments and proved that dandelion plants were able to produce the same quality of rubber as rubber trees.

A Russian variety of domestic plants was used in the project. Dandelion also had a number of decisive advantages over the rubber tree of which the vegetation period only lasts for one year, not several years. The development showed the results that rubber can be produced more easily and readily, with lesser impact on the environment.

Using dandelion rubber will minimize distance on transport routes to Continental's production sites and also reduce the energy consumption required to produce tires, besides helping to meet the rising demand for rubber without sacrificing the rainforest to support production.

The Green Tech awards were first presented in 2008. All these awards, 14 out of which are in different categories, are Europe's biggest environmental and business awards. A 60-member jury panel comprising experts from industry, academia, trade associations, and the media, hailed the project calling it an outstanding example of commitment to the environment and pioneering environmental technology.

Commenting on the award, Nikolai Seltzer, Member of the Executive Board of Continental and Head of Tire Division, said: "We are more than happy on receiving the award for our Dandelion rubber project. At Continental, we are continuously making efforts to find ecologically, economically and socially viable solutions to meet the growing demand for our product. We are convinced that the use of rubber from the Dandelion root will make our tire production considerably more efficient and sustainable, and the full potential of this technology will become clear over the next few years."

Continental aims at developing its dandelion rubber tire production and begin testing the first prototype tires on public roads in next five years.

CANADIAN TIRE PARTNERS WITH PROJECT NORTH



The Canadian Tire Corporation has joined Project North, a non-profit organization dedicated to enhancing and improving the lives of children in Canada's North, and First Air, official airline of Project North. The move is aimed at giving aspiring young hockey players in Iqaluit 100 bags of hockey equipment to help get them onto the ice.

According to Michael Medline, President, Canadian Tire Corporation, sport helps build strong communities and at Canadian Tires, they are proud to join Project North to offer hockey equipment as a donation to help more and more kids come into the game.

He said: "We're honored to be in Iqaluit with Johnny Issaluk, who is passionate about sport and its benefits, whereas the Project North, which makes it easier for youth to play hockey – a sport that we believe helps develop the physical and social skills that are so important to children's development regardless of where they play."

This is the first time that the Canadian Tire has partnered with Project North as both the organizations have a common goal, which is to encourage kids to be active in all fields, specially in the sport.

Besides this donation, Project North has become an official member of ACTIVE AT SCHOOL, a multi-year movement led by Canadian Tire and a group of over 80 influential Canadian sport, wellness and health organizations with a mandate of curbing the crisis of inactive children and youth in Canada. Canadian Tire and Project North celebrated the occasion alongside First Air.

In his comments, Brock Friesen, President and CEO, First Air, said: "First Air is proud to extend support to Project North and play important role in contributing towards the initiatives which focus on youth." He also added that First Air is committed to giving back to the communities they serve and they know the donation of equipment would assist in getting their youth active and engaged in sport.

"We have chosen to bring sports equipment because of the strong agreement across the country that community sport is one of the most positive forces in the lives of young people today. We want to thank Canadian Tire for donating 100 bags of hockey equipment to Iqaluit and also want to thank First Air for their commitment to ensuring donations, including this one, arrive on time, every time," said Michelle Valberg, President and Co-founder, Project North.

TOYOTA CHOOSES YOKOHAMA TIRES FOR 2015 LEXUS MODELS



The Yokohama Rubber Company has announced that Toyota has picked Geolandar and BluEarth tires for Lexus NX premium crossover SUV 2015 model.

Lexus will have E51 BluEarth and G91 Geolandar radials in 225/60R18 100H size while NX will be fit with Geolandar G91 in 225/65R17 102H size. The luxury USV crossover is scheduled to go on sale in North America this fall.

Lexus says that the 225/65R17 fitment is standard with the 225/60R18 will be an option on premium or luxury models. Lexus is already offering 235/55R18 summer tire for the F Sport model.

According to Lexus, all tires to alloy wheels, especially designed for exotic sports models, rather than SUVs.

The Lexus comes in two versions. One is the NX 200t, with a turbo-charged two-liter, four cylinder, 235-hp engine while NX 300h hybrid with a 2.5-liter, 194-hp four-cylinder and a transmission with a kick-down function. Both the models are suitable in all weather conditions.

The BluEarth E51 is considered one of Yokohama's best fuel-efficient tires, and the Geolandar G91 is a CUV-tuned version of the tire make's Geolandar SUV line. The G91 incorporates BluEarth fuel-efficiency technology.

Meanwhile, the tire company has announced that it is moving into a distribution center which will bolster the already booming logistics sector. For this purpose, the tire company has leased a newly-developed warehouse, measuring 658,000 square feet. The company sees that the new facility would double the product handling capacity in Fullerton.

Yokohama Tire's expansion of off shore and domestic facilities has necessitated the need for a larger distribution warehouse, Jeremy Kahrs, senior director of corporate planning, supply chain and logistics said in a statement.

It may be noted that the company manufactures and sells tires for cars, trucks, commercial and off-road vehicles.

Kahrs said, because of its proximity to the ports of Los Angeles, Long Beach and BNSF intermodal shipping yard in San Bernardino, Chino was chosen. As many as 40 employees of the company's western distribution center in Fullerton will begin working in Chino when the facility opens in October. The company also plans to hire about a dozen more people early next year, with room to grow, Kahrs said.

INVESTMENT IN TIRE BUSINESS UP IN 2014



The global budgets for tire businesses took to increased levels in the past year. In all, the world's major tire makers pledged at least \$8.6 billion towards new and expanded capacities and research capabilities – about \$600 million more than that for 2012-2013. According to the website, Tire Business, this ranks as the fourth largest 12-month total tracked over the past 21 years.

Out of this, nearly 46 million units were budgeted for new annual capacity for consumer tires and 4 to 5 million for commercial tires that are in the pipeline for 2015-2018 timeframe. These were represented by 11 new tire plants that were announced last year. Additionally, more than a dozen factories were set up, producing 50 million units a year of passenger/light truck tires and 5 million commercial/OTR units a year.

While the budget spanned out pretty evenly among the three major continents – with \$2.77 billion committed to projects in Asia, \$2.4 billion for Europe and \$2 billion for North America – South Korean manufacturers Hankook Tire Co. Ltd. and Nexen Tire Corp. and India's Apollo Tyres Ltd. stood conspicuous for biggest cap-ex spending. In 2013, the biggest spenders were Group Michelin and Bridgestone Corp's Tire Division committing \$2.63 billion and \$2.62 billion, respectively, into their tire businesses.

Hankook has invested \$1.3 billion for its car and light truck tire plant in Clarksville, Tenn., besides a research and development center in Korea. Nexen has committed \$1.1 billion for the consumer tire plant that it intends to build in Slovak Republic, while Apollo has allotted \$1 billion for a plant in Eastern Europe and for modernization in India.

Latin America, on the other hand, received \$77 million in specific spending in the past 12 months.

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ALL-NEW WEBSITE FOR NITTO TIRE USERS

In this age of tablets and mobile devices, websites have to be designed in such a way that will suit users' needs. Understanding such dynamics, Nitto, Tire U.S.A. Inc., a leading manufacturer of off-road and street performance tires, has launched an all new website with focus on mobile- and tablet-friendly usage.



With a scalable design, personalized user experience, an improved search engine and better visual appeal, the website is now easier to navigate across every platform, be it on desktop, mobile devices or tablets in both portrait and landscape orientations. The all new layout virtually guides users to find the product they need with ease. Interestingly, Nitto has incorporated user-generated product reviews from a third-party review provider. This gives users the opportunity to instantly connect with the real-world feedback, which helps them decide which tire best meets their requirements. 3-D image rotator of the products at 180- and 360-degree allows the user to get a clearer picture of the side wall and tread design.

In order to deliver the best, Nitto has referred to the top-performing e-commerce website for ideas and inspiration. It has adopted the common elements of those sites for its own website.

Combining Foundation, a highly customized JavaScript and browser detection library, ensures that the website works with an advanced frontend framework that smoothly scales, reconfigures and collapses site content as the dimensions of the browser change.

Stephen Leu, Assistant Manager, Brand Publishing for Nitto Tire, said that through the website, the company has sought to improve consumer experience so that they can "make an educated and informed buying decision".

Founded in 1949, Nitto Tire combines technological innovation with modern aesthetics to create radical-looking tire designs for the market. Focusing on high quality designs, modeled for road noise reduction, the company produces Extreme Terrain Light Truck Tires, Desert Terrain Light Truck Tires, All Season Truck & SUV Tires and Summer Ultra High Performance Tires among others.

APOLLO TIRES OPENS FIRST RETAIL OUTLET IN KUWAIT



Apollo Tires has strengthened its presence in the Middle East by opening its first branded retail outlet in Kuwait. The new outlet is designed to offer customers an enhanced retail experience and better options to choose from the brand's wide range of innovative products, including tires for light trucks, 4x4 vehicles and all passenger cars.

The outlet, named Apollo Zone, is part of the company's plan to make inroads in the strong Kuwaiti market. The outlet is located along the Canada Dry Street in the city and operated by the Federal General Trading & Contracting Company.

Shri Shubashis Golder, Deputy Chief of Mission & Chief Public Information Officer and Dr Sushil Kumar, Second Secretary (Political, Economic & Commercial), Embassy of India, Kuwait, flanked by Satish Sharma, President, Asia Pacific, Middle East & North Africa (APMENA) region, Apollo Tires Ltd and other dignitaries, inaugurated the Apollo Zone.

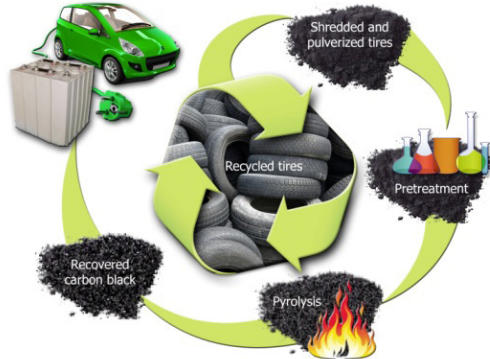
Expressing his view after the inauguration, Satish Sharma said: "We see huge business potential in the entire Middle Eastern region, including Kuwait, where the growth is being witnessed in the high end and mid-segment cars. We have found a room for ourselves in the Kuwait market, which has a size of 75,000 to 85,000 passenger vehicle tires a month. Branded retail outlets, such as the one which we have opened in Kuwait, will help us increase visibility for the Apollo brand, and will also result in a better and informed buying experience for the consumers."

Apollo Zones follow a modern up-market retail format for selling tires, ensuring ample visual appeal, comfort and convenience to customers, and providing an opportunity to learn about the product's applications and performance before making the final decision to purchase. After Dubai, this is the second branded retail outlet by Apollo Tires in the Middle East region.

Apollo Tires Ltd is a leading Indian tire manufacturer. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has four manufacturing units in India, three in South Africa and one in the Netherlands.

Apollo's subsidiary companies are Apollo Tires Africa (Pvt) Ltd in South Africa and Apollo Vredestein BV in the Netherlands. India, South Africa and Europe are the company's three domestic markets from where products are exported to over 100 countries. In each of the domestic markets, the company operates through a vast network of branded, exclusive and multi-product outlets.

WASTE TIRE CARBON FOR BETTER PERFORMING BATTERIES



We thought scrap tires were pretty much useless. Not anymore, courtesy the US researchers who have found a way to convert carbon black scraps into a material that can improve the performance of lithium-ion batteries. Such batteries are used in electric vehicles (EVs) and wind- and solar-energy units.

According to a report on the European Rubber Journal website, a team at Oak Ridge National Laboratory (ORNL) claims that if the microstructural characteristics of the carbon black – recovered from the tire scrap – are modified, it can provide better anodes for lithium-ion batteries. The researchers employed propriety pre-treatment to extract pyrolytic carbon black material, which when used in anodes of lithium-ion batteries, resulted in producing a small battery.

Due to the unique microstructure of tire-derived carbon, the battery comes with reversible capacity which is higher than what can be achieved with commercial graphite materials. Since anodes make up an important battery component, with 11 to 15 percent of the materials market share, the new method could ease out a number of obstacles.

According to the US researchers, the capacity of this battery – which measures nearly 390 milliamp hours per gram of carbon anode after 100 cycles – surpasses even the best possible properties of commercial graphite. Researcher Amit Naskar believes that the technology answers the call for an “inexpensive, environmentally benign carbon composite anode material” which comes with high-surface area and rate capability, and long-term stability.

Parans Paranthaman of the project team calls the performance “highly encouraging” particularly given that global battery market for vehicles and military applications has reached close to \$78 billion, and the materials market is expected to hit \$11 billion in 2018.

ORNL aims to collaborate with the US industry in order to license the technology and eventually manufacture high performance lithium-ion batteries for automotive, stationary storage, medical and military applications.

The funding for the research was provided by Technology Innovation Program for the conversion of recycled tires to graphite powders, whereas the US Department of Energy’s Office of Basic Energy Sciences, Materials Sciences and Engineering Division provided for the research on battery fabrication and electrochemical testing.



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Nexen Tire Wins the First-ever Grand Slam of Design Award



Rechargeable ECO Tire
GREENHive
Permanent usable tire through using rechargeable tread

Riding on the wins of German Red Dot Design Award, the Japanese G-Mark Design Award, the German IF Design Award and now with the finalist award at the US International Design Excellence Awards, Nexen Tire can proudly claim to be the first-ever tire maker globally to achieve a grand slam of design awards in the industry. To add to the glory, it is also a winner at Japan's G-Mark, one of the top-four global design awards.

Nexen won the German IF Design Award for its N8000 and Winguard Sport tires in 2011. The N9000 propelled it to the German Red Dot Design Award in 2012 and the Japanese G-Mark Design Award in 2013.

At the US International Design Excellence Awards (IDEA), Nexen's Green Hive concept tire, which focuses on usability, economy and sustainability, won the finalist awards in the transportation category. A far cry from the conventional tires, it was appreciated for its creativity and innovation. The Green Hive is a permanent tire which allows refilling of tread, which is directly related to the effective service life of a tire.

Expressing his delight over the grand slam win, Lee Hyun-bong, Nexen Tire's CEO said that the win endorsed Nexen's design capability and "extraordinary global competitiveness". He promised to continue to strengthen their products' quality and technological capability and to expand supply to global automakers.

In the future, Nexen plans to launch more innovative products that will yield outstanding performance that will help strengthen their brand value. Nexen Tire has been manufacturing car tires since 1965 and is now one of the leading brands in the industry.

The US IDEA is organized by the US Industrial Design Society of America and is regarded as one of the world's most prestigious design awards. Entries have to prove exceptional originality, creativity, sustainability, business value and problem-solving ability besides visually appealing aesthetics in order to win the coveted award. This year over 2,000 products were appraised in 16 categories.



Tire Fact

In 1961, Goodyear Tires introduced an experimental tire made from a single piece of synthetic rubber that was illuminated from the inside by small incandescent bulbs.

Goodyear Drops Idea of Setting Up Plant in Ohio or Akron

Goodyear is no more considering Ohio and Akron to set up its next tire plant. The reasons behind this decision and latest development in the plan are labor costs, logistics problems and access to the deep sea.

In a letter sent on September to Akron Mayor Don Plusquellic and Summit County Executive Russ Pry, the tire maker observed that the analysis of the report showed that setting up a plant in Ohio would cost the company an additional \$50 million annually as compared to other locations.

According to the company, Goodyear is functioning in a competitive global market where competitors are adopting measures to increase the growth in demand for premium tires in North and Latin America. However, Goodyear is positioned to offer its customers the right product at the right time and of course, at the right place.

Goodyear mentioned in the letter that its site selection committee is expected to make a final decision on a location in early 2015. The company's global headquarters, largest Innovation Center and North American business headquarters all are based in Akron, and it employs 3,000 in the state.

No one in the Northeast Ohio had expected this decision, but the company understands the business rationale that keeping Goodyear's headquarters operation viable and strong is the top priority. However, the tire maker said going forward, it will include Ohio in considerations for other opportunities to grow its business.

"I appreciate Goodyear's willingness to consider our joint efforts to land this major investment and further appreciate the continuing relationship between Summit County, the State of Ohio, the Greater Akron Chamber and everyone who tried to make this happen," Plusquellic said. "We will continue to communicate with Goodyear to take advantage of every opportunity to add jobs in Akron."

FALKEN TO SUPPLY ZIEX ZE914 ECORUN GLOBALLY



Japanese Sumitomo Rubber Industries has signed a contract with Chrysler Group to supply tires for the 2015 Jeep registered trademark Compass and Patriot Built-Up Export models. For this, Sumitomo's subsidiary Falken North America will take on its first venture to supply factory standard OE tires.

The chosen tire, Falken Tire ZIEX ZE914 Ecorun, will be supplied to Chrysler's assembly plant in Belvidere, Illinois in size 215/60R17, and sold in Mexico, China, Australia and other countries around the world. The tire, however, will not be available in the US.

A hybrid vehicle tire, the ZE914 is a low-cost wheel, specifically designed to fit passenger cars. It comes with low rolling resistance compound, which basically allows the tire to cover longer distance while using less fuel. It is a premium touring summer tire, patterned in an asymmetrical tread that allows the wheel to be rotated in any corner and comes with four straight wide circumferential grooves for hydroplane resistance. The dual high rigidity rib gives the wheels both wet and dry handling stability especially at high speed. The slots and sipes on the tire provide stronger grip and optimizes even tread wear.

The ZE914 comes in sizes ranging from 15-inch to 18-inch and speed ratings of H, V and W.

Falken Tire Corp. is a California-based tire maker, which produces light truck, touring and all-season tires for a wide variety of popular cars, trucks, off-road and crossover vehicles.

EXPERT UNVEILS REASONS TO KEEP WATCH ON TIRE PRESSURE



Most drivers forget to monitor their vehicles' tire pressure when they prepare to head to the Labor Day road trip. This ignorance may prove fatal for them as well as for other motorists.

With this concern, Jason Heard, the General Manager at Frank Ancona Honda, has offered some valuable tire pressure monitoring tips which can help drivers, their families and other motorists keep safe while driving during such a big event.

As per Heard's tips, incorrect tire pressure may compromise braking. Tire pressure also affects fuel efficiency, driving comfort and the life of tires. If the tire pressure is high or less, it will decrease driving comfort on the highways besides minimizing the gas mileage. On the other hand, if tire pressure is too low, too much of the tire will touch the road and cause uneven wearing and overheating. It can also result in tractions from excessive bounding.

The tire pressure is also affected by temperature or climate change. If the temperature is high, it will hit the tire pressure and the tire will show less pressure though it has no leakage.

According to cars.com, outside temperatures can cause tire pressure to vary by as much as 1 psi per 10 degrees. That means the higher the temperature, the higher the psi readings. Tires should be checked first thing in the morning before going anywhere, as once you have been behind the wheel for an extended amount of time, psi will rise.

Heard said that drivers should make sure they check all four and spare tires. "Just because one is fine does not mean they all are in the same condition. Additionally, use a gauge when checking pressure so you are accurate."

Recommended tire pressure is found in the owner's manual or on the driver's door pillar.

ZAFCO PLANS MARTINO RETAIL EXPANSION TO NEW MARKETS



Renowned distributor of tires Zafco International is planning to expand its US retail business and sets target of reaching more than 100 stores across the major parts of the country. Currently, the company—a subsidiary of Dubai-based Zafco Trading that acquired the retail business of Martino Tire in 2011—has Martini Tire and Service Centers in South Florida.

According to Minoo Mehta, the General Manager of Zafco, the company is currently exploring opportunities in the California and Texas markets as a first move to make inroads there under its expansion plan. There are also acquisition and lease plans beside the build-to-suit project.

Given that the Martino Tire brand name carries weight, Zafco has plans to use it on its new stores. Martino was at its peak from 2005 to 2006 when it had a network of around 27 retail stores across South Florida besides a substantial wholesale business. Later in 2007, the American Tire Distributors bought the brand's wholesale business.

Mehta mentioned that the typical Martino Tire outlet will cover 6,500 square feet and have 10 bays. "Zafco will not disclose its investment budget for the retail expansion for various reasons," Mehta added. However, a budget of at least \$1 million per location is required depending on the situation if the location requires renovation or reconstruction activities.

He further revealed that the company plans to open five to seven outlets in Florida this year, adding that the company expects to open its first stores outside the state next year.

Martino Tire's locations in South Florida are in: Boynton Beach, Davie, Ft. Lauderdale, Margate, Miami (three locations), Miami Beach, Royal Palm Beach, Sunrise and West Palm Beach (commercial).

INCREASING SALES OF AUTOMOBILES LIFT QATAR TIRE MARKET



The Qatar tire market is experiencing a growth and emerging in the region due to rising demand for cost-effective Chinese tires, increasing sale of automobiles and ban on balloon tires.

The recently-released TechSci Research study says that according to Qatar Tire Market Forecast and Opportunities 2019, the tire market in Qatar is expected to grow at a compound annual growth rate (CAGR) of about six percent during a period from 2014 to 2019. Moreover, the retreading tire market in the country is projected to grow at a CAGR of around nine percent during the same period. Moreover, sales of passenger vehicles, commercial vehicles, construction equipment are expected to go up over the next five years in Qatar, creating a positive market outlook for the country's tire market.

The tire market of Qatar tire market is mainly import-driven with mentionable penetration of China tire brands due to their easy availability and pricing as compare to the flagship brands. Harsh climatic conditions generally reduce the

shelf life of tires in Qatar to about one and a half year. Small product life, booming construction projects due to Qatar National Vision Plan 2030 and ongoing infrastructure projects due to upcoming FIFA World Cup 2022 are expected to strongly boost the sales of passenger, commercial and OTR tires in the country during the forecast period.

"Most of construction-related activities expected to take place in Doha and Ar Rayyan region, which will ultimately witness rising demand for commercial, OTR and passenger tires. Moreover, rise in job opportunities, urbanization and immigration as well as increase in per capita GDP have also allowed consumers in Qatar to readily accept new tire technologies," said Karan Chechi, Research Director with TechSci Research, a research-based global management consulting firm.

The market share of Chinese tires in the country is likely to decline in the coming years due to launch of robust technology and high quality tires by flagship tire brands, which are expected to gain higher popularity among consumers due to their improved life cycle over the next five years.

The Qatar Tire Market Forecast & Opportunities 2019 has evaluated the future growth potential of local tire market and provides statistics and information on market structure, exports and future growth of the market. The report is intended to provide cutting-edge market intelligence and helps decision makers to take sound investment evaluation. Besides, the report also identifies and analyzes the emerging trends along with essential drivers, challenges and opportunities available in the Qatar tire industry.

GOODYEAR LAUNCHES ITS LATEST BLIMP WINGFOOT ONE



Advancing further in technological development, Goodyear Tire and Rubber Company has added another airship to its fleet. The blimp was christened Wingfoot One by Robin Roberts, the award-winning co-anchor of ABC news, 'Good Morning America'.

The name was suggested by Akron resident Charlotte White, and chosen from nearly 15,000 entries in an online public voting contest. White was rewarded with a day of activities with Wingfoot One.

The new blimp stands conspicuous for its structural design, the first major design change for a Goodyear airship in 70 years. Manufactured by Germany's

ZLT Zeppelin Luftschifftechnik and assembled by a team of Zeppelin and Goodyear engineers, it took around a year to build the pioneering, new-generation airship. It is equipped with advanced on-board avionics and flight control systems that give the blimp increased speed and the ability to hover in place. The large passenger gondola presents an improved in-flight experience with panoramic windows.

Richard J. Kramer, Chairman and Chief Executive Officer of Goodyear said that Wingfoot One reiterates the brand's commitment with its airship program and continues to fortify its legacy as a major airship operator. He promised that the latest entrant would continue to provide superior aerial coverage of the most watched news, sports and entertainment events. Goodyear's coverage of events in 2014 included the NBA Finals, college football's BCS Championship, the Kentucky Derby, 2014 FIFA World Cup and Daytona 500.

The company plans to launch two more blimps over the next four years while phasing out the two remaining GZ-20 models based in Pompano Beach, Florida and Carson, California. In almost a century, Goodyear has built more than 300 lighter-than-air vehicles for public relations and defense applications.

Expressing her delight, Roberts said she felt honored to have christened the new airship, given her deep connections with Goodyear, since her grandfather and other relatives has worked in the company many years ago. A veteran ESPN sportscaster and author, Roberts joined the elite group of women who have christened Goodyear blimps, including astronaut Sally Ride (2000) and aviation pioneer Amelia Earhart (1929).

SOUTH CHINA TIRE AND JAG PLAN TRUCK TIRE FACTORY IN JOINT VENTURE

The South China Tire & Rubber Co has agreed to join hands with Anhui Jianghuai Automobiles Group to set up a joint venture truck tire factory in Hefei, Anhui Province.

According to the website of local government, in the first phase of the project, which will involve an approximate investment of \$285 million, there will be an expected annual capacity of producing two million trucks and bus radials.



This will be followed by a second phase expansion in which an investment of around \$587 million will be involved and then the expected and expanded production capacity will be around 20 million consumer radials.

According to company's website, the South China Tire is the state-owned company based in Guangzhou, Guangdong, which makes Wanli and Sunny brands and claims to be the China's largest radial tire exporter. The company with over 5,000 employees at its two manufacturing facilities, claims an annual production capacity of 12 million tires, according to the company's website.

Jianghuai Automobile Group is the controlling shareholder of Shanghai-listed Anhui Jianghuai Automobile Company (JAC), a car maker based in Hefei, Anhui. In 2013 JAC reported \$5.4 billion in revenue.

Development Trend and Investment Prospective of Automotive Tire Market in China, 2014-2018 mainly analyzes the market status of automotive tire industry in China, as well as supply & demand, competition landscape, and business performance of major enterprises in the country.

By the end of 2013, there were 565 tire manufacturing enterprises that above designated scale in China, with total sales revenue reaching CNY 511.844 billion, which was equivalent to \$83.951 billion. While the global market scale of the industry in that year was \$180 billion, the sales amount of China accounted for 45 percent of the total in the world. If calculated according to the current 85 percent market share of automotive tire in China's tire market.

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HANKOOK PREMIERES TWO TIRES AT THE IAA TRADE FAIR



Tire manufacturer Hankook has recently introduced two world premieres at the 65th IAA Commercial Vehicles trade fair in Hanover that commenced on September 25. The latest radial tire generation for long distance travel and the new winter truck tire specialist DW06 were the latest additions to the company's portfolio of its existing truck tires.

The DW06 is a 5-rib tread design with shoulder blocks, using the Hankook's patented 3D technology, which improves traction and grip when driving on ice and snow. The new radial tire, on the other hand, expands on the manufacturer's 'e-cube' concept for commercial vehicles in long distance travel and is designed to be eco-friendly.

The innovative new tires for commercial vehicles were designed keeping in view the escalating demands in the area of cost-effectiveness and efficiency, especially in the freight forwarding business. In order to counter the requirements, Hankook used state-of-the-art performance technologies and high-performance tread designs that would help improve traction and durability besides enhancing handling features.

Ho-Youl Pae, member of the Board and COO at Hankook Tire Europe, credited continuous investment in research and development for the growth in innovative tire technologies. He added that the company tailors its service features according to consumer needs, and stressed that as a company, Hankook believes in quality, with "no room for compromise".

In this year's trade fair, Hankook focused on extremely fuel efficient products besides original equipment for premium trucks and profiles for specific applications. The company also gave an insight into their comprehensive range of services, including its breakdown service for trucks since 2012 under the name, Hankook Road Assist 24h. Established in 16 European countries so far, the service offers skilled assistant of more than 7,500 truck tire specialists that can be on site within two hours, 24/7, 365 days a year.

TOYO BEGINS ACTIVITIES AS AC MILAN PREMIUM SPONSOR



Renowned tire maker Toyo Tire & Rubber is the premium sponsor of AC Milan and supports the top-flight Italian team for 2015-15 season. The tire maker that marked the beginning of its activities for the sponsorship with the start of Italy's Serie A football league, intends to 'aggressively utilize' content featuring AC Milan in its advertising material.

Moreover, Toyo says that besides developing and launching a collection of branded items for the customers, it will also produce video content that will focus on AC Milan's top players. In addition, the company will update team activities and match results on Toyo's Facebook page and 'On and Off the Field' Tumbler page.

In this regard, Toyo signed its sponsorship agreement with AC Milan in April. The company views the club as an important source of branding content, especially during the ongoing expansion of Toyo's international business.

The company's first activity as sponsor was a drawing competition that concluded on August 30 in which around 100 winners received AC Milan Smartphone covers.

Toyo is now in the process of recruiting eleven 'Toyo Tires reporters' who can attend, cover and report the Milan Derby against Inter Milan on November 23. Further upcoming sponsorship activities of the company include a 'Toyo Tires presents' match against Napoli on December 14, 2014 that will see the Toyo Tires brand prominently displayed at AC Milan's home venue, the San Silo Stadium.

TOYO INTRODUCES TIRES FOR ALL SEASONS



Come hail, come snow, the Toyo USA Corp has given coupe and sedan owners a reason to cheer. Now, there is no need for their cars to 'tire out' in extreme climates. The Toyo USA Corp has come out with the new Toyo® Versado® Noir, an all season touring tires for these vehicles.

The tires, distinctive among the lot in the market, allow 30 percent more tread life as compared to "a leading competitor" – as claimed by Toyo, and comes with improved fuel efficiency, translating into saving of precious resources. Moreover, the Versado Noir, powered by new propriety silica compound, comes with enhanced wet performance and guarantees a comfortable ride. With 75000-mile warranty and eligibility for the Toyo Tires® No Regrets® 45-Day/500-Mile Trial Offer, this wheel will certainly add to the fun of a smooth, effortless drive.

The exclusive Silent Wall™ technology in the tread grooves allows reduction in pipe resonance –the audible whirring sound resulted by air rushing through the tread channels as the tire rotates. It boasts of distinctive asymmetric tread pattern that is rigid outside tread blocks which tune out all sound for a quieter ride, besides stabilizing the tread for improved wear while being tuned for responsiveness.

A complex, yet distinctive feature of the Versado Noir design is the multi-wave sipes. Specially designed to reduce tread block movement and keep more of the tire tread in contact with the road surface, these interlocking sipes help improve wet and dry performance besides reducing irregular wear.

In fact, this is one tire that won't let you down when frost bites. To improve performance on the snow, sipes extend into the main grooves on the outside of the tread. In both rain and snow, the inner portion of the tread comes to the rescue with its higher sipes density to further improve traction.

With sizes ranging from 15- to 18-inches in wheel diameter, the new Versado Noir is a suitable option for many popular cars that ensures a smooth, luxuriant ride and longevity that your cars will thank you for.

GITI TO BUILD PLANT IN CHESTER COUNTY, SOUTH CAROLINA

South Carolina's Chester County has a reason to celebrate. Giti Tire, the world's 10th largest tire maker, has announced to build a manufacturing plant in the County, a decision that has been met with much excitement and anticipation. This will take Giti's total manufacturing plants to nine globally, but will be the first one in the US.



The deal is expected to give a boost to Chester County's lagging economy besides giving Giti a station from where it can facilitate the growing demand in the North American tire market. The facility, worth \$560 million, will be at the County's 'mega site' and will span over 1,000-plus acre parcel off Interstate 77, bounded by S.C. 9 on the north and Old Richburg Road to the south. The project is expected to give way to approximately 1700 new jobs over the next years in a county that has one of the highest unemployment rates in the US. The new plant will also help boost other tire-related businesses and residential development in the region.

The Chester County plant will manufacture both passenger and light truck tires for the Original Equipment Manufacturer (OEM). Giti is expecting to produce five million tires annually in the first phase, and then increase production capacity depending on the future market demand and conditions.

Calling the project a "key mile-stone", Enki Tan, Executive Chairman of Giti Tire Group, said that it was the existing business and strong demand for the brand's passenger and light truck tires in the US that has resulted in this deal. Lei Huai Chin, Managing Director of the Group, called Chester County an excellent location for the plant because it is an important metropolitan area, has an extensive and efficient infrastructure network, and is close to airports. Other factors included the area's workforce and training opportunities and the deep water-port facilities in Charleston.

BRIDGESTONE RETAINS NO.1 POSITION IN GLOBAL TOP 75



Bridgestone Corp. continues to dominate the top spot for the 6th year straight as the world's largest tire maker. The company's tire-related sales notched up to \$ 27.4 billion last year, primarily thanks to its two minority holders—a 43-percent ownership stake in Turkey's BRISA/Bridgestone-Sabancı Tire Mfg. and a 15-percent stake in Finland's Nokian Tires P.L.

However, according to the website tirebusiness.com, the fluctuation in exchange rates vs. the US dollar – that played a significant role in the absolute numbers – also contributed towards the results.

As per Global Top 75 ranking, Michelin stands second with \$25.5 billion, followed by Goodyear at \$17.6 billion and Continental A.G. at \$11.2 billion. Pirelli & C. S.p.A. stands fifth, with Sumitomo Rubber Industries Ltd. at its heels. South Korea's Hankook Tire Co. Ltd., Japan's Yokohama Rubber Co. Ltd., Taiwan's Maxxis International/Cheng Shin Rubber Industrial Co. Ltd. and China's Zhongce Rubber Group Co. Ltd. make up the rest of the top 10.

The profiled tire makers were ranked according to the revenue from the sale of the tires they've manufactured. This does not take into account sales from non-tire products, like auto-service-related revenue at company-owned retail stores, sales of steel cord, synthetic rubber, etc.

Based on Tire Business numbers, the top 10 companies account for around 63 percent of global tire sales in 2013. According to the website, the numbers have reduced by a couple of percentage points, which indicates a growth in the number of second-tier tire companies and their increasing revenues.

Among the companies that made most profit in terms of operating ratio, Nokian Tires P.L.C. topped the list at 25.3 percent. Next came Gajah Tunggal at 18.4 percent, followed by Bridgestone's Tire Division at 18.3 percent and Maxxis International Inc. at 17.3 percent. Nokian also attained the highest sales per employee at \$484,388, with Toyo (\$368,179), Hankook (\$365,121) and Nexen Tire (\$336,896) following respectively.

The average pre-tax operating profit for 20 major publicly held companies increased to 12.5 percent from 10.5 percent in 2012. This is the second year in a row that the average has increased by such a margin.

CHANGE OF TIN TO COST TIRE MANUFACTURERS AROUND \$350M



The Rubber Manufacturers Association (RMA) has expressed concern over the proposed rule to change the federally-mandated tire identification numbers (TIN), which it said, would cost around \$350 million and lead to an unnecessary burden on the manufacturers. The association has recently informed the National Highway Traffic Safety Administration (NHTSA) about their concern. However, safety advocacy group Safety Research & Strategies Inc. (SRS) has suggested the NHTSA to rewrite the proposal to place a non-coded, machine-readable TIN on tires.

The RMA, SRS, Tire Industry Association (TIA) and about 10 other groups submitted comments to NHTSA on its notice of proposed rulemaking to revise TIN formats. NHTSA was also asked to divide the rulemaking into two parts: one for new tire plants and one for existing facilities.

"Unfortunately, reopening the comments period will not remedy the harm suffered by RMA due to the lack of response to the comment deadline extension request," the association said in its comments. The RMA was forced to submit its comment by the deadline to protect its interest, although it needed more time, it said.

The RMA revealed that the NHTSA was incorrect when it assumed that the costs to the industry of changing TINs would be insignificant. According to the association's estimates, it will cost tire manufacturers somewhere around \$324 million to make the required changes to tire molds by the end of the five-year lead-time, while another \$20 million would be required for information technology.



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EVENT	DATE	INFORMATION	LOCATION
AAPEX	04-06 Nov- 2014	This year, AAPEX will present a variety of advanced auto equipment and items. In the show, attendees can visit hundreds of booths, which will enable them to compare the market value and the quality of the showcased range.	Sands Expo & Convention Center, Las Vegas, USA
SEMA Show	04-07 Nov- 2014	SEMA Show is a great platform for exhibiting a variety of automotive products and accessories. This event is a comprehensive business forum where new joint ventures and partnership dealings are formed. Ideal for businessmen and experts in the automotive sector, this show aims to provide them with several opportunities to boost their business.	Las Vegas Convention Center, Las Vegas, USA
Bursa Auto Show	05-10 Nov- 2014	Bursa Auto Show is a much-anticipated event organized by Tuyap Fairs and Exhibitions Organization, Inc. This year's edition will exhibit wide-ranging commercial vehicles, bicycles, motorcycles and accessories.	Tuyap Bursa International Fair & Congress Center, Bursa, Turkey
Auto Zurich Car Show	12-14 Nov-2014	It is a much-anticipated automotive industry event that is anticipated to draw thousands of exhibitors from the different parts of the world. Aside from reaching out to potential buyers and clients, exhibitors can also participate in allied programs which will enable them to gather commercial and trade-related information and updates.	Messe Zurich, Zurich, Switzerland
Automechanika Argentina	12-15 Nov -2014	Automechanika Argentina is a world-renowned event for auto accessories, equipment and spare parts. It will bring together big names in the automotive industry, including exporters, importers, suppliers and manufacturers.	Buenos Aires La Rural Predio Ferial Buenos Aires, Argentina
Salon Internacional del Automovil	12-23 Nov -2014	Salon Internacional del Automovil is the perfect meeting place for big names in the automotive industry. In this show, attendees can check out late-model automobiles, passenger and cargo vehicles, motorcycles, etc.	Corferias-Centro de Convenciones, Bogota, Colombia

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EVENT	DATE	INFORMATION	LOCATION
Auto Serve	14-16 Nov -2014	AutoServe is where wide-ranging garage tools, repair equipment, auto parts, etc. are showcased by leading automotive companies. This show offers attendees a perfect opportunity to buy and sell, deal with potential business partners, market products and services, and launch new products.	Chennai Trade Centre, Chennai, India
Myanauto	20-22 Nov -2014	Myanauto is an international trade show where all types of automotive services and products will be showcased. This year's edition aims to bring forward developmental changes needed to expand the automotive industry.	Tatmadaw Hall, Yangon, Myanmar
Los Angeles Auto Show	21-30 Nov -2014	The Los Angeles Auto Show, also known as the LA show, is by far one of the most successful and influential auto shows around the world. It gathers the biggest names in the industry to reveal the mobility's future in the world's car culture capital.	Los Angeles Convention Center, Los Angeles, USA
International Automobile Show	25-29 Nov -2014	It is a perfect platform where suppliers and manufacturers can generate business opportunities and interact with other experts in the automotive industry.	Sharjah Expo Centre, Sharjah, UAE
Autosalon Rotterdam	27-30 Nov -2014	Autosalon Rotterdam is a perfect medium for experts and professionals in the automotive industry to interact with each other. Attendees will also have a chance to discover the latest developments and gain insights regarding the sector.	Rotterdam Ahoy Rotterdam, Netherlands
Essen Motor Show	29 Nov-07Dec -2014	This leading event offers an extensive showcase opportunity to different sectors and categories related to the industry. With the big names in the automotive world which it gathers in every edition, it has become one of the most talked about and much-anticipated trade shows worldwide.	Essen Exhibition Centre (Messe Essen), Essen, Germany

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Daimler's Blind Spot Assist System Arrives in Trucks



Nowadays, trucks are getting bigger and bigger, and even with advanced cameras and excellent spatial awareness, the drivers of these vehicles can never be fully aware of possible crash hazards, most especially when turning. Aiming to solve this problem, Daimler, the truck division of Mercedes-Benz, has recently rolled out a radar-based system that warns truck drivers of impending crash hazard from anywhere on the entire unnoticeable part of the vehicle.

The all-new Mercedes-Benz Blind Spot Assist technology warns the driver of hazards when turning corners and considers the tractrix curve to warn of the risk of crashing with stationary objects such as traffic lights, power poles, or bollards if the vehicle continues on its projected pathway. More importantly, the system also assists when shifting lanes by warning the driver using an optical signal if there is a moving object on the passenger side of the vehicle.

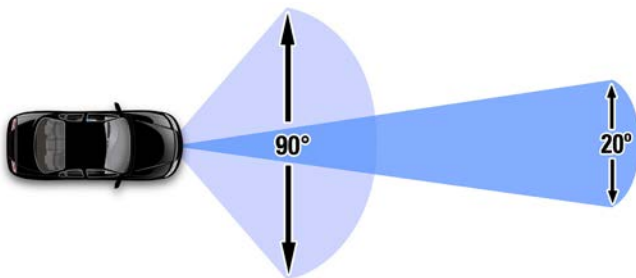
A triangular LED—which is located in the A-pillar on the passenger side at eye level—lights up in case there is a possible hazard situation alongside the vehicle. In the event the risk becomes a crash hazard, the LED will flash red followed by a warning buzzer. In order to achieve all of this, the system utilizes a radar sensor positioned ahead of the rear axle on the vehicle's passenger side. It is aligned to scan the entire span of a truck or truck-trailer combination up to two meters in front of the vehicle.

According to Sven Ennerst, Head of Global Product Engineering and Procurement at Daimler Trucks, the Blind Spot Assist's development is now finished from a technological standpoint. He also revealed that at Daimler, they have always been concerned regarding trucks having crashes when turning corners, but prior to launching the system on the market, they first need to comprehensively test and validate it. "This means that the system still has to undergo hundreds of thousands of kilometers of testing and to be adapted to a wide variety of vehicle variants..."

The Blind Spot Assist for Mercedes-Benz motor cars—including the CLA Class—has been available for some time, but the extra features and operation of the version designed for trucks require a greater suite of testing and development.

Daimler has not yet disclosed any details on when the first-ever commercially-available truck will have the Blind Spot Assist technology.

Delphi's Scanning Radar Keeps One Million Vehicles Safe



Delphi Automotive's development of its one millionth electronically scanning radar (ESR) has marked a huge milestone in automotive safety, as the number of automakers demanding for new safety-related technologies is increasing dramatically.

Since it was launched in 2009, the advanced radar has set the benchmark for long range automotive radar sensors. Included in the key features presented in this system are digital beam forming, multi-mode operation, and a STAR-Pulse Doppler waveform that led to a higher level of proficiency. The industry has adopted these features, but Delphi's ESR still remains as a top-performing sensor with sales to eight leading automakers worldwide.

The sensor, with a substantial range at 76GHz, is fully competitive with similar radar systems available on the market. And this milestone for forward looking radar is an addition to the millions of Advanced Driver Assistance System (ADAS) radars that Delphi has supplied to date.

The British company's portfolio of vision and radar systems offers layers of protection that intelligently keep track and scan the internal and external environment of the vehicle. ESR enables the precise detection of objects in two coverage areas with just one radar unit. Delphi's latest generation of ESRs can scan as far as 200 meters forward for long range and 60 meters for short range with a 20° and 90° field of view. They can also enable a comprehensive set of driver convenience and collision avoidance features such as Adaptive Cruise Control (ACC), as well as Autonomous Emergency Braking (AEB) for animals, pedestrians and vehicles.

According to Beth Schwarting, vice president, Delphi Electronic Controls, passive safety technology, such as airbags and seat belts, has greatly helped mitigate vehicle casualties but, despite that, the United States still records around six million accidents annually. "The goal is to prevent an accident before it happens and that's where ESR and many of Delphi's other advanced driver assistance systems can help."

Delphi's sensing technologies keep track of the surrounding environment and, in combination with workload management, help identify how and when infotainment content can be offered to the driver. These same sensors can then off-load driver functions through driver assistance features such as lane keeping and adaptive cruise control when they are required.

Schwarting added that they believe improved safety is attained when the vehicle could automatically take action in critical situations when the driver does not. "This is a first critical step on the path to automated driving."

In the U.S. and Europe, the sales of active safety technologies have dramatically increased as demand for them has grown due to insurance incentives, government regulations and consumer acceptance. In the last ten years, cutting-edge driver assistance systems have evolved, and now, active safety is reaching a tipping point in the automotive industry. The next generation of vehicles are said to fully benefit from vision sensing and forward-looking radar systems. In the future, these technologies will significantly expand to include new, advanced levels of automated driving capabilities.

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ADNOC Distribution Successfully Acquires 34 Emarat Stations in Northern Emirates



Just recently, ADNOC Distribution announced the completion of its acquisition of 34 Emirates General Petroleum Corporation (Emarat) service stations and a fuel depot located at Port Khaled in the emirate of Sharjah. This month, the company has successfully taken over six Emarat service stations, and is working on one remaining service station slated to be completed at the end of the current month.

The acquisitions are in line with a deal that ADNOC preliminarily penned with Emarat in September last year towards the takeover of 75 service stations within a 24-month period from signing the deal. These stations are geographically located as the following: six stations in Umm al-Quwain, 10 in Ajman, 12 in Fujairah, 16 in Ras Al Khaimah and 31 in Sharjah.

In a statement, Khalid Hadi, Vice-President of Marketing and Corporate Communications Division at ADNOC Distribution, revealed that in August alone, they have completed the acquisition of Jameat, Burhan, and Al Sharjah service stations in the emirate of Sharjah; Dhait and Adhen in Ras Al Khaimah; and Al Fahad in Ajman, while Al Aabar was taken over late that month.

He added that they have already completed branding works at the Al Dorra, Al Madina, Al Madar, Al Maha, Musalla, Maisaloon, Majid, Essa, Al Abra, Al Kharran, Al Yarmouk and Al Khalidia service stations. This was followed by the inauguration of refurbishment work at the remaining stations under the acquisition deal.

Under the agreement terms with Emarat, ADNOC Distribution completed its acquisition of 10 extra service stations in September this year. These include Khabbah and Akamiya Tawiyen in Fujairah, Shamil Ajman and Manama in Ajman, as well as Gasoil, Shamil RAK, Shaam and Huwailat in Ras Al Khaimah.

Expressing his gratitude, Hadi said: "We thank Emarat and our teams at ADNOC Distribution for facilitating a smooth takeover and ensuring that customers are not inconvenienced during the changeover. We also thank our CEO His Excellency Abdulla Salem Al Dhaheri for his consistent support and commitment to leveraging our network of service station, developing our retail offerings and meeting diverse customer needs across the U.A.E."

Bosch's Scholarship Equips Automotive Technicians of the Future

In its quest to equip the future's automotive workforce in the fields of science, technology, engineering and math (STEM) education, the Bosch Automotive Aftermarket Business Division, along with the Bosch Community Fund, have recently established a \$100,000 fund for the University of the Aftermarket Foundation. The fund will be used to offer 25 automotive scholarships annually over a three-year period. However, only those students enrolled in accredited diesel, heavy-duty or automotive programs, starting the 2015-school year will be qualified to apply for the scholarships.

The Bosch Automotive Aftermarket Business Division, composed of the Bosch Automotive Service Solutions and Bosch Automotive Aftermarket business units, has established relationships with different technical schools. As part of these relationships, the German company offers counsel and advice on curricula, urges apprenticeships and mentorships, as well as donates various automotive aftermarket products and diagnostic tools to fully support schools in their educational efforts, which are part of an inclusive initiative called Bosch Educational Services Program.

Commenting on the scholarship fund, Rusty Bishop, chairman, University of the Aftermarket Foundation, said: "The scholarship fund is a strong statement to the long-term commitment that Bosch has for supporting STEM education." He added that students who have passion for automotive technology would benefit greatly from those scholarships, which might make a difference in others' ability to pursue a career in this field and offer a life-changing potential.

In accordance with Odd Joergenrud, the scholarship fund is an investment in the future. He further claimed that the future of the automotive industry relies on equipping new talent to fill wide-ranging positions, including automotive technicians.

Rich Wolf, regional president, Bosch Automotive Service Solutions, said that the master technician of today deals with vehicle needs that would have needed an engineering degree in the past. "As automotive technology becomes increasingly sophisticated, vehicles require more in-depth diagnostic techniques, tools, equipment and knowledge. The career opportunities for automotive technicians will continue to expand accordingly."

The company's scholarship started on September 15 this year and will end on March 31, 2015 for next year's school year. Applications and further information are available at automotivescholarships.com. Aspiring applicants can also contact Michael Loth, project manager of training, Bosch Automotive Service Solutions, at Michael.loth@us.bosch.com.

GERMAN AUTOMAKER TO DEBUT HIGH-TECH STEEL PISTONS



Mercedes-Benz made a loud buzz in 1936 when it pioneered the launch of the 260D—a diesel passenger car. Years passed, and diesel automobiles rose to fame in the automotive world due to their outstanding efficiency and fuel economy. Currently, the premier automaker is building on that success with the launch of high-tech steel pistons in the Mercedes-Benz E 350 BlueTEC's V6 diesel engine.

With the new pistons, the car is anticipated to deliver the same engine output as would be attained with aluminum pistons (190 kW/258 hp) yet will only utilize about 5.0 liters of fuel per 100 kilometers—an improvement of approximately 3%.

Steel pistons reportedly enhance efficiency, as the steel comes with a lower thermal conductivity level when compared with aluminum, which means higher temperatures are reached within the combustion chamber. In turn, this leads to better ignition quality, while the duration of combustion is dramatically reduced. The overall result is lower pollutant emissions and fuel consumption.

Another benefit of using steel is that it enables downsizing of the piston, while offering a greater resistance to any mechanical stresses. In addition, it has enabled automotive engineers to reduce the gap between the piston and the cylinder wall—leading to the reduction of untreated emissions.

Certain commercial vehicle engines are already equipped with steel pistons, which are combined with heavy cast-iron crankcases. Meanwhile, pistons made from aluminum are usually found in passenger car diesel engines. However, Mercedes' newly developed steel pistons are believed to work perfectly with lighter aluminum engine housing.

Since the first-ever Mercedes-Benz 260D, diesel engines have come a long way. Turbo technology was presented in the 70s, the first-ever particulate filter system hit the market in 1985 and the common-rail diesel arrived in 1997. These days, some engines even mix gasoline and diesel, such as that of a 2009 Saturn.

SHELL REVEALS SIX FACTS ABOUT MOTOR OIL TO PREVENT ENGINE FRICTION



Temperatures, traffic conditions and different driving styles are just some of the factors that affect a vehicle's engine and performance. The 2010 European Environment Agency report reveals that the average length of more than 80 percent of car journeys in the continent is below 20 km. Shell scientists claim that this kind of journey is exactly what causes most damage to the engine. This is why it is important to know the condition of the engine and select the right motor oil to prevent friction, which could ultimately lead to its damage.

In an effort to raise car owners' awareness about engine maintenance, Mohamed Osman, Regional Technical Advisor at Shell for Middle East, Central Asia, and Pakistan has recently unveiled six motor oil facts.

Fact One: Constantly starting and stopping the car makes life extremely difficult for the engine because it never gets a chance to reach its full operating temperature. This implies that the oil has less time to get up to temperature, making engine lubrication a real challenge. Using a fully synthetic oil like those from the Shell Helix range would greatly benefit drivers who take short trips because it lubricates and cleans the engine efficiently even during short drives.

Fact Two: When the engine is cold, the water produced during the combustion process does not convert into vapor, and instead remains inside the engine; thus causing a heightened risk of oil oxidation.

Fact Three: A multi-grade oil's viscosity, like that of Shell Helix Ultra, remains the same across a range of temperatures. This means that it will be thick enough to offer superior protection at high temperatures as experienced in the Middle East region, and thin enough to flow even at cold temperatures. Therefore, the oil is able to reach the engine parts where it is needed most, even when the engine is cold.

Fact Four: Premium synthetic motor oils are specifically designed to protect the engine against oxidation. The Shell Helix Ultra, for instance, eliminates up to five times more sludge than a regular mineral oil. This helps keep the engine running smoothly, even on a quick dash to the store or on short school runs.

Fact Five: Vehicles carrying heavy loads for long periods can put extra stress on the engine, thereby causing the engine oil to exceed its normal operating temperature. Premium fully synthetic motor oils resist extreme heat and protect the engine better than mineral oils, making them the right choice of motor oil in the United Arab Emirates.

Fact Six: Synthetic oils such as Shell Helix Ultra can counter any negative effects that bad fuel has on the engine. In countries across the Middle East where the fuel quality is low, there is a higher probability of sulphur content in the fuel. Unknown to most drivers, high sulphur fuels are hard on oils because they lead to sulphuric acid build up in the combustion chamber, thus affecting the oil's quality and the engine's performance. Compared to mineral oils, premium synthetic oils are more resistant to combustion acids, as the former contains more olefins and aromatics that can be easily impacted by sulphuric acids.

Engine maintenance all boils down to one thing: lubrication. This is the key to boosting the engine's performance, which in turn extends its life. Shell Helix Ultra is just one of those proven and tested motor oils that can make this possible.

2015 Ford Mustang Offers Sweet Surprises for Music-Loving Drivers



With a number of sweet surprises in store, the 2015 Ford Mustang is truly the right car for those who want to have the best eargasmic experience on the road.

Commenting on the sports car, Dave Pericak, Mustang chief engineer, said: "As our team developed this Mustang, the goal was to improve the car's fidelity in every respect – from the way it slices through a corner to the way the audio system reproduces the sound of favorite driving songs." He also revealed that the process of rebuilding the car from the ground up enabled them to enhance all aspects of the driving experience.

The all-new 2015 Mustang boasts three audio systems: a 12-speaker Shaker Pro with trunk-mounted subwoofer, two premium setups including 9-speaker system with 8-inch touchscreen, and a base six-speaker system.

The top-of-the-range Shaker Pro system comes with the EcoBoost premium and Mustang GT premium edition, which brings a pair of coaxial woofers/tweeters in the rear, 12 polymer cone speakers, plus a subwoofer mounted in the trunk for max bass. Tucked into one corner of the trunk is a subwoofer that leaves sufficient room for cargo, enough to perfectly fit two full-sized golf bags.

The two premium audio systems feature a front center speaker set above the instrument panel, and they both include a separate 8+1 channel amp with lightweight neodymium magnet speakers. The nine-speaker mid-range setup comes with a second speaker in the door with each one individually spewing low and mid-ranged frequencies.

The six-speaker system in the car includes high-frequency tweeters inside the A-pillars to help move music throughout the cabin. There is also a slimmer 6.5-inch door speaker which includes higher-fidelity mid-range and bass. Another pair of 6.5-inch full-range speakers is in the quarter panels of a convertible or in the rear package tray of the fastback.

Installed in the Ford SYNC® are high-power USB ports powered by 2.1 amps located in the center stack, which charges devices twice as fast as before. The following come standard on each system: single-disc CD players, wireless Bluetooth, voice activation and next-gen SYNC AppLink enabling access phone apps without taking away from the road.

"Whether it's a V8 rumble or 'Mustang Sally,' we've worked to make this the best-sounding Mustang ever," commented Joe Kafati, multimedia systems supervisor.

Alloy USA Unveils New Performance Rear Axle Shafts Line for Extreme-Off Road



Leading performance drivetrain products manufacturer Alloy USA has recently unveiled its latest line of heavy-duty rear axle shafts for Ford, Dodge, Jeep, GM and International cars and trucks.

The axles of the American company are designed, engineered and tested to withstand the most extreme weather and driving conditions whether fitted to a high-performance truck or car cruising highways, running over back roads or down drag strips, or conquering the roughest off-road terrains in the world.

Alloy USA's new car and truck axles are constructed from precision CNC machined high-strength 4140 chromoly steel. They are also heat-treated, induction-hardened and tempered to produce a resilient product that will work perfectly for both on- and off-road conditions.

Alloy USA utilizes the newest cold spine rolling technology to prevent stress points which can lead to fracturing common with axles with old-style cut splines. In addition, the company boasts an exceptional production process, making its axles up to 35% stronger than the stock axles found in most vehicles. Before shipment, each axle is magnaflux inspected for any irregularities and then coated in a black anodized finish.

According to Henk Van Dongen, Director of Marketing at Omix-ADA, their broad line of rear axle shafts are robust, precise and dependable. "Our axles give owners the confidence that their vehicles have the extra strength to conquer any on- or off-road activity."

For supreme customer satisfaction, Alloy USA's real axle shafts are covered by a 10-year warranty.

Audi Blends Classic and Modern Elements on TT's Virtual Cockpit



The global popularity of in-car infotainment systems has seen electronic displays competing with old-fashioned instrumentation such as the tachometer, odometer and speedometer, for driver attention and dashboard space. To get the best of both worlds, Audi came up with a good solution—combination of classic and modern in the 'virtual cockpit'.

First launched in the Lamborghini Huracan, the German automaker's virtual cockpit comes with a 12.3-inch TFT screen behind the steering wheel where the standard instrumentation would typically sit. Besides displaying information regarding revolution and speed, the system can also display car settings and media and navigation information.

Being a TFT display, the virtual cockpit enables modification of the way the information is presented depending on the driver's preferences. When set in 'classic' mode, the binnacle is dominated by a traditional rev-counter and speedometer, while information regarding the car's entertainment and navigation systems is pushed to the middle in order to minimize distractions. This mode closely reflects a traditional setup.

However, in 'infotainment' mode, the car will push details regarding audio, maps or phone to the front, and revolution and speed are displayed on small readouts in the display's bottom corners. This enables the driver to manage the MMI entertainment system easily, and takes the place of a screen mounted on the center console. Also available on the TTS model is a third 'sport' mode, with the dials dominating the display area.

Audi focused specifically on making the instruments feel and look natural. A quad-core Nvidia Tegra processor which runs a special 3D program enabling the rev-counter to refresh at 60 frames per second, powers the system. This implies all animations must stay smooth and give feedback the same with that provided by analog dials.

Apart from its 'cool' factor, this design offers multiple benefits. One is customization potential, with the system enabling an individualized binnacle, where the screen only displays the information the driver prefers to see. Furthermore, by packing everything into the instrument binnacle, a separate display on the center console is no longer needed. From a design viewpoint, this implies everything is in front of the driver and the console can also be more streamlined and cleaner. This is further proven by Audi packing the third generation-TT's air-conditioning controls into the three central air vents of the car.

Another highlight in the car's virtual cockpit is the 12-speaker, 680 W Bang & Olufsen sound system, which comes optional. This system utilizes a microphone to analyze potentially disturbing sounds and then tailors the speaker output to compensate. It is also paired with the Symphoria software, which separates the various elements of each audio piece prior to distributing them among the car's speakers to create what Audi describes as a "wider and deeper" sound.







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A-MAP Reveals How Warranty Management Makes or Breaks a Business



DEPRABATIM BAS
A_MAP, Technical & Quality Assurance Manager

No matter how effective a system may seem, it can leave any business in ruins if used improperly. This is the bottom line of Deprabatim Das's speech at the second day of the Academy.

Reminiscing his last 16 years in the industry, the technical and quality assurance manager for A-MAP revealed that most of his dealers and distributors faced problems in warranty management system. This is why he stressed the importance of implementing it properly to ensure that regular growth targets in business are achieved.

Das defined warranty management as the mixed frontier in the ongoing battle to cut operational costs. According to him, it offers better value to customers while boosting the company's bottom line.

Citing a 2010 study published in Warranty Week Magazine, it was revealed that the top 50 US-based automotive manufacturers spent approximately 3 billion per year on warranty expense alone. For such manufacturers, warranty cost represents as much as 5% to 6% of the total earning revenue. The good news is that these companies have already learned how to leverage warranty management as a significant source of post-competitiveness. Mastering the discipline on warranty management not only reduces cost but also increases customer satisfaction and service revenues, thus leading to improved revenue growth.

Warranty costs are determined by three major key factors: product reliability and maintainability, proper service and prompt delivery. Out of these three, the first two factors contribute as much as 70% loss towards revenue generation. This is why it is extremely important to discuss warranty terms and conditions to the customer, as well as to use a warranty management module that will enable companies to track product warranties and manage the process for inboard warranty and consumer warranty. Doing so will help increase the accuracy of claims and minimize revenue leakage.

Warranty management is mainly for those companies that settle warranty claims on the spot, which are raised by their dealers and end users. One of the tricks to enhance warranty management performance is to evaluate first the maturity, policies and practices of the current warranty strategy. Companies are also advised to develop a practical road map for advancing high levels of warranty management to exceed data support towards their end users.

Das also unveiled four warranty management guidelines to boost revenue: align the warranty strategy with the business and its operational strategies, establish and reinforce clean warranty policies for the customers, develop effective support service practices in line with the principle of the company, and align the guidelines for end users to prolong product life.

Warranty management system is indeed a valued driver for revenue growth. However, this can only be achieved if companies streamline the process of their service, maximize their efficiency to resolve customer complaints, adhere to stringent warranty norms and brief their customers on these norms.

The A-MAP expert further revealed additional tips and tricks to help companies gain more traction in the battery industry. First in the list is building and equipping service centers at potential markets, which pertain to potential buyers. In doing so, the company will be able to establish brand awareness and reach end users. Second is appointing an auto electrician who knows all the ins and outs in warranty management. Third is maintaining FIFO system at warehouses and checking open circuit voltage and specific gravity of the existing stocks on periodical intervals. To increase customer awareness and exceed value-added service, dealers need to display basic warranty guidelines and inform customers about them on periodical intervals. They also need to implement FJCP plan to help the sales team resolve warranty issues right at the spot.

With 26 years in the tire and battery industry, Das knows the ins and outs in warranty management. Following the tips and tricks that he mentioned can indeed make a huge difference to a dealer or retailer's revenue.

Expert Reveals Green and Safe Strategies for a Sustainable Car Fleet



ALESSANDRO FINICELLI,
Head of technical operations at Emirates Transport

Driving habits and car fleet management can only be considered excellent and effective if they are both green and safe at the same time. This is what an expert from Fleet Compare underlined at this year's Academy Session at the Automechanika Dubai, revealing the guidelines by which drivers and car fleet managers can keep themselves, their passengers, road users and the environment safe.

As a prologue to his speech, Alessandro Finicelli defined sustainable mobility as the need to have a system that allows everyone to exercise the right to mobility without affecting society. To achieve this, the United Nations has a two-fold goal: to control climate change and to improve global road safety. The intergovernmental organization takes the lead in reducing greenhouse effects as required by the Kyoto Protocol, an international treaty that sets binding obligations on industrialized countries to reduce emissions of greenhouse gases.

Cars have a huge impact on climate change. For instance, in the European Union (EU), in approximately 12% of all CO₂ emissions, the main greenhouse gas is caused by fuel. Although EU has reduced its greenhouse gas emissions by about 5%, CO₂ emissions from road transportation have increased by 26%. Following the UN's strategy about CO₂ emissions, in April 2009, the European Parliament decided to reduce the CO₂ emissions of new cars on average to 130 g/km in 2012 and to 95 g/km in 2020. For light commercial vehicles, the average agreed reduction was 175 g/km (in 2017) and 147 g/km (in 2020).

In the aspect of global road safety, the UN also plays a vital role. Statistics reveal that road crash causes almost 1.3 million deaths worldwide every year, 90% of them in low- and middle-income countries. Another 20 to 50 million people suffer from grave injuries, and road traffic injuries are the leading cause of death of people aged 10 to 24.

Specifically in Europe, the EU road safety guidelines target to reduce road deaths by 50% by the end of 2020. To achieve this, it would seek to make users, vehicles and infrastructure safer through a combination of measures, including national cooperation, sharing best practices and researches, awareness campaigns and, in some cases, government regulations. Fleet companies are also urged to have an internal safety policy, one of which is providing training to car drivers.

With the alarming rate of global fatalities caused by road traffic accidents, the ISO 39001 certification was introduced in 2012. Unfortunately, only 15 companies worldwide have this certification. This is why Finicelli stressed that any company can achieve their accident reduction targets by having this certification. He also added that the use of technology and the best tools available in the market can significantly help reach these targets.

New technical specifications are required to exchange data between vehicles (V2V), between vehicles and infrastructure (V2I), and between two or more infrastructures (I2I). The probability of extending the implementation of Advanced Driver Assistance Systems (ADAS), such as Lane Departure Warning, Anti Collision Warning or Pedestrian Recognition systems by retrofitting them to existing commercial and/or private vehicles, should also be further assessed. When implemented in car fleets, this will help companies benefit from reduction in fuel cost, vehicle tax, energy and environmental cost, and road accident.

Moving on to telematics, Finicelli touched on how it is used as a green and safety strategy by stressing the role it plays in CO₂ reduction and traffic safety improvement. To ensure the success of the green strategy, he revealed the importance of adding energy and environmental policy as well as CO₂ and cost reduction goals.

The green strategy falls into three aspects: fuel consumption, taxation, and lifetime costs.

Refueling represents about 25% of the total cost for a car fleet. So, a 20% reduction on the average CO₂ emission would produce 5% saving. However, it would take at least two to three years to achieve this goal.

In terms of taxation, in countries where a principle of taxation based on CO₂ vehicle emissions is enforced, a 20% reduction of the average emissions of a company's fleet can lead to 14% saving on total costs.

For lifetime cost calculation, the LCC paradigm has been introduced by the EU to gain a real benchmark between vehicles of the same category. It aims to monetize three environmental costs such as lifetime costs for energy consumption, CO₂ emissions and pollutant emissions, which are calculated as follows:

Mileage * corresponding value of energy consumption (or emissions per kilometer) and * relevant cost per unit of energy or emission.

Before elaborating on the safety strategy, Finicelli first revealed a statistics showing that 74% of accidents are caused by distracted driving and 80% of them happen due to three-second inattentiveness. Citing the study conducted by Swiss insurance firm AXA Winterthur on the link between collisions and cases of whiplash, he revealed that 1.5 seconds early warning can prevent 90% of rear end collisions.

Safety strategy comes in two aspects: road accident reduction and Advanced Driver Assistance Systems (ADAS), which provide personal assistance in a road environment that cannot always take into account the possibilities and limitations of the drivers. Included in these systems are traffic pedestrian warning, lane departure warning, forward collision warning, traffic sign recognition, speed limit indication, intelligent high-beam control, and headway monitoring and warning.

Sharing his experience in Dubai, Finicelli said that during his first time in the city, he noticed a sticker on a light truck that says "Am I driving safely? If not, please call _____", and commended it for being a good idea. To expand the ADAS solution's adaptation between private users and businesses, he suggested using another sticker that says "ADAS onboard: I drive safely".

ADAS solutions are now gaining traction in Europe, with companies such as Coca-Cola and Nestle testing and implementing them to enhance driving patterns and reduce car accidents. Fleet Compare has identified the right features in every headway monitoring and warning (HMW), lane departure warning (LDW) and forward collision warning (FCW) system to successfully reach this goal. In fact, Coca-Cola had 40% reduction for HMW, 50% reduction for LDW and 80% reduction for FCW. The company then decided to start another solution on board on its entire European fleet, with 90,000 of its vehicles benefitting from collisions reduction, driver performance and fuel efficiency.

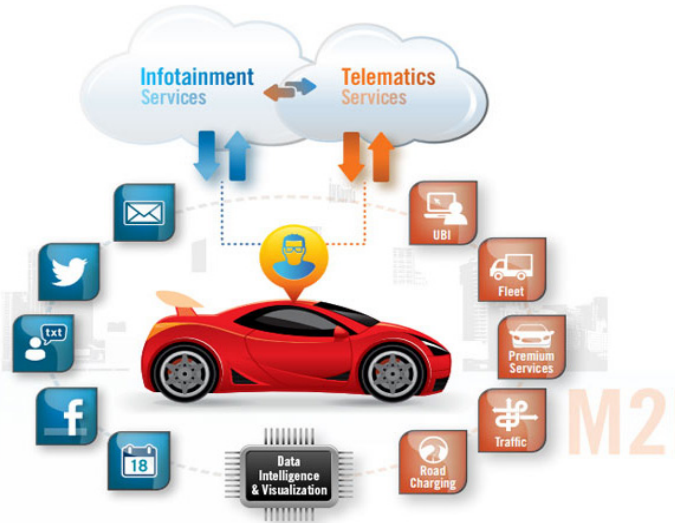
VW Passat cars had the same result with a reduction of 65% on HMW, 55% on LDW, 5% on FCW and 53% on UFCW, respectively. C.R. England, the largest refrigerated trucking company in the US with 4,500 trucks, also reported 37% reduction in crash costs per mile traveled.

Finicelli also unveiled the next technology of the future powered by ST Microelectronics –the Italian Scuderia Ferrari of Semiconductors. He explained that microelectromechanical systems will be able to transport the vehicle in a clean safe and economical way, and this trend is supported by electrical control chassis systems, powertrain management, assistance and information systems. All of these rely strongly on the input from G sensors, and a growing share of them is manufactured using MEMS technology.

Ending his speech, Finicelli expressed his optimism that fleet managers have the willingness and readiness to manage their fleets using new technologies. He also cited Dubai's plan in 2020 to dramatically reduce vehicle CO₂ emissions and adopt road safety solutions through the initiatives of its government to involve mobility experts around the world.

Sustainable mobility is not a luxury, but a necessity in the 21st century. Thanks to green and safe technologies that make this possible.

Do You Drive Safely? IMS Connected Car Experience Can Tell You



The much-anticipated unveiling of IMS' Connected Car Experience, which features real-time driver coaching, distraction-free technology that supports smarter driver decisions and driver health monitoring integrated with wearable devices, is set to redefine road safety in the 21st century.

Intelligent Mechatronic Systems (IMS), a globally renowned expert in connected car technology with a portfolio of 145 patents, showcased an exceptional, real-time experience with the new drivable vehicle powered by the DriveSync® platform. The insights gathered from wearable technology were transformed into expected driver behaviors. For instance, abnormal heart rate detection, glucose monitoring levels and sleep patterns are all used to warn of drowsiness and other potential health risks. In addition, DriveSync analyzes traffic and weather information to forecast road conditions. While driving, it gives drivers personalized audible coaching in the event unsafe behaviors are observed, such as tailgating, harsh cornering and dangerous speeding.

At the core of the DriveSync connected car platform is a complete usage-based insurance (UBI) solution, which offers customers worldwide with a number of benefits such as integrated roadside assistance, green driving reports, claims management, first notice of loss and automotive incident detection. Aiming to prevent distracted driving, the platform's infotainment services enable quick and safe access to social media integration, music, text notifications and email.

Commenting on IMS' Connected Car Experience, Dr. Otman Basir, CEO and President of IMS, said that it brought their vision for safer roads and smarter driving to life. "Our DriveSync platform delivers compelling services for drivers worldwide to experience."

Intelligent Mechatronic Systems' Connected Car Experience debuted at the Insurance Telematics USA conference in Chicago last month. Unlike most conventional concept cars, this vehicle is now available to drive and experience.

Volvo Makes Integrated Connectivity and Infotainment Standard on its 2015.5 Lineup



Swedish automaker Volvo has recently announced that it is offering its smartphone app, On-Call telematics systems and Sensus Connect infotainment on every U.S. model, beginning with the '2015.5' model year. It asserts to be the first-ever automaker to provide such a connected suite as standard across its entire range, bringing a host of advanced cloud-powered features and services to drivers and passengers.

The newest edition of Volvo's Sensus Connect system is powered by AT&T 3G and features rooftop antenna and vehicle-integrated modem. The system also includes Wi-Fi hotspot capabilities, enabling drivers to connect their tablets and smartphones. Plus, the integrated cloud connectivity powers various infotainment apps accessible in the digital dash and 7-inch center stack display, as well as comes with select voice controls.

With internet music streaming from services such as TuneIn, Rdio and Pandora, sound trip on the road is made even better. Services such as Wikilocation and Yelp also make searching for points of interest quick and easy, while Glyimpse helps access updated weather information and share their location socially. To prevent road crash caused by distracted driving, Volvo enables phone tethering to the infotainment system to give drivers access to text features and hands-free calling.

Another highlight feature in Volvo's '2015.5' model year lineup is the free On Call smartphone app, which offers a full vehicle status update with information about the car's recent trips, fuel level, windows and door locks, location and many more. The app also offers control of certain vehicle functions, including navigation information forwarding, remote lock and remote engine start. And what's more, inside the car, the On Call button provides stolen vehicle tracking, emergency communication and 24/7 roadside assistance.

The '2015.5' model year vehicles are now hitting U.S. dealerships, and are anticipated to give drivers the best driving experience ever.

FORD FOCUS' NEW TECHNOLOGY ENHANCES ROAD SAFETY BY PREVENTING SKIDS



The alarming rate of road accidents has prompted multiple automakers worldwide to come up with futuristic safety technologies that will give hundreds of thousands of car owners a reason to celebrate. Ford Motor Company is one of those vehicle manufacturers. Just recently, it announced the debut of a new technology that can forecast when a car might skid – and by stepping in early could pre-empt the driver from losing control.

The Enhanced Transitional Stability is an industry-first production car system slated to launch on the new Focus and can calculate when a skid is most likely to happen from a combination of the car's speed, the steering wheel's position and the speed at which the steering wheel is being turned.

In the event the system detects that a skid is looming, braking of individual wheels is applied—before the driver realizes that something is wrong—by activating the advanced Electronic Stability Control; thus improving road safety and helping deliver smoother journeys.

According to Norbert Kessing, vehicle dynamics manager, Ford of Europe, by identifying scenarios that will result in a loss of driver control just before an incident has developed, the Enhanced Transitional Stability system is setting the process of recovery in motion faster than ever before, and enhancing safety and comfort for the driver and passengers.

Enhanced Transitional Stability is just one of the new and enhanced chassis control technologies that improve driving safety and dynamics on the new Focus. Ford engineers have also made modifications to the Electric Power Assisted Steering (EPAS) to make Focus feel more connected to the road- and easier to drive. It was retuned to eliminate neutral zones from the steering operations, reduce the amount of effort needed to steer, and deliver instant feedback from the road surface to enable more instinctive steering.

"The Ford Focus has long enjoyed a reputation for class-leading driving dynamics and handling and the new Focus is even more fun to drive, while at the same time delivering its best-ever comfort, stability and security on the road," said Joe Bakaj, vice president, Product Development, Ford of Europe.

The new Ford Focus also further enhances driving experience through new levels of quietness attained with new door trims and front wheel arch liners, thicker side window glass and carpets, and more absorbent acoustic seals around the air extraction system, tailgate, and minor hinges. These help the sedan attain best-in-class interior quietness to deliver a stress-free and relaxing environment for both the driver and passengers.

In addition, Ford engineers have enhanced the car's front end structural stiffness by increasing the thickness of two brackets within the engine bay and utilizing a stronger metal arc welding technique to reduce body flex during cornering, and thus delivering greater agility and sharper responses. The advanced Multi-Tune Valve Damper technology offers enhanced durability and shock absorber performance, as well as enables engineers to deliver the best balance between driver comfort and body control.

The new Focus's suspension geometry has also been fine-tuned and the rubber lower control arm suspension bushes have been increased in stiffness by over 20 percent. This significantly reduces the amount of flexibility between the metal mounting surface during high-load conditions – such as when cornering – and reduces undesirable wheel movement. Plus, the front bushes now have flared edges that clamp over the suspension hub and chassis mounting points, further reducing the movement of connected components.

The stunningly striking, new Focus is built on Ford's C-Car global platform that supports the Grand C-MAX and C-MAX. In 2013, it also supported more than one million Focus models registered globally, including over 87,000 registrations in the United Kingdom.

JEEP'S NEW RENEGADE LINE TO FEATURE TOMTOM NAVIGATION



In an effort to offer drivers and passengers an infotainment experience like never before, Jeep has partnered with TomTom to integrate its advanced turn-by turn navigation and maps into the Jeep Renegade line's Uconnect™ 5" Radio Nav infotainment system.

Jeep Renegade drivers now have a reason to celebrate, as they can enjoy multiple benefits from TomTom's industry-leading turn-by-turn navigation featuring groundbreaking lane guidance to navigate even the most complicated junctions. In addition, they will have the extra advantage of TomTom routes, which offer the fastest route based on actual speed data.

TomTom is a renowned company which specializes in smart map-making, and is one of the first to utilize crowd sourcing to keep maps fully up-to-date. The Dutch company ensures its maps are highly accurate by merging professional map-making systems with a community of users who dynamically share real-world map changes.

According to Jan Maarten de Vries, VP Automotive at TomTom, an integrated infotainment system with navigation is increasingly becoming one of the most requested features when customers are choosing a new car. He also added that by incorporating TomTom's navigation technology in the Uconnect™ 5" Radio Nav, Jeep ensures Renegade drivers have an advanced solution with high quality automotive grade global maps.

Total Promotes Road Safety Culture Among Primary Students with 'Traffic Park'



People do not always have to wait before they are old to learn something new, especially if it can save their lives. Putting this principle into action, Total Marketing Middle East, Dubai Police Traffic Department and The Kindergarten Starters collaborated on an ingenious project that will teach young students in Dubai what it takes to be safe and responsible road users even years before they drive a real car.



The well-known primary school in Al Garhoud has recreated another road system in the school grounds complete with a roundabout, zebra crossings, traffic signals—even a police station, supermarket and a police station.

The purpose-built Traffic Park is navigated by children aged four to six in fun pedal-cars and by bicycle. There are also pupils playing the role of traffic police who issue tickets to those who do not keep their eyes on the road.

The park was unveiled by David Kalife, Managing Director of Total Marketing Middle East (TMME); Brigadier Jamal Al Banai of Dubai Police Traffic Department; and Asha Alexander, Principal of The Kindergarten Starters.

David Kalife said that co-managing The Kindergarten Traffic Park is a chance to build on their participation by helping to create and maintain a permanent site for road safety in schools, and they are pleased to be working with Dubai Police Traffic Department and GEMS Education on which he described 'a fantastic project'. He also added that they will be applying some of the lessons they have learned from running road safety awareness programs at schools in the UAE to the management of the park.

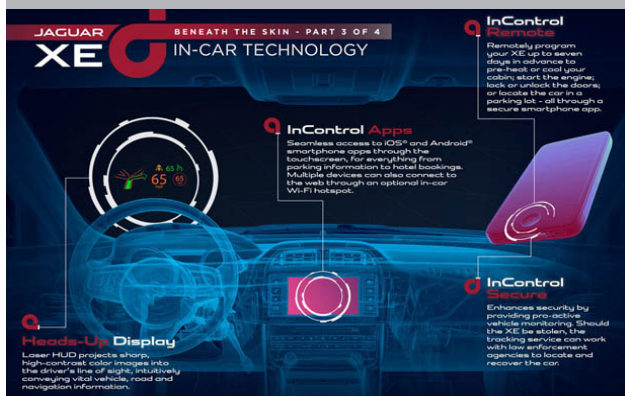
According to Brigadier Jamal Al Banai, road safety continues to be a huge concern in the UAE and schools play an important role in raising the next generation of responsible road users. "The Traffic Park is a wonderful idea to drive home the road safety message – and will hopefully inspire similar school projects across the UAE."

The outdoor Traffic Park, which covers 1,000 square meters, will be the school's permanent feature, open throughout the entire academic year. Total will help run and maintain the park, which anticipates receiving a minimum of 2,500 youngsters in its first year.

Revealing the reason why they came up with the idea of The Kindergarten Starters Traffic Park, Asha Alexander said that it is never too early to learn the ins and outs of road safety. She explained that the park is a scaled-down version of a real high street-designed to be genuine while also appealing to young minds. "It's an environment where pupils can learn the road safety lessons that will hopefully stay with them until adulthood – and have fun with their friends, parents and teachers at the same time."

For several years, Total has dynamically promoted road safety in the UAE, in collaboration with Dubai Police and schools, reaching about 18,000 youngsters at approximately 40 schools in the emirate through its Child Road Safety Campaign in the last four years alone.

Smart Infotainment System Featuring 8-Inch Screen Arrives in Jaguar XE



Premier luxury automaker Jaguar has launched the all-new sport sedan in a dramatic style last month, and what makes it even more dramatic is its InControl infotainment system, which is located at the center of the touchscreen and offers quick and easy access to all functions and features.

The system boasts voice control capabilities, which eliminate visual distraction by enabling drivers to keep their eyes focused on the road. It also comes with Wi-Fi connectivity for multiple devices, thus allowing both Android and iOS smartphone users to connect with the car from anywhere in the globe.

Apart from that, motorists can use wide-ranging functions via their smartphone, including leveraging the climate control system, starting the engine or unlocking the car door. To top it all, the InControl system enables users to access their smartphone's apps via touchscreen, meaning they could book a hotel room while on the move or find the nearest parking space or petrol station.

Another sweet surprise of Jaguar in the XE's interior is the head-up display (HUD), which projects sharp and high-contrast color images onto the windscreen as well as provides the driver with information such as navigation instructions or current speed.

Jaguar is not the initial automaker to cleverly integrate smartphone apps with an infotainment system—General Motors is working hard to create an in-car app shop, enabling developers to design programs exclusively for its vehicles.

New Vehicle Servicing Equipment from HKA Arrive in UAE for the First Time



Statistics reveal that Dubai has higher rates of car ownership than any other city in the world. This is why there is a huge demand for high quality vehicle services not only in the city, but across the UAE.

With a key concept to take vehicle servicing standards to the next level, HKA, the holding company of Autograde, the country's leading speed limiter manufacturer, offers a complete, convenient and dependable assistance in building up contemporary workshops. Just recently, the company has rolled out a new range of complete solution concept of automotive service equipment.

Combined with groundbreaking designs and advanced technology, HKA sets the benchmark with the debut of Power Steering Flush Machine (Fully Automatic), Transmission Flush (Fully Automatic), and Coolant Changer as the three state-of-the-art automotive equipment this year.

HKA Fully Automatic Power Steering (PS) Flush Machine represents the newest technology in power steering fluid exchange equipment. By turning a single green valve, the exact fluid exchange directly from the power steering pump reservoir can be attained without overflow due to automatic shut-off in just less than three minutes.

HKA Patented Transmission Flush is a groundbreaking technology in automatic transmission fluid (ATF) changing machines, which can exchange automatic transmission fluid from the transmission dipstick, including RVs, boats, SUVs, trucks and cars.

HKA Coolant Changer is the newest technology in coolant system flush machines, which can exchange antifreeze/coolant directly from the expansion tank or radiator spout quickly. It can be used on trucks and cars.

In a statement, Nabil Al Yafie, COO of HKA Industries, said that as part of echoing the industry's transformation and the growth of the UAE's automotive sector, it is important for HKA to adapt to the revolution in automotive technologies as well as varying consumer demands. He also claimed that HKA offers eco-friendly, efficient and innovative equipment for automotive servicing.

With the advanced HKA machines launched in the UAE, any operation is anticipated to become semi-automatic without spillage, user and eco-friendly, and have small footprint; thus enhancing vehicle performance and reducing time of operation to around 20 minutes. An array of special additives is also available for use along with the equipment.



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A-MAP Hosts First Draw of "Beat the Heat" Promo Campaign



September 10 has been a big and exciting day for consumers and retailers of SOLITE car batteries who participated in A-MAP's 'Beat the Heat' promotional campaign. 111 lucky winners took home TVs and other electronic devices, to include 100 Samsung Galaxy Tablets under the watchful eye of the Department of Economic Development.

According to Asad Badami, Managing Director of Dubai-based A-MAP, the SOLITE 'Beat the Heat' campaign is a trendsetter in the UAE's automotive batteries category. "Thanks in large part to the incredible reliability of the product and the outstanding levels of customer service provided by our retail partners."

The innovative campaign is designed to urge car drivers in the country to beat the summer heat and its damaging effects to the vehicle by using the SOLITE brand, which is made specifically for the region and is the OEM car battery used in Kia and Hyundai cars.

SOLITE, a Korean-made automotive battery, is already best-in-class among UAE drivers due to its superior quality, reliable after-sales service and satisfactory warranty management system, and has enjoyed a strong annual growth rate of over 70% since its establishment. The battery brand is also the choice for Dial-A-Battery, an on-the-spot roadside car battery replacement service.

A-MAP is slated to host a second and final 'Beat the Heat' draw on November 10, following the end of the campaign on October 31.

University Students in UAE Complete BMW Middle East's Road Safety e-Course



5,000 students from the Higher Colleges of Technology (HCT) campuses across the country have successfully completed BMW Group Middle East's comprehensive online road safety training aimed at promoting safe driving habits. The 30-minute e-course, which includes seven modules encompassing different road safety-related topics, is part of the academic institution's curriculum for this school year and is supported by the Road and Transport Authority (RTA).

Originally, the course was developed after a BMW poll that emphasized a worrying practice in the UAE where young drivers and passengers do not take road safety seriously. One-third of the respondents admitted to not buckling up and despite 44% of the students having been in a car accident, 72% of them said they only wear seat belts sometimes or even never. Moreover, 85% of them confessed to thinking seat belts are more likely to harm them than to help.

"We have been working closely with HCT colleges for the last couple of years focusing our road safety efforts on educating students in an attempt to try instilling good driving habits in them from an early driving age," said Leanne Blanckenberg, Corporate Communications Manager, BMW

Group Middle East. She also added that the development of the online course was exciting to work on as they had to ensure that it would not just be informative but also interactive to ensure that they kept all the students engaged for the entire course duration.

The 'Stay Alert. Stay Alive.' road safety campaign which started in the UAE since 2010 encompasses all road safety aspects, but the BMW Group feels the seat belt crisis is one of the most important in preventing injuries and fatalities on the roads. The innovative road safety e-learning platform anticipates helping Dubai Police achieve its goal of zero road casualties by 2020.

Commenting on the e-learning course, Dr. Tayeb Kamali, Vice Chancellor of the Higher Colleges of Technology, said: "We are thankful to the BMW Group for supporting us with the development of this important, interactive course that covers so many different topics." He explained that at HCT, their role is to educate young Emiratis on both an academic and social level, so that they would be dynamic contributors to their communities and to the nation. He also added that road safety is currently one of the most demanding issues for young people and they believe their partnership with BMW Group Middle East will help make a huge difference to ensuring that their students have a greater awareness of road safety.

For years, BMW Group Middle East has been a strong advocate for road safety since it kicked off its 'Stay Alert. Stay Alive.' campaign in 2010 with an emphasis on educating the public regarding the significance of using the right safety restraints while travelling by car, specifically for those with children. The success of the campaign reached across multiple GCC countries with over 9,000 child safety booster cushions distributed to parents through strategic partnership and public awareness.

In 2012, the Group extended the campaign into different HCT colleges to display to university students the disastrous effects of not practicing safe driving. Furthermore, child booster seats were distributed to the general public visiting BMW's showrooms to further spread the message of road safety to both parents and their children. The 'Stay Alert. Stay Alive.' campaign has gained wide recognition, winning multiple accolades and awards.

BEAT THE HEAT

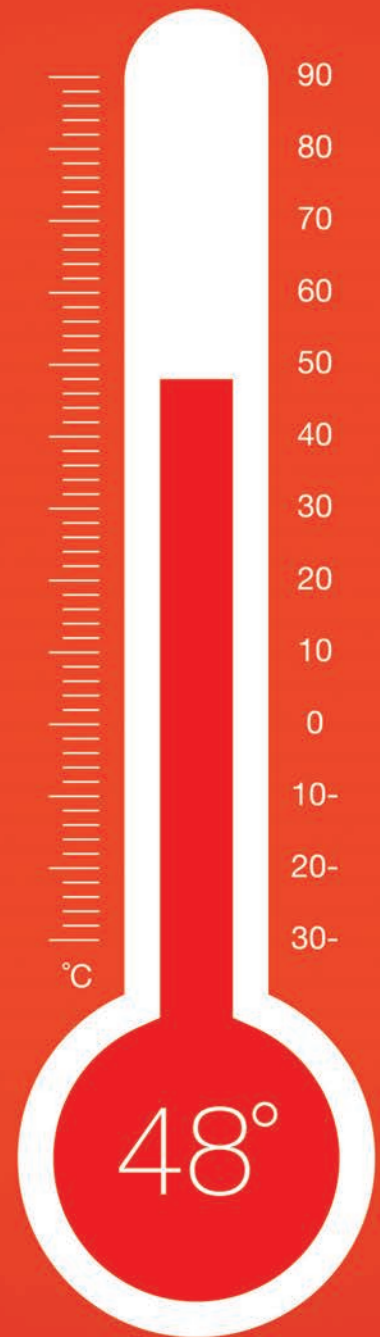
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Carry Tray

Going to work is a daily routine during which you do everything in a hurry. You jump off your bed, rush to take a shower, eat breakfast and settle in the car seat to drive to the office. Then you suddenly realize that you have forgotten some necessary items that you need to carry with you. It may be your sunglasses, pen, cellphone, wallet or office keys.

With the Carry Tray, this will no longer be a problem. When you arrive home from work, empty your pockets and toss everything into it so that everything is in one place and ready to grab in just one go the next morning. Made of belt-weight, super fine leather riveted with solid brass bars, it looks cool in every angle. Perfect for all your 'carry daily' necessities, the Carry Tray is a must-have on your dressing table.

MindRDR App

Just recently, Google introduced Google Glass – a wearable computer that allows the user to enjoy many features without letting others know while in a meeting, at a cafeteria or in the traffic. Taking advantage of the rising market demand for Google Glass, a London-based This Place created an application that combines it with an EEG biosensor headset. Called MindRDR (Mind Reader), the app allows you to activate the camera of the Google Glass by just sending think-command.

When paired with MindWave Mobile, the app will take care of identifying the specific brainwave commands that will trigger Google Glass to snap a photo. That way, you don't need to lift a finger or say anything to take a creepy spy shot—simply think a thought to generate the specific brainwave and it's done.

Not only that. The system can also be used to share photos on social networks by sending the think-commands. From the EEG headset, the said system extracts two kinds of data: the user's attention and meditation levels, which it analyzes to determine whether a command is issued.

The application's creators now plan to expand its functions to control more features of the Google Glass. In order to further develop the technology, they have decided to release the source code to allow other developers, if interested, to use it as a base for their own brainwave-controlled Google Glass applications.



R2-D2 Unit

The cell phone is one of the basic human needs in the 21st century. However, due to excessive use, the battery of the gadget drains, leading you to be disconnected from the world. Then your worries begin about missing important calls or messages that may cause some loss to you or your business.

The R2-D2 Unit is designed to save you from this misfortune. This is an amazing and exclusive creation from ThinkGreek. It's a USB car charger with two USB charging ports, each of which provide 2.1 Amps power that is enough to charge two tablets or two mobile phones simultaneously. Just like the real R2-D2 in Star Wars, the dome of this device rotates and lights up. When power is connected and the gadget starts to charge, it whistles and beeps. It also comes with red/blue LED inside the front radar eye lens, which indicates USB port power status. And what's more, the R2-D2 features flexible arms enabling you to customize it to perfectly fit your car's cupholder.

The next time you are out for a long drive, don't worry about your cell phone, tablet computer or laptop running out of power. Just plug it in the R2-D2 to stay connected with the world.

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HOT PRODUCTS



Takumi Adjustable Length Pen

The pen is one of necessary items that you carry with you every morning when you leave home for work. Today, there are many designs and varieties of pens available in the market that can suit your taste and requirements.

Takumi is a pen from the new startup from Tronnovate Design Laboratory, and it has all those obligatory Kickstarter shots. It does everything a good Kickstarter pen should do: write and look good. It comes in various finishes like chrome, matte silver and bead-blasted black. Plus, it takes over fifty different refills and comes with cap options available in different styles.

The winning feature of this pen is its adjustable length head. Anywhere from 5mm to 15mm, you decide how long you want the head to be, which obviously adjusts the overall length of the pen as well. It also has an internal clamp mechanism, which holds the head right where it belongs and, more importantly, what works best for you.



Stiga Studio Ping Pong Table

It seems like all is set for a world-class table tennis championship—only the teams are going to be fielded and the match begins. But what if the Ping Pong table is a high-powered audio system? Yes, that is possible only in the Stiga Studio Ping Pong Table that features a 2800-watt, 10-speaker Kicker Audio-powered sound system and vibrant, multi-colored LED down-lighting. This system can be synchronized with your soundtrack with additional feature of connecting a microphone to enjoy a karaoke session with separate volume control.

Handmade in the United States, the STIGA Studio Table is a stunning masterpiece that blends design, entertainment and performance. The system delivers unparalleled sound quality through its powerful 360-degree free-standing audio through a QSC CXD series professional processing amplifier. The product is compatible with MP3 Players and smartphones via Bluetooth.

You surely can't afford to miss having this 700-pound entertainment center at home.



Transparent Speaker

Transparent Speaker is a shining piece of decoration that enhances the look of your room. The team at Swedish design agency 'People People' has taken the standard home hi-fi audio system and literally stripped it down bare, leaving nothing but the premium audio components and a strikingly beautiful glass box. You can wirelessly stream music to the Transparent Speaker from any Apple device on your wifi network.

The Transparent speaker connects with a standard 3.5mm mini-jack on both the front and back for an easy hook up. It is also very simple to add wireless functionality. Bundled here as an exclusive Airplay Edition, the Scandinavian sound system comes with a built-in slot and power-supply, clearing the way for the speaker's see-through design to remain front and center.



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Starfire
TIRES


VARTA
THE BATTERY EXPERTS


TOKYO
BATTERY


ROCKET
BATTERY
(Agents for Saudi Arabia)


KANSAI
INDUSTRIES


MARTINS
INDUSTRIES