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



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NICK CRAIG WALLER

Head of Marketing, Exhibitions & Events Management,
Events Management Dubai World Trade Centre

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PUBLISHER'S NOTE



The Middle East is home to one of the fastest growing automotive markets in the region. Dubai serves as the hub of the automotive trade in the region not only when it comes to cars, but also when it comes to tires and the aftermarket trade. This is probably one of the reasons why the Dubai International Motor Show is creating such a buzz on the automotive scene.

The show which is held every two years draws automotive fans of all ages from countries spread across the region. More than 100,000 visitors are expected to visit the 2015 edition of this show which will witness numerous regional and world premieres.

In the runup to the show, we are featuring an interview with Nick Craig Waller, Head of Marketing, Exhibitions & Events Management at the Dubai World Trade Centre regarding the show in the October issue of our magazine.

The show is slated to cater to consumers from every segment with the tagline "What Drives You". Attractions like Motoring Nostalgia UAE, a Bikers Arena, Tune & Style Section and a Boulevard of Dreams featuring supercars from every luxury brand, will truly make the show an

event no motoring fan in the UAE can afford to miss.

With so many attractions to look forward to, every automotive fan is eagerly looking forward to what is arguably the greatest automotive show in the region.

Hamid Moaref

Publisher



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NICK CRAIG WALLER

Head of Marketing, Exhibitions & Events Management,
Events Management Dubai World Trade Centre

Can you please tell us about the inception of the Dubai International Motor Show - how it all began and the growth story over the years?

Launched in 1989, the biennial Dubai International Motor Show (DIMS) is now in its 13th edition and is the largest international automotive event in the Middle East and North Africa (MENA). Over the years, the show has attracted an impressive representation of the motor industry's leading automotive manufacturers.

A driving force in the evolution of the motor industry in this region, the show attracts royalty, VIPs, top ranking government officials, car enthusiasts, families as well as international celebrities from the motoring world, which only strengthens its position as one of the most influential motor shows in the world.

The exciting news for this year is that we are expecting more than 100,000 visitors to attend over the five days to see and experience a raft of global and regional launches presented by leading automotive companies and brands. This year will be like no other.

What factors make this show the most important in the region? How does it compare to others of a similar nature in the region?

The Dubai International Motor Show is now the single largest automotive event in the MENA region. It has established itself as the region's truly international and most influential automotive event, bringing together global manufacturers, distributors, industry specialists and key-buyers as well as the affluent motor enthusiasts all under one roof.

Our line-up of launches this year is the most impressive of all. From super cars, concept cars to sustainable solutions as well as vintage classics, the show has it all. It will also feature a jaw-dropping collection from the world's leading automotive manufacturers, tuning specialists and auto experts.

We're always presenting new experiences and we feel this is what makes us different. Every two years, we introduce new activities and themes. This year, we have many pioneering visitor attractions such as the Boulevard of Dreams, Motoring Nostalgia UAE Motoring Museum, Open Road - Bikers Arena, Connected Car Showcase, Motor Living section, Tune & Style section, LCV Sector, the entertaining "Ignition" Live Talks and more.

What has the response from potential exhibitors been compared to previous years?

We have been overwhelmed with the excitement and increased levels of interest shown by some of the leading names in the automotive world exhibiting with us. We've already seen an increased number of returning exhibitors, whilst premium automotive brands such as Cadillac, Lamborghini and Jaguar have elected to boost their presence. This in turn has led us to expand the overall floor space by 23% to 85,000 square metres to showcase the new offerings and experiences.

Exhibitor feedback in 2013 was extremely positive - 94% of them rated the overall participation as good and excellent, 91% confirmed that their objective of sourcing new sales leads were met, 85% rated the quantity of visitors as good to excellent and 92% had plans to participate this year.

What made you choose "What Drives You" as the strapline? Please tell us more about your proposal to have a #WhatDrivesHer tagline aimed at a female demographic.

Our main focus for every show is to make a big impression and the Dubai International Motor Show is like no other. What we had in mind for this show is to grow our range of offerings and create new themes, new experiences and new activities to keep everyone engaged during the show.

We wanted to do just that with the #WhatDrivesYou tagline. We also aim to target female drivers through the #WhatDrivesHer campaign to demonstrate that men and women are equally passionate about cars.

From the perspective of global auto manufacturers, what makes the Dubai International Motor Show the ideal venue for the launch of a new model?

The positive number of exhibitor testimonials the show received in 2013 is reflected in the great numbers we received in our post event research. The Dubai International Motor Show proved to be the single largest platform in the region that is increasing and adapting to the changes in the automotive industry. Its location also plays a key role in making it stand out from others:

The UAE was rated as the world's sixth wealthiest nation by GDP per capita income.

As per the latest Emirates NBD automotive overview research, the UAE is the second largest automotive market after Saudi Arabia and relies heavily on imports (cars represent 63% of the UAE's total automotive imports from the world). The UAE is also one of the largest importers of used cars, and has become a regional hub not only for cars but also for vehicle parts and components in the entire MENA region.

The Middle East is one of the world's fastest growing markets for the automotive industry with almost every car manufacturer reporting double digit sales growth in 2013.

And now with over 100,000 visitors expected from across the globe and our 23% expansion, manufacturers have a bigger chance to reach their audiences and promote their latest innovations.

How many first time exhibitors will you be having at the show? What drew them to the show?

We have seen a remarkable addition of new exhibitors this year with 45% new companies coming on board so far. Similar to the factors that attracted our exhibitors who make sure they're repeatedly with us every two years, the new exhibitors were able to touch on that and find the importance of penetrating the UAE automotive market via the Dubai International Motor Show.

Not only did they see the positive appeal the visitors have towards making buying decisions on the ground, but they also saw the prime attractions and experiences that we've created for our visitors this year. From the Boulevard of Dreams to the Bikers Arena and Motor Living section, visitors have access to a totally new and different automotive world that's not similar to any other in the region.

The international profile of the show attracts high profile exhibitors and allows them to target a significant number of visitors from across the globe. It's clear that business in Dubai is booming, and the city appeals to an international audience who is looking to do business here.

According to CBRE, a global consultancy firm, Dubai has maintained its position as the second most important international retail destination globally for the third year in a row. In addition, the 2015 Global Retail Development Index for 2015 says that the UAE as a market is growing steadily, and Dubai is considered the Middle East's retail hub. All this adds to Dubai's attraction as a centre for tourism and business.

Can you tell us about some of the marketing campaigns that have been planned in order to promote the show?

As mentioned earlier, one of our main campaigns we're focusing on this year is the "What Drives You" campaign. It is a multi-channel and cross demographic campaign that will involve targeted promotions and competitions on social media, as well as influencer engagement, a YouTube teaser video, Facebook apps and games. Away from social media, we will also partner with a top radio station where millions of listeners will be targeted. We do have other media partnerships covering print, TV and other sectors too, with a focus on the region and not just the UAE.

Vintage and classic cars are a great draw for car lovers. Will DIMS have a special section devoted to classic car fans?

We have it all! Yes, classic car fans aren't forgotten and will have a totally dedicated section just for them. It will be the largest and busiest showcase that's never been seen before.

This is one of the many new experiences we're offering this year and we are thrilled to welcome thousands of visitors who will get closer to historic classics and vintage models inside our new Motoring Nostalgia UAE Motoring Museum.

The museum will showcase iconic classic cars through the generations from the 50s, 60s, 70s and 80s which all have made a significant contribution to the history of the automobile. Many of these cars will be instantly recognisable as they represent symbols from their respective eras whether they are vintage, retro, sports or famous film stars.

The UAE is known as the luxury car capital of the world. Will visitors have a chance to enjoy the sight of supercars at the show?

Visitors will certainly have the chance to enjoy supercars at this year's show. It is also one of our main focuses as Dubai is the global hub for top supercars. This is reflected in the number of high-end exotics that will not only be displayed during the show, but more importantly - and unlike most other shows in the world - will be sold straight from the floor. The feature is called Boulevard of Dreams, and will feature some of the top super cars in the world from Spania GT, Panoz, David Brown to the UAE Roadster.

Many car enthusiasts love cars based purely on their design and performance. Will there be any opportunities at the show for car lovers to interact with knowledgeable professionals?

As the leading auto event in the region, we will present the highest levels of expertise in the industry. This year, we will have the first-ever dedicated visitor engagement theatre at the show where key personalities from the industry will engage with the public on the hottest topics shaping the motoring industry during our "Ignition" Live Talks sessions.

This theatre will feature daily public engagement sessions where experienced speakers will discuss topics around motorsport, maintenance and tips, automotive for women, safety, design, bikes, tuning and drifting as well as driving and touring.

The DIMS is essentially a consumer show and one draw for consumers is the chance to win big prizes. Are there any such prizes on offer at the DIMS?

We have recently signed a strategic partnership with Switzerland Tourism which is hosting a global campaign celebrating the country's 150th anniversary. Therefore, numerous prizes will be on offer, including a Grand Prize of return flights to Switzerland, a week-long car rental and accommodation for a family of four.

That's just one example of what to expect in this year's show, and visitors will be able to enjoy more, so watch this space!

Nick, you have dealt with exhibitions in different parts of the world including London, India and Brazil. What makes Dubai the leading venue for exhibitions in the Middle East region?

The UAE in general has shown high levels of success in adopting innovation with a focus to build a culture of innovation to develop tools to analyse data and create new ideas. In the latest announcements, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, urged leaders from multiple sectors including technology, tourism, education, media, banking and health sectors to promote this and encouraged them to share ideas that will contribute to investment development. With this, we know that companies will think of the UAE amongst the top venues to witness their growth and achievements.

With regards to Dubai as a city, there is no doubt that the burgeoning year-on-year investment, strength of expertise and considerable infrastructure already in place makes Dubai one of the leading destinations for all major exhibitions, conferences and events, not just for the Middle East region, but also around the world.

Dubai continues to amaze us and push the boundaries with modern construction and a big host of leading events including the Dubai International Motor Show. With over 100,000 visitors expected, we are honoured to be part of Dubai's growth and vision.

From an industry perspective, manufacturers are also showing an interest in choosing Dubai for their launches. Industry data provider www.focus2move.com released information showing that global car, supercar and motorbike manufacturers view the Middle East as an increasingly vital revenue source - particularly in the sales of light vehicles. There are also predictions that the UAE's booming automotive sales will spur growth in the country's motorisation ratio from 361 light vehicles for every 1,000 residents in 2013, to 483 in 2020 - a remarkable increase of 33%.

Did you have any learning experiences during DIMS 2013 and how do you think they will help to make this edition better?

2013's show was a tremendous success. We have closely analysed the manufacturer responses and the visitor numbers and they all reflect a successful show. This success means we have to exceed our 2013 efforts and create yet another automotive bonanza for 2015. Therefore, we have invested in expanding the show to allow more exhibitors to be part of this success and have increased our range of offerings with new themes and experiences. A sneak peak of the new features for this year includes:

Our new Motoring Nostalgia UAE Motoring Museum, which is one of our main new attractions for this year and will see thousands of visitors experience our showcase of historic classics and vintage models like never before

Boulevard of Dreams - this new dedicated feature displays the world's hottest collection of supercars all under one roof

Bikers Arena - helmet art, bikers lounge, custom bikes and more

DIMS TV - our new video broadcast channel streaming show content on dozens of screens across the venue and online

Ignition Live Talks - the first-ever dedicated visitor engagement theatre at DIMS where key personalities from the industry will engage with the public on the hottest topics shaping the motoring industry

Light Commercial Vehicles Sector that caters to all who are looking for the latest news in light commercial vehicles

Tune & Style - a fresh live feature for automotive tuners, car customisation garages and accessory retailers

Also, there will be a full range of focused entertainment experiences from live radio broadcasts to social media competitions and thrilling outdoor activities

What do you like best about DIMS? And what advice would you give to exhibitors and consumers who visit the Show?

The event remains the largest and most prestigious for the auto industry in the region and appeals to many visitors from around the world whether they are car enthusiasts or experts. We are constantly impressed by the new innovations, technologies and future concepts that are revealed here and this creates an incredible buzz throughout the event.

I consider myself as one of the consumers, and I evaluate the level of success from a consumer perspective where every single detail is taken into consideration. My experience will be exactly what all visitors will have, therefore, I always focus on creating the best experience that will keep visitors and exhibitors engaged.

At this stage, I know that the show will hold more than what everyone expects. With all the industry movers and shakers coming together under one roof, it really is an event not to be missed. I suggest getting ready for new levels of excitement for the whole family, leaving enough time to visit every stand and participate in the competitions and the many prizes on offer.

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360 MEA CREATES IMPRESSIVE INTERACTIVE VIDEO OF SUPER CARS PARADE



360MEA, a Virtual Reality startup based in Dubai, has created an interactive video which will give auto fans around the world a spectacular experience. The parade offered a visual feast for automotive fans from all parts of the world with its display of supercars from every famous marque which were worth more than 150 million dollars and included premium models like those from Rolls Royce, Lamborghini, Bugatti, and Ferrari.

Now, auto fans can experience the thrill of watching the Dubai Super Cars Parade from the comfort of their home while viewing the Grand Parade Super Cars 360 Video.

The 360 degrees interactive video permits viewers to experience the thrill of witnessing the Super Cars Parade that was held in Dubai and featured an array of spectacular supercars like Bugattis, Ferraris and Lamborghinis. Viewers have the option of manipulating and seeing the spectacular streets of Dubai from every angle while watching the interactive video.

Founder of 360MEA "Zaatarah" noted that it was part of the company's vision to bring something new and innovative to the people around the world. The company has tied up with several renowned global companies to help it expand its reach in the field of virtual reality.

The Dubai Grand Parade set a Guinness World Record for two reasons; the participation of cars belonging to as many as 58 different brands in one event and the world's largest selfie relay at AI – Meydan with 289 participants. The 360MEA.com video effectively captured the grandeur of the parade and is a video that cannot be missed by any motorhead.

ASTON MARTIN TO PROVIDE FACTORY CERTIFICATION FOR CLASSIC CARS

Aston-Martin is a renowned name when it comes to luxury cars along with other premium British brands like Bentley and Rolls-Royce. With a history going back 102 years, owners of classic Aston Martin vehicles can now benefit from the new certification program for cars with a classic touch. Named the Aston Martin Assured Provenance program, the owners of Aston Martin classic cars can use the program



to get Aston Martin experts to examine every inch of their pride and joy at the Aston Martin Works at Newport Pagnell. The car can then possibly earn a certificate that will place it in one of four categories, ranging from Platinum to Bronze depending on the condition of the car.

Owners of the car have to pay fees for the entire process in two stages- one for getting the car examined by experts and the second fee needs to be paid only if the car clears the inspection process. The program will cover not only Aston Martin cars but also all sports cars that have been modified by Aston Martin over the years.

The process of inspection is very rigorous with Aston Martin experts first performing a digital scan before thoroughly examining the car from a visual and mechanical standpoint. The records of these tests are then passed on to a Sanctioning Committee, which decides on the category the car should be classified under.

If the vehicle successfully clears the certification process, owners get a photo book of the car, the Heritage Provenance certificate in a presentation case, two sets of plaques for the instrument panel and door sills, and a USB with the digital record of the car.

Commenting on the program, Paul Spires, Managing Director of Aston Martin Works, said: "The values of many Aston Martin heritage models are now such that a formal, officially sanctioned and operated, provenance certification scheme is a natural development for the brand."



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MERCEDES-BENZ READY TO TAKE ON TESLA WITH ELECTRIC VEHICLE



Tesla is a path-breaking pioneer when it comes to electric cars. Now, it looks like the company will be up against a new challenger. According to an interview given to the German magazine, Auto Motor und Sport by the company's chief of research and design, Thomas Weber, Mercedes-Benz is working on an electric vehicle that will have a range of 311 miles.

What is really notable about this model though, is not just its range, but the modular nature of the design platform that makes it possible to easily adapt the design to create multiple models.

In the interview, Thomas Weber said, "We are working on an intelligent concept for a highly attractive electric vehicle with a range of 228-311 miles." He added that the vehicle is slated to appear soon on the global automotive scene.

Mercedes is working seriously on the development of vehicles running on alternative energy sources. Daimler devotes about half of its USD 6.4 billion research and development budget to the design of low-emission vehicles including electric vehicles and hydrogen fuel cell vehicles. The focus however continues to be on plug-in hybrids. Daimler is on course to launch ten new PHVs by 2017, including variants of C and S-class vehicles.

AUDI SUCCESSFULLY TAKES UP CHALLENGE FROM ARABIA

For the first time ever, Audi had conducted a contest in which fans across the Middle East were tasked with coming up with the perfect Audi challenge - a feat that would test the limits of adventure and technical perfection. Over 4,000 challenges were submitted and of these more than 40 fans came up with an Audi R8 challenge.

From the fans who submitted their entries, the first ten Audi fans who submitted R8 challenges were invited to make history in an event at the Dubai Autodrome called the Audi R8 adrenaline challenge. They were not told in advance what they would have to do to qualify for the next stage of the contest. It was a day that was set to thrill and would test the composure of even those with nerves of steel.

They were taken around the Autodrome track by a professional Audi racing driver and the participant who managed to stay cool throughout

the entire experience in a bespoke Audi R8 won an all expenses paid trip to Germany to participate in an Audi R8 LMS driving experience. From the 10 Audi fans, Joseph Aabillamah proved to be the calmest as attested by physical tests including a heart rate test. In spite of the antics of the professional Audi racing driver on the track, Abillamah's heart rate increased by only 10%.

Commenting on his victory, the 30 year-old Lebanese born Dubai resident said he tried his best not to think about what was happening. He said, "I talked to the driver all the time and I ate a lot for lunch, just to keep my calm". He is eagerly looking forward to his trip to Germany and hopes to fulfil his dream of owning an Audi R8 some day.

Chayne Brand, Marketing Director of Audi Middle East, said that Audi's philosophy of 'Vorsprung durch Technik' is all about challenging convention and pushing boundaries. The #AudiChallengesArabia contest highlighted the fact that Audi fans and customers share this spirit.

Joseph Abillamah is already thinking about what challenge he can come up with next for Audi.

Fans who would like to challenge Audi Middle East can submit their entries for possible stunts that Audi can activate during 2015 through the microsite, www.audichallengesarabia.com. More challenges will be accepted through the next few months.



The CEAT logo is displayed in a stylized font, with the 'E' represented by three horizontal bars. It is set against a white rectangular background that is part of a stack of overlapping papers in shades of blue and orange.

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BUGATTI SET TO REDEFINE THE SUPERCAR CATEGORY WITH THE CHIRON



The successor to the Bugatti Veyron is ready and is set to be a bigger success than the renowned Veyron. The Volkswagen group will debut the Chiron, named after the renowned Bugatti racer, Louis Chiron at the Geneva Motor Show in March 2016. It is already giving previews of the car to prospective customers at the brand's headquarters in Molsheim. The futuristic Chiron comes with a hefty price tag of GBP 1.6 million for the base model, significantly more than the GBP 945,000 for the 2005 Veyron.

The Chiron will definitely be a worthy contender to models like the P1 from McLaren, the 918 from Porsche and the La Ferrari from Ferrari with a 16 cylinder engine, an output of 1500 ps and a projected top speed of 288 mph which is higher than that of many F1 cars. It is claimed that the Chiron will be able to race from 0-62 mph in just 2.3 seconds, giving the car a definite edge in the performance stakes.

Like the Veyron, the Chiron will have a structure fashioned from carbon fiber and a quad-turbo W16 engine which is paired with an independent suspension and 4 WD system. The ultra-high performance tires offer better wet grip and reinforce the model's ability to offer a top speed of 275 mph as compared to the Veyron Super Sport's record-holding 431kph (268 mph).

The Chiron will showcase the technological prowess of the VW brand with its direct injection engine, cylinder deactivation, and electric-actuated turbocharging. The exterior has been thoroughly revamped with double-barrel headlights and a full-width LED light bar to replace the four tail lights and the integration of the exhaust into a new B shaped end panel.

So, will the Chiron be a worthy successor to the Veyron, which was the world's fastest production car and was a force to be reckoned with in the world of supercars? That remains to be seen.

CATERHAM CARS TIES UP WITH AL FUTTAIM GROUP FOR UAE VENTURE

Sports car manufacturer, Caterham Cars, is venturing into Dubai in partnership with the well established local dealer, Al Futtaim Motors. The company has been appointed as the authorized dealer for the renowned British sports car manufacturer, and has just taken delivery of its first Caterham Seven. Al Futtaim Motors has also opened a new showroom Dubai's Festival City, which will showcase Caterham models as part of its ERAS Custom and Classic brand.



ERAS Customs and Classics will serve as the largest dealer for heritage sports cars from the UK in the Middle East. The facility will not only cater to buyers of new cars but will also offer full after sales service to owners of Caterham cars in the UAE. The showroom will house the complete range of ultra-lightweight Caterham sports cars ranging from the entry level Seven 160 to the legendary 620 R and the recent 270, 360 and 420 models.

Caterham is pursuing an aggressive global expansion drive and ERAS Customs and Classics is the third such international Caterham dealership to open this year. New Caterham showrooms were recently opened to the public in Belgium and Germany. With the launch of the new dealership in Dubai, Caterham will have a dealership network of 60 outlets spread across 26 countries in the world.

David Ridley, Caterham Chief Commercial Officer, said that ERAS Customs and Classics was a logical choice as the UAE dealer for Caterham as they are the largest outlet in Dubai for British Heritage sportscars. With Dubai's penchant for supercars, he expressed his confidence that the Caterham Sevens would prove to be popular here. He added that the company had achieved record export sales last year with an increase of 6% as compared to the previous year. With the launch of the brand new Seven 270 in 2015, the brand expects to increase its reach among sportscar enthusiasts.

Kevin Jones, Managing Director Al Futtaim Auto Centers, said: "We are delighted to have added Caterham cars to our specialist car division ERAS Customs & Classics. Caterham is an iconic British racing brand and really enhances our current portfolio of heritage and craftsmanship. Motor racing is an important part of the UAE events calendar and Caterham Cars gives drivers the ideal opportunity for an affordable racing experience."

BAIC EYEING STAKE IN DAIMLER



Chinese automotive companies are on a major acquisition spree. Following Geely's acquisition of Volvo and Saab, and the Dongfeng deal with Peugeot-Citroen, it looks like BAIC is next in line when it comes to acquisition of foreign companies.

Daimler and Beijing Automotive Group (BAIC) already have a longstanding business relationship of over a decade in China. Daimler has a 12 per cent stake in BAIC Motor and is thus the third largest shareholder in the company. The two companies also have a joint venture manufacturing company named Beijing Benz where BAIC has a share which is one percent more than Daimler and another joint venture named Beijing Mercedes-Benz Sales Service Co. for sales wherein Daimler's stake exceeds BAIC's by one percent. Now it looks like the partnership is going to go global with reports that BAIC is considering the acquisition of a major share in Daimler.

According to a report from Reuters, the two automotive companies are currently conducting talks to discuss the possibility. The outcome will become clear either way by the end of the year. In the event that the talks are successful, BAAIC will join the growing list of major Daimler shareholders like Renault-Nissan and the Kuwait Investment Authority.

Many Chinese companies see acquisition as the best route to get access to foreign markets and advanced technologies. It remains to be seen if the deal will go through and if it does, whether BAIC will be successful in its quest to benefit from Daimler's technological expertise.

FRENCH AUTOMAKERS VIE FOR SHARE OF IRANIAN MARKET



Peugeot ruled the roost in pre-sanctions Iran with sales of 458,000 vehicles or 30 per cent of the total market. Now that the sanctions have been relaxed, the two most renowned French players in the automotive sector, PSA Peugeot Citroen and Renault are locked in a fight to the finish for a share in the lucrative Iranian auto market.

Iran is one of the biggest automotive markets in the Middle East and in view of the rapid rate at which it is growing, with 80 million consumers and sale of 1.1 million cars in 2014, it is definitely a market worth fighting for.

Peugeot has the advantage of familiarity with the Iranian market prior to the imposition of sanctions. However, the company's abrupt withdrawal from its partnership with the largest Iranian automaker, Iran Khodro subsequent to the imposition of sanctions ensured that it received a cool reception to its efforts to re-enter the Iranian market.

Renault is seeking to exploit this sentiment to its advantage and is in discussion with Iranian automotive companies with the aim of emerging as one of the biggest car manufacturers in Iran.

For the Renault-Nissan alliance, a strong show in Iran will serve to boost its presence in emerging markets. After Peugeot's brush with bankruptcy, re-establishing its presence in Iran is even more crucial for the company as it faces eastwards and seeks to expand outside Europe in a bid to bolster its sales. The company has set a target of selling at least 400,000 vehicles every year in Iran by 2020. It is currently holding talks with several Iranian companies like Iran Khodro in a bid to set up a manufacturing unit.

Currently, Iran Khodro has agreements in place to assemble both Renault and Peugeot vehicles in Iran from pre-manufactured kits that are known as complete knock-downs (CKD). However, now the race to clinch a deal for manufacturing from scratch will pit Peugeot Chief Executive Carlos Tavares against his former boss, Renault CEO Carlos Ghosn.

"Peugeot must know that it must account for its past behavior," Iran Khodro chief Hashem Yakke-Zare told state-owned Press TV in late July, adding that the French carmaker "will not be our main partner".

With Renault hard at work to exploit this sentiment and the advantage of being seen as the company that did not abandon Iran when sanctions were imposed, it looks like it has the upper hand in this battle.

"Unlike PSA we have always remained in Iran," a Renault source said. "Loyalty should pay."

Renault has another advantage - a range of cheaper vehicles that many rivals like Volkswagen lack. Under existing partnerships with Iran Khodro and smaller player SAIPA, Renault is preparing CKD production of its Sandero small car and Logan pickup while discussing a full manufacturing investment to include a mini-SUV just launched in India.

Peugeot does have such a range in the works but the modes are not due to hit the retail market before 2019. VW meanwhile is still struggling on coming up with lower cost vehicles for emerging markets.

LINCOLN SEEKS TO BE A GAME CHANGER IN LUXURY SECTOR IN THE MIDDLE EAST



The Middle East is a market that has the highest concentration of luxury cars in the world. Hence, when Alex Schaeffer, Lincoln Motor Company's new head of the Middle East region, says that there are "unmet" needs in the region, there is reason to think he might possibly be wrong.

Earlier this year, Lincoln hired Schaeffer with the objective of re-launching Lincoln in the region. No mean feat, in what is arguably the most crowded luxury global motoring marketplace. How does he plan to tackle a task of this magnitude?

Initially, Schaeffer will focus his attention on redefining the fundamentals of what constitutes luxury motoring. Schaeffer explained: "Here, Lincoln is laser focused on satisfying our clientele and providing the market with an exceptional automotive experience. We will do this by staying true to our brand pillars of quality, design and personal service."

Schaeffer elaborated on Lincoln's three pillars: "Quality is part of a long term investment by Lincoln and one that takes relentless amounts of effort and scrutiny to get right. We have a dedicated quality team combing through our vehicles to ensure that the products we deliver, will meet or exceed our clients' expectations."

In terms of design, Lincoln is determined not to cut corners: "Our Lincoln design team is a critical component of the global Lincoln success to date. Our interiors feature industry leading substrates like Alcantara and Venetian leathers, superior design and unique color palettes."

The third pillar, Personal Service, is the potential game changer. "The personal service brand pillar will be instrumental to our success in the region and we will be communicating that to all clients looking for a world class automotive experience."

In theory, the pillars set the framework for success but there are other challenges to overcome. Back on U.S. home soil, the company's near century of production, the iconic "L" series of the 1920s and the Lincoln Zephyr that followed, means the badge has a presence that resonates with the target audience there. Schaeffer's aim is to gain traction and entice regional buyers to Lincoln, despite their familiarity with other, more established, names in the market.

"Our Global Vision for Lincoln takes a nod from several non-automotive industries. The purchase of a luxury vehicle in the Middle East is often the most expensive luxury purchase someone will make. At Lincoln, we are determined to make that purchase a true luxury experience. With our dealer partners, we are working to redefine what it means to shop, buy and own a luxury vehicle."

It is this distinct shift, by placing the emphasis on the experience of customer service exclusivity, that Schaeffer believes will redefine the concept of what a 'luxury' vehicle is, not just how it looks or drives, but the full customer experience from A through Z.

"The Middle East hosts some of the most discerning luxury clients in the world. They expect nothing less than perfection from a luxury experience. While this is certainly challenging it provides us with a great opportunity to deliver upon those needs," he says. "The experience our customers can expect is where their luxury is elegant, effortlessly powerful and serene – quietly exceeding customer's expectations, rather than being the loudest statement on the road."

Schaeffer has high expectations for Lincoln's performance in the region and this is reflected in the challenging sales targets he has set for his team of dealers. The next 12 months will be a critical period in the growth of Lincoln in the region, and with the introduction of a series of new models, Schaeffer is confident that the brand will begin a new period of prestige to match the company's illustrious past.

"Our 98-year legacy has allowed us to reach back into our heritage and create products that are relevant to consumers today and still have that iconic star on the vehicle. Our new Navigator, the first-ever MKC and all new MKX will certainly enthrall potential customers. Our recently revealed Continental Concept in New York earlier this year, has already begun to receive positive attention and eagerness about what's around the corner for Lincoln in the Middle East, and that will include an all-new full size luxury vehicle in 2016," he revealed.

In essence, Schaeffer's strategy is customer-focused. At every touch point of the process, the customers' needs are front and centre of the overall approach – and this is what Schaeffer is confident will deliver success. "This will allow us to focus on the customers' 'unmet' needs, which in turn will deliver healthy sales growth." Schaeffer concluded.



It takes about 25 hours to build a car, a whopping 10 hours of that 25 is spent painting the car.

SEDANS BECOME VEHICLES OF CHOICE IN THE MIDDLE EAST



There was a time when SUVs were the most popular vehicles on the road in the Middle East. Petrol consumption and oil prices were not a major concern here. This was not the case in other parts of the world. In fact, it was in 2014 that for the first time in the United States, SUVs and CUVs became more popular than sedans, with as many as 36.5% of new car buyers opting to buy vehicles in these categories. According to the results of the latest study conducted by Carmudi, an online portal for the purchase and sale of used cars, in the Middle East, the trend seems to be in the reverse direction.

As part of the study, Carmudi carefully analyzed data obtained from thousands of listings in the last quarter to get an idea of the tastes of customers both globally and in the Middle East.

Sedans appeared to be popular in most of Asia with 59% of buyers in Myanmar, 57% in Sri Lanka, 51% in Bangladesh, 50% in Pakistan and 38% in Indonesia browsing for sedans.

There is a slow shift from sedans to SUVs in some parts, particularly in the Philippines, where 25% of Carmudi visitors are browsing for SUVs, while only 19% of users are browsing for sedans.

Sedans are highly popular in Africa. Nigeria showed the highest demand, with 55% of searchers looking for sedans. In recognition of this trend, local automotive companies like Innoson Vehicle Manufacturing, which is Nigeria's first automaker, made history late in November 2014 when it built 500 vehicles, including the Umu sedan at its plant.

In Ghana though, the picture is a bit different with 41% of searchers looking for SUVs as compared to the 35% who want sedans.

The Middle East is almost evenly split, similar to the scenario in the United States in 2014. In the UAE, 39% of car buyers browsed sedans, while 33% preferred bigger vehicles like crossovers, SUVs, estate models and vans or minibuses. In Qatar, almost 40% of car buyers opted to search for sedans, while 37% preferred larger vehicles. Users in Saudi Arabia though continue to lean towards SUVs with 37% of users browsing for SUVs, while only 30% were interested in sedans.

When it comes to brands, Toyota is still the most popular brand with Nissan and Honda coming a close second and third. Among Toyota models, the perennial favorite is the Corolla with the Land Cruiser and Camry grabbing the second and third spots.

ROLL ROYCE "INSPIRED BY FILM" EDITION MAKES UAE DEBUT



If you can afford to buy a Rolls Royce, you no longer need to go elsewhere to buy a model from the new "Inspired by Film" limited edition collection. Cars from the series are now available at the authorized Rolls Royce dealers in the UAE, Abu Dhabi Motors in Abu Dhabi and Al Ain and at the AGMC showrooms in Dubai, Sharjah and the Northern Emirates.

The Wraith model has received highly enthusiastic feedback from Rolls-Royce clientele in the UAE from its launch in 2013. With its combination of style, premium materials, technologies and power, it appeals to both those with a penchant for luxury and the younger crowd looking for a more performance oriented model.

The "Inspired by Film" limited edition celebrates the brand's longstanding association with the glamorous world of movies. Rolls Royce models have played a starring role in many popular movies like Goldfinger (1964), The Yellow Rolls-Royce (1964), The Thomas Crowne Affair (1968) and both the original version and the remake of The Great Gatsby.

The two-tone finish to the exterior in a combination of Silver and Jubilee Silver aptly reflects the appeal of the silver screen with the solid-silver hand-cast Spirit of Ecstasy on the bonnet providing the crowning touch.

The interiors are just as glamorous with seats in Anthracite leather which have accents of Casden Tan to convey the power and confidence of modern day heroes. The pin sharp aluminium band shooting through the Maccassar Ebony open pore panelling is evocative of their strength of character.

MECOTY AWARDS SET TO OPEN POLLS TO THE PUBLIC IN SEPTEMBER 2015



The first edition of the MECOTY (Middle East Car of the Year) Awards created a splash last year by giving the public a chance to vote for their favorite model. The polls for this edition of the awards will open on September 1, and manufacturers are going all out to win the maximum number of votes online for their models from the public.

Commenting on the 2015 edition of the MECOTY awards Janice Hinson, Public Relations Manager, Audi Middle East said that Audi is looking forward to build on its success last year with the launch of new models like the Audi TT, S3 and A6 in the region this year. Last year, the Audi RS 7 was chosen as the best premium performance sedan and the consumer car of the year. This year too, Audi is hoping to impress consumers with the stylish design, performance, and innovative technologies in its models.

Currently, the models that have been nominated for the MECOTY awards are being thoroughly evaluated by an expert panel of judges to shortlist the top models in each category. Once the jury has decided on the final models for each category, the list will be finalized and opened for public voting. The online voting platform will be open for a period of one month and the public will learn if their favorite model has won the award on the MECOTY awards night.

Speaking about the 2015 MECOTY awards, Bruce Robertson, Managing Director of Jaguar Land Rover MENA said: "The public voting phase of the Middle East Car of the Year Awards is fast approaching and we are very proud to have four of our most prized vehicles nominated this year. MECOTY is one of the key platforms for automotive brands across the Middle East, helping us and all manufacturers find out how our brands resonate with audiences in this region."

One feature that will be highly useful for consumers when it comes to choosing their favorite model is a comprehensive database of test drive reviews for the nominated vehicles. This will be compiled on the basis of reviews by specialist automotive media from across the Middle East region and will consist of multiple reviews by expert journalists to avoid bias.

Roman Gavrilin, COO, Custom Events L.L.C, Dubai, UAE said, "The new reviews feature on MECOTY's website will allow consumers to read and watch test drive reports of nominated vehicles by our respective jury and contributors, giving them a 360 impression and allowing them to evaluate all perspectives before investing in their next vehicle. The focus is on delivering high quality content and assisting the consumers to make an informed decision. We are constantly expanding the database and will ensure that it remains a vital research platform for new car buyers."

The gala event at which winners will receive their awards is expected to witness the attendance of high-profile officials from all major car manufacturers operating in the region, their dealers and members of the automotive media.

Saeed Al Marzouqi, CEO, Custom Events, the organizer of MECOTY Awards said that with the launch of the new revamped public voting platform and the database of comprehensive test drive reviews, the MECOTY awards will continue to set new benchmarks when it comes to the recognition of global excellence in cars.

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ATTURO

TIRES

PERFORMANCE WITHIN REACH



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HIGH PERFORMANCE TIRE FOR SUV & TRUCK.
AVAILABLE IN RFT AND STANDARD CONSTRUCTION.

AZ800

PERFORMANCE TIRE FOR SPORT, LIGHT
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AZ600

CROSSOVER, TOURING ALL SEASON
TIRE. MADE FOR OE REPLACEMENT.



TRAIL BLADE M/T
PERFORMANCE MUD TERRAIN



TRAIL BLADE X/
URBAN ALL TERRAIN



TRAIL BLADE A/
PERFORMANCE ALL TERRAIN





BUGATTI PRESENTS CONCEPT CAR BASED ON GRAN TURISMO MODEL AT FRANKFURT MOTOR SHOW

Bugatti presented a concept car based on its virtual car for the Gran Turismo video game at the 66th International Motor Show (IAA) in Frankfurt. It designed a real concept car based on the virtual car that was developed in collaboration with Polyphony Digital Inc., for the Gran Turismo video game franchise. The virtual car paid homage to Bugatti's racing history, its celebrated victories in Le Mans 24-hour races and used state-of-the-art motor sport technology.

Achim Anscheidt, the head of Bugatti Design said that normally Bugatti design team normally works only on models that are meant for the brand's exclusive clientele. Bugatti Vision Gran Turismo, though, for the first time, gave the design team an opportunity to come up with a model that is special for its fans as well, extending the appeal of the brand from 450 Veyron owners to several million fans, gamers and high performance aficionados.

Bugatti was a name to watch out for at the motor races in the 1920s and the 1930s and this historical theme underpinned the design of the Vision Gran Turismo concept car, specifically the Bugatti Type 57 Tank and its victories in the 24-hour Le Mans race in 1937 and 1939. Consequently, the virtual Bugatti Vision Gran Turismo car has a classic blue two-tone finish of the Type 57 G Tank, which won the 1937 race, and is evocative of the colors of France in that period. From that time onwards, Bugatti has adopted blue as the colors of the brand.

When it came to designing the virtual car, though it was not very important that the car should have any resemblance to a road legal car, the design team had to keep two factors in mind. The car had to stay true to the Bugatti brand values of 'Art, Forme, Technique' and should unmistakably be a Bugatti. Secondly, every component of the car had to have a real function. Hence, the design team worked closely with the

Bugatti engineers to come up with a model that had cutting-edge racing technology and precise aerodynamic analyses.

Anscheidt explained that while the Bugatti Veyron was a super sports car that effectively combined design with performance, the Bugatti Vision Gran Turismo was more geared to the performance aspect with a more extreme style. It is a Bugatti in every sense that is meant for the virtual race track, and not for the street.

"Under no circumstances did we want to create a retro-style race car in memory of the successes in Le Mans, but rather to transfer the feeling and mood of these special moments in Bugatti's history to a modern vehicle," said Sasha Selipanov, the Head of Exterior Design Creative Development. "As an acknowledged Gran Turismo fan, it is a great adventure for me to bring a brand which was once so successful in racing back to the virtual track."

He added that the Bugatti Vision Gran Turismo's design is dominated by large convex surfaces in contrast to concave transitions and strong lines. This gives the model styling precision and surface tensions of the highest quality. The proportions of the car are uncompromisingly athletic and shaped to meet the car's performance goals. Hence, the end result is a model that has the famous Bugatti line. The virtual race car also has the most recognizable symbol of a Bugatti, the horse shoe on the front grille, that is positioned in the center of the central front air intake as three-dimensional sculpture and supports the structure between the wings and the aerodynamic front splitter. The horse shoe is flanked by the eight-eyed headlights, which were developed especially for the Bugatti Vision Gran Turismo. Another typical Bugatti style element that is used in the Gran Turismo car is the center fin which is used for the front and rear wings,

The NACA air intake on the roof comes with a contrasting light blue finish, not only contributing to the beauty of the design but also playing a crucial role in controlling the aerodynamic conditions on top of and at the rear of the car.

The strong trailing edge provides the model with greater stability, aids in the removal of hot air from the engine compartment and, also communicates to the pursuer playing in the game that he is lagging behind.

The interiors match the exterior when it comes to the performance aspect, with all the indicator displays and controls located within easy reach for the racing fan.

"We wanted to develop a virtual race car for our fans which is a genuine Bugatti down to the last detail and radiates the unrestricted values of the brand," the designers said. "We hope that the gamers will have just as much fun racing the car as we did in developing it."

SECOND EPISODE OF JAGUAR 'FORWARD THINKERS' SERIES FEATURES UAE ENTREPRENEUR



Jaguar is a name that is synonymous with performance and luxury. As an extension of this brand image Jaguar MENA, has come up with a series of films named the "Forward Thinkers" series that features prominent personalities from across the Middle East. The second film in the series traces the story and growth of Anas Bukhash from the UAE who is well known as an entrepreneur and a motivational speaker. As a self-made man who built his business from scratch, Anas' story is one that highlights Jaguar's own drive for perfection as his story is all about determination, hunger for accomplishment and talent.

Jaguar MENA launched the "Forward Thinkers" series this year as part of its 'The Art of Performance' platform to showcase the brand's expanding range of models across the region while challenging the conventional perceptions of innovation and performance through creative content. Chronicling the stories of individuals from different fields across the Middle East, it shares their stories, their accomplishments and drive to succeed in their respective fields.

In his story, Anas focuses chiefly on the passion for success that keeps him going. Just like the Jaguar XE, Anas has developed a reputation for his success and decisiveness in the world of business. He said "I like to be an achiever, I like to submit projects and work on things that I have great passion for."

Anas has a vibrant personality and is always determined to stay one step ahead of the game. The 33 year old Emirati's courage to push boundaries and progressive thinking has him to establish his very own talent management and marketing agency Bukhash Brothers. He is also the Managing Partner of Ahdaaf Sports Club.

Commenting on his accomplishments, the UAE Forward Thinker pointed out: "My lifestyle is fast moving and future looking. I consider myself bold in making decisions because I think it's a very important aspect in achieving success."

The film on Anas embodies the Jaguar spirit and showcases the passion behind his business.

Anas concluded, "For me the art of performance is everything because it's what makes me unique today and helps me continue to achieve. I consider passion to be my engine."

ISUZU APPOINTS QUDRA AUTOMOTIVE TRADING COMPANY AS EXCLUSIVE DISTRIBUTOR FOR JORDAN



Qudra Automotive Trading Company has been appointed as the new exclusive dealer for Isuzu vehicles in Jordan. The company has also opened a new showroom for Isuzu vehicles on Mecca Street in Amman, in addition to a highly specialized service center in Bayader. The new Isuzu showroom showcases the latest range of D-Max trucks from Isuzu, which are just right for the rugged terrain in the Middle East with their blend of durability and toughness. The launch event also showcased Isuzu's latest range of commercial N-Series trucks, including the NPR.

Commenting on the launch and the new partnerships, Qudra Automotive Trading Company CEO Mohammad Alayyan said that the event celebrated Qudra's latest local investments in the automotive industry - specifically, in the lightweight truck and heavy commercial vehicle segments.

Isuzu Japan is a global pioneer in the production of commercial vehicles and Qudra Automotive Trading Company's new partnership with Isuzu Motors is set to scale great heights with Isuzu's reputation for top service and products offering advanced safety, great value and environmentally friendly performance. Alayyan added that Qudra Automotive has geared up to meet and exceed the expectations of Isuzu customers in the Kingdom with its modern showroom, dedicated service facilities and a well-trained team.

Executive Vice President of Isuzu Japan, Takanobo Furuta, said that Isuzu was extremely happy to mark the launch of its new partnership with Qudra Automotive Trading Company, its exclusive representative in the Jordanian market. He expressed his confidence in the company's board of directors, who have longstanding experience in the automotive industry, both from a local and regional standpoint. He expects this expertise to contribute to the success of Qudra Automotive Trading Company, in helping Isuzu to emerge as one of the key players in the Jordanian market, which is considered an important regional hub for trade and industry.

Established in 1916, Isuzu Motors is one of the oldest automotive firms in Japan and has established itself as a global leader in the production of commercial vehicles and trucks. With the tagline "creation without compromise," Isuzu is also the world's leading manufacturer of diesel engines. It has demonstrated its technological strength and is currently present in over 100 markets across the world.

With Qudra Automotive Trading Company as its partner in Jordan, Jordan will soon be one more market in which Isuzu will emerge as a leader in the commercial vehicles sector.

SAIC OFFICIALLY ARRIVES IN THE MIDDLE EAST WITH DUBAI HQ



SAIC Motor Corporation Limited (SAIC Motor), the largest automotive company in China has officially set up base in the Middle East with Dubai serving as its headquarters for the region.

SAIC has a significant presence in the Chinese automotive market with sales of over 5.61 million vehicles in 2014, a market share of 23 per cent and a CAGR of 20.5 per cent. It has been the largest vehicle manufacturer in the country for 10 consecutive years. Established as far back as the 1950s, the company has partnerships with the top global automotive powerhouses like Naveco, Volkswagen and General Motors. The company's own brands like MG, Maxus, Roewe, Yue Jin, and Sunwin have made considerable headway.

Another notable fact is that SAIC clinched a spot in the Fortune 500 list published by Fortune magazine in January 2015 with sales revenue amounting to USD 102.25 billion in 2014. At no: 60 on the list, it moved up by 25 spots from the previous year, emerging as the 9th in the automotive sector. This was the 11th year it had made the Fortune list. SAIC's stated vision is to strive to "forge a world-famous innovative automobile company and lead the future auto life". It will also focus on developing through innovation and transformation.

When it comes to its research facilities, SAIC has a large research and development center in the United Kingdom, the SAIC Motor UK Technical Centre. This center is the principal site worldwide for the development of MG cars, and also plays a major role in the development of Roewe products. The main credo of research at SAIC is development of new technologies and to come up with models that highlight differentiation. The company has also recently has set up a venture capital firm in Silicon Valley, in a bid to explore new technologies, concepts and models to boost its future development with the help of the capital market.

SAIC Motor is keen on developing its presence in the global market and expansion of its manufacturing footprint. With exports soaring, the company has set up factories in Thailand and the UK. Meanwhile, it has also established a presence in the Shanghai Pilot Free-Trade Zone, with a view to increasing exports to at emerging markets, thus promoting global sales.

Sun Guang – General Manager of SAIC Middle East "We always had plans to expand our business in the Middle East and most specifically in Dubai. The ambitions of the city reflect the vision of our company which is to continue being innovative and forward thinking. The expo 2020 was also another push especially as SAIC plans to rebrand and launch the historic British car brand MG in the Middle East as we foresee a lot of interest and many business ventures."

The company does not lag behind when it comes to technological advances. SAIC is a pioneer in Intelligent-Driving car engineering. Cars using alternative energy and connectivity features are being added to the company's range. SAIC recently launched its Roewe 550 plug-in hybrid car and successfully added Roewe 750 hybrid and Roewe E50 pure electric vehicle as well as the MG IGS concept car, which is a smart driving car, that does not need a driver at all to its range.

In future, SAIC will continue to push forward its innovation-driven development strategy and actively explore ways of sustainable growth, so as to accelerate the pace of building itself into a world-renowned auto company.

BREITLING AND BENTLEY DEBUT BENTLEY CONTINENTAL GT SPEED BREITLING JET TEAM SERIES



Bentley has teamed up with Breitling, one of the last independent luxury Swiss watch brands to offer the owners of cars from the limited edition Bentley Continental GT Speed Breitling Jet Team Series an unexpected bonus. Each of the seven cars in the series comes with a corresponding Chronomat 44 Breitling Jet Team limited edition timepiece. Bentley's bespoke division, Mulliner, made sure that seven vehicles were evocative of the Breitling Jet Team aircraft, with matching colors and interior materials.

The exterior too has the dual colors of Hallmark and Onyx with highlights of Breitling Yellow to match with the jets. The same color scheme continues in the interiors, designer sculpted seats having accents in Breitling Yellow. With customization that is at a really high level, each car has an individual number, that is also matched with the number of one of the seven Breitling Jets. The carbon fiber fascia panel of the dashboard comes with an image of the seven planes in their signature Avenger flight formation, and the jet that matches each car is highlighted in Breitling Yellow.

The timepieces too have been designed with painstaking precision and attention to detail. Each exclusive watch comes with the Breitling Jet Team logo on the dial, a sleek black steel case, onyx black dial, and distinct yellow accents mirroring the colours of the Jet Team's fleet. The caseback of the model features the Breitling Jet Team American Tour logo. Just like the cars and the planes, each watch comes with the limited edition number that corresponds to its counterpart in the collection of cars and jets.

The Breitling Jet Team is the one of the most well known largest professional civilian flight team that performs aerobatic stunts. It consists of seven L-39 C Albatros Jets that can exceed speeds of 565 mph and fly within just a few feet of each other. Like the luxury Bentley Continental GT Speed vehicles, the team is renowned all over the world for their incredible style, speed and stunning performance.

COPART JOINS CAR AUCTIONS SCENE IN THE MIDDLE EAST



Cars are a passion for many in the Middle East. While motorists in other countries switch vehicles after 5 years or 10 years, and in some developing countries, even after 20 years, motorists in the UAE change cars after a relatively shorter period. They will now have more to choose from with US based firm Copart, a company which is listed on Nasdaq joining the ranks of car auction companies in the Middle East. The company that runs online car auctions recently opened its new MENA headquarters in Dubai.

The office in Auto Zone, a part of Dubai Industrial City, is located adjacent to its 10 hectare auction facility.

Commenting on the new regional office, Carlos Sabugueiro, chief executive for Copart Middle East and Africa said that the investment highlights the company's confidence and commitment to the region. Copart chose Dubai for its regional headquarters based on the ease of doing business here and its central location.

The Middle East has a thriving automotive industry. According to research conducted by the market research firm, Nielsen, the region has the highest demand for cars when it comes to the global scenario, with 75 per cent of respondents in the survey expressing their desire to buy a car in the next two years. Of these, 45 per cent had the means to buy a new car while 30 per cent preferred to buy a used vehicle. The study also revealed that more and more people are searching for used cars online, with online searches for cars increasing 24 per cent year on year in the UAE.

New car sales too have been increasing by leaps and bounds, with growth rates reaching 16.7 per cent in 2013, according to the Business Monitor International. This year too, the outlook is highly encouraging with new vehicle sales expected to reach the 425,000 mark or year-on-year growth of 5.1 per cent.

"With pre-owned cars being as young as one to two years, with lower mileages, service contracts still running, and with prices a great deal lower than brand new cars, most people are beginning to think twice before going for brand new models," said Mohamed Noweir, the managing director of Carmudi UAE, an online car classifieds website. "There are people who would go for new cars no matter what, but a growing number of the population is beginning to see that the economical prices of certified pre-owned is the next best thing."

Copart made its entry on the Middle East scene back in 2012, holding its first auction in Dubai in August 2012. Copart sells vehicles on behalf of insurance companies, banks, finance companies, fleet operators, dealers, car dealerships and others as well as cars sourced from the general public.

"With the addition of this prime location in Dubai, we continue to develop our footprint in the Middle East," said Vinnie Mitz, Copart's president. "We are excited about the opportunity this expansion provides for our buyers and sellers across the globe."

FIVE STUNNERS SLATED TO HIT THE ROADS IN 2016

The year 2015 witnessed the launch of many new models including the Porsche 911 GTS, Macan GTS and the Mini Cooper 5-door hatchback. 2016 promises to be just as interesting in the automotive world with premium brands like Bugatti and Ferrari planning to launch new models. Here are five models we just can't wait to see on the roads this year.

2016 Ferrari 488GTB

Price: USD 242,737

With the new 488GTB, Ferrari has stayed true to its recent claim that all future models will have engines that are either hybrid or turbocharged. Compared to the twin-turbo 458 Italia, the 488GTB is faster and 22 pounds lighter without any compromise in performance. It is equipped with a new twin-turbocharged 3.9 liter V8 engine having an output of 661 horsepower. It can not only go from 0-124 mph in only 8.3 seconds but also offers an improvement in fuel economy

2016 Mitsubishi Outlander GT

Price: USD 31,000

The 2016 Outlander was launched with great fanfare this April at the New York International Auto Show and is definitely offers more bang for the buck than previous versions. Positioned as the perfect family vehicle, it has been thoroughly revamped with a redesigned steering wheel, a new transmission, styling changes including a more stylish "Dynamic Shield" look for the front end, and many minor improvements. Technological changes include adaptive

cruise control, an all-wheel drive to handle all terrains and a 224-hp 3.0 liter V6 engine. It is perfect for off-road use in the Middle East with its high performance, all-wheel drive and high towing capacity up to 3,500 pounds.

2016 Honda BR-V

Base Model: USD 16,600

Launched first at the inaugural 2015 Gaikindo Indonesia International Auto Show, the BR-V comes with a 1.5 liter I-Vtec engine that produces a creditable 120 horsepower. The small SUV is just right for the needs of the Asian car market and customers can opt for either a CVT gearbox or a 6-speed manual transmission. The anti-lock braking system, airbags and electronic brakeforce distribution make this model one of the safest Honda models ever. The large LED tail lights, an additional scuff plate at the back and a strip of chrome above the number plate add greatly to the appeal of the vehicle.

2016 Toyota Tacoma

Price: starting at USD 21,865

The 2016 Tacoma is a worthy follower to the previous Tacoma, which was the best selling truck in its segment. The Tacoma is fitted with a 3.5 liter V6 engine using a direct-injection system and has Toyota's D-4S port, making it the first in the U.S market with this kind of technology. Its new crawl-control program automatically handles acceleration and braking from 1-5 mph, and its new selectable terrain system alters brake aggressiveness, traction control and throttle response.

2016 Fiat 500X

USD 20,900

The new 500X is a vehicle that is very spacious for its size while still retaining elements of the Fiat 500's classic Italian style like the double headlight design and rounded clamshell hood. It is powered by a 1.4-liter turbo engine that has an output of 160 hp. What motorists would like most about this new model, though is that it offers them a choice of three different driving modes depending on the conditions. The bold heel arches, bigger wheels, ground clearance of almost 8 inches, many new safety and technology innovations are other added bonuses.



NEW GENERATION PRODUCTS FROM ENOC – COOLANTS AND PERFORMANCE ADDITIVES

RANJAN GUHA

Regional Sales and Business
Development Manager
ENOC lubricants



Ranjan Guha's session at the Gulf Commercial Vehicle Conference that was held at Automechanika Dubai 2015 highlighted new generation products from ENOC, especially coolants and performance additives.

The government owned ENOC or Emirates National Oil Company is a leading innovator in upstream, midstream and downstream oil and gas technologies in the UAE. ENOC has over 30 subsidiaries specializing in end-to-end oil and gas processes in addition to the marketing of liquid petroleum gas and aviation fuel. ENOC is one of the fastest growing companies in the Middle East and has received several awards for sustainability, quality and adherence to environmental and service standards..

One of the key focus areas of the company is in the area of coolants and lubricants for the MENA region. The presentation about ENOC products was made by Ranjan Guha, Regional Sales and Business Development Manager with a specific focus on coolants and performance additives. ENOC lubricants are creating a niche by offering products that other companies do not have. The highlights of Guha's presentation were:

Guha began by outlining why vehicles need coolants. The need for coolants arises from the heat acquired by the metallic components of the engine due to the combustion process in the engine. Coolants are needed to cool down metals and prevent distortion and seizure.

There are three common perceptions about coolants. Many drivers believe that water is an adequate coolant. The second is that the purpose of a coolant is to only cool the engine and thirdly, motorists believe any green coolant—a standard color among German manufacturers— is adequate for any vehicle.

Some of the results of such perceptions include grime and deposits, degradation of hoses and other damage to engine parts. According to Guha, the real job of coolants is to cool down metals by transferring heat from the engine, to protect the engine from corrosion, to raise the boiling point and lower the freezing point of the coolant liquid and to lubricate the coolant pump and seals. Hence a good coolant should have high specific heat, good thermal conductivity, low flammability, high boiling point, low freezing point, should be noncorrosive, should be compatible with all metals and nonmetals and should be non-foaming to avoid air anti-lubrication. It should also be fluid, chemically stable, environmentally friendly, and possess properties that prevent its consumption by humans.

History of Coolants

Water was the coolant of choice in the early 1900s. Monoethylene glycol was discovered to be an effective coolant in 1924 and remains the base of every coolant today. However, mono ethylene glycol possesses

drawbacks such as high corrosiveness, colorlessness, and toxicity. Six decades from the 1930s through the 1990s heralded the use of corrosion inhibitors and dyes as additives. Despite the use of additives some of the issues with the use of these coolants included:

1. The propensity of the coolant to attack certain metallic, nonmetallic and alloys used in the engine.
2. Thermally instability
3. Cause of deposits on engine parts

New Advanced Technology Additives

A significant advancement in coolants is the introduction of organic acid coolants. Of the three classes of coolants available, premium coolants use carboxylic acid technology that addresses the shortcomings of ethylene glycol-based coolants. These new coolants are stable, non-depositing, compatible with metals, nonmetals, and alloys while exhibiting a improved service life up to 500,000 miles—the current expectation and benchmark among manufacturers and consumers.

ENOC Solution

Guha presented the new line of coolants from ENOC released in 2015, which use Organic Acid Technology (OAT) as a result of an extensive and rigorous testing of the coolants used around the world.

En-Cool OAT Extra Long Life-50 is ENOC's top tier product that has shown a minimum extended service life of over 650,000 km in heavy vehicles, 250,000 km in cars, and 32,000 hours in stationary engines. It meets safety requirements of the BS 6580:2010 standard that governs the bitterness of the product to prevent human consumption as well as the requirements over a dozen OEM specifications including Porsche, Volvo, Hyundai, Ford, GM, and Liebherr. ENOC's coolant meets the standard of German manufacturers and is in the process of obtaining manufacturer certifications from other firms.

En-Cool Heavy Duty NM 50 is a coolant for heavy duty vehicles. Heavy duty vehicles use a wet liner system that comes in direct contact with the coolant. One of the key issues addressed by the En-Cool Heavy Duty NM 50 coolant is the prevention of corrosion and cavitation caused in this system. In addition to the longevity of the product's service life of 650,000 km, the product labeling matches its pigmentation of the product in order to ease identification. The product is compliant to several global industrial specifications.

En-Cool Extra Coolant EC 33/50 was developed as a standard coolant for automobile applications, the En-Cool Extra Coolant EC 33/50 is available in a standard 33 percent mix and the recommended 50 percent mix that is designed for newer cars that have higher operating and combustion temperatures. This product represents the conversion from mono ethylene glycol to OAT while being more economical than older coolants.

The ENOC products will help motorists to benefit from lower costs of operation on account of longer coolant life, improved pump performance, lowered system corrosion, and extended wet liner life.

Performance Additives from ENOC

Guha presented some of the new performance fuel additives from ENOC. The company's line of Enaya fuel additives is designed to meet the need to run clean cars, an initiative run by OEMs around the world in various geographies.

The Enaya diesel additive tackles the challenge of injector deposits. These injector deposits result in poor drivability, high fuel consumption and higher CO2 emissions

The use of diesel detergent additives ensures substantial deposit control that aids in better fuel injection at the right time, at the appropriate rate, with the optimum spray distribution and ideal atomization to lower undesirable emissions.

Vehicle Test Protocol

Guha explained the process of research and a well-defined, data-driven vehicle test protocol that helped ENOC achieve excellent pre-release results. Power restoration, smoke emission, and fuel economy improvement were tested, revealing an 87 percent power recovery with Enaya.

The fuel efficiency improvement capability of Enaya was also tested at the Afton Test Facility in Ashland, Virginia, revealing a 4.9 percent improvement in fuel economy that is significant in non-oil producing countries. Results of tests comparing carburetor deposits on untreated and treated fuels were discussed for both old and new cars. The parameters compared were injector spray performance, inlet deposits and acceleration that revealed an Enaya-induced improvement in average acceleration by 8.1 percent.

The use of Enaya additives leads to improved engine performance, continued and desirable engine performance, fuel formulation and processing flexibility, sustained catalytic efficiency and improved cost-efficiency.

APOLLO CHAIRMAN HIGHLIGHTS PAST ACHIEVEMENTS AND OUTLINES FUTURE PLANS AT AGM



Apollo Tyres emerged as one of the winners at the Asian CSR Awards 2015 given by the Asian Forum on Corporate Social Responsibility (CSR). The awards were distributed at a gala event which was held in Bangkok recently. Sunam Sarkar, President & Chief Business Officer, Apollo Tyres Ltd.

Received the award on behalf of the company from M R Pridiyathorn Devakula, Former Deputy Prime Minister, Kingdom of Thailand. Apollo Tyres was selected as a winner in the health enhancement category from 134 entries that were drawn from 12 countries.

Apollo Tyres won the award primarily for adopting a unique Public Private Partnership (PPP) model for the implementation of its HIV-AIDS initiative, including sexually transmitted infections (STI) and for continued and meaningful engagement with its stakeholders including customers, employees and supply chain partners.

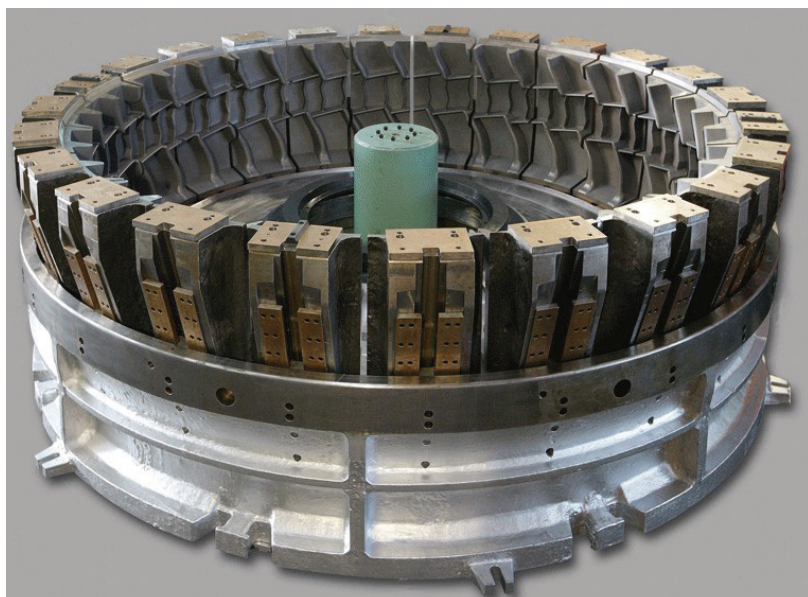
For ensuring the longevity and reach of its initiatives, the company entered into strategic partnerships with government bodies, as well as, listed companies.

Commenting on the award, Sunam Sarkar, President & Chief Business Officer, Apollo Tyres Ltd said that the company's first Health Care Centre was set up in 2000 at a large transshipment hub on the outskirts of Delhi. It mainly focused on awareness and prevention of HIV-AIDS and general health within the commercial vehicle community. Over the years, this initiative has grown to 25 community focused Health Care Centers spread across India, with each center catering to almost 200 patients on a monthly basis.

In the 2014-2015 financial year, Apollo Tyres' Health Care Centers treated over 3305 patients for sexually transmitted infections and over 54168 patients for general health issues. Over 39,990 people underwent counselling on HIV-AIDS with 15458 taking HIV-AIDS tests on a voluntary basis. Of this number, 111 tested positive for HIV. The Apollo team has reached out to 2701978 people since the launch of the HIV-AIDS awareness and prevention initiative, and their lives have definitely benefited from the initiative.

Apollo Tyres Health Care Centers are staffed by doctors, paramedics, counsellors and outreach workers. They provide consultation, STI and HIV-AIDS testing and treatment and counselling services to the community in the transshipment hub.

CONTINENTAL TO INVEST MORE IN A-Z UNIT FOR EXPANDING RANGE OF TIRE MOLDS



Last year, Continental had acquired A-Z Formen-und Maschinenbau GmbH, which specialized in the design and production of tire molds and made it an in-house division. Now the German manufacturer of high-end tires has announced that it will be investing over six million Euros in A-Z Formen- und Maschinenbau.

The investment will be used for expanding the capacity of the division's factory in Runding, Bavaria and for the construction of a new foundry. This will give Continental the capacity and the expertise for developing a wide range of increasingly complex tire molds and will create 20 additional jobs at the Runding plant.

Commenting on the move, Nikolai Setzer, head of Continental's Tire division said that the acquisition of A-Z Formen- und Maschinenbau GmbH was yet another significant step to pave the way for realizing the company's Vision 2025 strategy. He said that the production of the highly sophisticated molds with the highest technological quality is essential for Continental to keep developing its technological expertise at the highest levels, as this plays a vital role in influencing the product characteristics of the tire.

He added, "By further expanding our capacity, we are making it possible to keep pace with the ever more exacting requirements on tires and their production as well as to fulfill our goal of manufacturing premium tires while driving research and development forward at the highest level."

In addition to the plant at the Runding site close to its headquarters in Bavaria, A-Z Formen- und Maschinenbau has production facilities in Meclov, Czech Republic. The company functions as a subsidiary of Continental's ContiMachinery division. It was established in 1965 and currently employs approximately 320 people.

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BRIDGESTONE TOP TIRE MANUFACTURER FOR SEVENTH STRAIGHT YEAR



A list of the 75 top tire manufacturers in the world that was compiled by Tire Business after extensive research shows that Bridgestone has retained its position as the world's largest tire manufacturer for the seventh straight year. With sales of USD 26 billion, it comfortably retained its lead over Group Michelin (USD 24.7 billion) and Goodyear (USD 16.4 billion) which were ranked second and third respectively.

The top 17 tire companies (from Bridgestone at No:1 to Apollo Tyres at No: 17) remained unchanged from the 2014 ranking. Nexen Tire Corp. from Korea improved its ranking from no: 22 on the list last year to no: 18 as other companies in the same range (USD 1.7-1.9 billion) suffered from lower sales.

Of the 75 companies on the list, over half experienced lower sales as compared to the 2014 fiscal year. In addition to the impact due to the increase in the value of the dollar as compared to other currencies, their total sales decreased by about 3.5 percent to a little less than USD 180 billion.

The list of the top 75 tire manufacturers was prepared on the basis of their revenue from the sale of tires they have produced after deduction of income from sale of non-tire products, like steel cord, synthetic rubber or carbon black. For example, Continental A.G. has a thriving auto parts business and all the top three tire manufacturers sell synthetic rubber and raw or semi-processed material to other companies. The U.S. dollar-denominated sales figures are based on average annual currency exchange figures, in order to avoid unusually high or low exchange rates at year-end.

Bridgestone's position as the frontrunner on the list was further supported by its stake in two other companies on the list — a 43-percent share in the Turkish company BRISA/Bridgestone-Sabancı Tire Mfg. and a 15-percent stake in the Finnish company Nokian Tyres P.L.C..

The top ten tire companies on the list accounted for as much as 63 per cent of the tire sales in the world. From the top ten, six — Michelin, Goodyear, Pirelli & C. S.p.A., Hankook Tire Co. Ltd., Maxxis International and Zhongce Rubber Group Co. Ltd. — suffered from lower sales and the companies that are not based in the US suffered from currency fluctuations that had a negative impact on reported sales figures.

There were no significant mergers or acquisitions in the 2014-2015 financial year that affected the rankings. ChemChina's attempt to take a controlling stake in Pirelli is not likely to affect next year's ranking but the company's plan to consolidate the commercial tire activities of both companies is likely to cut Pirelli's revenue by about USD 1.6 billion in revenue from Pirelli's ledger. In that case, Sumitomo Rubber and Hankook Tire might end up moving to the fifth and sixth spots.

Newcomers that made it to the list for the first time this year included Cooper Tire Shandong (Chengshan) Co. Ltd. which is now renamed as Prinix Chengshan (Shandong) Tire Co. of Shandong, China at No. 32, Weifang Yuelong Rubber Group of Qingdao, China at No. 43, Camso Ltd. of Magog, Quebec, Canada at No. 47, Shandong Zhongyi Rubber Co. Ltd. of Dawang, Shandong, China at No. 51, Altai Tyre Kombinat of Barnaul, Russia at No. 69 and Qingdao Yellow Sea Rubber Co. Ltd. of Qingdao, China at No: 75.

Companies that were on the 2014 list but were not able to make it this year included Shandong Deruibo Tyre Co. Ltd. of Guangrao, China, which had filed for bankruptcy, Xinjiang Kunlun Tyre Co. Ltd. of Xinjiang, China, which was acquired by Double Coin Holdings Ltd., Magna Tyres Group of the Netherlands, General Tyre & Rubber Co. of Pakistan Ltd. of Pakistan, Tianjin United Tire & Rubber Co. of China and Inoue Rubber (Thailand) Co. Ltd. of Thailand.

Nokian Tyres P.L.C. and Continental's tire division were the most profitable, percentage-wise, with 22.2- and 18.7-percent operating ratios.

Nokian Tyres also had the highest sales per employee at \$431,835, ahead of Nexen Tire at \$405,105, Cooper Tire & Rubber Co. at \$385,632; Toyo Tire & Rubber Co. Ltd. at \$343,396 and Titan International Inc. at \$291,615.

LANXESS SETS UP NEW PLANT IN SINGAPORE



Lanxess A.G. has set up a new plant in Singapore for the production of neodymium butadiene rubber (Nd-BR) to cater better to its customers including those from the tire industry. The plant officially began production with an official launch ceremony on August 27.

The new factory is located alongside the company's current factory for the production of butyl rubber plant on Jurong Island, and involved an investment of USD 224.4 million. It has the capacity to produce about 140,000 tons of neodymium butadiene rubber on an annual basis, according to a press release issued by Lanxess. Eventually, the capacity at the plant which will provide 100 jobs will be ramped up gradually.

"Together with our adjacent butyl rubber plant, the opening of this new butadiene rubber plant reinforces the strategic role of Singapore as our hub for synthetic rubber production for the Asian markets," CEO Matthias Zachert said at the opening ceremony.

The plant in Singapore plant is the company's first such facility in Asia for the production of Nd-BR rubber and will be a significant addition to its other nine factories spread over North America, South America and Europe.

Jorge Nogueira, head of Lanxess' Tire and Specialty Rubber business unit said that with the addition of this plant, the company is now well positioned to serve the tire industry and other customer industries worldwide.

Lanxess said that Nd-BR rubber will be of great benefit to the tire industry and will make it possible to manufacture tires with high levels of durability and safety and low levels of rolling resistance.



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Following its successful collaboration with the Liverpool football club to boost brand awareness, Maxxis International has extended the partnership to run for another two-year stint.

As the official tire sponsor of the club, Maxxis will receive the benefits of LED placement on match days and digital advertising.

The initial agreement was signed between the two organizations in 2009. Maxxis is one of the top ten tire manufacturers in the world and its products are sold in over 150 countries across the world.

Commenting on the renewal of the partnership, Billy Hogan, chief commercial officer at Liverpool, said that the club's partnerships were all about achieving mutual goals. The renewal of the partnership with Maxxis for a third term highlights Liverpool's focus on developing long-term relationships.

Derek McMartin, managing director of Maxxis International, said: "Our partnership with Liverpool has been in place since 2009 and been very beneficial for both parties.

He added that Asia is now a highly crucial market for English football clubs, while Maxxis is increasingly turning towards the European market, thus creating synergy between the two entities. Moreover, Liverpool has more than 4.5 million followers on Twitter and 26 million on Facebook and this will definitely help boost Maxxis's reach on social media.

TOYO HIGHLIGHTS PROXES POTENTIAL WITH NEW DRIFTING VIDEO



Toyo Tire & Rubber Co. Ltd. has come up with a new YouTube video to highlight the potential of its range of Proxes tires. The 90-second video titled "Surprising the World" features a drifting duel between two Audi R8 "super cars" that have been fitted with Proxes ultra-high performance tires to highlight the potential of these UHP tires.

The video will appeal to all motorsport and drifting fans with the two cars engaging in a variety of drifting feats including doughnuts, blaring exhaust noises and high-speed races.

Commenting on the video, Yoshiyuki Morikuni, branding team leader for Toyo, said that it highlights all the passion and drive for quality that the company strives for to differentiate itself from its competitors.

He added that company is always striving for optimal performance with creations that build on its foundation of unique technological innovations to give Toyo tires an edge over others. The video tries to convey the 'spirit' of the Toyo brand — a creator of new values and surprises not found elsewhere.

This is the second in a series of videos made by the Japanese tire manufacturer and is a truly worthy successor to the November 2014 video named "AC Milan vs. Super Car," which proved to be a viral hit with over 7.5 million total views online.

Toyo tied up with the renowned football team AC Milan as a premium sponsor in April 2014, and the company used AC Milan's popularity to boost its brand recognition by creating the "AC Milan" video which created an impact on the club's fans not only in Italy but in different parts of the world including Africa, Asia, Europe and the Middle East.

The "Surprising the World" video features Team Toyo Tires Drift marquee drivers Masato Kawabata and Akinori Utsumi. "The perfect combination of the two drivers and their flamboyant techniques served to heighten the level of perfection with the video," Toyo said.

HANKOOK BROADENS RANGE IN EUROPE WITH LAUNCH OF LAUFENN BRAND



Hankook has announced that it will be broadening its range of tires in Europe with the launch of its value brand Laufenn in the European market. The company made the launch announcement at a press conference held on the sidelines of the 66th International Motor Show which is currently taking place in Frankfurt, Germany. Hankook also revealed the Laufenn product line and brand strategy at the press conference.

Hankook markets a wide range of quality tire products under the Laufenn brand which will appeal to customers looking for well designed, stylish tires at value prices. The launch of Laufenn in Europe is an indicator of Hankook's desire to pursue aggressive growth in the global automotive market.

The new range of Laufenn products have been designed and developed exclusively for the needs of the European market with development primarily taking place at Hankook's European Technical Centre (ETC) in Hanover, Germany. The Laufenn range of tires for the European market will be made at the company's new state-of-the-art factory in Hungary, which specializes in the production of tires for passenger cars, SUVs and LTRs for the European market. The first Laufenn tires will become available throughout Europe by spring 2016, with the summer tires being launched first in the retail market.

"Laufenn will provide a new perspective on tires to our European customers," says Ho-Youl Pae, Head of Hankook Tire Europe. "It will grow as a sustainable brand of our company with our strategic efforts to meet the diverse needs of consumers in this market."

He added that Hankook will continue to invest in the brand and use Laufenn to provide customers with the king of practical tires they need at value prices thus making Laufenn a significant player in the European tire market.

Laufenn aims to serve customers with a wide range of quality tires for different seasons and lifestyles and the product range will be expanded on a regular basis through new additions based on tire performance upgrades and enhancements.

Initially, Laufenn tires will be offered in five product line-ups: S FIT EQ (passenger car summer tires for the performance segment from 15 to 19 inch), G FIT EQ (passenger car summer tires for the touring segment from 13 to 17 inch), X FIT VAN (Summer tires for the SUV/Van segment from 14 to 16 inch), i FIT (studdless passenger car/SUV winter tires for western and central European markets from 13 to 18 inch) and the i FIT ICE (studdable passenger car/SUV winter tires for Scandinavia/Russia from 13 to 18 inch).

MICHELIN RUBBER TO MAKE YELLOWSTONE PARK MORE ENVIRONMENT FRIENDLY



The Old Faithful geyser in Yellowstone National Park is one of the most renowned natural attractions in the United States. Now, Michelin is going to play a crucial role in helping to make the renowned attraction more attractive. Recycled rubber from hundreds of scrap Michelin tires will be used to make a newly paved walkway.

More than 3 million people visit the Yellowstone National Park on an annual basis. The walkway will be installed ahead of one of the busiest weekends at the Park, the Labor Day weekend. The walkway will help control erosion and preserve groundwater resources and flow in the area surrounding the geyser and the supervolcano. The ground below the geyser consists of plenty of twists and turns which control the timing of the eruptions from the Old Faithful based on the buildup of steam. If

there is any change in this underground structure, it would definitely affect the timing and frequency of the eruptions as the steam buildup leads to the formation of the bubbles that culminates in the eruptions of the geyser.

Hence, the walkway will play a crucial role in preserving the "faithfulness" of the "Old Faithful". When compared to asphalt, recycled Michelin tires are a better option from the environmental standpoint as they will not leak oil into the ground like asphalt does over a long period of time.

"We take the ecological integrity of Yellowstone very seriously," said Steve Lobst, deputy superintendent of Yellowstone. "This important project would not have happened without Michelin's vision and the support of its employees."

This new type of pavement fashioned from the reclaimed tires is called Flexi-Pave and was designed by a company called KBI.

According to Kevin Bagnall, CEO and founder of KBI, the material used to make Flexi-Pave poses minimal environmental hazards, especially when used in conjunction with the delicate aquifers in Yellowstone. The walkway will allow the passage of 3,000 gallons of groundwater per square foot and minimizes the impact of erosion by helping to diffuse the water's force.

The Michelin tires used for the walkway were initially used to service the Yellowstone fleet of vehicles for a distance more than 100,000 miles before they were recycled for the walkway.

"The Old Faithful Walkway Project is a great example of what a difference a company devoted to sustainability can make in the world's first national park," said Karen Bates Kress, president of the Yellowstone Park Foundation. "We are fortunate to have a corporate partner as farsighted, public spirited, and generous as Michelin."



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ZEETEX REVAMPS WEBSITE TO MAKE IT MORE INFORMATIVE AND USER-FRIENDLY



ZEETEX has revamped its site to make the site more attractive, user-friendly and informative. The most notable feature of the website is the way it effectively combines graphics with product information to make a visit to the site more interesting and useful for the browser.

Describing the website, the Head of Product Communication & Marketing – Mr. Raghavendra Sanga says, “Thinking from the perspective of our target audience helps us in coming up with the best possible product, be it website or any other marketing product.”

He added that the sleek and stylish design of the website will allow users to navigate freely and get exactly what they are looking for – whether it is product information or the latest events that ZEETEX is involved in.

The slider section for each region consists of images that showcase product artworks and the latest events for that particular region, followed by the brand videos and product section. The English language version for all the regions is already functional while the launch of other languages for each region is due to take place very shortly.

NORTH AMERICAN TIRE AND RETREAD EXPO HIGHLIGHTS RECYCLING WITH NEW SECTION



Recycling of used tires has become an issue of growing concern in the tire industry. With more and more vehicles being added to the roads every year, the North American Tire & Retread Expo has decided to add a section devoted to recycling to the next edition of the show. The new section which will be named as “Tire Recycling World” will make its debut at the 2016 North American Tire & Retread Expo which will be held from April 19 to 21 at the Ernest N. Morial Convention Center in New Orleans.

The section will serve as a platform for companies dealing with technologies and services for tire recycling to showcase their wares.

On a global basis, over 300 million tires are discarded every year. Of these tires, more than 50 per cent are used for producing fuel in industries like the cement industry. Rubber recovered from scrap tires is also used for paving roads, making shoes and as fillers for the grounds of sports stadiums. However, recycling of used tires should become more widespread to minimize the use of landfills and conserve natural resources.

Providing companies which deal with technologies and services for tire recycling with a venue to showcase their products at trade fairs like the Tire & Retread Expo will go a long way in making tire recycling more widespread.

MITAS DEVELOPS AIRCELL TO BOOST PERFORMANCE OF TIRE INFLATION SYSTEMS



Mitas has developed and launched AirCell, a unique inner tyre that can help in inflating the large agricultural tires it manufactures and increase the pressure by +/- 1 bar (from 0.8 bar to 1.8 bar) within only 30 seconds – over 10 times faster than the current method of inflation.

The Mitas AirCell is located on the rim inside the tire and occupies about 30% of the volume of the tire. Initially, the Mitas AirCell has been designed for the Mitas 710/75 R42 SFT tire and will shortly be launched for tires in other sizes.

The AirCell is continuously inflated to a maximum of 8 bar during the tire's use, and can release some of the pressure on demand thus helping to rapidly increase the pressure in the agricultural tire itself. This helps to inflate or deflate the agricultural tire in seconds rather than minutes.

PIRELLI MAIN SPONSOR OF 'PRESTIGE & PERFORMANCE' CONTEST AT SALON PRIVÉ 2015

Pirelli acted as the sponsor of the first ever 'Prestige & Performance' contest that was held as part of the Salon Privé event. The contest had renowned judges from the automotive field including car expert Tiff Needell who is known as one of the presenters of the famous show "Top Gear" on Channel 5. This made him a perfect judge for the contest in his capacity

as an someone who is really knowledgeable about hi-performance cars. Other judges for the contest included Matteo Barbieri, who is an expert on luxury vehicles and helmed Pirelli's drive to become the leader in OE homologations for high end vehicles. Broadcaster and automotive journalist Jason Barlow and television presenter Vicki Butler-Henderson made up the rest of the judging panel for the contest.

The contest was held on the last day of the Salon Privé, on September 5, at Blenheim Palace in homage to supercar models dating from 1975 through to the present day and the judges viewed as many as 80 cars belonging to all the major luxury brands including BMW, Ferrari, Maserati, Audi, Pagani and Porsche.

Pirelli UK managing director, Dominic Sandivasci commented that the Salon Privé was a perfect fit for the Pirelli brand as a partner as the event attracts owners of prestigious and high-performance cars and Pirelli provides the OE tires for many of these brands.

The Pirelli Prestige & Performance competition saw many of the world's best supercars and hypercars emerging as the winners in different categories.

As the world leader in ultra-high performance tires, and the official supplier to what can be termed as the most prestigious motorsport series, Formula One, sponsoring an event like the "Prestige and Performance contest will only add to Pirelli's value in the prestige stakes as Salon Privé showcases the best in automotive design and technology.



MAZDA OPTS FOR YOKOHAMA TIRES ON CX-3



Mazda Motor Corp. has chosen Avid S34 all-season tires from Yokohama Rubber Co. Ltd. as the OE fitment for its CX-3 compact crossover, which will shortly be available for sale in the US market.

Yokohama will be supplying the Avid S34 tires in two sizes — P215/60R16 94H and P215/50R18 92V, which will be used for the Sport and Grand Touring models of the CX-3 model. The CX-3 is a five-seat, four-door hatchback compact crossover which is expected to create a splash in the popular SUV segment in the United States.

The front-wheel-drive CX-3 will be equipped with Mazda's very own 2-liter, four-cylinder Skyactiv-G engine, having an output of 146 hp, with an all-wheel drive as an option.

According to Yokohama, the Avid S34 tire was designed and developed with the same basic design, materials and technology that is used for the company's "BluEarth" tires. The BluEarth tires have been positioned as "environmentally, human and socially friendly."

Yokohama said that the S34 tires will help the CX-3 to have higher fuel efficiency. Mazda rates the CX-3 at 31 mpg for the front-wheel-drive model and 29 mpg for the all-wheel-drive version.

HANKOOK PARTNERSHIP WITH VIBRAM LEADS TO BETTER PRODUCTS FOR BOTH BRANDS



Tire Fact

Run-flat tires can temporarily drive without air, as the thicker sidewall supports the vehicle's weight for up to 100 miles.

Hankook
driving emotion



Hankook Tire's strategic partnership with Vibram, the company that manufactures premium shoes has led to the development of futuristic concept tires and shoes that have really created a splash. Both companies have benefited immensely from the cross-industry collaboration. By combining their design and technological knowledge and style, they both developed products that push the envelope in terms of style and performance.

Hankook and Vibram form a perfect match from the partnership perspective. They both are leaders in their respective fields backed by a history of more than 70 years, a reputation for innovation, global distribution networks and impressive progress in research and development. And of course, they both are experts when it comes to coming up with products having superior traction.

Hankook has now used functional design ideas from Vibram in its latest concept tire. Vibram, on the other hand has used the most modern tire technologies in its footwear products. Hankook Tire has two new off road concept tires named DynaMIX and DynaSYNC, while Vibram has developed the DynaTREK, DynaSTRYKE BKL, and Omnifuse concept shoes as successors to the company's best selling Vibram FiveFingers range.

Vibram has a range of hiking shoes with flexible blocks on the outer soles which inspired the use of such blocks in Hankook Tire's DynaMIX and DynaSYNC tires. These blocks change their position depending on the variations in ground surface. In the tires, different layers have different structures and customers can opt for different styles depending on their choice.

The DynaMIX concept tire utilizes Vibram's Ultra-light 3D Cocoon Technology and multi-direction geometric dimensional blocks serve to protect the tires from road impacts. This is done without any compromise in traction, block stability and flexibility. Sidewall strength is at optimum level while sidewall weights are reduced. The DynaMIX has a three-dimensional tread pattern that is the perfect fit for tough off-road conditions. The glitter surface of the tire is polished, which enhances handling and wet performance, while at the same time promoting greater control at faster speeds. And finally, the geometric sidewalls integrate Hankook's wet-tech holes, enabling the sidewalls to achieve greater flexibility and disperse shocks.

DynaSYNC features Vibram's iconic Carrarmato lugs design on its tread pattern to improve traction in mountainous terrain. The honeycomb structure grooves that prevents puncture or tire chips due to gravel or stones. This improves shock absorption and provides powerful and safe handling. And the sidewall comes in a variety of color compounds, allowing car owners to match the tires to their car's body color. Its dual-layered sidewall structure prevent cracking by enhancing block stiffness and reducing severe deformations during cornering and high-speed maneuvers.

Vibram's DynaTREK and DynaSTRYKE BKL concept shoes have been designed as the sister products for DynaMIX and DynaSYNC concept tires respectively. The DynaTREK has a high performance outdoor/hiking outsole. It uses the very same Ultra-light 3D Cocoon Technology that is seen in the DynaMIX tire for better shock absorption and protection. It also echoes DynaMIX's center stripe around the entire sole, highlighting the collaboration between the two companies. The DynaSTRYKE BKL reflects the performance attributes of the DynaSYNC. The Megagrip rubber outsole and the interlocking lugs provide unparalleled winter running performance in a Vibram FiveFingers shoe. Moreover, thermochromatic pigment applied to the DynaSTRYKE BKL induces a subzero appearance with the color shifting at the toes. Finally, the Omnifuse adapts motifs from conventional tire products.

"This joint project fits ideally with our ongoing commitment to investing in technological innovations and performance-oriented designs. Moreover, from a macro-perspective, the project reflects Hankook's longstanding core company value – progressive innovation. This momentum will be carried forward in the future as the company continues to take an authentic, meaningful approach to meeting the challenges of future driving experience," said Ho Youl Pae, Head of Hankook Tire Europe.

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2016 MICHELIN CHALLENGE DESIGN WINNERS REINVENT MOBILITY WITH NEW CONCEPTS



Front runners at Michelin's annual Challenge Design competition came up with original ideas to reinvent the concept of mobility in future vehicles. The theme for the contest this year was Mobility for All – Designing for the Next Frontier. In addition to the teams that secured the first three spots with their inventive vehicles, Michelin also released a list of 11 other front runners in the contest, recognizing them for their innovative ideas.

The Google Community Vehicle designed by a team from India consisting of Rajshekhar Dass, Abu Huraia Shaikh, Sunny Duseja, Joji Isaac, Saksham Karunakar, and Tajeshwar Kaul from Pune, India clinched the top spot.

They came up with a vehicle that would be highly useful for farmers in rural areas of the country. The vehicle has a bed that could be used for hauling seeds during cultivation and towing machinery at the back. Once the farming season ends, the vehicle can be transformed into a taxi for passengers with the aid of a roof and walls. The tires for the Google Community vehicle are fashioned from replaceable segments that are meant to gain momentum as they turn and can easily tackle tough terrain.

The second- and third-place winners too focused on the need for rural transportation. The Arriero from Columbia is designed to haul heavy loads from one small village to another on rough roads. The Bamboo Recumbent designed by two South Korean designers is meant for the Philippines and comes with technology to filter water even while it is on the move.

The contest had significant participation with entries from numerous countries across the world. The winners were drawn from as many as 13 different countries.

Each winning team will be able to select one representative to attend the North American International Auto Show (NAIAS) at Michelin's expense and will be recognized during Michelin's annual private Designer's Reception. The designs of all the 14 winning teams will be showcased by Michelin at the 2016 NAIAS in Detroit in January.

HANKOOK PRESENTS FUTURISTIC TIRE TECHNOLOGIES AT FRANKFURT MOTOR SHOW



Hankook presented a wide range of tire innovations at the 66th edition of the International Motor Show (IAA) in Frankfurt, which was held from September 15 to 27. At its booth in Hall 8, the company presented its new Winter i*cept range that is targeted at the European market. In addition to futuristic tire technologies and new mobility concepts, the tire manufacturer also for the first time ever, presented the results of the company's cooperation with the Italian sole manufacturer Vibram.

Hankook is said to be the world's fastest growing premium tire manufacturer and one of the top five largest tire producers by volume. Hankook tires have been chosen as the OE fitments for models from premium car brands like Audi, BMW, Mercedes Benz, Porsche and VW in recent years due to the company's reputation for designing and developing efficient, high-performance and eco-friendly tires.

This year, Hankook will be focusing on its completely new range of ultra high performance winter tires named i*cept for the European markets. This range was especially developed for central and western European winter conditions and is fashioned from a new silica compound. This new compound along with their asymmetric tread design, makes them ideal for use in snowy conditions. The new winter tire flagship Hankook Winter i*cept evo² offers enhanced driving performance on snow and superior traction in wet and dry conditions. The Hankook Winter i*cept evo² has already proved to be a winner for Hankook when it comes to design, with the tire winning the internationally renowned Red Dot Award. For the first time, the new tire generation will be available in speed rating W (up to 270 km/h) as well as in a special version for modern SUVs.

Hankook showcased its cutting edge in automotive technology with its Next Driving Lab and its current Red Dot and IDEA awards winning concept tires at the booth. The driving simulator Next Driving Lab gave visitors to the show the chance to experience the driving experience of the future. Hankook also highlighted its new concept tires Bootstrac, Alpike and hyBlade which have been developed in close cooperation with students at Pforzheim University.

"As a premium original equipment manufacturer, the IAA is of utmost importance to us," explains Ho-Youl Pae, Head of Hankook Tire Europe. "Here we have the opportunity to present our technological advancement in the surroundings of our customers in the premium segment and to give the interested audience a better understanding of our Driving Emotion philosophy. We invest significantly in the new development and advancements of our products in order to live up to these expectations."

Visitors to the Hankook booth at the Frankfurt Motor Show can look forward to many additional attractions like autograph sessions and photo opportunities with football stars from Borussia Dortmund, Sydney Hoffmann of the PS Profis, as well as current DTM racers like Bruno Spengler of the BMW team. They will also have a chance to see a DTM race car and the official UEFA Europa League Trophy on display at the Hankook booth. Visitors to the Hankook website, www.hankooktire-eu.com are eligible to participate in contests that offer attractive prizes like an exclusive Hankook IAA VIP-package for two, including tickets, accommodations and a surprise gift.

MICHELIN HONORS SIX SUPPLIERS FOR EXCELLENCE



Top tire manufacturer, Michelin has honored six suppliers for outstanding achievement in their respective categories. The companies received their awards for excellence at a ceremony that was held at the Michelin headquarters in Clermont-Ferrand, France. The awards were given to the winners by the members of Michelin's Group Executive Committee.

Three of the winners were recognized for the quality of their products which in turn helped to raise the bar when it came to Michelin products. This included General Quimica, a subsidiary of Repsol-YPF subsidiary which was recognized for its contribution in the category of "raw materials and energy" and specializes in the marketing of chemical products and their derivatives. The other two companies which made the mark when it comes to quality were Herbert, which produces molds for the tire industry and won the award in the 'manufacturing purchases' category as well as the Spanish transport company, Echemar which won for excellence in the 'services' category.

Cabot, the producer and supplier of carbon black won the Innovation Award and has a longstanding association with Michelin. This association has culminated in the development of several breakthrough technological innovations.

The award in the category of "Performance and Social Responsibility" went to Evonik, the German producer of silica, due to its outstanding commitment to sustainable development.

The sixth award named the Special Award was given to Eiffage, the leading construction company which built the RDI Campus for Michelin. Eiffage qualified for this award on the basis of its operational excellence, and its ability to come up with pertinent, innovative solutions and to rise to technical challenges.

Michelin relies greatly on its suppliers, and the company has presented supplier awards since 2011. All the nominees for the supplier awards in the different categories were selected after a rigorous process.

CONSTRUCTION TIRES & WHEELS



MATERIAL HANDLING TIRES & WHEELS

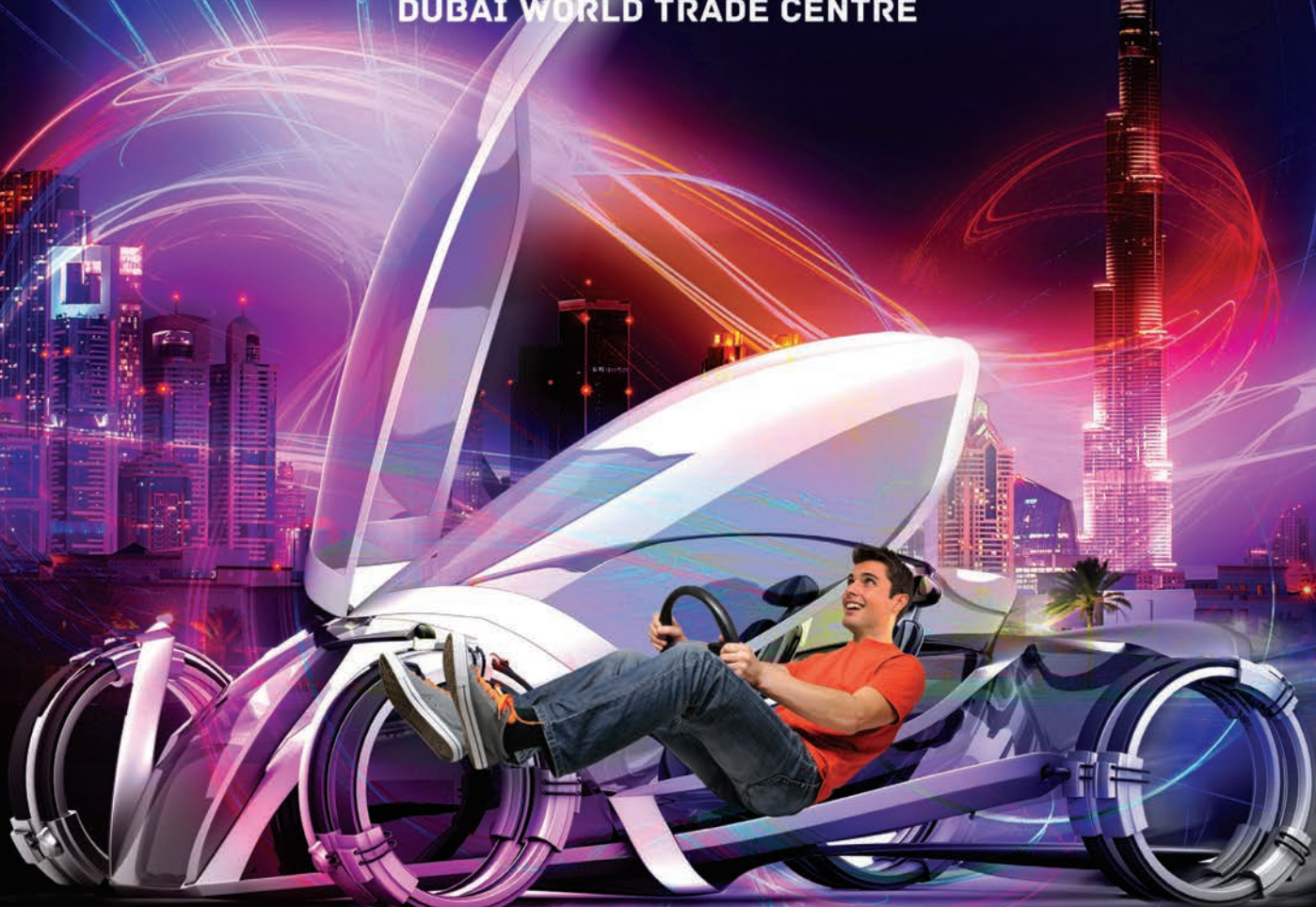


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EVENT	DATE	INFORMATION	LOCATION
AAPEX	03-05 Nov 2015	AAPEX 2015 will display a huge array of automotive items and equipment featuring advanced technology. This automotive trade event also promises to set up hundreds of booths that will help visitors compare the quality and market value of the exhibited range.	Sands Expo & Convention Center, Las Vegas, USA
Bursa Auto Show	03-08 Nov 2015	w, organized by Tuyap Fairs and Exhibitions Organization, will showcase a wide variety of automotive products. This year, it is anticipated to be bigger and better. Therefore, exhibiting companies and visitors will get a chance to take advantage of several opportunities.	Tuyap Bursa International Fair & Congress Center, Bursa, Turkey
Auto Electronics Show	04-05 Nov 2015	"Auto Electronics Show, a two-day automotive trade fair held in Birmingham, UK, presents an array of products for different sectors, including automotive, construction, energy, marine and aerospace. It will give companies a chance to establish their presence to a global audience. Plus, it will also serve as a perfect platform for networking.	National Exhibition Centre, Birmingham, UK
Vivons Auto	07-11 Nov 2015	Vivons Auto is one of the grandest automotive trade fairs in France. Held for five days in Bordeaux, it displays a variety of automotive-related products such as ATVs, scooters, electric bikes, convertibles, sedans and many more.	Parc des Expositions de Bordeaux Lac, Bordeaux, France
Dubai International Motor Show	10-14 Nov 2015	Dubai International Motor Show is one of the premier automotive events in the UAE and the entire Gulf region. Here, visitors will get a chance to see the complete line-up of new, re-designed and upgraded concept cars and production models from the different parts of the world. Held for five days, it brings together businessmen, industry experts and automotive fans worldwide. This year, it will offer everyone a better exhibition experience.	Dubai World Trade Center, Dubai, UAE

DUBAI INTERNATIONAL MOTOR SHOW

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**DUBAI
INTERNATIONAL
MOTOR
SHOW**
معروض دبي الدولي للسيارات

EVENT	DATE	INFORMATION	LOCATION
Professional Motorsport World Expo	11-13 Nov 2015	This three-day show is a fresh international trade event dedicated to the automotive industry. Held in Germany, it is designed for motorsport drivers, teams, support crews and professionals. Just like other trade fairs, it aims to give both exhibitors and visitors a fun and unforgettable expo experience.	Cologne Fair Grounds, Cologne, Germany
Solutrans	17-21 Nov 2015	Solutrans is a semi-annual automotive exhibition dedicated to urban transport and haulage expertise. Hosted by Comexposium in Lyon, it offers a friendly atmosphere for both exhibitors and organizers. It also gives everyone a chance to know more about the latest trends in the industry.	Eurexpo, Lyon, France
Riyadh Motor Show	17-20 Nov 2015	Riyadh Motor Show is one of the most famous and highly anticipated automotive trade fairs in Saudi Arabia. Boasting a visitor count of more than 96,000, it serves as an ideal platform for leading industry experts to network with a huge number of potential customers. Apart from local attendees, it also draws international visitors.	Riyadh International Convention & Exhibition Center (RI-CEC), Riyadh, Saudi Arabia
Auto Esporte Expo	19-22 Nov 2015	Held for four days in Sao Paulo, Brazil, Auto Esporte Expo Show displays different products and services related to the automotive sector such as vehicles, tools, body repair, lubricants and fuel, tires, wheels, accessories and more.	Anhembi Palacio das Convencoes, Sao Paulo, Brazil
Connecticut International Auto Show	20-22 Nov 2015	Connecticut International Auto Show is one of the most popular automotive exhibitions in the USA. It presents the latest model year of import and domestic vehicles.	Connecticut Convention Center, Hartford, USA
Comvex Istanbul	21-24 Nov 2015	Commercial Vehicle & Components Expo, also known as COMVEX, is a leading exhibition which aims to promote commercial vehicle technology and development.	Tuyap Fair Convention & Congress Center, Istanbul, Turkey

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DEVAL M. DESAI

Magna International, Executive Director & Country Manager, India

Could you give us a quick rundown of your products?

Our product capabilities include producing body, chassis, exterior, seating, powertrain, electronic, vision, closure and roof systems and modules, as well as complete vehicle engineering and contract manufacturing.

Magna is the most diversified automotive supplier in the world. Which product is your company mostly known for worldwide?

Because of our product diversity, we are the global market leader in many areas including metal forming, mirrors, camera-based DAS products, closures, contract manufacturing, powertrain and plastic exteriors. Magna is known in the industry for its frame expertise and production.

What do you consider as your biggest milestone in the industry so far?

A few of them include: 10 million cameras worldwide, 24 million frames produced for the North American market and one million vehicles assembled for the BMW Group.

What do you think makes the automotive sector of the Middle East region interesting?

In the Middle East, we continue to see potential in high content vehicles and increase in safety feature offerings going forward.

Just recently, you developed a multi-material lightweight vehicle concept with Ford. How will this meet the needs of 21st century drivers?

The multi-material lightweight vehicle concept with Ford provides a glidepath to meeting future CAFÉ requirements by substantial lightweighting. We take a holistic view of the vehicle – reducing weight not only in body structures, but also in seating, exteriors components and systems, powertrain components, etc. This gives drivers a more comfortable driving experience and reduces fuel consumption.

In what ways do you show your commitment to environmental sustainability?

Sustainability is embedded in our Operational Principles. As such, we operate with a responsibility to meet the current and future needs of our customers, employees and investors. Holding the standard of a world-class manufacturer, we remain focused on balancing the impact of our practices, processes and products with the need for ongoing efficiencies in the use of resources. We utilize innovative design and engineering methodologies to reduce the environmental impact of our products during vehicle operation and at end of life.

What are the latest trends in vision systems?

The latest trend in vision systems is the increased use of cameras and sensors to continuously monitor the surroundings of the vehicle for active and passive safety.

This year, what can customers expect from your seating systems?

This year, customers can expect improved ergonomics; egress and entry convenience; and integrated comfort and convenience from Magna.

At the recently concluded Geneva Motor Show, you presented your advanced plug-in hybrid sports car. What sets this car apart from those unveiled by your competitors?

Our MILA series of concept cars are not intended to compete with car companies. We utilize those concepts to showcase Magna's overall capability. This specific plug-in hybrid demonstrates Magna's broad range of services – from engineering to diverse product capabilities to full-vehicle contract manufacturing. The MILA Plus vehicle concept illustrates our value proposition and advantage within the global supply base.

Connected cars are touted today as the next big technology innovation. What is your role in making these cars a mainstream in the future?

As a leader in camera-based Driver Assistance Systems (DAS), we are focused on providing active safety technologies to our customers. As semi-autonomous driving technology and the connected car trend continues, other areas we focus on are comfort and convenience because this will mean different things with semi-autonomous driving. Voice, gesture and human interface (HMI) controls will also become more sophisticated and intuitive. These are all things Magna's R&D group is looking at to align future trends with our product portfolio and from there, identify the unmet needs of the marketplace.

Vehicle lightweighting is the trend in today's automotive manufacturing. Where do you see this trend in the next five years?

The low-hanging fruit for weight reduction has been identified and many actions are in place to deliver these solutions. For instance, Magna has recently introduced the first all-composite liftgate. In addition, we developed a multi-material lightweight vehicle concept with Ford Motor Company. Weight is only one aspect that contributes to the goal of improving CO2 and fuel economy performance. There are other opportunities to continue to reduce weight, but it needs to be achieved at an affordable cost. Lightweighting will continue to drive use of innovative materials, process and joining technologies.

How do you contribute to autonomous driving?

We use our technologies and innovation to make these systems safer and more secure for passengers.

How do you show your commitment to driving safety?

All our products, particularly body-in-white and chassis stampings and electronics that include camera and assisted driver assistance systems, are designed to maximize driver safety, while maximizing the driving dynamics, comfort and convenience.

Hybrid and electric vehicles are gaining much traction in today's industry. What products can owners of those vehicles expect from Magna in the coming years?

Because we are a supplier, end consumers rarely know what we provide for vehicles. Therefore, it's our goal for our OEM customers to know what we can deliver. In the case, our MILA Plus concept is a great example of what technologies we can deliver in terms of hybrid and electric vehicles.

Do you foresee any challenges in the automotive parts industry this year? How do you intend to deal with this challenge?

Challenges in fuel economy and emissions legislation and customer dynamics will continue to be challenging. In addition, the continued rapid application of electronics on vehicles means the vehicle is now far more complex than it has ever been. All of these changes lead to opportunities for suppliers like Magna that can deliver game-changing technologies to the global marketplace.

When customers hear the name "Magna" what do you want it to be remembered for?

Innovation and world-class manufacturing

TOYOTA CAMRY AND JAGUAR XF FACE RECALLS IN QATAR



Due to defects, Qatar's Ministry of Economy and Commerce has recently announced the recall of Toyota Camry and Jaguar XF vehicles in the country.

The recall of Camry 2011-2014 models, which is due to software faulty of the Engine Control System that must be upgraded, will be done in cooperation with Abdullah Abdulghani & Bros Co., the dealer of Toyota Camry in Qatar. Meanwhile, the recall of Jaguar XF 2013 models, which is due to faulty in the fuel pump, will be carried out in partnership with Alfardan Premier Motors, the dealer of Jaguar vehicles in the country.

The recall comes within the framework of the continuing coordination and follow-up by MEC to ensure the dealer's dedication to follow up defects and repair them to safeguard consumers' rights. The ministry has also confirmed its coordination with Abdullah Abdulghani & Bros and Alfardan Premier Motors to follow up the required maintenance and repair processes, and will communicate with clients to guarantee the recall campaign's success.

CINEMO TO PRODUCE WORLD'S FIRST AUTO GRADE BLU-RAY DISC PLAYER

Cinemo, a leader in high performance automotive grade multimedia playback, streaming, media management and connectivity middleware, has recently announced that it will start serial production of its automotive grade Blu-Ray playback technology. The innovative technology—which forms part of Cinemo's Unified Media Player™—adds further to the company's all-embracing multimedia infotainment platform, which is rapidly becoming a vital part of today's connected car.

Designed to address the strict quality demands of the automotive industry, Cinemo's Blu-Ray technology offers a multi-faceted approach. This enables Blu-Ray title playback on automotive head units and for rear seat entertainment systems at theater-like performance levels complete with full connectivity integration and media management.

Infotainment manufacturers employing the TI OMAP system on a chip will be able to take advantage of Cinemo's exceptional integration for both content distribution and Blu-ray playback, while personal connected devices can work cohesively as part of Cinemo's in-car streaming network.

According to Jim Corbett, Co-founder of Cinemo, reaching serial production of automotive grade integrated Blu-Ray playback is a huge proof to Cinemo's engineering capabilities. He said that as multi-screen systems and Blu-Ray become more predominant in today's car, they are confident that Cinemo is well-positioned to deliver an outstanding entertainment experience.

DENSO EMBARKS ON A JOURNEY TO ALGAE-BASED BIOFUEL



The United States is a country blessed with acres of corn which can be converted into ethanol, a biofuel alternative to petroleum. However, in Japan, where land is scarce, researchers are turning to one sufficient resource: water.

Denso Corp., known for its air conditioners, fuel injectors and electronics, is now starting on a large-scale project for the development of biofuel from waterborne algae. Toyota's top supplier will reportedly inaugurate a cultivation and testing center in April in western Japan that will have three oval ponds for growing green microorganisms.

The center—which will cover 215, 300 square feet or almost the size of four U.S. football fields—follows a smaller, 3,200-square-foot testing area in Aichi prefecture.

The use of biofuels can help reduce carbon emissions and dependence on petroleum products. Promoters of microalgae biofuel claim that it beats biofuel based on food crops such as corn in a number of ways.

Compared to food crops, algae grow faster and easier to propagate. They are also seen to deliver higher oil output from a smaller footprint. Additionally, algae can be grown at sea or on land, and can be raised on marginal land that is not suitable for crops. However, the disadvantages of growing algae are lack of commercial viability and huge cost.

Biofuel projects that include Denso's usually focus on microalgae, which are microscopic or small as opposed to macroalgae such as seaweed. When the algae are harvested from water, developers dry the organisms and extract their oil.

Since 2008, Denso has been working to produce biofuel from microalgae. The supplier revealed that it targets the establishment of large-scale cultivation technologies by 2018.

HARMAN ADDS AUDIO SOLUTIONS TO JBL'S SUBWOOFER LINE-UP



Just recently, HARMAN International Industries Inc., the leading connected technologies firm for automotive, enterprise and consumer markets, has announced the launch of new audio solutions to its existing fleet of subwoofers. JBL Series II Subwoofers, JBL Series II Enclosures and JBL BassPro SL are engineered with easy installation options for music aficionados looking to develop and deliver outstanding solutions for their vehicle.

Designed with HARMAN's patented Selectable Smart Impedance (SSI™) technology, the JBL Series II Subwoofers enable users and installers to choose the right impedance based on system design and performance requirements. This, combined with extra technologies, including stitched-in tinsel leads, high-roll surrounds and vented frames, make Series II an outstanding performer at a great consumer value.

The JBL Series II Enclosures, featuring Slipstream Port design, deliver improved efficiency and higher output of a vented enclosure without the distracting noise produced by a port. Moreover, JBL's Selectable Smart Impedance technology offers desirable impedances (2 and 4 ohms) at just a flip of a switch, enabling these enclosures to work with virtually every system design and amplifier.

A self-powered, under the seat subwoofer system, the JBL Bass Pro SL is designed to take low-end bass performance in vehicles from good to outstanding with its 125-watt digital amplification. With a small footprint, this audio solution easily fits under the seat of most vehicles, leaving the cargo or trunk area intact. It can also work in both factory and aftermarket systems, enabling the addition of great bass to almost any vehicle.

In a statement, Jeffery Fay, VP and GM of Aftermarket Services at HARMAN, said that a quality subwoofer system is one of the most essential aspects of a great car audio system and their extended lineup offers consumers and installers with a solution for every application. He added that whether a driver has an aftermarket or OEM sound system in their car, they could pair JBL BassPro SL, JBL Series II Enclosures and Subwoofers with their system to attain peak low-end bass performance, putting the richness back into the music.



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FORD AND SONY LAUNCH HOME AUDIO TECH ON NEW EXPLORER PLATINUM



Every thrilling road trip is made perfect by the ideal soundtrack. This is why Ford and Sony have collaborated to equip the all-new 2016 Ford Explorer Platinum edition with an exclusive Sony® Audio System with two industry-first technologies: Clear Phase™ and Live Acoustics™.

Standard on the Explorer Platinum edition, the sophisticated audio system marks the first time high-end Sony home audio technology has been featured in a vehicle. Thanks to Clear Phase and Live Acoustics technologies, the SUV gets realistic concert-quality sound.

Clear Phase technology enhances the sound stage in the Explorer Platinum to make the music sound as though it is originating from a stage larger than the vehicle itself. Every instrument is located at the right place, and vocals are clarified. Moreover, the technology effectively eliminates sound dispersion, which enables music to be appropriately focused in certain areas of the sound stage. By correcting phase characteristics and flattening amplitude to achieve linearity, music will open up for a crystal-clear listening experience.

Craig Patterson, Ford utilities marketing manager, said that the Explorer is about pushing boundaries, and genuine high-end home theater sound is not just for the living room anymore. He claimed that the new Platinum series offers customers everything, including a sound system that would knock the socks off.

In the development of the proprietary Live Acoustics algorithm, Sony engineers spearheaded by Goro Shiraishi, also a concertmaster with the Sony Philharmonic Orchestra, paid a visit to huge halls in Berlin, Vienna and Amsterdam, and installed microphones to gauge their accurate acoustic qualities. Shiraishi aimed to re-create the concert hall experience for Sony's high-end home audio products.

Aiming to provide Platinum drivers and passengers with the best audio experience on the road, Sony engineers spent over 100 hours tuning the audio system in the all-new Explorer. At the heart of the system are 12 high-power speakers in 10 selected locations, plus a new Class D amplifier to deliver a loss-less power source that drives speaker output without straining. When combined, the 12 speakers can deliver a maximum 500 watts. Moreover, the speakers are enhanced for sensitivity, including a subwoofer with an 8-inch driver, a 12-liter enclosure for tight and full base tones, the center and surround speakers, and chrome tweeters and door woofers with translucent grills to effectively preserve sound integrity and complement the sophisticated Platinum interior.

The speaker coils of the system are also unique—square coils instead of the more conventional round ones lead to greater heat dispersion and efficiency.

Shiraishi said that the technology was previously available solely in their high-end home audio systems. He added that they have now applied the algorithm of Live Acoustics to Ford Explorer Platinum's audio system to transform the listening experience to be among the finest in the globe.

When music is in a studio, is live or is recorded, the best sound engineers always ensure to establish a full sound stage. Simply put, they guarantee that each instrument occupies certain areas in the "space" in front of the listener.

MAGNETI MARELLI TO LAUNCH NEW SAFETY CAMERA IN F1 2016

Italian systems and components manufacturer Magneti Marelli has recently developed a high-speed 400 frames per second safety camera, which is slated for introduction in Formula One next year. It took Magneti a year to develop the small, almost USB stick-sized but robust, lightweight and compact camera.

Current cameras used only record at 25fps, which caused high speed accidents such as those of Felipe Massa in Hungary in 2009, and of Henry Surtees during an F2 race at Brands Hatch in the same year. To shed light on how much this could help understand and promote motorsports safety, viewers of the video will be able to view 16 times the amount of frames compared to the current 25 fps camera.

The purpose of the camera—which is to understand the mechanism of driver injuries to determine the first point of contact to help develop cockpit safety—is of huge importance to motorsport on a global scale.

The high-speed camera is extremely compact, that when compared to an 'off the shelf' set up with parts available in the public domain, it is one third of the weight and takes up just one eighth of the space in comparison to a bulkier regular set up. Magneti has 'piggy backed' the camera on a front roll structure in a recent crash test to test it out, and has also used it in a McLaren simulation earlier this season.

According to Tom Hyder, Magneti Marelli's Technical Center Manager, the camera will be run later in the season in free practice in order to help teams understand how it would fit and the minimal impact the device may have on airflow. He revealed that the camera is mainly designed for safety recordings.

Video footage from the camera is compressed in real-time to a H.264 codec for easy storage, and then sent straight to the accident data recorder. The video is recorded in line with the other parts of data recorded such as acceleration/deceleration, speed and other loading forms. This is to help understand the behavior of high speed accidents, offering engineers and investigators more visual detail when generating a report and recommendations from accidents.

Reports say that the camera will be placed on the front roll structure of the car, in front of the steering wheel, facing the driver. However, Magneti Marelli is yet to determine the height position as it is currently working with teams to find an optimum height position, with a range being looked at between 10-20mm.

When the camera has been established and used in F1 from next year, Magneti intends to launch a budget version to lower formula race series, but the frame rate of 400 fps will be retained. Ultimately, this new technology will be launched in the automotive industry whereby it is anticipated to be contributory in accident investigations.

TOMTOM UNVEILS NEW PORTABLE NAVIGATION DEVICE



Just recently, TomTom has rolled out the latest addition to its portable navigation device line-up designed for people who drive huge vehicles. Featuring a 5-inch screen size, the compact TomTom TRUCKER 5000 ensures that motorists are on the right road because it includes customized routes for the specific vehicle size, type, cargo, weight and speed of the user.

Thanks to advanced routing technology and award-winning TomTom Traffic, motorists get a realistic ETA based on the vehicle's profile and real-time traffic information.

The TomTom TRUCKER notifies motorists about speed cameras and traffic on their route—the information is displayed in the route bar on the device—enabling users to be fully aware of the speed cameras' position, but also where the tail end of a traffic jam starts.

The TomTom TRUCKER comes with Lifetime Truck Maps at no additional cost, thereby users can always drive with the newest trucks maps that are updated four times a year. The portable navigation device also include other features such as Advance Lane Guidance, which shows the right lane to take at junctions, and Speak & Go, which enables the driver to operate the device with their voice.

The TRUCKER's fully interactive screen can be easily docked and undocked with the unique Click & Go magnetic mount. The device is also designed to be taken out of the professional driving environment and into the family car, thanks to the ability to select from a variety of vehicle types on the device.

TomTom TRUCKER 5000 is slated to be available on the TomTom webstore and retailers in the middle of the month. The Dutch company also offers a 6-inch version: the TomTom Trucker 6000.

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3D PRINTING ACCELERATES DEVELOPMENT OF 2016 HONDA PILOT

In its target to save time and money in the development of the all-new Pilot, Honda has made good use of computer modeling and 3D printing, thus eliminating the need for prototype models.

According to the Japanese automaker, printing a transparent instrument panel provided them with the most effective way to envision how wiring would be routed through the dashboard, and the method reduced the number of die changes the finished product needed. The use of the printed model streamlined the installation paths for the wiring, thereby saving fabrication time. Once seeing the layout through the transparent panel, engineers were incited to redesign the entire center console and other components.

Honda Manufacturing Alabama president Jeff Tomko claims that the new methodology made the 2016 Pilot easier to assemble. He notes that it not only enhances quality, but makes it easier on the line workers assembling the car. "We've brought it to production in a virtual world without any prototypes," reveals Tomko.

The all-new 2016 Honda Pilot also received the Insurance Institute for Highway Safety's (IIHS) Top Safety Pick+ rating, which the automaker claims as a vindication of the design process for their SUV which heavily relied on 3D printing and computer modeling.

Much of the efficiency enhancement and speed of the process came from virtual process. Tomko says that when a physical part or tool was needed for troubleshooting or test assembly, Honda 3D printed the required pieces. The savings amounted to millions of dollars, of which much would have been spent in creating physical prototypes and the tooling required in fabricating them.

The first Honda vehicle in North America, Pilot was developed completely with virtual processes. The Stepwgn was also developed virtually, but the process took place in Japan. According to Tomko, this was more than simply a test case as the results were impressive.

In 2014, Honda Motor Co., Ltd released 3D data for the exterior configuration of a list of concept models from the automaker's past. Offered through a Creative Commons licenses stip, that data can be downloaded from the Honda 3D Design Archives. Honda claims that the initiative was developed to identify the new ways of communicating beyond the traditional framework between users and manufacturers. The automaker is also hopeful that the project will inspire the next generation of automobile engineers and designers.

CONTINENTAL'S MFL SUPPORTS TOYOTA SAFETY SENSE



Loss of concentration, distraction and tiredness are just some of the leading causes of traffic mishaps. Thankfully, advanced driver assistance systems (ADAS) are here to reduce the number of accidents. These systems represent the vital technologies to support the realization of Vision Zero—the vision of accident-free driving—which is aimed at zero injuries and deadly accidents on the road.

For years, Continental has been developing and manufacturing safety systems, as well as supplying innovations to automakers worldwide. One of such systems is the integrated new sensor module Multi Function Camera with Lidar (MFL), which integrates a camera and an infrared Lidar (Light Detection and Ranging Sensor) into one compact unit. Series production for this technology kicked off this year.

Part of the German company's complete portfolio of surroundings sensors such as surround view and forward looking cameras as well as Lidar and radar sensors, the MFL is now supplied to Toyota Motor Corp. for their brand new active safety packages "Toyota Safety Sense C" for compact cars.

According to Christoph Hagedorn, President of Continental Japan, they are proud to be the key supplier of the MFL, which is a huge step towards their Vision Zero. He noted that with its three active safety technologies—the Automatic High Beam (AHB), Lane Departure Alert (LDA), and Pre-Collision System (PCS) in the Toyota 'C Package'—the vehicles make a huge contribution to safety driving and accident reduction.

In the MFL, Continental has incorporated two competitive sensor technologies. The combination of the strengths of a camera with those of an infrared Lidar enables the new sensor module to spot objects ahead of the vehicle, and when there is a chance of collision, it alerts the driver to brake with a visual and audio alert. In the event the driver fails to brake in time, the system automatically applies the brakes. Therefore, a crash can be completely prevented up to a speed of about 80 km/h if the relative speed to the spotted object is less than 50 km/h. If there are greater speed differences, emergency braking will significantly reduce the force of the impact.

Complementary Metal-Oxide-Semiconductor (CMOS) cameras are already employed for categorizing objects in front of a vehicle. However, they cannot always offer adequately reliable information for instigating automatic emergency braking.

According to Karl Haupt, Head of Continental's Advanced Driver Assistance Systems business unit, this is why Continental is combining passive sensor technology with an infrared Lidar in the Multi Function Camera with Lidar. He added that the Lidar sensor transmits three pulsed infrared beams with a 905nm wavelength and measures the time-of-flight until the reflected beams reach the receiving optics.

Taking into account cost restrictions, specifically when it comes to compact vehicles, the MFL module has been made scalable. Depending on the application, the computing capacity can be adjusted to three varying levels. In the three variants, MFL always offers reliable data on which to base the decision to instigate automatic emergency braking—and does so in the smallest space. Apart from Lane Departure Alert (LDA), which is featured in the Toyota Safety Sense C package, other ADAS functions such as Traffic Sign Recognition (TSR) and Lane Keeping Support (LKS) can be installed as extra optional vehicle equipment with the same sensor module.

STOREDOT MULLS SCALING UP ITS NANODOT BATTERY TECH



StoreDot, an Israeli startup, made headlines last year with its quick-charging smartphone battery that is claimed to be fully recharged in just 30 seconds, while suggesting the technology could be scaled up for quick-charging electric vehicles (EVs). The completion of a round of funding for an all-new EV business unit will pave the way for StoreDot to deliver on its vision of EVs that can be fully charged in just five minutes.

The company's FlashBattery technology relies on "nanodots", which are composed of bio-organic peptides whose raw materials are plentiful in nature and also self-assemble, making for a more inexpensive product. Nanodots form the basis of a multi-function electrode that enables for supercapacitor-like rapid charging, with a slow discharge like a Li-ion battery.

Still, the concept includes lithium components in the cathode. However, the company claims that its modified cathode and anode as well as a proprietary electrolyte and separator are responsible for the incredible recharge speeds.

Increased for use in an electric vehicle, a range of StoreDot cells that comprise 7,000 cells would allegedly store sufficient energy for 480 km (300 miles) of driving on just five minutes of charging. The company also claims to offer batteries that are less volatile and offer longer lifetimes due to using materials that are less likely to metalize during charge and discharge cycles.

StoreDot's US\$18 million fund predominantly came from existing investors, including Samsung Ventures, bringing the total fund to date to \$66 million. As part of the research, the company also intends to develop a charging station and a quick-charging industry standard.

Conventional supercapacitor technology is extremely huge for consumer vehicles with an extremely low energy to mass ratio. However, StoreDot has reportedly solved the limitations of both batteries and supercapacitors with its hybrid solution, without having to pick and select between fast-charging, increased capacity, or prolonged battery-life.

Yet, given that the phone battery technology will not be on the market until 2016 at the earliest, it may take some time before consumers see the result of the vehicle research.

TOYOTA TO PURCHASE 13M AIRBAGS FROM NIPPON KAYAKU


Due to the threat posed by Takata's airbag inflators, Toyota Motors has recently announced its decision to buy millions of airbags from Nippon Kayaku, a smaller auto parts maker.


According to reports, last month, the giant automaker had asked the supplier to raise output so that it could supply 13 million inflators from next July to 2020. So far, airbags manufactured by Takata are believed to have resulted in eight casualties and more than 100 injuries after rupturing with extreme force and spewing shrapnel in the vehicle interior.









In the US, lawmakers have already made a move by urging Takata to recall all the cars supplied with the firm's airbags, numbering over 50 million.

If Toyota prefers Nippon Kayaku inflators, it would replace the older ones first and then proceed successively to newer inflators. People familiar with the deal did not disclose any financial details, but average inflator prices are estimated to amount between \$100 and \$150 million.

So far, Toyota called back more than 12 million vehicles featuring Takata-made air-bag inflators.
















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SEAT REVEALS AMBITIOUS PLAN FOR IN-CAR CONNECTIVITY



Driven by its high ambitions, Spanish automaker SEAT is mulling to prioritize in-car connectivity across all of its models, smoothly bridging the gap between the smartphone and infotainment system to ensure the driver is always connected.

A number of new models, beginning with the New Ibiza CONNECT and followed by New Alhambra, Leon MY16 and Toledo MY16, will feature Full Link, SEAT's advanced, three-in-one connectivity solution.

Including Android Auto™, Mirror-Link™ for Android devices and Apple Car Play™ for the iPhone user, the solution is a first in the global car market and not only eliminates fears about current and upcoming compatibility, but also enables users to access many of their phone functions and apps safely on the move.

Additionally, the brand has launched SEAT DriveApp, working alongside Full Link to support traffic alerts, eco driving guidance, easy vehicle maintenance and more.

Showcased in May at the Barcelona Motor Show, the New Ibiza is the first model to benefit from the innovative technology which sees SEAT take a huge step in the race to eliminate compromise from connectivity.

Full Link is a standard feature on CONNECT—SEAT's advanced infotainment system—along with a SAMSUNG Galaxy A3 smartphone. This system is priced £385 on SE models and above, comes with an upgraded infotainment system with a 6.5-inch color touchscreen.

Designed by SEAT engineers, Full Link enables seamless connection of the full list of smartphones running the latest Android and iOS software. Thanks to the software that puts the phone's features at the fingertips of the driver, important functions such as satellite navigation from Google Maps and certified apps can now be used safely via the touchscreen of the car. Apps, which have been classified as safe, are being added on a regular basis, including Spotify and many more.

Knowing how important driver concentration is, Full Link addresses the need to communicate safely on the move. The system rids of the temptation to use a handheld device, as motorists benefit from its read-out function, which delivers news, messages, social media streams audibly, ensuring productivity during long journeys without compromising safety. Plus, drivers can use Full Link's simple 'Voice to reply' function as well as 'Gesture control' which enables them to carry out simple actions such as making phone calls or composing messages with a simple finger swipe across the car's infotainment screen, without taking their eyes off the road.

Working in tandem with Full Link, SEAT DriveApp sends condition-based maintenance notifications to the driver's smartphone, prompting regular checks such as tire pressures. In fact, it can even show the closest SEAT dealer and any special offers on the item which requires replacement. Similarly, DriveApp's traffic alerts steer drivers to the best route, and there is also a 'Challenger' feature that gamifies eco driving with fun test series. With gamification, groups of company drivers can be encouraged to compete for the best score. Moreover, the app can check the driver's heartbeat as they drive.

Apart from the development of its own solutions, SEAT also penned a deal with SAMSUNG in March this year for the development of technological solutions to offer total connectivity across its full car range.

According to SEAT Head of Fleet and Business Sales, Peter McDonald, SEAT is striving, and attaining excellence in a number of areas that their customers consider to be important. "We aren't content scoring highly when it comes to style, reliability and quality alone, we are now leading the way in connectivity, too."

McDonald explained that Full Link shows how to smoothly integrate and take full advantage of smartphone features, noting that any driver would undoubtedly benefit in terms of safety and minimizing time lost, not to mention enhanced driver behavior and vehicle maintenance.

The new technology will be launched in the New Ibiza and New Alhambra, with more new SEAT models to benefit from Full Link and SEAT DriveApp next year.

RESEARCH FINDS GRAPHENE KEY TO CARS' FUEL EFFICIENCY

According to a team of scientists from the University of Manchester working closely with European Thermodynamics Ltd, graphene could result in greener and more efficient cars in the future by converting heat into electricity.

The team—spearheaded by Professor Robert Freer, Professor Ian Kinloch, and Yue Lin—added a small amount of graphene to strontium titanium oxide to create a composite that can convert heat which would otherwise be lost as waste into an electric current over a wide range of temperature, going down to room temperature.

Freer explains that current oxide thermoelectric materials are restricted by their operating temperature, which could be approximately 700 degrees Celsius. He reveals that this has been an issue which has hindered efforts to boost efficiency by using heat energy waste for some time, adding that their findings reveal that the introduction of a small amount of graphene to the base material could reduce the thermal operating window to room temperature which offers a wide range of potential for applications.

For vehicles, that suggests powering a fuel-intensive air conditioning system or directing the heat to recharge batteries. The researchers project that the average car presently loses approximately 70 percent of energy produced through fuel consumption to heat. The new graphene composite can convert three to five percent of that heat into electricity.

Freer says that is not much but recuperating just a small percentage of wasted energy with thermoelectric technology would be worthwhile.

Apart from its fuel-saving capabilities, graphene can also be a composite material in the bodywork or chassis to reduce weight compared to conventional materials.

PIONEER UNVEILS LATEST LINE OF IN-DASH RECEIVERS



In its life-long quest to take consumers connected lifestyle to new heights, Pioneer Electronics USA has recently rolled out six new CD receivers and one digital media receiver for next year.

The DEH-X2800UI, DEH-X3800UI, DEH-X3800S, DEH-X4800BT, DEH-X5800HD, and DEH-X6800BT CD receivers and the MVH-X380BT CD-free digital media receiver boast a fresh cosmetic design and different smartphone-centric technologies and entertainment options, including cutting-edge Bluetooth functionality, MIXTRAX, USB Auto Switch, simple Pandora station creation, Siri Eyes Free functionality, and Android Open Accessory Protocol (AOA) 2.0 support for Android and Android Media Transfer Protocol.

According to Ted Cardenas, vice president of marketing for the Car Electronics Division of Pioneer Electronics (USA) Inc., in a survey carried out online by Harris Poll on behalf of Pioneer Electronics in May 2015 among 1,801 vehicle owners, three in five of whom specify the vehicle they drive most often is six years old or older, with a third revealing it is between six to ten years old.

Cardenas added that driving an older vehicle does not imply consumers could not listen to their favorite music streaming services or access tracks stored on their smartphones. "Our new line of CD and digital media receivers makes it easy for drivers to update their existing vehicles with the latest in-dash technology at a very minimal cost."

The receiver lineup incorporates compatibility with many of today's renowned smartphones to meet customers' demand for extended use in the vehicle.

Bluetooth Connectivity - The MVH-X380BT, DEH-X4800BT, and DEH-X6800BT have built-in Bluetooth2 wireless connectivity for hands-free calling and music streaming with compatible Bluetooth-enabled devices. Plus, the Bluetooth models boast Bluetooth Dual Device Connection for full-time connection of two smartphone devices simultaneously. It also enables calls to be picked up by either of the paired phones, thus eliminating the need for the user to pair and unpair devices.

In order to streamline the Bluetooth pairing process with iPhone devices, compatible models are enabled for Auto Pairing when using a physical USB connection. All the users have to do is connect an iPhone to the Pioneer receiver using an iPhone-to-USB cable, and the receiver automatically notifies the user to confirm pairing, preventing them from going through the wireless "searching for devices" process.

Music Library Browsing over Bluetooth (AVRCP 1.5) - This enables users to search album content over a wireless connection via the Bluetooth-enabled models. iPhone users can search through playlists, genres, songs and artists over Bluetooth while Android smartphones that are enabled with Media Transfer Protocol (MTP) makes it possible for users to browse through folders that contain media through older type and browse in media content folders. In order to access Bluetooth Audio Browsing, the smartphone device has to be compatible with AVRCP 1.4 profile or newer.

Siri Eyes Free - Users of an iPhone 4s and above can access Siri Eyes Free with just a press of a key, thanks to Pioneer receiver models with Bluetooth. It enables making calls, selecting and playing music, hearing and composing SMS, getting mapping information, adding reminders by voice, listening to calendar information and listening to notifications.

USB Connectivity - When connected to an iPod, iPhone, portable USB drives, or Android devices through the USB port, users can use basic controls such as (Play/Pause/FF/Rev/Random/Repeat) and display of artist, track and album information. To use MTP, Android devices should use OS 4.0 (Ice Cream Sandwich).

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PEUGEOT UNVEILS MUSIC-BASED CONCEPT CAR FEATURING SUBPAC TECH

Peugeot Fractal, the first music-based concept car in the industry featuring SubPac audio technology, is anticipated to take the automotive world by storm when it makes its world premiere at this year's Frankfurt Auto Show. The collaboration between the French automaker and the Canadian company integrates SubPac's tactile bass



technology in the car, transferring low frequencies directly to the passenger's bodies.

An electric urban coupé, the Fractal is distinguished by its 80 percent 3D-printed interior and technology-heavy driver station, also called the Peugeot i-Cockpit®. Integrating SubPac's Tactile Bass technology into the back of each seat, the car offers a visceral and high-fidelity driving experience. Apart from a smartwatch remote system and custom loudspeakers by FOCAL, the external design of the Peugeot Fractal warns road users of its presence by a variety of sounds that are specific to the status of the vehicle such as cruising speed, acceleration and deceleration.

Additionally, the concept car's interior and exterior sound design, created by international electronic music producer and Ninja Tune artist Amon Tobin, offer a number of customizable sound palettes.

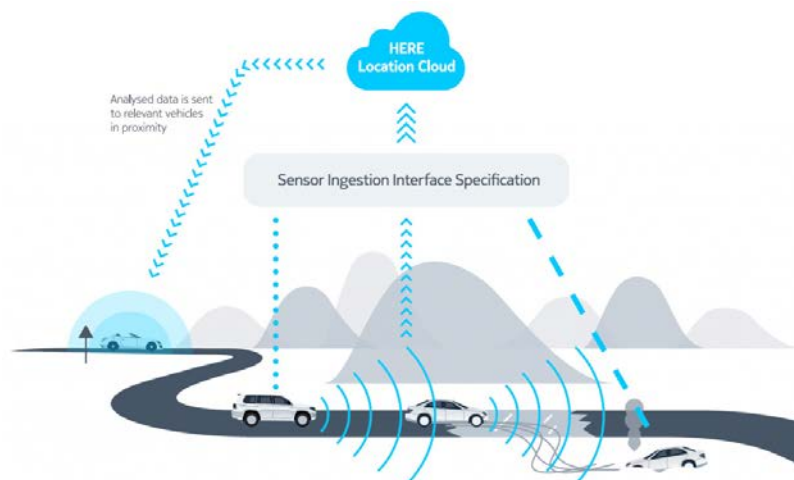
According to John Alexiou, SubPac's CEO, music is a core part of the driving experience, and the integration of SubPac technology into the automotive world has always been part of their road map. He said that they are beyond delighted to be a part of the forward-thinking Peugeot Fractal. "Once people physically feel the true impact of music and sound, there is no going back to just hearing it."

The Frankfurt Auto Show runs from September 17 through September 27 in Germany.

NOKIA HERE SUPPORTS INTERFACE FOR CLOUD VEHICLE SENSOR DATA

HERE, recently brought together a diverse group of automotive companies, system vendors and suppliers to discuss the establishment of an interface format for how in-vehicle sensor data is transmitted to a location cloud.

Modern vehicles collect vast sums of information on road and traffic conditions through onboard sensors, all of which can be utilized to improve the safety and experience of nearby drivers, such as real-time map updates and alerts on traffic or hazardous conditions ahead. If vehicles transmit sensor data in different formats, however, the ability for a cloud to efficiently aggregate and analyze the data at scale is lost and benefits to the driver become less realized.



During the forum held at HERE in Berlin, Germany, participants representing 16 companies agreed the industry must define a format in which vehicle sensor data is ingested by a location cloud. Participants also discussed a range of technical issues, including data content, security, anonymization, and transmission accuracy and efficiency based on the ingestion interface specification recently published by HERE.

"The ability to transmit in real-time sensor data across different vehicles on the road requires deep industrywide collaboration," said Dietmar Rabel, head of product management for the automated driving program at HERE. "But when we do, the result should be fewer accidents and more efficient journeys, as well as moving the industry closer to its aspiration for cars that can fully understand their environment and drive themselves."

The creation of a common specification for in-vehicle sensor data is prerequisite to an industry standard, following a similar approach taken by HERE and its industry peers to usher in ADAS Interface Specification. In the upcoming weeks and months HERE will re-engage industry peers across the globe to establish a formal working group on sensor ingestion standardization.

HERE released its Sensor Ingestion Interface Specification in June. It's a proposed open standard for car sensor data that will allow vehicles to share information they sense or create with the cloud and with other vehicles on the road.

PERTAMINA TIES UP WITH LAMBORGHINI FOR LUBRICANT RESEARCH



Pertamina Lubricants, the Indonesian state-owned and gas enterprise, has recently teamed up with Lamborghini to carry out research on lubricants for superfast and high-tech vehicles. According to Gigih W.H. Irianto, President Director of Pertamina Lubricants, the company is committed to continuing innovation in the development of its products to meet the needs of the local and global automotive industry. "This is supported by research and development facilities, as well as production facilities owned by Pertamina."

The Indonesian company has been performing joint research with Lamborghini for special lubricant products, two of which are Fastron Platinum Racing SAE 10W-60 for sports cars and Fastron Platinum SAE 0W-40 for upscale cars.

The lubricant testing was conducted in Italy where the Fastron Racing Platinum lubricant has been tested and has earned approval from Lamborghini.

Irianto continued that the reliability of Pertamina lubricants, which have been recognized by Lamborghini, was proven by the election of Pertamina as a technical partner of Automobili Lamborghini for the motorsport Lamborghini Super Trofeo and the Lamborghini GT3.

He noted that Pertamina Fastron is trusted and has been hailed as the official lubricant in every super Trofeo race and is fully supported by the Lamborghini GT3 team, which contends in world championships. "This cooperation will continue for the 2015 to 2019 period."

Pertamina Fastron has also been embraced as the official lubricant at 129 Lamborghini dealerships around the world. Irianto claimed that this flagship product has reinforced the existence of Pertamina Lubricants in the international super car arena.

Pertamina Lubricants produced the Fastron lubricant with nanotechnology. A high-quality synthetic lubricant, it protects the engine while offering optimal speed and reliability.

The state-owned enterprise has also unveiled three other new lubricant variants, such as Fastron Gold 0W-20 and Fastron Gold 5W-40, for new and advanced engine technology vehicles. Fastron Techno 10W-30 is another variant, which has been designed for daily use and offers fuel efficiency.

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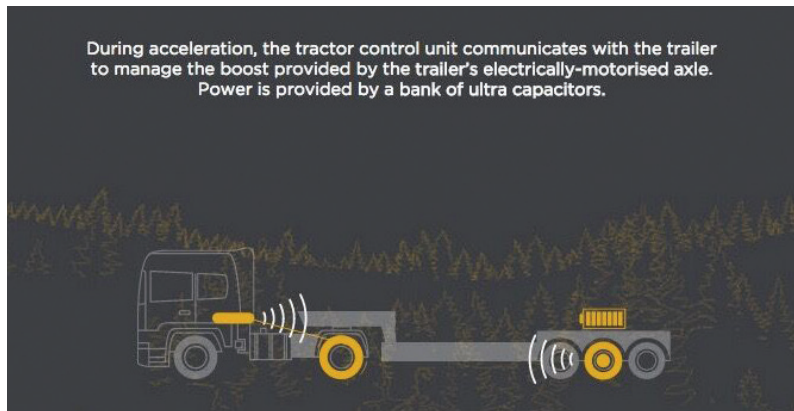
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NEW HYBRID SYSTEM RECUPERATES ENERGY LOST DURING BRAKING

During acceleration, the tractor control unit communicates with the trailer to manage the boost provided by the trailer's electrically-motorised axle. Power is provided by a bank of ultra capacitors.



Just recently, two startup companies in Europe, Adgero SARL and Skeleton Technologies, have developed a new hybrid system for road freight vehicles that attaches to a trailer and gives the vehicle a boost.

The Kinetic Energy Recovery System is geared towards reducing fuel consumption and corresponding emissions by up to 25 percent and has been enhanced for intermodal applications. It is fitted to a trailer and offers a boost generated from kinetic energy gathered by braking.

The system is made up of a bank of high-power ultracapacitors working alongside an electronically-driven axle mounted under the trailer. Thanks to an intelligent management system that controls the process and monitors drive input to automatically control regenerative braking and acceleration boost.

Adgero and Skeleton worked closely to modify an 800-volt ultracapacitor power module for the motorsport industry to satisfy the demands of freight vehicles. The module comes with 160-volt units that are made up of Skeleton Technologies' cylindrical cells. Each cell is tracked individually and can actively self-balance.

The system was designed to be suitable to existing infrastructure, and any truck fitted with an Adgero monitor will be able to tap into the hybrid system when paired with an equipped trailer. The hybrid system will stay in standby mode if a truck without a monitor picks up a retrofitted trailer.

During the last few months, the technology has been subjected to rigorous testing procedures, exposing it to shock, vibration and normal conditions for intermodal freight. Reports say that road testing will kick off next year with Altrans, a French logistics firm.

In a statement, Mack Murray, CEO of Adgero SARL, said that road haulage accounts for more than a fifth of Europe's total CO2 emissions, so fuel efficient solutions are critical. He added that they are starting to see regenerative braking systems in automotive applications but the market clearly requires a similar solution for articulated lorries.

NEW GKN TECH MAKES HYBRIDS THE CHOICE OF FUTURE DRIVERS



At last month's IAA Frankfurt Motor Show, GKN Automotive showcased the latest technologies that will make hybrids the leading choice for future drivers. The automotive components company's booth (Hall 5.1, B32) also exhibited the torque vectoring AWD system that drives the highly anticipated Ford Focus RS.

According to Peter Moelgg, GKN Automotive President of Technology, they believe it is time to acknowledge that hybrids are now some of the most thrilling cars on the road and that all AWD could be as efficient as it is desirable. He said that since the last IAA, they have unveiled hybrid drive systems that power the BMW i8 and Porsche 918 Spyder. "At

Frankfurt this year, GKN will show what happens when torque vectoring enters the equation – and how the technologies helping to reinvent high-performance cars can do the same for all vehicles."

At the show, GKN's technology highlights included the carbon fiber 'Gyrodrive' flywheel technology that powered Audi to three podium finishes in Le Mans, groundbreaking powder metal process and production capabilities that enable systems to unlock further downsizing, weight, cost and performance refinement benefits, new fuel-saving technologies for traditional drivelines, new high-performance electric drive systems for electric and hybrid cars and light commercial vehicles, BMW i8's two-speed electric axle system, new integrated eAxle system for plug-in hybrid SUVs and premium vehicles, new electric torque vectoring eAxle system employing proven production technologies, and the all-new Twinstar torque vectoring technology rolling out in the Ford Focus RS that enables the "drift" mode of the car.

GKN has become a key force in AWD and hybrid systems, with its software and tuning expertise making it a leading development partner for carmakers seeking to push the boundaries with fresh driveline concepts.

At a press conference last month, the global driveline company shared its vision on how hybrids can engage drivers in new ways. Moelgg continued that the car industry is about to begin on the greatest period of change in its history.

GKN also shared its vision for the future of personal mobility and showcased some of the technologies they believe would ensure that the passion for cars and driving would endure in an era of connectivity, automation, further emission reduction and electrification.

MOLEX UNVEILS MXP120™ SEALED CONNECTOR SYSTEM FOR AUTO APPLICATIONS



Just recently, Molex Inc. has developed the MXP120™ Sealed Connector System for body, powertrain and safety electronics applications. The receptacles and connectors for safety applications have unique yellow outer housing, while non-safety body electronics and powertrain applications come in black outer housings. The 4.00mm pitch, 1.20mm MXP120 Sealed Connector System provides superior sealing, mating and performance for tough applications. It comes with a small 1-by-2 version that meets USCAR-25 ergonomic requirements. Commercial vehicle and automotive manufacturers can use MXP120 devices for the replacement of 1.50mm terminal connections in space-constrained applications.

According to Benoît Lehaut, global product manager, Molex, the MXP120, unlike most existing 1.20mm connection systems, feature anti-scooping protection that protects pins from damage in the mating process. He added that the connectors provide excellent mating performance by generating an audible click when mating and with an efficient protection on the connector latch.

Other key benefits of the MXP120 sealed connectors and receptacles, include: a single-wire-seal (SWS) connection system with an IPX8-rated perimeter seal that withstands high-pressure spray environments (IPX9K) under certain conditions; compatibility with USCAR and AK interfaces; a design using the AK cavity

definition, which confirms global marketability and acceptance; and ability to meet power requirements up to 13.0A.

The main safety applications for MXP120 yellow connector systems include side and curtain airbags, steering wheel and seat-belt pretensioners, safety restraint systems (SRS), and supplemental inflatable restraints (SIR). Also included in the applications for MXP120 black connector systems are body electronics in wet areas, such as door-lock mechanisms, turn signal indicators and exterior lighting. Black connectors can also be used in extreme powertrain applications, including ignition coils, emission controls and fuel injection systems.

MXP120 Sealed Connector Systems are not limited to automotive and are also designed for several industrial and consumer applications where sealing is needed and package is a restriction.

DENSO PROVES ITS MIGHT IN ADVANCED ROBOTIC TECHNOLOGY

When it comes to assembly robots, leading advanced robotic technology supplier DENSO Robotics knows exactly what customers want. Energy efficiency, durability, low maintenance, high reliability, ease of operation, accuracy and speed are what makes "The DENSO Difference"—small industrial robots of the highest quality but with the lowest total cost of ownership.

According to Peter Cavallo, robotics sales manager, DENSO Products & Services Americas, Inc., DENSO's main business is production of automotive parts, not robots. He explained that their robots are built the way they are because in order to succeed in the competition in the automotive sector, DENSO necessitate its robots to deliver not just the highest levels of productivity, but also the lowest cost of ownership.

The total cost of owning an assembly robot starts with purchasing the complete unit, software and hardware included. The best value is given to customers when they integrate the robot into their operation, ensuring that the equipment meets their duty-cycle needs. Moreover, getting support for the model after it has been discontinued does not entail extra expenses.

Cavallo continued that DENSO robots come out ahead every time. "We're talking about added costs our customers don't incur. That's 'The DENSO Difference'."



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*Compared to its predecessor, MICHELIN LATITUDE Sport, TÜV SÜD test 2013 on a wet road (235/65 R 17). MICHELIN LATITUDE Sport 3 has an «A» rating for wet grip in the majority of its sizes.



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MAZDA BUILDS 2.5L SKYACTIV ENGINE TURBO VERSION

Mazda understands its customers' need for speed. This is why the Japanese automaker has engineered a powerful turbocharged version of its 2.5-liter Skyactiv engine for the redesigned CX-9 crossover that will reportedly hit showroom floors early next year.



The CX-9 will not typically justify the investment in a separate turbocharger. Taking into account Mazda's limited funds, the automaker does not have the freedom to develop a high-performance specialty car to spread the cost.

This is why Mazda's business plan for then engine is instead built around the addition of a speedier version of one of its key models—such as the Mazda CX-5 or 6—and highlighting its sporty heritage that way.

The automaker's solution is symbolic of the challenges for small and independent automakers. They lack funding to invest in as many engines as giant rivals such as Hyundai and Nissan, but they still have brand images to promote and a need to keep pace with the competition.

For the CX-9, which weighs more than two tons, additional power is the key. This car is powered by a 3.7-liter V-6, a holdover from Mazda's previous relationship with Ford. The former was determined to use one of its own engines for the seven-seat crossover, but its most powerful U.S.-specification engine—the 2.5-liter—cranks out 184 horsepower, which is almost 100hp less than the V6.

Mazda is in high hopes that the new engine will help the company with its growth target.

Masa-michi Kogai, Mazda CEO, promised this spring four new models and one variant as part of a second stage of its reform plan that runs until March 2019. Reportedly based on the CX-5 compact crossover or the Mazda 6 midsize sedan, the variant is anticipated to use the turbocharged engine.

LATEST LEXUS GS MODELS JAMPACKED WITH SAFETY FEATURES



Just recently, Lexus has unveiled its new 2016 range at the 2015 Pebble Beach Concours d' Elegance in California. Apart from the existing GS 350 and GS 450h models, the luxury division of Toyota has added GS 200t to the line. In addition to updated styling, the new GS models boast multiple intelligent safety features.

The GS comes with a redesigned front-end with revised tail lamps, new Bi-LED headlights, front and rear bumper refinements and new 18- and 19-inch wheel designs for next year. The hybrid GS 450h now cranks out 338 hp from its 3.5-liter V6 engine and

water-cooled permanent-magnet electric motor combination. Meanwhile, the 3.5-liter V6 GS350 cranks out 311 hp and features a new all-weather drive system that automatically adjusts the front/rear torque ratio based on driving conditions to enhance traction.

The newly launched rear-wheel drive GS 200t is powered by a 2.0-liter turbocharged four-cylinder engine and comes with an eight-speed automatic transmission. It cranks out 241 hp and 258 lb ft (350 Nm) of torque, with a projected highway fuel consumption of 33 mpg (14 km/l).

Also featured in each of the new fuel models are 10 airbags as standard for superior occupant protection and the Lexus Safety System +. Included here is the company's Pre-Collision System with Pedestrian Detection, Traffic Sign Recognition, All-Speed Dynamic Radar Cruise Control, Intelligent High Beam, and Lane Departure Alert with Steering Assist.

The Pre-Collision System utilizes a front-facing camera and radar to spot vehicles and pedestrians. It alerts the driver of a possible collision and brake automatically, if required. The Traffic Sign Recognition function identifies upcoming road signs and presents the data on the vehicle's HUD in front of the driver, while the All-Speed Dynamic Radar Cruise Control monitors the vehicle's speed ahead and adjusts its own speed accordingly to ensure that a preset distance is maintained. The Intelligent High Beam lighting system detects oncoming traffic and the taillights of vehicles traveling in front to automatically adjust low- and high-beam illumination. The Lane Departure Alert system offers visual, audio and haptic alerts if the vehicle starts to deviate from its lane. Enabling Steering Assist can help correct the vehicle's course automatically.

Elsewhere, the GS models boast 12.3-in screens for mapping and displaying multimedia, as well as improved graphics and voice recognition. iPhone users can use Siri Eyes Free Mode in making calls, selecting songs and controlling navigation through Apple Maps.

FORD AND SONY LAUNCH HOME AUDIO TECH ON NEW EXPLORER PLATINUM



For the first time, Osram has rolled out its full retrofit headlight called the LEDriving Xenarc headlight.

Audi A4's front lighting features a combination of LED and xenon technologies. So far, Osram is the sole manufacturer to offer the option of a legal upgrade to xenon light without the need for expensive reconstruction of the front of the vehicle.

The LEDriving Xenarc is compatible with the Audi A4 B7 produced between 2004 and 2008,

as well as delivers higher light output than that of the halogen headlight originally fitted by the manufacturer. Unlike standard halogen lamps, advanced Xenarc technology from the German supplier offers up to 110 percent more light on the road, ensuring that motorists can see and be seen better.

The retrofit headlight's light beam is up to 60 meters longer and delivers up to 40 percent whiter light that is more uniform and more energy-efficient than that of regular halogen headlights. Moreover, the Xenarc headlight offers daytime running light based on LEDs.

Hans-Joachim Schwabe, CEO Specialty Lighting at Osram, said that with its Night Breaker and Silverstar lamps, Osram has long offered retrofit products that enhance the performance of headlights. He added that with the simple Xenon upgrade, they are opening up a new product category.

The halogen headlights on the Audi A4 type B7 (2004 to 2008), featuring compact dimensions of 53 x 51 x 19 cm (L x W x H), can be easily upgraded with the new xenon retrofit headlights from Osram—and without any greater effort. Installing a headlight cleaning system or an automatic beam adjustment system is not needed as the new headlights are supplied with the xenon lamp D8 with 25 W, which does not need any of these systems.

The all-new LEDriving Xenarc headlights are offered with a two-year guarantee.

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ESCORT LAUNCHES PLATINUM SERIES RADAR AND LASER DEFENSE SYSTEM

Escort Inc., an established radar detector category and patent leader, has recently unveiled the first of its highly exclusive performance Platinum Series products. Now available through select stores, the all-new Escort® 9500ci™ custom installed radar and laser defense system is offered with extended product warranties, special appreciation gifts and one-on-one product demonstrations.

Offered nationally from over 1,000 trained +12 Volt aftermarket specialty retailers, Escort's Platinum Series is aimed at ultra-high performance products on demanding driving aficionados. The well-trained Platinum Series retailers offer customers an elite buying experience that leads to a particular Platinum performance product that is ideally matched to their specific driving needs.

According to Sally Washlow, Escort President, the Platinum Series products can dramatically expand the road awareness and boost the driving confidence of driving enthusiasts. "Leading technology, unique dealer distribution and category superiority make the new Escort 9500ci Platinum Series easy for the enthusiast to appreciate and acquire."

The Escort 9500ci Platinum Series detector provides class leading long-range radar performance, custom integrated installation and 360 degree laser shifting protection. Its twin antennae platform attains industry leading radar detection by separating X band from the K and Ka band radar signals and then processes them with the use of a dual low-noise amplifier design. This results in a maximum X band range and superior sensitivity on the higher-frequency K and Ka radar bands, including "POP" radar. The detector kit also includes a speaker for tone audio and voice alerts as well as a 'hidden' bi-color display for visual alert confirmation.

Additionally, front and rear laser shifters offer 360 degree protection against all laser threats, including the latest technology "double-pulse" laser guns. Up to four separate receiver/ shifting sensors can be positioned in the front and rear for optimum laser protection. To highlight this unprecedented performance level, Escort provides a 3-year product warranty and for the first time, a "NoTicket Guarantee" program.

The beauty of the Escort 9500ci is that it protects drivers beyond traditional radar and laser threats. Using the GPS location awareness and the embedded Escort Defender™ Database of North American red light and speed camera locations warns motorists of speed cameras and accident-prone intersections in advance.

True to the new Platinum Series products, the 9500ci boasts built-in Bluetooth® connectivity for linking to the Escort Live™ ticket protection app. SEMA's 'best new product' winner in 2011, the Escort Live helps offer extra protection against laser traps and patrol locations that are shared automatically through the app with other motorists in the area.



Volvo was the first company to make three-point seatbelts standard on vehicles in 1959.

EXXONMOBIL PARTNERS WITH TATA FOR NEW CO-BRANDED LUBE RANGE



According to reports, ExxonMobil has teamed up with Tata Motors' Commercial Vehicles Business Unit (CVBU) to unveil its new range of co-branded lubricants. Exclusively developed for the Indian automaker's diesel commercial vehicles, the all-new Mobil Delvac range offers superior engine performance through enhanced deposit control, viscosity and wear protection.

According to Joanne Eu, Asia Pacific Lubricants Marketing Manager, ExxonMobil Asia-Pacific, Mobil enjoys an established legacy as a product technology leader with the highest level of expertise, working side-by-side with premier OEMs worldwide. She revealed that the tie-up with Tata Motors is an extension of that legacy.

Commenting on the partnership with Tata Motors, Daniel Tan, Chief Executive Officer, ExxonMobil Lubricants, said that it is established on the core ExxonMobil philosophy of taking engine oils to the level of automotive design engineering with their partners worldwide, thus articulating their dedication to designing high performance lubricants through their technology leadership. He added that with the new Tata Motors and Mobil co-branded lubricants range now added to the portfolio, they would offer Tata Motors with lubricant technology expertise and support to help it gain an edge in today's competitive marketplace.

Sanjeev Garg, Global Head - Customer Care (CVBU), Tata Motors, revealed that as a leader in India's quickly evolving and highly demanding commercial vehicle space, they have to continuously challenge themselves in designing vehicles for a broad set of applications. "We are happy to have partnered ExxonMobil in developing this new range of Mobil lubricants for Tata Motors' commercial vehicles. The partnership with Mobil will help us to stand by our commitment to our customers and deliver beyond their expectations."

The new lubricant products will be available through ExxonMobil's authorized distributor network across India.

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HOTPRODUCTS



Jabra Sport Coach Wireless Headset

Since 1983, Jabra has been a key player in delivering high quality audio through consumer devices. The new Jabra Sport Coach Wireless headset is an evolution in fitness electronics for cross training and is being released in the UAE. The company has enjoyed a successful run with its fitness coaching headphones for running and has extended the function to cross training. The headset is accompanied by the Sport Life app for smartphones and tablets that help you plan, measure, analyze and interpret your performance while you receive customized training for over 40 workout combinations.

The Jabra Sport Coach Wireless headset delivers in-ear coaching for cross training based on a time scale or based on the number of repetitions required for each exercise. In addition to outstanding personalized coaching, the headset delivers music in studio-quality Dolby audio. With the Jabra Sport Coach Wireless, the company combines biometrics and coaching to maximize the fitness benefits you receive.



Snooz: The Sound of Sleep

Poor diets, high-stress levels and erratic sleep patterns cause a disruption in the body's natural sleep cycle. The science, study and need for sound sleep has never been of greater significance than in this day and age, where 'the exhausting pace of life in the city results in sleep deprivation. Snooz is a white noise generator that addresses the problem of sleep deprivation without the use of medication or pre-recorded sounds.

Developed by Snooz, LLC of Chicago, Illinois, the Snooz sound conditioner creates and amplifies the white noise of an internal fan. It comes with a volume controller that lets you set the level of white noise depending on the size of the room and the ambient noise levels. Powered by a brushless motor, Snooz balances environmental sounds and the sounds of your body. The fan speed can be adjusted to range from the sound of a loud 3-speed box fan to the whispering lull of a gentle evening breeze. The product is specially calibrated for use in nurseries with a soft-touch body finish and a decibel-level controller for children.

There are no hard switches or sharp edges. Two components of its shell are used as rotatory volume and tone controllers. The power cord loops easily into a stable storage channel in its base. The device is completely app-enabled, allowing you to control fan speed, auto shutoff, noise level calibration and power supply. Engineered for safety and good health, Snooz gives you an oasis of soothing sounds in a noisy world.



Batband

Batband takes all the limitations of conventional headphones and transforms your auditory experience with ear-free headphones. Crafted from high-strength alloy-free spring steel, Batband is a complete wearable audio solution that transmits audio waves through bone conduction, giving you a superlative listening experience. The device features a built-in microphone that allows you to enjoy gaming and Skype conversations and a microUSB port for charging or transferring music. The capacitive swipe panel, button and sensor allow access to all control functions including playback, recording, Bluetooth pairing and common audio functions.

Batband is the product of StudioBananaThings of London and allows you to listen to music without having your outer ear canals obstructed by headphones. This allows you to experience a cocoon of music and privacy while taking a call alongside the safety that comes from being aware of your surroundings. Soft yet durable molded PU foam padding and dual 300mAh batteries make the device wearable for extended periods of time.

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Omega Seamaster 300 "Spectre" Limited Edition

The Omega Seamaster 300 "Spectre" Limited Edition is the product of precision engineering that packs the company's revolutionary Co-Axial Chronometer Calibre 8400 mechanism into a stunning ceramic bezel and scratchproof sapphire crystal. Each of the 7,007 watches produced to commemorate the release of the 24th Bond film "Spectre" will have a unique serial number and feature the NATO-style black and gray fabric strap seen in the movie. The Omega Seamaster 300 "Spectre" follows in the rich tradition of Omega's flagship naval and diving watch with water resistance up to a 1000 feet and resistance to magnetic forces of 15,000 gauss. The "Spectre" timepiece also replaces the standard 60-minute markings on the bezel with Omega's patented LiquidMetal 12-hour markings, enabling you to tell time anywhere around the world but adjusting the hour positions. The Omega Seamaster 300 "Spectre" Limited Edition combines engineering finesse with the distinctive style of the world's favorite spy.



Leica x Zagato Ultravid 8x32 Binoculars

Not every product can boast of its own fan-driven rumors page, but the Leica x Zagato Ultravid 8x32 Binoculars live up to the billing of being some of the most envied optical devices in the world. The binoculars are the product of an elite collaboration between Leica Camera AG, manufacturer of premium cameras, field and sports optics and the Italian auto design firm Zagato of Milan. Combining optical precision with tres chic ultramodern design, Leica x Zagato Ultravid 8x32 Binoculars are the fusion of Zagato's design philosophies—bold simplicity—and Leica's heritage of precision engineered optical instruments. Set to be released globally in September of this year, these binoculars are the perfect designer accessory for the Dubai racing season.

The Leica x Zagato Ultravid 8x32 Binoculars features a milled aluminium shell that houses a sophisticated optical system. This delivers high definition magnification with superlative fidelity through AquaDura-protected Schott HT high-transmission glass. Zagato and Leica are branded together on this futuristic optical device with the automaker's logo on the stylish red lens rims while the German engineering firm's logo takes its traditional place on the focus ring casing. With only a thousand limited edition pairs being crafted for sale, the Leica x Zagato Ultravid 8x32 is set for an exciting international debut that is expected to be a showcase of precision sports optics for equestrian and motorsport events. The design principles of the binoculars are also extended to the custom leather case and hand strap.

Tzukuri iBeacon Eyewear

A pioneer in intelligent eyewear, Tzukuri iBeacon Eyewear is a product of Australian research and Japanese crafting standards. The brand represents the best of two worlds; modern design and traditional handcrafted quality.

Tzukuri iBeacon sunglasses bring together several groundbreaking aspects of design, craftsmanship and sustainable technology into a single pair of stunning eyewear. Designed for strength and style, Tzukuri eyewear features an in-built beacon that connects to an app on the iPhone, allowing you to track the position of your sunglasses. The app's proximity-based alert mechanism and energy-efficient Bluetooth charging tell you the position of your eyewear without being intrusive at work or at home. The glasses are available in six styles and three sizes that fit any face type. Tzukuri iBeacons use UV-proof, scratchproof and polarized Carl Zeiss lenses that keep your eyes safe at all times. The company expects to expand the capabilities of the sunglasses and its accompanying app by adding intelligent capabilities such as using glasses to control lighting and measure a user's exposure to sunlight. The Tzukuri API is expected to be distributed to developers in 2015, opening doors to a wide range of exciting new possibilities.



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