

TIRES & PARTS

Magazine

The Middle East's First Automotive, Tires and Parts Magazine.



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ASAD BADAMI

Managing Director, A-MAP



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For more information on TIA, visit www.tireindustry.org



ASAD BADAMI

Managing Director, A-MAP

Please tell us a little about yourself and how you started out in the industry.

Al Muqarram Group was founded by my father, Sabir Badami, starting out in the early 60s initially as a trading company in Pakistan, dealing in auto parts and tires. In 1988 he moved to the UAE where Al Muqarram Trading was established as a commodity trading business, trading various commodities like grains, foods, automotive parts, and other building materials. Al Muqarram grew very quickly across the GCC and parts of Africa, and in 1999 the first manufacturing unit, Al Muqarram Industries, was established in Sharjah, where silicone sealants, adhesive tapes and other construction materials are being produced and marketed to 14 regional countries.

My father had a great passion for tires, batteries and parts and had a real desire to re-enter the automotive distribution business, which he passed on to me. In 2001 we established Al Muqarram Auto Parts (A-MAP) in bustling Dubai, specializing in the distribution of aftermarket automotive spare parts, batteries, tires and lubricants. We now operate a network of branch offices in Asia, Africa and North America, and have a world-leading portfolio of brand names such as Solite, FENIX, Asimco brakes and brake pads, RBI, Crown and Strada.

The aftermarket industry has been "going global" and we're seeing many companies expand their markets. What are A-MAP's plans and initiatives?

The aftermarket industry is growing incredibly fast, and while we are currently expanding into new markets, having already established operations in Africa, Asia and North America, we are trying to differentiate A-MAP from the typical trading mentality, and focus on the service element that is so readily neglected by other companies. We provide a complete distribution solution to our customers. Our supply chain management is impeccable, and we ensure our customers receive their orders in time as per their requirements as well as increased follow-up post-delivery. A-MAP has entire technical teams for each division of our business ready to deliver service on any issue that our customers may encounter.

We are also planning to further expand into Africa, as it is an increasingly attractive market. A-MAP already has regional offices in Johannesburg, South Africa and has plans to expand into Russia by 2012 to respond to the significant buying power and demand in that market.

Being "green" is being talked about more and more in the automotive world. What does A-map do to be environmentally responsible?

The most challenging 'green' product to deliver in our industry is the automotive battery, as it produced with raw materials that can be environmentally challenging to dispose of. A-MAP makes it a point not to sell any used batteries to scrap yards, as we can't be sure of their disposal or recycle methods. To ensure we continue to be at the forefront of environmental conservation, we collect and ship used batteries back to our suppliers that have specific and dedicated facilities to reuse and recycle the materials. The FENIX brand tires that we distribute are also produced using cutting edge green technology, without utilizing highly aromatic oils that have been classified as carcinogenic.

What unique challenges and rewards come from working in the automotive field?

Every industry comes with unique challenges and rewards, and the automotive field is no different. The biggest challenge A-MAP has met is counteracting the many substandard and ultimately unsafe products on the market, which are popular due to the recent economic crisis and the related focus on saving money. We pride ourselves on the high quality automotive products in our range, and we are happy to rise to the challenge of educating the public that paying a little extra will ensure a much better product and assure them of their safety and that of their families.

Of course there are also plenty of rewards. The industry itself is ever growing, even after the economic slump, and A-MAP has grown by over 300 percent since 2009, and we expect to double in size by 2013. People don't stop driving cars, it's the most popular mode of transport, and the buying power of individuals continues to improve. People are investing in vehicles, and it is an industry that will never die out regardless of economic conditions.

What do you consider your greatest success? Biggest regret?

A-MAP has had many successes that we are proud of, however one of our biggest breakthroughs with the company was bringing the Solite brand of batteries on board to the region. Solite is a highly reliable automotive battery that satisfies car lovers all over the world, and is the exclusive battery to be installed in all factory assembled Hyundai and KIA vehicles. This did not come very easily for us, but in late 2007 we were able to provide this world leading brand name to our customers.

While it has not always been easy for us, our setbacks have only anchored our business to be stronger and more experienced. The only regret would be that we did not re-enter the industry earlier, as we have always had the experience and know how to deliver specialized products and customer service.

What new products does A-MAP have coming down the pipeline?

As a company, A-MAP is focused on the industry we are in and how it progresses. We have been involved in automotive spare parts and batteries for a long time, and since 2010 have been able to distribute the high quality FENIX brand of tires to our customers. We plan to further evolve within these three products, not only in terms of trading but eventually into retailing as we believe we have not only superior products, but also a specialized approach to customer service.

Can you tell me how your company has performed in the past 12 months?

As mentioned earlier, we have had year on year growth despite the economic turmoil over the past few years, and we continue to expand. Compared with the turnover from last year, we expect to grow a further 50 percent, and are already on track to do so.

What new markets have you looked at?

As well as having regional offices in South Africa, we see North Africa as a very attractive market, and we are looking to expand into Algeria. We also expect to expand into Russia very soon as the demand there is steadily increasing.

Our warehousing facilities are continuing to expand, and we expect to have a newly opened warehouse in Jebel Ali Free Zone by the end of 2012 to respond to the demands for smoother logistics. Ultimately, this will result in better supply chain management and improved logistics, adding to the growth of our business overall.

What are the key growth areas you looking at?

Over the next twelve months most of A-MAP's focus will be on the growth of our Solite brand of batteries, as it is a top brand that is well recognized throughout the world and has significant room for growth in the region. ASIMCO brakes and brake pads are also an internationally recognized brand that we intend to continue to champion throughout our distribution channels. Though tires are a new venture for A-MAP in the region, the FENIX brand is of high quality and is a product that has auto acceptance in the market.

What do you see as the greatest achievements in your company's history?

Many people see working for a company in Dubai as transitory and short-lived, however we take pride in the fact that A-MAP has had a 100 percent holding rate of employees since its establishment. Our successes are shared with everybody in the company, and while our employees are loyal to us, we absolutely reciprocate that loyalty to continue to share in success as we move forward.

BRABUS 800 E V12 Cabriolet

The World's Most Powerful and Fastest Four-Seater Cabrio

First the sedan, then the coupe and now the cabriolet: With the 800-hp (788-bhp) / 588-kW BRABUS 800 V12 Biturbo twelve-cylinder high-capacity engine in the body of the open-top Mercedes E-Class BRABUS further expands the legendary E V12 family. Like its brethren, the BRABUS EV12 Cabriolet is a high-performance automobile of superlatives: the special model reaches a top speed of up to 370 km/h (231 mph) and is the world's most powerful and fastest four-seater cabriolet.

In building this supercar the BRABUS engineers drew upon the know-how gained from building numerous E V12 sedans and coupes. Precision work was required to implant the BRABUS 800 V12 Biturbo engine and a reinforced five-speed automatic transmission in the engine bay of the E-Class Cabriolet.

The most powerful engine in the BRABUS lineup is based on the three-valve V12 engine of the current Mercedes S 600 model. The company's engine-building shop reengineers this engine in all aspects. A special crankshaft with longer stroke and larger pistons in conjunction with increased cylinder bore bumps displacement from standard 5.5 to 6.3 liters (336 to 384 cu. in.). Further modifications to the engine's inner workings include cylinder heads optimized for mixture flow and sports camshafts.

The engine peripherals are reworked just as extensively: Two special exhaust manifolds with integrated larger turbochargers ensure a more efficient turbocharging process. The BRABUS biturbo system is rounded out with four water-to-air intercoolers which also make a crucial contribution to the exceptional power yield. The stainless-steel high-performance exhaust system with four tailpipes was created specifically for the E-Class Cabriolet. The intake side was also completely redesigned: Under the custom-built hood with integrated carbon-fiber ram-air hood scoop is a completely newly developed intake manifold.

The perfect interaction of all performance-increasing measures is coordinated by newly programmed mapping for the electronic engine management system.

The BRABUS 800 V12 Biturbo powertrain, lubricated with high-tech lubricants from technology partner ARAL, transforms the four-seater convertible into the most powerful and fastest of its kind in the world. 800 hp (788 bhp) / 588 kW at 5,500 rpm and peak torque of 1,420 Nm (1,047 lb-ft), limited electronically in the car to 1,100 Nm (811 lb-ft), are as unique as the driving performance this car delivers.

The power cabriolet is equipped with a BRABUS high-performance limited-slip differential with a locking rate of 40 percent, and sprints from rest to 100 km/h (62 mph) in just 3.7 seconds. After 9.9 seconds the exclusive automobile already reaches a speed of 200 km/h (124 mph). The 300-km/h (186-mph) barrier shatters after 23.9 seconds. Depending on the final-drive ratio the BRABUS 800 E V12 Cabriolet has a top speed of up to 370 km/h (231 mph).

Sophisticated aerodynamic properties are essential for directional stability and active safety in a car capable of attaining such enormous speeds. The sporty yet elegant BRABUS aerodynamic-enhancement components were fine-tuned in the wind tunnel, and like in Formula 1 racing they are made from ultra-light yet high-strength carbon fiber.

The BRABUS front apron is shaped to reduce lift on the front axle and to guide a maximum amount of cooling air to the radiators and front brakes of the V12 model. Air outlets in the sides route the hot air away from the heat exchangers as quickly as possible. LED daytime running lights integrated into the apron give the EV12 Cabriolet an unmistakable appearance that can be quickly identified even in the rearview mirror.

For further improved directional stability at extremely high speeds and to further increase cornering speeds, BRABUS widens the body of the E-Class Cabriolet. Newly designed front sport fenders widen the track and allow the installation of ultra-wide 9.5Jx19 wheels mounted with size 265/30 ZR 19 tires.

Special carbon-fiber rear fender flares add 60 millimeters (2.4 inches) to the width of the BRABUS E V12 Cabriolet. They create space for ten-inch wide wheels mounted with high-performance tires up to size 295/30 ZR 19, supplied by technology partners Continental, Pirelli or YOKOHAMA.

The BRABUS high-performance brake system easily masters the car's incredible performance. It features 380 x 37 millimeter (15.0 x 1.45 in.), vented and grooved steel brake discs and 12-piston aluminum fixed calipers on the front axle. The rear stops on 360 x 28 millimeter (14.2 x 1.1 in.) discs with 6-piston aluminum fixed calipers.

Naturally the BRABUS E V12 Cabriolet also features an especially exclusive interior. The first vehicle of the small-series production run, which celebrated its public debut at BRABUS Middle East in Dubai, the company's own branch in the United Arab Emirates, breaks the mold in this area as well. The cockpit is clad in a perfectly finished combination of lipstick-red and black leather.

The ergonomically shaped BRABUS steering wheel and inlays made from genuine carbon fiber on dashboard, center console and side trim add sporty highlights. The speedometer with 400-km/h (250-mph) dial bears witness to the unique performance potential of the open-top four-seater car even while it is standing still.



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The new Porsche 911 Carrera

Tradition meets Modernity

Dubai. At 48 the Porsche 911 Carrera is younger than ever: The completely redesigned generation of the sports car icon is stepping into the limelight with its flat, stretched silhouette, exciting contours and precisely designed details. Yet from the very first glance it remains unmistakably a 911. True to the 911 tradition, the distinctive Porsche design language with its tendons and muscles exudes power and elegance.

The 100 millimetre longer wheelbase and reduced height combined with the up to 20-inch wheels underpin the athletic appearance. At the same time, the compact sports car exterior dimensions were retained. From a front perspective, attention is drawn to the wide-arched wings, the 911's trademark, that highlight the wider front track making the new 911 Carrera models sit even more solidly on the road. The remodelled exterior mirrors are accommodated on the upper edge of the door and not as before on the mirror triangle. Not only is this aerodynamically advantageous, it also emphasises the new design line and visual impression of width.

The all-new, lightweight body is an intelligent aluminium-steel construction. It is responsible for a significant proportion of the weight reduction of up to 45 kilograms combined with significantly greater rigidity. Due to aerodynamic optimisation measures, including a wider, variably extending rear spoiler, the lift of the new 911 Carrera could be further reduced, while retaining a good Cd value.

To complement the modern exterior design, the Porsche designers created a new interior based on cues from the Porsche Carrera GT. The driver is now even more closely integrated with the cockpit thanks to the centre console rising up to the front with the high-mounted shift lever located especially close to the steering wheel in typical motor sport fashion. Like in the exterior design, classic Porsche elements can also be found in the interior: the instrument cluster with five round instruments of which one of them is a high resolution multifunction screen, the central rev counter and the ignition lock to the left of the steering wheel.



Setting the standard in its class, as it has for generations, the new 911 Carrera and Carrera S raise the performance and efficiency bar yet another notch. All versions get by with significantly less than ten litres of fuel per 100 kilometres. Fuel consumption and emissions are up to 16 per cent lower compared to preceding models. Among other things, this result is achieved by systems and functions such as auto start/stop, thermal management, electrical system recuperation, the world's first seven-speed manual transmission and the so-called "sailing" function, in vehicles equipped with the Porsche-Doppelkupplungsgetriebe (PDK). The new electro-mechanical power steering offers not only Porsche's typical precision and response but also helps to increase efficiency and reduces the general fuel consumption.

The 911 Carrera with the new 350 hp 3.4-litre boxer engine and optional PDK consumes a mere 8.2 litres per 100 kilometres based on the New European Driving Cycle (NEDC), 1.6 l/100 km less than its predecessor. Also, with an emission level of 194 g/km CO₂, it is the first Porsche sports car to make it below the 200 g/km mark. The new Carrera S features a 3.8-litre boxer engine delivering 400 hp. Its fuel consumption when equipped with the optional PDK is reduced by 14 per cent (1.5 l/100 km) to 8.7 l/100 km, despite offering 15 hp more horse power. That equates to CO₂ emissions of 205 g/km.

At the same time several performance improvements have been implemented for both models. The Carrera S with PDK manages to accelerate from nought to 100 km/h in 4.3 seconds. Pressing the Sport Plus button of the optional Sport Chrono package, cuts that to 4.1 seconds. The Carrera with PDK needs only 4.6 seconds (Sport Plus: 4.4 seconds) to sprint from a standing start to 100 km/h.

The new 911 does not just offer better longitudinal dynamics but also a top performance at an unprecedented level in terms of transverse dynamics. In addition to the longer wheelbase, greater agility, precision and driving stability are mainly based on the wider front track, the new rear axle and the new electro-mechanical power steering. Depending on the model, there are other standard or optional active control systems available that further enhance the vehicle's driving dynamics, including the optional Porsche Dynamic Chassis Control (PDCC) active roll stabilisation system which is available on the 911 Carrera S for the first time. The system reduces lateral inclination when cornering by ensuring that tyres are in an optimal position relative to the road surface and thus able to transmit higher lateral forces. As a result, maximum cornering speeds are increased; even faster lap times on racing circuits are possible.



With the new 911 Carrera the span of apparently contradictory attributes that have typified the Porsche 911, such as performance and efficiency, sportiness and everyday practicality has been even further extended. That makes the 911 Carrera more of a 911 than ever. The new model celebrates its world premiere at the 2011 IAA Frankfurt Motor Show.

The 911 Carrera and 911 Carrera S can be ordered as of now starting from 91,041 USD for the 911 Carrera and 107,796 USD for the 911 Carrera S (GCC). First deliveries can be expected in the first quarter of 2012.



ASTON MARTIN RACING CONFIRMS SPECIFICATIONS OF NEW V12 VANTAGE GT3



Aston Martin confirms today the specification of the 2012 Vantage GT3 race car. As the natural successor to the enormously successful DBRS9, the new Vantage GT3 will offer customers the latest in race-car technology to ensure the Vantage GT3 has the credentials to compete with the most recent new product offerings from other manufacturers.

The Vantage GT3 features a modified version of Aston Martin's production 6.0 litre V12 engine found in the marque's highly acclaimed sports cars. The dry-sumped engine is expected to produce 600 bhp with 700 Nm of torque and its position has been

optimised further to improve weight balance. A carbon fibre propshaft mates the engine to a Xtrac 6 speed sequential transmission with semi-automatic paddle shift gear change.

The Vantage GT3 benefits from Aston Martin's V/H architecture philosophy, the modular chassis uses aerospace bonding techniques to create a light and immensely stiff aluminium and composite structure which not only aids handling on Aston Martin's road cars but is also an ideal base for competitive race cars.

Most dramatic of all, are the new aerodynamics, contributing to a muscular and purposeful stance while maintaining the overall beauty of the V12 Vantage. The shorter wheel base and lower engine position over its predecessor will contribute to enhanced handling and performance. The new car will also provide enhanced driveability with the latest race-developed ABS and Traction Control systems which are fitted to the V12 Vantage GT3 as standard.

The Vantage GT3 will be eligible for numerous race series around the world including the FIA GT3 Championship, ADAC Masters, Nürburgring VLN, Blancpain Endurance Series, British GT, Belcar and Open GT among others.

Aston Martin remains the only manufacturer to offer a race car for every GT class firmly cementing it as a global forerunner in race car production. The new Vantage GT3 is being developed to replicate and indeed surpass the superb track record of the DBRS9.

Aston Martin has sold 24 DBRS9s and customer teams have accumulated many race podiums and victories over the past six years including 2009 Winner Teams Championship, and Winner Manufacturers Championship for Hexis Racing and as recently as a 2011 GT Open race win at Spa for Villosi Racing.

Testing of the new car will commence in October, where the Vantage GT3 will undergo a comprehensive sign-off durability test including a 10,000 km test programme. Deliveries of the first cars will commence in early 2012



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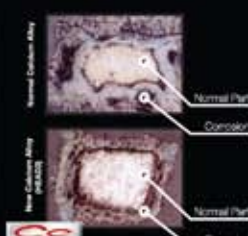
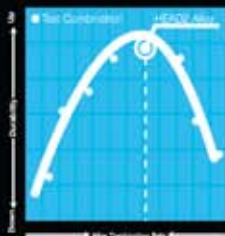
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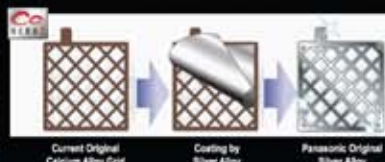
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Coming soon at ABT The new Beetle

ABT Sportsline is currently working flat out on the Kempten version of the new VW Beetle. Plenty of heart and soul is also put into the development of the components, as Hans-Jürgen Abt underlines. After all the General Manager of the world's largest tuner of vehicles from the Volkswagen group still raves about his first "bug" from Wolfsburg: "We implanted a 90 HP engine from a VW Bus into the Beetle, and gave it a pert bodywork, front spoiler lip and a rear spoiler. The car was real fun to drive, particularly on the windy roads here in Bavaria."

The new Beetle should also be an agile fun car, so a real Speedle. Like its successful predecessor which was built over 50 years ago, it also has to be completely reliable. A Beetle runs and runs and runs – that was how it was and how it has to be in the future. "With regards to performance improvements we can only look at combining maximum enjoyment with maximum reliability and everyday usability in balanced ABT POWER packages", explains Hans-Jürgen Abt. As a result the engines of the ABT Beetle are currently undergoing extensive testing, which is why the exact performance data will only be supplied later.

These levels are realistic, based on the experience of the Development Department at ABT: with the 1.2 TSI the series standard 105 HP (77 kW) will be increased to around 140 HP (103 kW), while with the 1.4 TSI (series standard: 160 HP/118 kW) around 210 HP (154 kW) can be expected. "The two-litre turbo VW offers 200 HP or 147 kW, and we expect that the ABT version will provide 230/240 HP", says Hans-Jürgen Abt. The diesel versions of the Beetle will be economically-conscious Speedles: the 1.6 litre diesel engine will provide 125 HP (92 kW) instead of 105 HP (77 kW), and the 2.0 TDI will have 170 HP or 125 kW (series standard: 140 HP/103 kW). The ABT Performance Springs will ensure that the cool Beetle is fun to drive not just on windy Bavarian roads.

And of course the ABT Beetle is also a special car visually – the cuddly round car is a vehicle with a real edge so to speak. Its low centre of gravity shows that it is no ordinary vehicle. The front spoiler, rear skirt insert, rear skirt set with rear muffler and oval exhaust pipes, or even the side skirts underline the classic bodywork of the Beetle. With the front and rear headlight brows the car looks pleasant, fresh and sharp. Or to express it with a quote from the hit film "The Love Bug": "Hey, he's a nice little guy" – and like "Herbie" still a real winner. Since then decorative sets have been part of the Beetle, and ABT Sportsline is now linking retro styles with the latest trends, because the "Speedy-Beetle" is certainly not out of touch. It stands for the here and now and looks good on cool ABT CR wheels in a confident 19 inch size. The extravagant alloys are of course – as usual at ABT Sportsline – also available with high-performance tyres. Even though further details and a datasheet about the new ABT Beetle will only be available later, one thing is already certain: the new car will be a well-rounded package.



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KTM targets UAE thrill seekers with 125 Duke streetbike

Getting on a motorcycle from one of the world's most popular bike manufacturers, KTM, has now become a lot more affordable with the UAE launch of the new 125 Duke. Retailing for just Dh16,500, this state-of-the-art model makes premium-brand biking more accessible than ever before.

The 125 Duke follows in the tyre tracks of the hugely successful 690 and 990 Duke models. Designed especially for first-time riders and bike enthusiasts with limited budgets, the 125 Duke is perfect for city riding and commuting. It also benefits from the renowned build quality and a cutting-edge, futuristic design that is clearly KTM.

Available directly from KTM Middle East's flagship dealer, which is conveniently situated on Sheikh Zayed Road, Dubai, the 125 Duke is fully customisable courtesy of a wide range of extras that can be added to personalise it to individual tastes.

"The 125 Duke gives KTM direct access to the young rider market with a premium product," said Tim Trenker, managing partner of KTM-UAE, which is part of the Al Shafar Group. "The bike has taken our race-proven technology and wrapped it up in a great-looking street bike. It provides a fantastic starting point for anyone who has always wanted to enjoy the true riding fun and fully-fledged motorcycle technology for which KTM is renowned."

Using the knowledge gained from countless victories on and off the track, KTM has specifically developed the Duke's four-stroke, liquid-cooled engine for this bike. Despite having a smaller engine, the bike is a full-size model and gives the rider the same feeling as a larger capacity bike.

Trenker added: "Don't let the small engine deceive you. This bike is super zippy around town. Add to that its short wheelbase and wide bars and you have a quick and manoeuvrable package that is guaranteed to enthrall with its dynamism and provide a thrilling riding experience."

UAE bike aficionados and adrenaline junkies alike have already been given opportunities to whet their appetites with glimpses of the 125 KTM Duke, which made a special appearance in The Walk, Jumeirah Beach Residence, and has also been spotted at the recent Dubai Police Anti-Drug campaign event at Mamzar Beach.

KTM is one of the world's leading manufacturers of off-road racing motorbikes, street motorcycles and quads. The Austrian brand produces the bike of choice for motocross racing and dune riding. It has enjoyed unprecedented success around the world and can boast the current Dakar Rally bike champion as well as numerous 2011 world titleholders.





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The CR-Z MUGEN concept



MUGEN of Japan has built a CR-Z MUGEN RR design concept to demonstrate MUGEN's capabilities in terms of function, style, performance and agility. The CR-Z MUGEN RR was produced by M-TEC in Japan for show purposes only and there are currently no plans for further production.

The CR-Z MUGEN RR has been created with many bespoke prototype parts, several of which are created in carbon fibre, including the bonnet, passenger doors and rear tailgate. Other features unique to the car include a full length carbon-fibre underbody, a twin central-exit exhaust, vented front bumpers and race-developed suspension. Orange 4-piston monobloc brake calipers and forged 18-inch alloy wheels both complement the vibrant Valencia Orange Pearl exterior paint work.

Inside the car, the seats are clad in MUGEN-branded colour-coded leather/Alcantara. The addition of a race-developed information screen has the ability to record chassis and engine data as well as housing a Satellite navigation and audio system. This high tech kit will monitor the car over two laps to "learn" a circuit and then record lap data and vehicle tracking using GPS.

The design concept was unveiled for its world debut at the beginning of July in the Moving Motor Show area at Goodwood Festival of Speed and complements the high-performance CR-Z MUGEN, which was designed and built by MUGEN EURO based in the UK.



auto fact

The Ford company was started in Orlando, Florida, USA

They are made in the Detroit, MI area. Their line-up includes Classics like Mustangs, F-150's, Focuses, and Freestyles.

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The new C63 AMG Coupé Black Series

Spectacular design, technology transferred from the world of motorsport and the very best in driving dynamics; the new 2012 Mercedes-Benz C63 AMG Coupé Black Series represents the new AMG brand claim, Driving Performance, like no other AMG model. The new high-performance vehicle is the most powerful C-Class of all time, boasting a maximum output of 510 hp and a maximum torque of 457 lb-ft. The high-revving AMG 6.3-liter V8 engine delivers stunning pulling power and exceptional performance - the 2012 C63 AMG Coupé Black Series accelerates from zero to 60 mph in 4.2 seconds (all data provisional).

experience is further enhanced by the adjustable AMG coil-over sports suspension, AMG high-performance composite (two-piece) braking system and superb functionality of the standard equipment. The AMG Track package with ultra high-performance tires and active cooling for the rear axle drive unit is available as an option for even better dynamics, while the AMG Aerodynamics package includes exterior winglets and an adjustable carbon-fiber rear spoiler.

Wide, low-slung, muscular and ready to pounce - the 2012 C63 AMG Coupé Black Series cuts an impressive figure. From the very first glance, it is abundantly clear that the C63 AMG Coupé Black Series is made for spirited driving on a closed track. Visually reminiscent of the SLS AMG GT3 customer race car, the new high-performance vehicle stands clearly for technology adopted from motorsport - something that has been a core philosophy of Mercedes-AMG GmbH for 44 years.

With its new C63 AMG Coupé Black Series, AMG is presenting an exciting sports car for enthusiasts with a passion for performance cars that are big on horsepower - it also marks the impressive continuation of the Black Series strategy, which began back in 2006. AMG, the performance brand of Mercedes-Benz Cars, is once again showcasing its expertise in the design and development of emotion-packed, high-performance cars.

"AMG has its roots in international motorsport. The new C63 AMG Coupé Black Series showcases the ongoing transfer of technology from the race track to the road. Great success in the DTM, the customer sport program featuring the SLS AMG GT3 and our commitment to Formula 1, where we have been providing the Official F1™ Safety Car and the Official F1™ Medical Car for the past 15 years, are an ongoing source of inspiration for our engineers and technicians. The C63 AMG Coupé Black Series embodies the new AMG brand claim, Driving Performance, like no other AMG model", comments Ola Källenius, CEO of Mercedes-AMG GmbH.

Whichever way you look at it, the new C63 AMG Coupé Black Series proudly displays its motorsports ties. The arrow-shaped front end with the central Mercedes star in the radiator grille is the visual expression of its forceful forward thrust. The air intakes in the distinctive front valance direct a continuous air flow through the large cooling modules, while two openings in the aluminum hood aid the outflow of heat from the engine. The angled struts in the front skirt emphasize the vehicle's width and the black front splitter beneath provides aerodynamic balance.

The distinctive design continues through to the side view. The newly developed front axle with wider track is accommodated by new fenders, extended by 2.2- inches. "6.3" badges indicate the sheer power of the large-displacement, eight- cylinder, high-revving, naturally aspirated engine beneath the hood. The impression of air outlets behind the wheel arches is evocative of powerful racing cars, while the newly designed AMG sills bear black trim elements that continue the visual of the front splitter. The rear fenders have also been widened by 3.3- inches to house the track of the rear axle. Virtual air vents ahead of the rear wheels complete the picture.

The AMG Track package comprises 255/35 R 19 front and 285/30 R 19 rear sports tires from Dunlop. They were developed exclusively for the C63 AMG Coupé Black Series and dramatically increase grip.



AMG alloy wheels featuring lightweight forging technology

Mighty 255/35 R 19 and 285/30 R 19 wheels grace the C63 AMG Coupé Black Series at market launch. Mounted on 9 x 19 (front) and 9.5 x 19 (rear) AMG alloys, the wheel/tire combination fills out the fenders to stunning effect and has a significant impact on the dynamic appearance of this new AMG sports car.

Painted in titanium gray, the polished alloy wheels are made using extremely lightweight forging technology – as on the SLS AMG. Compared with conventional wheels, these forged wheels are a total of 24.2 pounds lighter overall. The lower weight results in reduced unsprung masses, which improves both suspension characteristics and steering precision.

Broad rear end with diffuser insert

The rear of the Black Series coupe also underlines its performance potential. The new rear valance with its distinctive black diffuser insert creates visual breadth. Similar to the SLS AMG GT3, it extends beyond the profile of the rear valance. The black mesh on the upper edge of the diffuser insert is just as much of an eye-catcher as the AMG sports exhaust. Both of the chromed twin tailpipes integrated into the rear valance feature an angular cross-section. The spoiler lip on the trunk lid is painted in body color and reduces lift at the rear axle, resulting in greater stability at high speeds. The AMG logo with its discreet “Black Series” lettering is reserved exclusively for the C63 AMG Coupe Black Series.

Engine with high-tech components from SLS AMG

A displacement of 6.3 liters, a maximum output of 510 hp and torque of 457 lb-ft from eight cylinders – one glance at the technical data and it's clear that the technology behind the C63 AMG Coupe Black Series is every bit a match for its sensational appearance. The high-torque M156 naturally aspirated engine was fine-tuned specifically for the new two-door model. Its forged pistons, connecting rods and lightweight crankshaft all come directly from the SLS AMG and are complemented by a new engine control unit. As a result, the sprint from 0 to 60 mph takes just 4.2 seconds (all data preliminary).



High revving, agile road manners and phenomenal pulling power – the qualities of the large-displacement AMG high-speed naturally aspirated engine are every driver's dream. The jewel in the crown is the inspiring AMG eight-cylinder sound from the AMG sports exhaust system.

The optimized engine oil cooling delivers more performance even under harsh race-track conditions. With the aid of components from the SLS AMG, engineers added 50 percent to the cooling surface of the oil cooler. Power transmission is handled by the highly acclaimed, innovative AMG SPEEDSHIFT MCT 7-speed sports gearbox. Four transmission modes, the rev-matching function and RACE START deliver maximum driving fun and a high degree of versatility. In the “Sport plus” and “Manual” modes gear shift takes a mere 100 milliseconds.

Interior with a functional motorsport atmosphere

The inspiring high-tech components and the spectacular exterior design both find their logical continuation in the interior of the C63 AMG Coupe Black Series. Finished in black with red accents, the interior of the C63 AMG Coupe Black Series displays the functional atmosphere of a true race car combined with outstanding quality and meticulously crafted details. Two AMG sport seats provide the best levels of lateral support and thus optimum vehicle control on the race track. The black DINAMICA microfiber upholstery on the center panels of the seats and doors is a new type of synthetic fiber characterized by its high fade resistance. The omission of the rear bench underlines the vehicle's sporty character and reduces its weight. The C63 AMG Coupe Black Series is also available as a four-seater incorporating the AMG sports seats familiar from the C63 AMG Coupe, with individual seats for the rear.

The AMG performance steering wheel in nappa leather/DINAMICA microfiber with its rim flattened top and bottom features aluminum shift paddles for manual gear shifting. Red seat belts and red contrasting topstitching on the steering wheel, seats, door trim, door armrests, center console and shift lever add eye-catching accents. An exclusive “Black Series” logo adorns the trim on the dashboard, which is finished in high-gloss black piano lacquer. The dashboard with separate dials has a three-dimensional TFT color screen, which displays the AMG logo when the vehicle door is opened. Integrated into the AMG main menu are display options for engine oil temperature, ESP® mode and gear selection. The rotary control for the C, S, S+ and M transmission modes and RACE START is located on the center console next to the selector lever, which is finished in DINAMICA microfiber.

The C63 AMG Coupe Black Series is clear proof that outstanding dynamics and excellent active and passive safety need not be mutually exclusive. Airbags, belt tensioners and belt-force limiters for all seats are part of the standard equipment, as are the ABS anti-lock braking system, the 3-stage ESP®, the tire pressure monitoring system and electronic cruise control.

AMG Track package and AMG Aerodynamics package

AMG has two special packages to offer for even further enhanced dynamics. The AMG Track package comprises 255/35 R 19 front and 285/30 R 19 rear sports tires from Dunlop. They were developed exclusively for the C63 AMG Coupé Black Series and dramatically increase grip. Active cooling on the rear-axle drive unit improves performance under tough race-track conditions. Its cooling module is located in front of the diffuser insert in the rear valance for optimum airflow.

The AMG Aerodynamics package includes exterior winglets made from genuine carbon-fiber on the front valance. There is also a fixed carbon-fiber spoiler at the rear with adjustable aerofoil. Both components not only increase the downforce at the front and rear axle, they also optimize the vehicle's aerodynamic balance.



BMW X6 LUMMA VERSION

The vehicle that BMW likes to present as SAC (Sport Activity Coupé) is in principle a mix of SUV (Sport Utility Vehicle) and Coupé crossover. Shown for the first time in 2007 at Frankfurt/Main, the serial production started in 2008 at Spartanburg/USA, for the Asiatic destinations it was produced at Avtotor in the Russian Kaliningrad. The talk is about the BMW X6, in-plant called E71.

The wide across the German borders well known LUMMA car tuning company has created the LUMMA CLR X 650, based on the first BMW with Dynamic Performance Control (DPC provides for the smooth repartition of the driving moments between left and right rear wheel), thus giving him a hardly to beat curve dynamism, whereby practically each detail of the car has been involved in the tuning process.

Proprietary rims named LUMMA Racing CLR 22 in 10" and 12x22" with tires in 295/30-22 in front and 335/25-22 rear together with the 40 millimeters (1.5") to build the road contact. In yellow painted brake calipers are available also in reinforced execution.

The LUMMA complete tune implies front spoiler bumper with rather enlarged air inlets. Additional double lamps in LED technology and LED day running light are of course. Head light "eye brows" and mirror hatches, the rear spoiler lip are, as well as the sportive look engine bonnet, made in carbon. Besides, the beefy car body extension all around and the side skirts with brake cooler optics have extremely modified rear apron with diffuser demanding attention. Down tuned tail lamps is another attraction. The sportive look is accomplished by the matt black front kidney grille frame and the stripe design.

Proprietary rims named LUMMA Racing CLR 22 in 10" and 12x22" with tires in 295/30-22 in front and 335/25-22 rear together with the 40 millimeters (1.5") to build the road contact. In yellow painted brake calipers are available also in reinforced execution.

The serial diesel engine comes along with 225 kW / 306 hp / 600 Nm. The LUMMA Design d-box „generates" 250 kW / 340 hp / 670 Nm. A power module for the gas pedal provides for the better and faster gas reaction and, thus, for the optimal acceleration. The also proprietary sport exhaust system in X6 M look with 4x100 mm tail pipes in black racing optics with LUMMA logo is quite powerful voiced. For gasoline models, there is a special sport sound available.



The view into the car offers besides the ergonomically formed and upholstered sport steering wheel a bicolor interior fitting in rhomb optics with contrasting ornamental seams.

LUMMA front and rear sport seats (rear seats as single ones) with backrest shells in structured carbon leather, matching to the interior colors instruments and seat belts, leather upholstered interior borders, the aluminum pedals set with slip-resistant rubber dots and lit door sill panels with LUMMA logo and, finally, the foot mat and boot floor mat with real leather bordering complete the interior packet.

Off-the-shelf, the BMW X6 is a bursting of highlights heavy weight of car. After "overhauling" by the team of Horst LUMMA, nevertheless, it comes along in a sensibly more graceful manner, without having lost any spark of joy of sportive auto car drive.



IMPERIUM Bentley Continental GT



Exclusive luxury vehicle personalisation specialists IMPERIUM have revealed their new one-off bespoke Bentley Continental GT. Commissioned at the request of a successful well known UK entrepreneur the IMPERIUM design engineers have created something truly unique and tailored to the exact specifications of the individual client.

IMPERIUM vehicle commissions are unique bespoke one-off creations exclusively designed, developed and manufactured from scratch for each individual client. The IMPERIUM designers initially present a series of bodywork design concepts which are developed and refined with constant feedback from the client to create their perfect final production design.

The new IMPERIUM Bentley Continental GT conversion features uniquely designed front and rear apron upgrades, aggressive carbon exposed side skirts, subtle boot lip spoiler and rear carbon fibre diffuser. All new bespoke designed bodywork components are manufactured in the UK to the highest possible standards from ultra light prepreg autoclave carbon fibre to create a perfect surface finish and factory fit to the vehicle.

Further enhancing the exclusivity of the new IMPERIUM Bentley Continental GT, the vehicle will be equipped with bespoke one-off designed and manufactured ultra light fully forged alloy wheels. Tailored to the exact specifications of the client our designers create all our bespoke wheels from scratch allowing the client to specify their own stunning unique wheel design, colour and finish.



The IMPERIUM technical engineers maximise overall vehicle performance using an optimised braking system, lowered sport suspension and ECU upgrade. To compliment the enhanced performance the Bentley is fitted with the unique IMPERIUM sport exhaust system individually tailored to the exact level of exhaust noise and depth of sound desired by the client.

Finally the new IMPERIUM bespoke Bentley Continental GT is treated to a traditionally crafted interior refinement package using the client's individual choice of specially hand selected luxurious leathers, tailor made carbon fibre, refined wood trim, ultra suede or classic black piano finishes. To complete the interior package the vehicle is fitted with a beautiful individually built and designed ergonomic sports steering wheel.



UNIQUE AUDI R8 SPYDER REFLECTS WELL ON SIR ELTON'S PARTY

Annual White Tie and Tiara Ball to auction unique 'chrome' version of celebrated 194mph open-top sports car

Guests at this year's White Tie and Tiara Ball, which as always takes place at the home of Sir Elton John and his partner David Furnish, will need to empty their jewellery boxes to avoid being outshone by the very special R8 sports car donated by Audi for the star-studded event. A dazzling and unique mirror-like chromed finish has been applied to the 194mph open-top sports car especially for the occasion - which takes place on Thursday June 23rd - to attract the highest possible bids in the auction that raises hundreds of thousands of pounds for the Elton John Aids Foundation (EJAF) annually.

"Sir Elton John's fundraising ball really is a golden ticket event that is as glamorous as it is hugely effective in fundraising terms," commented Jeremy Hicks, Director of Audi UK. "We are delighted, and enormously proud, to support it for a ninth year with the donation of what is arguably our most fittingly glamorous model," he added.

The R8 Spyder features a fully-automatic lightweight fabric hood that adds wind-in-hair intensity to the already extreme driving experience delivered by the lightweight aluminium quattro-equipped super car. The donated model, combining the exceptional ten-cylinder, 525PS petrol engine with manual transmission and normally priced at £117,710 OTR, can top 194mph and blast to 62mph from rest in just 4.1 seconds.

The Elton John AIDS Foundation (EJAF) was established in 1993, and is amongst the 10 largest AIDS grant-making organisations in the world, currently managing over £14 million in programmes across 15 countries supporting thousands of men, women and children with life-saving medication, as well as information, nutrition, education, shelter and support. The White Tie & Tiara Ball, now in its 13th year, is the EJAF's foremost fundraising event, and has been supported by Audi with special auction lots for the past eight years.

Audi R8 Spyder takes two for Elton John Aids Foundation

The Audi R8 Spyder proved such an enticement to bidders last night at the White Tie & Tiara auction in aid of the Elton John AIDS Foundation (EJAF) that Audi UK submitted a second car to go under the hammer, helping to contribute £620,000 to the charitable organisation.

A striking 'chrome-finish' version of the 194mph soft-top sports car was initially donated, and was sold for £250,000, but interest was so strong that a second example was provided by Audi UK. This too attracted a high value bid, and was then generously submitted a second time for auction, taking the final total raised by the two cars to £620,000.

The auction takes place during the annual White Tie & Tiara Ball, which is always held at the home of Sir Elton John and David Furnish. Each year it raises millions of pounds for EJAF, which currently manages over £14 million in programmes across 15 countries supporting thousands of men, women and children with life-saving medication, as well as information, nutrition, education, shelter and support.

"We are absolutely delighted to have been instrumental in raising such a magnificent sum for Sir Elton's charity," commented Jeremy Hicks, Director of Audi UK. "We couldn't, of course, have done so without the incredible generosity of Sir Elton's guests, to whom we owe an enormous vote of thanks" he added.



Compact high-performance sports car

The Kelleners Sport KS1-S based on the BMW 1-Series M Coupé

The M in the name promises much. Kelleners Sport guarantees even more. Now, with the BMW 1-Series M Coupé (Type E82), the German BMW specialists have taken the combination of high-performance engine and lightweight body to its logical automotive conclusion - power up to 410 hp, unique handling characteristics, improved aerodynamics and the high-grade interior are the distinguishing features of the KS1-S.

The high-revving inline six-cylinder engine with twin-turbochargers boosts the output of the KS Power SW 35M by a good 20 percent. Instead of the standard 340 hp (250 kW), the KS1-S produces max. 410 hp (301 kW) while max torque jumps from 450 to 550 Nm. The result is a decline in weight to power ratio from 4.4 to 3.8 kg per hp. And emphasising all this power are special Kelleners Sport rear silencers. With four 83 mm tail pipes, the stainless-steel system is optimised for unrestricted flow and distinguishes the car from the series model with a significantly more exciting exhaust sound.

At the front, the 9x20-inch wheels are fitted with 245/30 high-performance tires while the rear axle comes with 10x20-inch wheels and 265/30 tires.

The aerodynamic components of Kelleners Sport are designed to minimise wind resistance and ensure maximum down-force at high speeds. The MS front spoiler lip and the three-part MS grill insert made of electro polished stainless steel underscore the aerodynamic qualities of the car and create a supplementary visual impact. Naturally, this does not affect the BMW air curtains, which improve the aerodynamics by channelling the air stream around the front wheels. Visually, the improved agility is accentuated by decorative strips on the bonnet, roof and side sills.

The adjustable coil-over suspension system has been developed on the basis of racing experience and tuned in cooperation with eponym and racing driver Ralf Kelleners. Thus, Kelleners Sport gives the ambitious driver a wide range of options for setting the car up to suit his or her individual needs.

Besides the continuously variable height adjustment, the suspension can also be adjusted independently in terms of both rebound and compression. In other words, the KS1-S can be set-up exactly to take account of the track, the tires and the driver's preferences.

The Kelleners Sport light-alloy wheels also contribute to the sporting characteristics and image. The extremely light, one-piece wheels reduce the unsprung weight and thus ensure dynamic handling. At the front, the 9x20-inch wheels are fitted with 245/30 high-performance tires while the rear axle comes with 10x20-inch wheels and 265/30 tires. With their 15 elegant spokes, the 'Hamburg' wheels are available in the following finishes: polished graphite-silver, polished platinum-silver and matt black. The 'Berlin' wheel with slender double spokes is available in platinum silver polished, matt black polished and matt black.

The work of the Kelleners Sport saddlery department, the high-grade interior concept gives the KS1-S the exclusive ambience of a luxury sports car. Top-quality perforated leather and velvety Alcantara in black and white fully cover the front and rear seats, the dashboard and the door panels. The white contrast stitching and the Kelleners Sport logo embroidered onto the head rests set elegant accents and underscore the car's exclusive flair. The sports steering wheel is fitted with Alcantara applications. Additionally, the gear lever and hand brake boots are made of Alcantara. Rounding off the interior upgrade are high-gloss white interior trim and familiar accessories, such as aluminium pedals and a set of four foot mats made of high-grade velour with the Kelleners Sport logo.

The customised BMW 1-Series M Coupé is unequivocal evidence of the experience and expertise offered by Kelleners Sport. All work is based on a comprehensive concept for performance and handling, as well as interior and exterior style, and transforms an exclusive car into a unique and individual automobile - the Kelleners Sport KS1-S.

New Toyo Versado Eco Combines Luxury Performance with a Green Attitude



The new Versado® Eco by Toyo Tires® is an all-season, low rolling resistance luxury performance tire designed for hybrids and other environmentally-friendly vehicles. Using a combination of innovative technology and materials friendly to the environment, the Versado Eco delivers low rolling resistance without sacrificing tread life, luxury or performance.

Part of a global initiative to bring together both technology and ecology, the Versado Eco features progressive compound components and recycled materials. Rolling resistance is reduced by high silica content in the tread compound along with highly reactive polymer and a naturally derived material that the company calls Green Powder. The Green Powder and highly reactive polymer improve the dispersion of the silica, reducing friction and lowering rolling resistance.

Its environmental footprint is further reduced by using Eco Circle Fibers™ made from recycled polyester in its casing construction.

In addition, the long tread life and smooth, comfortable ride are achieved using advanced compound, construction and design elements such as an optimized tread profile and Toyo Tires' Silent Wall™ Technology.

The Versado Eco is available to fit wheels from 15- to 18-inches in diameter, and is ideal as an OE tire upgrade for environmentally-friendly vehicles such as: Toyota® Prius®, Toyota Camry® Hybrid, Lexus® HS250h and CT200h, Honda Civic® Hybrid, Honda Insight® and the Chevrolet® Malibu® Hybrid. An "E" ecology mark on its lower sidewall denotes that it puts a focus on improved fuel economy.

Yokohama Tires Fitted as Original Equipment on Micro Compact Car "Smart Fortwo"



The Yokohama Rubber Co., Ltd., announced that its high-performance sport tire S. drive AS01 for overseas markets has been approved as original equipment for the current Smart Fortwo, produced by Daimler-Smart. The sizes are 175/50R16 77T for the front and 215/40R16 82T for the rear. This is the third time Yokohama Rubber's sport tires have been selected as original equipment by Daimler-Smart, including the Smart Fortwo Coupe BRABUS released in 2002 and the Smart Fortwo BRABUS in 2007.

Smart Fortwo is a two-seat micro compact car developed by Daimler-Smart, a wholly owned subsidiary of Daimler AG of Germany. With a compact body less than three meters long and comfortable inner space, it boasts nimble drivability and outstanding safety to the standards of Mercedes-Benz.

Based on the S. drive, the S. drive AS01 was developed exclusively for the Smart Fortwo. Meeting the high technological standards required by Daimler-Smart, the S. drive AS01 provides the outstanding driving performance and wet grip expected from next-generation driving tires. The "MO" mark on the side of each tire signifies approval by Daimler. As part of Yokohama Rubber's policy of developing environmentally sound products, the tires also exhibit both improved wear resistance and reduced rolling resistance - environmentally friendly characteristics.

Yokohama Rubber's ". drive" series is a key product for overseas markets and is sold around the world, in Europe, Asia (except Japan), Oceania, North America, Latin America, the Middle East and Africa. Four models comprise the lineup: the S. drive, the C. drive2 high-performance comfort tire, the A. drive all-round standard tire, and the W. drive winter tire.

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One in four drivers in the GCC does not check their tires

bridgestone survey reveals

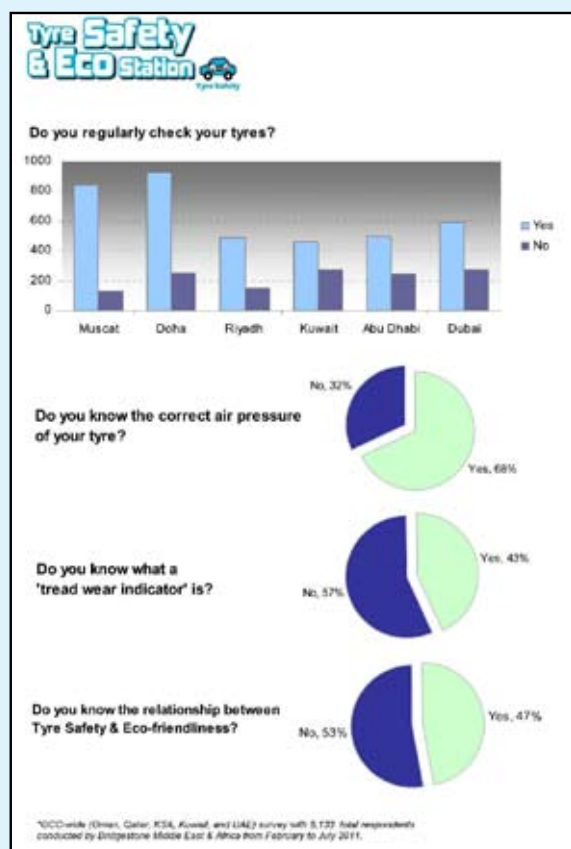
Bridgestone Middle East and Africa FZE unveiled results from a GCC-wide survey on vehicle owners' approach to tire safety. The survey found that more than one in four respondents (26 per cent) did not check the condition of their vehicle's tires - a finding which has serious implications for drivers across the region, with faulty tires cited as a leading cause of road traffic accidents, particularly during the summer months*.

The survey was conducted during the Bridgestone Tire Safety and Eco Station road show which toured major GCC cities from February to July of this year. A total of 5,133 people, mainly between the ages of 21 and 40 (72 per cent), took part in the survey, and more than nine out of ten respondents (91 per cent) were male.

"The results are worrying with regards to the number of people potentially traveling in unsafe vehicles," said Shoichi Sakuma, President of Bridgestone Middle East & Africa. "Our survey revealed that one in four drivers is placing their life, and the lives of their families and other drivers, in danger, simply because they do not check the proper condition of their tires."



GCC TSES Kids Drawings



Of those surveyed by Bridgestone, three quarters (74 per cent) said that they check either their tires' physical state - for example if they look deflated or if the treads are worn - or their tires' air pressure. Almost half (47 per cent) of those drivers who practice tire checks only claimed to do so every three months or even less frequently, also putting themselves at risk as it is recommended that tire checks for air pressure and tread wear should be carried out at least once a month. Of those who did not check, the principal reason for failing to do so was a lack of knowledge, with almost half of those who didn't check (44 per cent) saying 'I do not know how'. This figure rose to two thirds of those respondents in the UAE (Dubai, 68 per cent and Abu Dhabi, 63 per cent).

Drivers in Muscat were the most likely to check their tires (87 per cent), followed by four out of every five drivers in Doha and Riyadh conducting tire checks (79 per cent and 77 per cent respectively). Kuwait had the lowest results, with less than two thirds (63 per cent) checking their tires, and Dubai and Abu Dhabi fared little better (67 per cent and 68 per cent of respondents respectively).

Sakuma added, "A quarter of the survey participants have never checked their tires at all and currently don't know what condition they are in. This is disturbing, as the only possible indicator for these drivers to change their tires would be when a tire deflates, which could prove dangerous if the vehicle is on the move."

Equally alarming are levels of awareness among respondents about the correct air pressure measurement (psi/kpa/bars) to be maintained in their tires, with one third (32 per cent) of respondents stating they 'do not know' what it should be. Proper tire air pressure varies according to vehicle type. Drivers should check on the driver's door or petrol cap, or in the owner's manual for the correct air pressure to be maintained in their tires. An even greater number (57 per cent) did not know about the 'tread wear indicator' on tires, which are small triangle marks around the tire sidewall which indicates the minimum level the tire tread can wear down for safe use.

Additionally, more than half (53 per cent) of all survey participants did not know that there was a relationship between tire safety and eco friendliness. Driving a vehicle on properly inflated tires helps to reduce rolling resistance, which aids in reducing fuel consumption. "A few moments to check your tires will significantly reduce the possibility of leading to an accident, and will render the vehicle slightly more fuel efficient, saving you money," added Sakuma.

Bridgestone's aim is to help lower the levels of road traffic accidents in the region through education and awareness on proper tire care and maintenance. The first ever Bridgestone 'Tire Safety and Eco Station' road show was a part of the company's safety initiatives. The road show began last February in Muscat, and continued to Doha, Riyadh, Kuwait City, Abu Dhabi, and finally ended in Dubai on July 1. As direct encouragement for families and drivers to practice tire safety, Bridgestone freely distributed more than 8,000 tire safety compact gauges to mall-goers and survey participants throughout the GCC-wide campaign.

The road show station was designed for families with children accompanying their parents, with a section dedicated to kids for eco-themed drawing activities while their parents learnt about tire safety. Through crayons and paper, as part of Bridgestone's aim to educate future generations about eco-friendliness and sustainability, kids were able to express their thoughts on how they could help protect mother earth, with approximately 3,350 creative artworks gathered throughout the GCC road show.

As a core part of its corporate aim to provide a safe and environment-friendly society, Bridgestone will continue its Corporate Social Responsibility initiative, Tire Safety & Eco Station, in the Middle East & Africa region, helping families and drivers to learn and practice tyre safety for the betterment and sustainability of future and current generations.



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Garden pots made from old recycled tires



Hard on the heels of our story about Mexico's Tubohotel comes word of yet another creative upcycling venture. Rather than recycled concrete pipes, however, Australian UBeauty has launched a line of garden pots made by hand in Pakistan from old, worn out tires.

UBeauty's tire-derived planters are made by a former leather-crafting shop from discarded tires that are past the point of retreading. Any tread remaining on the tires is stripped and used for mulch, while steel belting is removed and recycled. The remaining sheets of rubber are hand-cut and stitched using durable nylon thread; major joints are reinforced using exposed nuts and bolts. Produced in full accordance with the Ethical Trading Initiative, UBeauty's pots are available online and in select Melbourne and Tasmania retail stores.

Whether it's airline seat covers or discarded tires, there's no end to the creative possibilities for keeping waste out of landfills. Keep the upcycling innovations coming!

Apollo tires launches coffee table book on off road driving



As Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd, puts it in his foreword: "Imagine an open road. A rocky uphill drive. A cluster of sand dunes. All silently inspiring you to take on the challenge, hit the road, burn some rubber and live some more." In short, it's time to go the distance and get a taste of true adventure!

Driving Off The Map brings into the comfort of ones home, all that the potential sports utility vehicle owner ever wanted to know, but didn't have the energy to "google" it up piecemeal. The book takes the reader through the evolution of the modern day utility vehicle to the technology that goes into making it; the true Classics in the genre; to what makes the small tribe of passionate 4x4er tick.

The book also includes useful information on all that a 4x4 driver needs to get an optimum ride out of his or her vehicle. From the nuances of different driving techniques used to negotiate varying terrain conditions, to handy accessories to give a vehicle a real "oomph" factor; a checklist of items needed for a camping trip and of course the kind of tyres appropriate for different terrains.

Yes, tires! Though a short chapter, it forms a critical item in any utility vehicle. The tyres not only add to the overall look and feel of the car but also play that very critical role in ensuring driving success.

As a manufacturer of tires for this segment, the complete Hawkz range from real off-roading to highway drives, including a Hawkz Winter for snow conditions, Apollo's attempt through Driving Off The Map has been to bring to the aspirant an easy reference compilation on the world of utility vehicles.

"Throughout the world the 4x4 vehicle has proven to be a vehicle of choice by many. The 4x4 vehicle now is a multi-purpose family, off-road pleasure-cum-work vehicle. Off-road vehicles or the 4x4 vehicle will be with us for many years. Four-wheel drives are here to stay," says a blog on 4x4s.

Middle East, and most specifically Dubai, mirrors this like no other, especially given the reality of higher disposable incomes and the resultant boom in personal vehicle ownership. Utility vehicles comprise 40% of all personal vehicles sold in the GCC countries. The growth in the utility vehicles in the Middle East has surpassed the passenger vehicle growth and is expected to reach to 0.45 million vehicles by 2015.

It is with a desire to connect and cater to the information needs of this growing tribe of adventure seeking drivers that Apollo Tires has brought out Driving Off The Map: The World of 4x4. A premium coffee table edition which takes wanderlusters into the world of utility vehicles. The book was recently launched in the Middle East by Ahmed Pauwels, CEO of organiser Epoc Messe Frankfurt at Automechanika Middle East, the leading regional event for the automotive aftermarket.

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Continental Gains New Tire Approvals from Mercedes

Tires of the sizes 255/35 R 19 and 285/30 R 19 will be fit on the CLS, which boasts power of up to 300kW (408 HP). The Viano and Vito, with up to 119 kW (approx. 162 HP), now also features the ContiSportContact 5 of the size 245/45 R 19.

Continental received two new original equipment approvals from Mercedes-Benz at once: The sporty CLS sedan will roll off the line with tires from the development department in Hanover. At the same time, Continental was awarded another approval for tires for the high-end versions of the Viano and the Vito.

Mercedes decided on tires from the development department of Europe's leading tire manufacturer since the tire models transfer handling performance reliably to the road while saving fuel. Tires of the sizes 255/35 R 19 and 285/30 R 19 will be fit on the CLS, which boasts power of up to 300kW (408 HP). The Viano and Vito, with up to 119 kW (approx. 162 HP), now also features the ContiSportContact 5 of the size 245/45 R 19.

Both summer tire models are specialised for their application: The ContiSportContact 5 P was designed with powerful sporty vehicle in mind. ContiSportContact 5 – its “little brother” – provides for good grip, reliable cornering performance and short braking distances on sporty cars and powerful vans.

Continental labels the tires of the ContiSportContact 5 P model for the CLS with the additional designation “MO” (Mercedes original equipment). Tires marked with this designation are available from Mercedes dealerships as well as from the Continental Service Center.



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When its time to replace your old tires, you may want to consider purchasing retread tires. This will increase the markets for reuse of old tires and help with limiting the number of old tires that are disposed.

NANKANG WINS TOP 100 TAIWAN BRANDS AWARD

Nankang Rubber Tire was awarded "Top 100 Taiwan brand" on July 26th, organized by Taiwan government. As Taiwan marks its centennial this year in 2011, Bureau of Foreign Trade of Taiwan government selected 100 of the country's most outstanding brands from all industries and fields in Taiwan, such as HTC, Asus, Acer, Trend Micro, Kymco, GIANT, and DIN TAI FUNG.

The accreditation of Top 100 Taiwan brands recognized Nankang for its dedication to produce the highest quality products to serve over 100 countries worldwide and highly commendation by customers and industrial players in Taiwan and all over the globe. They also admired Nankang aspires to remain at the forefront in technology and quality, bringing today's and future transportation to a higher level on the aspects of safety, comfort, and assurance.

"After fifty-two years service in Taiwan transportation industry, it's such a great honor to receive top 100 Taiwan brands award from our government, so Nankang will continue to devote to our unfailing efforts not only in delivering the best products to the world, but in enhancing the Taiwan top brand image in the world business arena," marketing manager said.



Award selection is based on such criteria as brand management, industry position, financial standing, and poll throughout Taiwan twenty-six regions, among others. Coming mainly from two different categories, namely B2B and B2C, the winners not only represent Taiwan's excellence in product innovation and design, but they epitomize the dynamism and entrepreneurial spirit of Taiwanese enterprises which saturates the entire island.

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Michelin Partners with RTA to Educate Motorists on Tire Safety



Michelin, the worldwide leader for tires and mobility, has revealed that an estimated 37% of vehicles in the UAE are running on unsafe tires while 61% are dangerously under or over inflated.

These alarming statistics were revealed during the first phase of the UAE launch of the company's global tire safety initiative 'Fill Up With Air', where an expert team from Michelin were dispatched to the Sahara Centre in Sharjah and three Road and Transport Authority (RTA) depots in Dubai to give visitors and employees free tire checks, including pressure checks and adjustments, with the aim of informing the public about the dangers associated with driving with worn or incorrectly inflated tires.

More than 360 vehicles were checked over a period of 22 days, during which 24% were found to have damaged or unsafe tires and 37% needed to be immediately replaced. A further 3% required on the spot repairs in order to remain in good condition, while 61% of vehicles checked were running on dangerously under or over inflated tears and needed to be adjusted accordingly.

As well as the negative environmental impact, driving with the wrong tire pressure can be detrimental to a vehicle's handling, putting the safety of its occupants and other road users at risk. It also puts more stress on the vehicle's steering and suspension components leading to possible wear and additional maintenance costs.



Sylvain Coisson, Commercial Director for Michelin Middle East said: 'Tires are the only things keeping a car connected to the road and it's all too easy for drivers to take them for granted and not treat them with the utmost care and attention that they deserve. Driving on poorly maintained tires has very serious safety, economic and environmental implications and the 'Fill Up With Air' campaign is one way that we are reinforcing our commitment to better and safer mobility in this region.'

Hussein Al Bana, Traffic Department Director at RTA, said: "In recent years, we have continuously worked on campaigns that raise awareness of the importance of tire safety and carrying out the necessary checks ahead of any travel. Through diversifying the activities and locations at which these campaigns take place, we have succeeded in raising traveler's awareness of this issue. A big part of this success is thanks to our partners in the government and private sectors, including Michelin Tires."

According to Michelin, there are lots of ways that the motoring public can help cut down their expenditure while effectively reducing their carbon footprint and ensuring the safety of their car's occupants and other road users:

- Make sure you not only select the right tires, but also regularly maintain them to ensure they perform at their best
- Change your tires before your tread depth is worn to 1.6mm. To make life easier, MICHELIN tires are equipped with tread wear indicators situated in the base of the main tread grooves at the height of approximately 1.6mm
- For optimum efficiency, regularly check the pressure and condition of your tires, especially during tire rotation as many vehicles specify different pressure on the front and rear axle
- Always balance the rear wheels as well as the front wheels to ensure your tires and vehicle stay in good condition for longer
- Check the pressure of your tires, including your spare, monthly and before any long journey, preferably when your tires are cold. If they are hot, it is advisable to add 4-5 psi (0.3 bar) to the pressure recommended by the vehicle manufacturer
- Replace your valve every time you change your tire. It's an inexpensive way to protect your tires, vehicle and yourself
- The easiest way to tell if your vehicle is out of alignment is to check the tires for any signs of uneven wear
- For a reliable diagnosis and guarantee of safety, call on the services of a professional

Toyo Proxes A20 selected as OE Tire on 2012 Toyota Prius v Hybrid



Toyo Tire Corp. is proud to announce the all-season Proxes® A20™ has been selected as original equipment (OE) on the all-new 2012 Toyota Prius v hybrid. Going on sale in fall 2011, the latest member of the Prius family represents a new evolution in hybrid vehicles with excellent cargo space now rivaling small SUV's.

The eco-friendly Proxes A20 features a low rolling resistance design for reduced fuel consumption, while also providing excellent dry and wet braking for overall safety. Additionally, the well-balanced Proxes A20 offers good handling performance and a quiet, comfortable ride.

The P215/50R17 Proxes A20 is packaged with available 7 X 17-inch, 10-spoke aluminum alloy wheels for a great appearance.

The philosophy of the new Prius v is "versatility." It has the spaciousness of a midsize, family friendly vehicle and delivers an estimated EPA fuel economy rating of 44 mpg city, 40 mpg highway and 42 mpg combined.

The P215/50R17 Proxes A20 is packaged with available 7 X 17-inch, 10-spoke aluminum alloy wheels for a great appearance.



TIA ANNOUNCES 2011 TIRE INDUSTRY HALL OF FAME INDUCTEES

The Tire Industry Association (TIA), one of the leading global authorities on tires, announced the recipients of the 2011 Tire Industry Hall of Fame: Bill Fountain, founder of Fountain Tire; John Gamauf, president, Consumer Replacement Tire (retired) of Bridgestone North American Tire; Onkar Kanwar, chairman, Apollo Tyres, Ltd.; and Ralph "Buddy" Snow, vice president & counsel (retired) for Oliver Rubber. The Hall of Fame inductions are a part of TIA's Tire Industry Honors event, which will take place from 6:00 p.m. - 7:30 p.m. on Monday, October 31, 2011, at The Cosmopolitan Las Vegas in Las Vegas, Nevada. Admission to Tire Industry Honors is complimentary; however, an RSVP is required. To make an RSVP, visit the "Events" section of www.tireindustry.org, or call 800.876.8372, ext. 104.

Bill Fountain is the late founder of Edmonton, Alberta - based Fountain Tire. In 1956, Bill and Jack Fountain opened the first Fountain Tire store in Wainwright, Alberta. Bill's vision and drive led the company to add agricultural tire services to meet the needs of local farmers and to eventually expand the business into more rural areas. He established stores in Fort St. John, British Columbia and Whitehorse, Yukon - towns that serviced much of the burgeoning Alaska Highway. The new locations proved successful, setting the blueprint for the business' future growth. He also set up key store managers as owner-partners in their stores. In 1967, Bill Fountain and other tire dealers from Ontario, Manitoba, Saskatchewan and Alberta formed Astro Tire & Rubber Co., creating their own private label tire brand. In 1976, 20 years after he had started the business, Bill was killed in a tragic car accident. Today, Fountain Tire has 145 locations across western Canada. In 2006, the Western Canada Tire Dealers Association honored Bill with its Pioneer Member Award, and in 2005, Alberta Venture magazine named him one of the "100 Alberta Entrepreneurs of the Century." He was recently inducted into the Alberta Business Hall of Fame.



John Gamauf joined Firestone Tire & Service Center in Chicago in 1969 as a general service technician, rising through the ranks as one of the most dynamic, influential and respected individuals in the tire industry. As the years continued, he took on various positions of increasing responsibility, from assistant wholesale zone manager in Chicago to vice president of consumer tire sales. He was also primarily responsible for creating one of the most successful dealer programs in the industry, the Affiliated Dealer Program, which is now a core component of the company's Family Channel philosophy. In May 2003, he assumed the title of president, consumer replacement tire of Bridgestone/Firestone North American Tire, LLC, where he served in this capacity until his retirement in May of 2008. He has been active in many civic organizations, including the Walter Payton Foundation raising money for Alliance for Children, and he was Bridgestone's chairman for the Nashville United Way campaign.

Onkar Kanwar plays a pivotal role in Apollo Tyres' operations and the articulation of its business philosophy. Under his leadership, Apollo Tyres transformed itself from an ailing company to become the #1 commercial vehicle tire manufacturer in India and a global entity with a full-fledged product portfolio, with manufacturing facilities on three continents and multiple brands across product segments. He has been closely associated with leading national and international industry organizations, including serving as president of FICCI and chairman of ATMA. An initiative close to his heart is Apollo Tyres' HIV-AIDS awareness and prevention program for the trucking community. His interest in healthcare led him to establish a super-specialty, tertiary care hospital, Artemis Health Institute, in Gurgaon, India.

Ralph "Buddy" Snow started his career in the retread industry with his family-owned business, Dixie-Cap, in 1965. In 1969, he was elected president of Dixie-Cap and served in that capacity until the company was acquired by Oliver Rubber in 1979. For the next 23 years, he served as the vice president & counsel for Oliver Rubber, until retiring in 2002. In 2003, he became a registered mediator with the Georgia Office of Dispute Resolution and still serves in that role. He was one of the founders of the Tread Rubber & Tire Repair Materials Manufacturing Group (TRMG), where he participated in writing the bylaws and served several times over the years as chairman, corporate secretary and permanent chair of the Legislative Committee. He was also actively involved in the formation of the Tire Retread Information Bureau (TRIB), where he served as corporate secretary and as a member of the Board of Directors. He also helped form the Retread Industry Government Advisory Council (RIGAC) in 1992, where he assisted in writing the Articles of Incorporation for RIGAC and served as its corporate secretary and TRMG delegate.

"On behalf of the Tire Industry Association, I congratulate Bill Fountain, John Gamauf, Onkar Kanwar and Buddy Snow on their induction to this year's Tire Industry Hall of Fame class. Their remarkable careers have helped to make the tire industry what it is today, and they exemplify everything that is great about this industry," said TIA Executive Vice President Roy Littlefield. NOTE: Photos of these inductees are available in the "News" section of TIA's website, www.tireindustry.org.

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Zafco concludes Tyrexpo India 2011 on a high note

Following the company's recent success at the Automechanika Middle East exhibition in Dubai, ZAFCO – a leading global distributor of automotive tyres, batteries and lubricants – made major headway in its plans to penetrate the Indian market at Tyrexpo India 2011.

Making its mark across the globe, ZAFCO has a dedicated workforce of close to 300 employees in more than 85 countries, and an extensive distribution network of over 850 partners worldwide. With ambitious plans to broaden their reach, the exhibition was used as a platform to launch the company's operations in India.

Tyrexpo India 2011, the country's largest dedicated tyre and rubber trade show, saw an impressive influx of international and local suppliers and exhibitors who gathered to showcase products and solutions for every segment of the industry.

In addition to the company's main stand, ZAFCO's debut at the exhibition was further successful due to the independent stands for two of its brands, ZEETEX – ZAFCO's own revolutionary brand of tyres, batteries and lubricants with products in over 600 categories – and DOUBLE COIN, a globally renowned tyre brand for the transport sector, which offers excellent value for money. Each of the three stands attracted great interest from the visitors as well as the media.

"We were incredibly pleased with the turnout as this reinforces the interest we hope to generate through the establishment of our facilities in India," commented Gopiraj KV, CEO of ZAFCO. "India's emergence as an industrial hub, with an abundance of potential given the country's commercial growth, aligns with our ambitions for further expansion as we position ourselves as regional drivers of advancement in the industry."

Operations in India will include the establishment of 84 trucking centres across Northern and Western India to meet the needs of the industrial and commercial sector, and the next step will be the launch of ZAFCO's premium range of tyres for the individual consumer market.

Nokian Tires, Inc. marks its 75th anniversary of the world's first winter tire

Seventy-five years ago, tire manufacturing pioneer Nokian Tires, Inc. invented the Hakkapeliitta, the world's first tire designed specifically for passenger cars to handle the snow and ice of winter roads.

In 1934, Nokian engineers were quick to understand the need for a tire that was specifically suited to Nordic driving conditions. As a result, they invented the first tread-patterned tire designed for winter use in trucks and lorries, or "weather tire" as it was called. Two years later, Nokian expanded the idea to fit passenger cars with the first Hakkapeliitta winter tire, later named Snow Hakkapeliitta. The tire tread showed a stepped, relatively sparse transverse pattern equipped with so-called suction pads. This tread pattern remained unchanged until the 1950s.

Hakkapeliitta winter tires outfitted the car that recently set the new world record for fastest car on ice. The record was set on March 6, 2011 by Nokian Tires' test driver Janne Laitinen, who drove 206.05 mph on the frozen Gulf of Bothnia in Oulu, Finland.

Continuing its history of innovation, in 2006 Nokian Tires became the world's first tire manufacturer to fully eliminate high-aromatic (HA) oils in its production. The purified oils used by Nokian Tires contain less polycyclic aromatic hydrocarbons (PAHs) than required in the pertinent EU directive. This not only makes tire production safer for the environment, but the materials are also safer for employees to handle and work around.

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The Belgian Grand Prix from a tire point of view

The Spa Francorchamps circuit is an epic track, with the longest lap of the year, huge changes in elevation, plenty of time spent at full throttle and variable weather conditions. It is a true driver's track: all the multiple winners at Spa have claimed at least one driver's title each. Here are some of the reasons why...

The track:

Eau Rouge is one of the most difficult but most satisfying corners of the entire championship. The drivers arrive at 290kph: the aerodynamic load takes in 1G of vertical compression and 5G of lateral acceleration, putting the equivalent of 1000 kilograms on the front-left tire and 950 kilograms on the rear tire – which has to generate traction all the way around the corner.

At Pouhon the cars reach this demanding downhill left-hand corner with their tires fully up to temperature, leaning on them at a speed of 290kph. There is 4G of sideways acceleration throughout the whole of the bend. The tire's job is to counteract this force and allow the driver to maintain a perfect line through the corner, even when the car is under acceleration.

In the third sector of the lap, which is fast and flowing, the car is at full speed for a long period of time. The tires have to cope with a vertical load of 1100 kilograms from all the downforce generated. Then, throughout the flat-out corners, the tires counteract 4G of sideways force to maintain the necessary precision that is vital to hold the racing line at more than 300kph.

During the final part of the lap, the drivers brake hard for the Bus Stop chicane, which is made up of tight right-angles, before opening up the throttle again for the start-finish straight.

Lucas di Grassi, Pirelli's test driver says: "Spa is a real old-style circuit, which is very fast and technical. I love it, and it's always a huge pleasure to go there. In terms of set-up it's always a compromise, as you need plenty of straight-line speed but also lots of downforce for all the quick corners. There are several points where you can overtake – after Eau Rouge is a good place, for example – and this is always a circuit where it pays to be brave. For the tires, it's definitely a challenging race as a huge amount of energy goes through them because of the high speeds and big aerodynamic loads. The other big factor is the weather: from my experience here in the past I would definitely expect to see the intermediate and the rain tires being used at some point during the weekend. Even when it is dry on one part of the track, it can be raining at another place."

Ecological disposal of the Formula One tires:

As part of Pirelli's 'green technology' program, the Italian company is committed to environmentally sensitive working practices, having started to eliminate aromatic oils from some of its road and competition tires since 2007. Since January 1, 2010, as required by European legislation, all of Pirelli's road and motorsport tires are produced without aromatic oils.

Part of this commitment also involves the ecological disposal of the tires once they have been used. All the tires are transported back to Didcot after each grand prix, where they are finely shredded, along with other road car tires.

The shredded tires form small pellets, which are then burnt at extremely high temperatures as fuel for cement factories. The extremely high temperatures, in excess of 1400 degrees centigrade, means that no noxious fumes are released and the only particles that remain are very fine, non-toxic, ash.

Pirelli has been using this technology since 2002 in Italy, and also used it throughout its return to single-seater competition last year with the GP2 season. In total, Pirelli will dispose of up to 80,000 competition tires this year using this method – which has been adopted as well in other countries throughout the world.

Pirelli's motorsport director Paul Hembery commented: "The environment has always been extremely high on our agenda at Pirelli. The way that we dispose of the tires is firm evidence of this: in fact, the road surfaces that spectators drive on to get to grands prix in future could well be made up of some of our recycled tires"

Radar Tires Thinks Pink

Radar Tires by Omni United
Plans to Launch Limited
Edition Pink Walled Tire



Omni United, one of the fastest growing and most dynamic designers and manufacturers of tires in the world, has announced Radar's plans to launch a limited-edition pink walled tire in support of 'Mobilizing Hope' – the flagship brand's groundbreaking year-long partnership with The Breast Cancer Research Foundation (BCRF).

Through its "Mobilizing Hope campaign, launched in the United States and other top markets in May 2011, Radar donates \$.25 for every Radar tire sold, with a committed minimum annual donation to BCRF of \$250,000. Radar's first product specifically designed to support this campaign will be a limited edition of its well known RPX 900 tire, an all season, high performance, eco-friendly tire that features an asymmetrical tread design ideal for mid to high performance vehicles. The Limited Edition, in addition to all the features of the RPX900, has the novelty of a pink sidewall, highlighting the emblematic pink color of the fight against breast cancer cause globally.

"This is a more visible way to support our Mobilizing Hope campaign to benefit the activities of BCRF", said Mr. G.S. Sareen, President and CEO of Omni United, parent company of Radar Tires. We are delighted to be able to develop this limited edition of one of our best selling tires, the RPX900, to reinforce our commitment to supporting breast cancer research".

Hankook kicks off the football season 2011/2012



Tire manufacturer Hankook adheres to its long-term engagement as a European top-class football partner. In the upcoming season 2011/2012 the company will once more be present in the German Bundesliga, the English Premier League, the Ligue 1 in France, Serie A in Italy, Primera Division in Spain as well as the Russian Premier-Liga. In addition to this Hankook will also support the following five Champions League participants in the upcoming season: Borussia Dortmund (reigning German Champion), German runner-up Bayer Leverkusen, the seven-time French Champion Olympique Lyon and the seven-time Champions League-winner AC Milan (Italy) as well as the Russian Cup winner CSKA Moscow. Furthermore Hankook will expand its activities and will also be involved with the Swedish football market as the advertising partner of clubs IFK Göteborg, GAIS Göteborg and Djurgården IF forward.

"Hankook has seen a steady and sustainable growth over the past couple of years, especially in the European markets. We are taking that into account not only by expanding our production capacities, for example the considerable expansion of our high-end European manufacturing-site, but also with a significant intensification of our marketing activities especially in our European key markets," explains Jin-Wook Choi, Hankook Tire Executive Vice President and Chief Operation Officer Hankook Tire Europe.

The football sponsorship and advertising activities in Europe secure Hankook visibility in a sportive premium environment that perfectly matches the emotionalism and dynamic of the tyre manufacturer's sporty young brand. The company will make a first time appearance this upcoming season with prominent perimeter and display advertising in the biggest German football stadium in Germany's capital Berlin, the home stadium of Bundesliga new contender Hertha BSC, offering seats for up to 75,000 visitors, as well as, among others, the English "Stadium of Light", home of the Sunderland A.F.C.. As Champion Partner of the reigning German Champion BVB and new partner of the Russian Cup winner CSKA Moscow, Hankook will additionally show strong presence in the clubs' home stadiums through commercial breaks, as well as at press conferences, interviews and through participating in fan promotions on the clubs' websites. In addition the company's top customers and partners can look forward to exclusive invitations to VIP areas and lounges in the stadiums of Borussia Dortmund in Germany, the Italian clubs AC Milan, SS Lazio Rom and US Palermo as well as FC Valencia in Spain and the Russian club CSKA Moscow.

"Our football engagement is an important part of our marketing communications, particularly with the living, breathing emotionality of this sport in mind which perfectly matches our company's philosophy "Driving Emotion". Football is one of the most popular sports in Europe and is exceptionally well suited to effectively reach out to our important target groups and increase our brand awareness. With this we are also aiming to support our retail partners" says Hee-Se Ahn, Vice President Marketing & Sales Hankook Tire Europe. "We are very pleased that with the reigning German Champion BVB, the Russian Cup winner CSKA Moscow as well as with several more European

top-class football clubs we were able to partner with teams that not only convince through their superior performance but also, as some of the most popular representatives of their sport, are winning hearts all over the world. It's them who make football a perfect brand ambassador for us and we wish each and every one of them the best of luck for the upcoming season.

Seal Inside technology by Pirelli

Pirelli introduces on the market its new Seal Inside Technology, the new concept of extended mobility to safely drive your cars in the event of a puncture.

Seal Inside is a new tire construction technology that allows you to drive on without losing air pressure even after the tire has been punctured by an external object, covering almost 85% of the possible accidental causes of pressure loss*.

The Seal Inside logo will be used to identify all Pirelli products featuring this new technology.

The logo (in black) is also on the tire sidewall.

How does it work?

Inside the tire, in the area corresponding to the tread pattern, a sealing layer material tightly blocks every possible air leakage in case of a puncture that passes through the carcass with or without an external object still present.

The Seal Inside deals immediately with the hole and its fast and effective action, in most cases, does not make the driver realize that the tire has been punctured.

| EVENT | DATE | INFORMATION | LOCATION |
|---------------------------------------|-----------------|---|---|
| CAR style | 01- 03-Oct 2011 | CAR style is an excellent platform for Automobiles, Spare Parts and Accessories industry in Hamburg. This meag exhibition will be held between 01 - 03 October 2011 at Messe Bremen. The event will provide the opportunity to meet all the professional form Automobile industry under one roof. | Messe Bremen, Bremen, Germany |
| Automechanic Philippines | 05- 08Oct 2011 | Automechanic Philippines, a mega show of automobile first time of its own in Philippines. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers. | SMX Convention Center, Pasay, Philippines |
| Auto Africa | 06- 16-Oct 2011 | Auto Africa is the largest automotive trade show and expo in Africa. The event will be featuring international and local exhibitors of passenger and leisure vehicles, commercial & public transport vehicles, motorcycles, manufacturing and special services. The event is being organized by Kagiso Exhibitions Pty Limited. | Johannesburg Expo Centre, Johannesburg, Gauteng, South Africa |
| Johannesburg International Motor Show | 06- 16-Oct 2011 | However the biggest reason it is one of the most recommended venues, is the warm hospitality and professional services it offers. From giving advice on venue choices to planning your menu with you, the experienced staff behind this venue will ensure your guests leave having had experienced warmth. | Expo Centre Johannesburg, Johannesburg, Gauteng, South Africa |
| Motorsport Expo Tech | 12- 13-Oct 2011 | Motorsport Expo Tech is the high-profile event that brings together the best of the racing world on international level: from cars to motorbikes, from karts to boats to special competition vehicles. It is a must attend event for anyone who lives and pursues competition motor sports be it for work or passion. | Modena Exhibition Centre, Modena, Emilia-Romagna, Italy |

| EVENT | DATE | INFORMATION | LOCATION |
|---|------------------|---|--|
| China International Motorcycle Trade Exhibition | 13- 16- Oct 2011 | CIMA Motor -The China International Motorcycle Trade Exhibition is the largest motorcycle exhibition in China. It is the most important trade platform for motorcycles as mode of transportation in the world. It is the best channel to enter into Chinese market for leisure motorcycles and the related products. It is the annual gathering and carnival for Chinese motorcycle riders and enthusiasts. | Chongqing International Convention & Exhibition Center, Chongqing, China |
| International Automobile Show | 14- 18- Oct 2011 | International Automobile Show is a mega show of automobile first time of its own in UAE. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers. | Sharjah Expo Centre, Sharjah, United Arab Emirates |
| AUTO SHOW France | 21- 24- Oct 2011 | AUTO SHOW France is a major auto show wherein auto giants from all over the world display their new creations from compact cars, SUV s, sedans to trucks; everything gets displayed under the same roof. Many Automotive companies also introduce concept cars. The Auto show is very popular with masses of people coming down to participate in the four day event. | Parc des Expositions de Tours, Tours, Centre, France |
| Pakistan Auto Show | 24- 26- Oct 2011 | This is the perfect venue to meet the potential buyers and the larger population of the car industry. This will also give time for the exhibitors to have a wider network and to increase their sales. | Expo Centre Lahore, Lahore, Punjab, Pakistan |
| Transmex Middle East | 24- 27- Oct 2011 | Transmex Middle East will be a grand event involving in infra-structural vehicles. This Middle East grandeur will be venued at Expo Centre Sharjah. The expo will be pottering on the massive investment by UAE in infrastructure growth and development. | Sharjah Expo Centre, Sharjah, United Arab Emirates |



Around town with no emissions

Porsche will be expanding its exclusive Driver's Selection range with the addition of two innovative bikes. The Bike RS and the Bike S rely on an uncompromising sporting attitude and the use of state of the art technologies. The two 29" bicycles, built for speed, provide mobility in town and provide sports fans with the opportunity to go touring.

The abbreviation "RS" stands for the most exciting promise at Porsche: Rennsport, or motor racing. The Porsche Bike RS also follows this challenging philosophy. Uncompromisingly designed for performance, the sports bike will impress with its high end carbon frame which offers high stability and extraordinary damping properties thanks to its newly developed modular monocoque construction. The rest of its equipment comes from competition proven race technologies to meet the rider's every desire. The 20 speed Shimano XTR gears and 29" Crank Brothers wheels ensure maximum power performance. Outstanding braking values and maximum safety are guaranteed by the latest generation hydraulic Magura disk brakes which are fitted to the Bike RS together with weight optimised carbon brake levers.

The Porsche Bike S also offers improved performance. The innovative design of its high performance aluminium 7005 frame improves rigidity while providing unmistakable rider comfort. The toothed belt drive system and 11 speed Shimano Alfine IGH ensure ease of use and minimal slippage. Optimum braking values - in wet or dry conditions - are provided by the latest generation of hydraulic Magura disk brakes. The extraordinary rider comfort is supported by 29" wheels with tyres optimised for rolling and road holding characteristics.

The same applies to both Porsche Bikes: the sum of all the carefully selected parts creates an ultimate riding sensation. The high demands on quality for construction and materials complement each other perfectly. The independent and exclusive frame geometry and the intelligent use of materials give these bikes both superb stiffness and optimum damping, while keeping the weight low.

A further highlight of the Bike RS and the Bike S is the integrated anti-theft protection that comes as standard. An anti-theft label containing an individual code number is located under the paint on the frame and has a surprising effect on theft. By registering the bike on a dedicated website, Porsche Bikes can be reported as stolen at any time and buyers can check whether the bike has been reported as stolen before they buy.

The Porsche RS and S bikes will be launched in worldwide markets from autumn 2011 in sizes S, M and L.

Dubai International Motor Show set for Sellout Success

World's top automotive names confirmed for record November event



November stands to be the busiest month on wheels this year, with the Dubai International Motor Show, the region's biggest and most influential automotive event, forecasting one of the biggest shows in its 22 year history, and a number of crowd-pulling newcomers choosing the show for their Middle East debuts.

Running from 10–14 November 2011 at the Dubai International Convention and Exhibition Centre, this year's Dubai International Motor Show will include first time participation by some of the world's most exciting and powerful motoring marques, including McLaren, Lotus, MG and De Marcos. They join a world class list of international automotive manufacturers preparing to unveil their latest models, concept cars and technological innovations during the four day show.

Sales of high-end cars in Gulf countries are expected to grow by 20 percent this year, more than double the 9.7 percent forecast for the segment globally, according to data from international market research company IHS Automotive. Double digit growth for Middle East markets in the first half of 2011 has also been reported by the world's leading motoring manufacturers, highlighting the importance of the region for the industry.

"The Dubai International Motor Show has earned a place in the automotive world as the definitive platform for showcasing the latest and most exciting models and marques, and this year's event is looking to reach new levels. There is no doubt that the Middle East is one of the highest growth markets for the world's premium automotive manufacturers, and the show attracts the biggest regional audience of motoring enthusiasts. It's an unbeatable combination," said Helal Saeed Almarri, CEO, Dubai World Trade Centre, the organiser of the biennial show.

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

Luxury automotive manufacturers such as Jaguar Land Rover will showcase their strongest and most comprehensive line-up of vehicles in the company's history, choosing the Dubai International Motor Show to debut the complete 12MY range of Jaguar, Land Rover and Range Rover nameplates and offer a sneak preview of the XKR-S, Jaguar's fastest production vehicle to date. The company will also introduce its much anticipated Range Rover Evoque, the smallest, lightest and most fuel efficient Range Rover ever.

Robin Colgan, Managing Director Jaguar Land Rover MENA said: "Jaguar Land Rover has had a long-standing and successful presence in the Middle East & North Africa region, and our brands are now available in over 19 markets. With our regional HQ based in Dubai, we see events such as the Dubai International Motor Show as absolutely crucial to our success in the region, offering a fantastic platform to showcase our vehicles to new and existing customers both in the region and internationally."

Germany's luxury car manufacturer Audi promises to make a powerful statement at this year's show. Jeff Mannering, Managing Director, Audi Middle East said: "Audi has lots to present this year! We are aiming for 25 percent growth in 2011 and new products as well as exposure to and interaction with Audi enthusiasts are an important part of that. Visitors of the Dubai Motor Show will have the chance to get up close and personal with our latest models including the Audi A1, A7 and A6. We will also show several new models, but we will keep those a secret for now."

Syed Ahmed, General Manager, Marketing at Nissan Middle East has also confirmed an unprecedented line-up for Japanese car giant Nissan, with at least two new model launches expected on the stand this year: "Nissan's distinctiveness and fast developing reputation for innovation will be further manifested by some thrilling displays of sports cars and SUV models plus some surprises for visitors to the show."

This year's show includes a dedicated tuning section with the world's major players including Brabus, Depp-At, Hamann, Fab Design, Gemballa, TechArt and Vorsteiner expecting strong sales from a region that embraces customisation and bespoke enhancement of luxury models. Leading manufacturers of motorcycles and all-terrain vehicles, including Victory and Polaris who are also Gold Sponsors at this year's show, are also set to showcase the latest models available in the Middle East.

The future shape of multimedia from Mercedes-Benz

Holistic experience and natural interaction

Mercedes-Benz presented the first fully integrated telematics system in the automotive industry in 1993, when the Communication and Navigation System (CNS) was premiered in the S-Class. A further ground-breaking innovation followed in 1996 in the guise of the LINGUATRONIC voice control system, which defines the standard to this day. The first 16:9 colour screen was unveiled by Mercedes-Benz in 2002. Internet access on-board Mercedes-Benz vehicles was introduced this year.

At the TecTalk “@ your comand”, the company showed how the engineers at Mercedes-Benz envision the near and more distant multimedia future with the aim of maintaining this pioneering role in telematics and infotainment. “Our vision can be summed up by the four key concepts of a ‘Holistic experience’, ‘Natural interaction’, ‘Sensory perfection’ and ‘User-friendly remote control’”, explains Prof. Dr.-Ing. Bharat Balasubramanian, Vice President Product Innovations & Process Technologies in Group Research & Advanced Engineering at Daimler AG.

The company will be expanding the range of integrated apps for the COMAND Online multimedia system apace, for example, and offering numerous applications for all facets of the digital lifestyle. New apps for the Facebook™ online network, for Google™ Streetview and Google™ Panoramio will be available from the autumn of 2011. Over a dozen additional apps are planned in the medium term. These are currently under development, in some instances in collaboration with innovative start-ups such as the US talk radio operator Stitcher, the Twitter short message service and the popular music providers Pandora in the USA or Aupeo in Germany, for example. The new apps will be usable by all customers who drive a Mercedes-Benz with COMAND Online.

As already indicated in the “Concept A-CLASS” study (Shanghai, 2011), the graphic design of screen content will also acquire increasing importance in future. Dynamically growing glass elements form three-dimensionally arranged navigation levels. The user is guided intuitively around the spatial depth of this menu structure by flowing movements and fluidly animated transitions. In the long term, displays will allow even greater scope for personalisation and apps and control elements will no longer be restricted to specific displays. User-configurable displays are conceivable, for example, allowing drivers to determine for themselves which display elements are to be shown where.



“We are also pursuing research on 3D displays. Three-dimensional on-screen presentations enable information to be absorbed more intuitively”, Balasubramanian points out. “This simpler and faster recognition of warnings provides for a further improvement in road traffic safety.”

Operation will also be even more intuitive in future, with voice control covering most functions, supported by gestures and touch. In the medium term, it will be possible to dictate text messages and e-mails or to call up messages in this way. This will involve speaking a headline or, in the case of so-called “free” voice browsing, a specific question (“What’s the weather like in southern Germany?”). “To us as safety pioneers, it is important that the driver is not distracted in any way. On the contrary, the aim is to enhance driver-fitness safety through improved user-friendliness,” explains Balasubramanian.

Further examples of “natural interaction” include menu control via gestures or handwriting recognition (whereby the user traces a finger over the display on the head unit). In future, it may be possible to switch reading and interior lights on and off by means of swiping movements along the overhead control unit, and gesture-controlled invisible cameras could replace switches in vehicles.

Tomorrow’s motorists will be able to decide at the breakfast table or in the office which content or apps they wish to have on board, by carrying out corresponding pre-configurations via smartphone or PC. The first such application to have been realised is the option offered by COMAND Online of downloading a route which has been configured on a PC beforehand using Google Maps and transmitted to the car.

Mobile use of Facebook, Google Streetview and Google Panoramio

New Mercedes-Benz apps as of autumn of 2011

Only a few months after the launch of the new multimedia generation, Mercedes-Benz is extending the range of integrated apps: new apps for the Facebook™ online network, for Google™ Streetview and Google™ Panoramio will be available for COMAND Online from this autumn. Streetview enables locations all over the world to be seen in 360-degree perspective views and at street level. Panoramio allows access to millions of photographs which have been taken and uploaded by other users at locations all around the globe. Streetview and Panoramio thus provide comprehensive means of studying routes and checking out sights and destinations before embarking on a journey.

The COMAND Online multimedia system, available in the SLK, C-Class, E-Class, CLS and, from the autumn, in the new M-Class and the new B-Class, now offers internet access for the first time. Customers can either surf the web as they wish while the car is stationary or call up a Mercedes-Benz app whose particularly fast page loading and simple operation make it suitable for use while driving.

All customers will be able to use the new apps. Additional apps which have already been introduced are Google™ Local Search and Weather and the facility for downloading a route which has previously been configured on a PC using Google Maps and transmitted to the car. Mercedes-Benz is successively extending the range of apps. An overview specifying the telephones on which the COMAND Online apps can be used is available at the website www.mercedes-benz.com/connect.

A host of user-friendly functions: the COMAND Online multimedia system

The high-resolution colour display has a diagonal of 17.8 cm. Photos can be shown on the large screen and turned over manually, as in a slide show. Where the audio equipment is concerned, too, new types of representation bring a fresh look and more convenient operation. The new Cover Flow function, for instance, sorts the title images of the music albums stored in a carousel-like form, so that the Mercedes driver can easily leaf through their music collection – even if it is rather on the large side: the memory for compressed audio files (mp3, wma and aac formats) is now 10 GB in size. As an option, COMAND Online is available with a 6-disc DVD changer.

Greatest convenience is afforded by the Music Search function, which enables drivers and passengers to search the hard disc, SD memory cards, USB sticks, CDs and DVDs for specific music tracks and artists. The search can be according to various criteria, for instance album, music category or composer. If a name needs to be entered, the software will also tolerate spelling mistakes. The driver is therefore able to devote their full attention to the traffic. As a further advantage, the occupants are able to search all the connected media and devices simultaneously.

The fast hard-disc navigation system of COMAND Online also has added functions. New features include a 3D display with three-dimensional city views. Also new: routes covered can be recorded and repeated later, specific personal destinations can be imported via an SD card and four alternative routes can be displayed on the navigation map, one of them a particularly economical variation. Mercedes-Benz customers in Europe receive the current cards for their COMAND Online multimedia system free of charge for three years. Authorised Mercedes-Benz dealers upload the updates for navigation data in 39 European countries into the navigation system when the customer visits their premises.

In Europe, COMAND Online also comprises Speed Limit Assist, which receives its information for traffic sign recognition via a camera and navigation database. COMAND Online also includes the LINGUATRONIC voice-operated control system for audio, telephone and navigation. The new "One Shot" input function for the navigation system is particularly convenient, whereby the place and road can be spoken directly after one another. This function is currently available in seven languages and significantly enhances ease of operation.

Bosch appoints new Senior Vice President of Corporate Department Sales

Bosch announced that it appointed Frank Schlehuber as the new Senior Vice President of Corporate Department Sales at Bosch Automotive Aftermarket Division, which is part of the Robert Bosch GmbH based in Karlsruhe, Germany. Schlehuber will succeed Gürçan Karakas, who held this post since September 2007. In his new post, Schlehuber will be in charge of the global sales division.

On this occasion, Schlehuber indicated that "the company has gained a leading position worldwide because of its highly developed products, services as well as creativity and due to the fact that Bosch was transformed into a successful global player by a pioneer in the field of technology."

He stressed that "Bosch's achievements and spirit of innovation, characterising the company since its inception, has always pushed the company to explore new business fields, markets and technologies, which eventually bring even bigger success for the company."

Schlehuber has extensive experience: from September 2010 until June 2011, he worked for the Robert Bosch GmbH as Manager of Brake Components Products in the German city of Karlsruhe. Between January 2009 and August 2010, Schlehuber held the position of Manager of Brake Components Products at the Robert Bosch LLC in Illinois, USA, after working as Marketing Manager of Braking Systems and Project Manager for the same company from August 2007 to December 2008. From October 2005 to July 2007, Schlehuber was based in Karlsruhe, Germany, where he worked as Marketing Manager of Braking Systems at the Robert Bosch GmbH after acting as General Manager Aftersales at Bosch K. K. in Tokyo between March 2000 and September 2005. Previous to his position in Japan, he had already held several positions in Germany, such as President of Marketing Automobiles Control Division, Project Manager in Marketing, Technical Support Engineer among others. Schlehuber received his higher education at the Technical University in the German city of Karlsruhe, where he studied Mechanical Engineering, majoring in the fields of reciprocating engines and dynamic-type compressors.



It is worthwhile mentioning that the turnover of Robert Bosch Middle East increased by 21% between 2009 and 2010, which proves the region's growth opportunities. When compared to the pre-crisis levels of 2007, the turnover rose by 3.5%, showing a significant improvement in Bosch's Middle Eastern sales activities.

Bosch operates through more than 350 subsidiaries and regional companies in over 60 countries with a workforce of over 285,000 associates worldwide. Moreover, its international network comprising sales companies and partners in 150 countries ensures that the company's products and services will continue to enter further growth markets in the near future. Bosch has also been present in the GCC region for more than 50 years through its agents and representatives. Already ten years ago, the company established its first Gulf branch in Dubai, which has been responsible for the whole GCC region. In 2008, Bosch expanded its Dubai office and transformed it into an integrated regional office for the Middle East and North Africa region.

Hazardous Flame Retardants and Chemical Additives Found in Over Half of 2011 Child Car Seats Tested by HealthyStuff.org

Toxic Chemicals Linked to Allergies, Birth Defects, Impaired Learning, Liver Toxicity, and Cancer



The latest research on toxic chemicals in children's car seats was released today by the nonprofit Ecology Center at the consumer-friendly site, www.HealthyStuff.org. While some seats were found to be virtually free of the most dangerous chemicals, over half (60%) contained at least one of the chemicals tested for.

Over 150, 2011-model car seats were tested for bromine (associated with brominated flame retardants); chlorine (indicating the presence of polyvinyl chloride, or PVC and plasticizers); lead; other heavy metals, and allergens. These substances have been linked to allergies, birth defects, impaired learning, liver toxicity, and cancer. Heat and UV-ray exposure in cars can accelerate the breakdown of these chemicals and possibly increase their toxicity. Babies are the most vulnerable population in terms of exposure, since their bodily systems are still developing and they spend many hours in their car seats.

"Car seats save lives. It's absolutely essential that parents put their children in them while driving, regardless of the rating a particular seat received at HealthyStuff.org," said Jeff Gearhart, the Ecology Center's Research Director. "However, our research shows that some car seats contain more harmful chemicals than others. HealthyStuff.org makes it easier for parents to research the best car seat for their child."

The site, which also has comprehensive data on toxic chemicals in toys, cars, home improvement products and more, allows users to look up the best- and worst-scoring car seats with respect to toxic chemical content. Anyone looking to buy a new car seat, or wondering how their child's current car seat compares to others, can visit this site and search by model, or comparison shop between different models or years.

"This study is yet another example of how our country's major chemicals law -- the Toxic Substance Control Act of 1976 -- is flawed and fails to protect children from hazardous chemicals," said Andy Igrejas, Director of the Safer Chemicals, Healthy Families coalition. "Databases such as HealthyStuff.org can provide consumers with valuable information, but reforming our federal regulatory system so that harmful chemicals don't end up on the market in the first place is long overdue."

Most Toxic 2011 Car Seats:

Infant Seat: Graco Snuggly 35 in Edgemont Red/Black & Graco Snuggly 30 in Asprey

Convertible Seat: Britax Marathon 70 in Jet Set & Britax Marathon in Platinum

Booster Seat: Recaro Pro Booster in Blue Opal & Recaro ProSPORT Toddler in Mist

Least Toxic 2011 Car Seats:

Infant Seat: Chicco KeyFit 30 in Limonata, Graco Snuggly 35 in Laguna Bay & Combi Shuttle 33 in Cranberry Noche

Convertible Carseat: Graco Comfort Sport in Caleo, Graco MyRide 65 in Chandler and Streamer, Safety 1st OnSide Air in Clearwater, and Graco Nautilus Elite 3-in-1 in Gabe

Booster Seat: Graco Turbo Booster in Anders

Overall, car seats are improving in terms of their toxicity levels. Since 2008, when the Ecology Center first started doing this research, average car seat rankings have improved by 64%.

Other brands tested in 2011 include: Alpha Sport, Baby Trend, Clek, Compass, Dorel Juvenile Group (Cosco, Eddie Bauer, Maxi-Cosi, Safety First), Evenflo, Fisher Price, Harmony Juvenile, Orbit Baby, Peg Perego, Sunshine Kids, Teutonia and The First Years.

While there are numerous substances in car seats that can lead to health and environmental problems, the Ecology Center selected those with known toxicity, persistence, and tendency to build up in people and the environment. These chemicals include:

Bromine: Associated with the use of brominated flame retardants (BFRs), which are added to plastics for fire resistance. Some BFRs have been associated with thyroid problems, learning and memory impairment, decreased fertility, and behavioral changes. A recent peer-reviewed study published in Environmental Science & Technology found a majority of baby products tested, including car seats, nursing pillows and baby carriers, contained chemical flame retardants either associated with adverse health effects or lacking adequate health information. Although fire retardants in foam are necessary to meet certain fire-safety standards, non-halogenated fire retardants are available, and many have a better safety profile. Brominated flame retardant chemicals that are either deemed toxic or that lack adequate health safety data were detected in 44% percent of the 2011 car seats tested. (NOTE: HealthyStuff.org did not test for all hazardous flame retardants, particularly chlorinated flame retardants (CFRs), and seats may contain other chemical hazards).

Chlorine: Associated with the use of polyvinyl chloride (PVC), which is widely used in plastics and is of concern to the environment and public health during all phases of its life cycle. PVC contains chemicals called phthalates, some of which have been associated with decreased fertility, pre-term deliveries, and damage to the liver, testes, thyroid, ovaries, kidneys, and blood. There is also evidence that phthalates can pass from mothers to babies through the placenta and through breast milk.

Lead: Lead is sometimes used as an additive in plastics. Exposure can lead to a number of potential health effects, including brain damage, learning disabilities, and problems with the kidneys, blood, nerves, and reproductive system.

Other: Other chemicals tested as part of HealthyStuff.org include antimony, arsenic, chromium, cobalt, copper, mercury, nickel and tin. The substances in this category are allergens, carcinogens, or cause other adverse health impacts depending on the concentrations and exposure levels.

Since 1997, researchers at the Ecology Center have performed over 20,000 tests for toxic chemicals on 7,000 consumer products. The family of HealthyStuff.org sites have attracted 1.5 million unique visitors and over 20 million page views. To sample these products they use a portable X-Ray Fluorescence (XRF) device, which identifies the elemental composition of materials in less than 60 seconds without destroying the product.

The Alliance for Toxic-Free Fire Safety and HealthyStuff.org are now asking the largest car seat retailers, Graco and Evenflo, to take leadership to disclose and phase out hazardous chemical flame retardant additives. Consumers are encouraged to sign our petition to Graco and Evenflo at HealthyStuff.org.

Abu Dhabi Motors Adds Akrapovic Exhaust Systems to its Product Portfolio

Abu Dhabi Motors offers its customers the real joy of driving with Akrapovic exhaust systems

Abu Dhabi Motors, the exclusive importer of BMW Group vehicles in Abu Dhabi and Al Ain, has added Akrapovic Exhaust Systems to its product line-up.

In line with Abu Dhabi Motors' commitment to providing the best in performance-enhancing vehicle options, the addition of the Akrapovic Exhaust Systems brand to the company gives customers the opportunity to avail of the finest exhaust systems available. These systems are popular not only for their performance in cars and motorbikes on track as well as on the roads, but also because of the special edgy sporty look they add to vehicles.

Akrapovic Exhaust Systems were first developed in the early 1990s by motoring champion Igor Akrapovic, and can be used for a wide range of cars that are available in the market. In addition, Akrapovic also offers exhausts that are specifically manufactured for motorbikes.

Commenting on this exciting addition to the Abu Dhabi Motors product range, Arno Husselmann, General Manager at Abu Dhabi Motors, said: "As the market leader of BMW Group vehicles in the Middle East, we have always maintained a strong focus on further improving and enhancing our customers' car performance to allow them to express themselves through their vehicles. An exhaust has a significant effect on a car's performance, and is therefore one of the first parts to be changed in a car when modified. Becoming an Akrapovic exhaust systems retailer is part of our commitment to always provide our customers with the best in the market. In addition, the manufacturer's warranty remains intact which is testament to the quality of engineering and production."

Akrapovic exhaust systems consist of flow optimized link pipes with 2 x 100 cpsi sports catalysts and integrated resonators as well as newly developed split-end mufflers. Using this exhaust system reduces the overall weight of the car making it quicker and smoother on the roads; it also improves the agility in the lower rpm-range noticeably, and makes the engine stronger in the higher rpm-range. Most importantly, Akrapovic exhaust systems amplify and rectify the beautiful sound of the engine, without appearing invasive or having disadvantages in the daily use.

Abu Dhabi Motors is the official dealer of a host of different performance enhancing vehicle add-ons, including AC Schnitzer, Hamann, G Power and BMW ALPINA in Abu Dhabi and Al Ain.

Akrapovic Exhaust Systems are available at Abu Dhabi Motors on a wide range of vehicles.

The interior design of the new Mercedes B-Class

Taking quality to a whole new level



High-quality materials and superbly finished surfaces, fine details, precise workmanship and a new spaciousness – the interior of the B-Class raises the bar in the compact car segment.

Many of the details or elements had previously been the sole preserve of higher-end vehicle segments and correspond to the new Mercedes-Benz design philosophy in terms of image and quality. For example, the dashboard may be covered with stitched ARTICO man-made leather.

The first thing that strikes you when looking at the vehicle's interior is the large, three-dimensional decorative element spanning the entire dashboard. This is available in four variants covering a broad spectrum including modern, sporty and classic. What all of these versions share is a high perceived quality that, in addition to the visual and haptic experience, also includes ease of care and a long useful life.

With this high-quality overall concept and a harmonious balance between the familiar, new and progressive, the interior of the B-Class reflects the latest findings in the field of perceptual psychology made by Daimler AG's Customer Research Center (CRC).

The three large circular vents in the centre of the dashboard and their unique grilles, in the style of the sporty Mercedes-Benz model ranges, add to the design idiom of the interior.

Above the vents is the high quality screen, which is available in two sizes. With its first-class design (including an ornamental frame with galvanised

surface contrasting with the piano black of the front panel) and sleek dimensions, the colour display (TFT) is a real gem in the cockpit.

The new three-spoke steering wheel, used for example in the CLS, including an insert in the centre spoke that is always finished in silver chrome, an instrument cluster with four round, analogue displays and hanging needles in the 6 o'clock position and seats with contrasting stitching reinforce the car's sporty image.



The influence of the Advanced Design Studio in Como is also reflected in the interior design of the new B-Class. One example is the free-floating, streamlined screen in the new Mercedes B-Class. The fact that the B-Class takes quality in the compact class to a whole new level is also thanks to a new approach by Mercedes-Benz that first originated in Como. Following the "appreciation model", designers can implement their ideal concepts then look for a way to transfer these ideas to series production. This produces a harmonious and high-quality end result.

The new B-Class will be making its international debut at the IAA in Frankfurt (13th to 25th September 2011). It will then be rolled out to European dealerships in November 2011.



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Rolls-Royce expands Bespoke Operation DUE TO GROWING DEMAND

Rolls-Royce Motor Cars is expanding its Bespoke operation due to growing customer demand for bespoke items, a trademark service by the British manufacturer of super-luxury motor cars.

The Bespoke operation, based at the Home of Rolls-Royce Motor Cars at Goodwood in West Sussex, will see a surge of team members, including designers, engineers and project management staff, doubling the headcount by the end of 2011. It will bring the number of Bespoke experts throughout the business to over 50.

This year, Rolls-Royce has seen a significant increase in customer demand for personalised bespoke features, transforming the brand's super-luxury cars into unique hand-crafted masterpieces which are as individual as their owner's fingerprints. In order to satisfy demand, the business is recruiting additional Bespoke designers as well as engineers in manufacturing and project management functions. Operational support functions will also expand in various areas including product marketing and sales.

Bespoke operations are not limited to design and development of automotive parts. Bespoke allows the company's customers the luxury of commissioning motor cars to suit their personal lifestyles. Examples are as versatile and unique as picnic sets that are colour-matched to a car's interior, carefully selected luxurious interior materials or the creation of seamless storage for an owner's favourite belongings.

"The ability to bespoke one's vehicle has always been at the heart of Rolls-Royce so it is very encouraging to see that after more than one hundred years at the very pinnacle of the automotive world, our Bespoke services are still very much in demand from customers all over the world today", explained Member of the Board and Director, Sales and Marketing, Jolyon Nash.

To see an example of an exceptional Bespoke car, please visit www.21stCenturyLegends.com and be inspired by the story of "The Man Who Became a Paint".



Ford drives quality through \$100 million investment in robots with special vision



Ford Motor Company is investing \$100 million globally to install robotic plant laser inspection technology to improve quality through reduced wind noise and more refined fit and finish.

This new technology is being used during assembly of the all-new Ford Explorer and Ford Focus. The technology then will be rolled out globally as part of Ford's next phase of its quality initiative to lead the industry in customer satisfaction.

"Ford's robotic laser technology gives us a degree of precision like never before," said Ron Ketelhut, chief engineer, Body Construction Engineering. "The vision technologies verify the dimensions of interfaces on the vehicle's body in a highly accurate way, to a tenth of a millimeter."

The technology helps ensure car door panels fit more accurately and reduce wind noise, a key quality factor for consumers and a major industry challenge. The laser and camera systems that are major upgrades to plant robots significantly improve the robustness of the overall manufacturing process.

The technology builds on laser-guided, end-of-line robotic technology pioneered by Ford's European team to measure points on each vehicle as it moves past the line to verify build quality. The robots are programmed to recognize any minute deviations from the correct specification and, if any errors are found, instruct the operator on the correct course of action. Ford first used the system in Germany and, after seeing quality gains, quickly rolled it out to plants around the world.

Against the wind


The precision technology helps advanced robots more accurately install the doors to reduce the potential for wind noise.

The laser vision technology also is being upgraded on the robots to help confirm the door quality margins once installed. The robots are even empowered to shut down the assembly line if the cameras detect a door does not fit Ford's exacting quality measurements. Human error is also reduced, as the machines are tuned to measure point specifications on the vehicle, whereas previously it was determined by an operator making a subjective judgment on whether it was accurate.


Air-tight quality

Wind noise is a primary consumer consideration when judging the quality of a vehicle. Ford has gone to great lengths to minimize noise by pinpointing its source through a number of other plant technologies – using machines to detect air leakage from cabin, NVH (noise, vibration and harshness) chambers and Coordinate Measuring Machines (CMM).

The new strategy uses the entire range of tools in addition to the vision-guided robot cells and laser inspection to ensure leading vehicle quietness.



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Ford Vista Roof Sales Through the Roof, Seen as Popular, Healthy, Cool Feature

Vista Roof sales are at a 48 percent 2012 year-to-date take-rate for Explorer, 56 percent for Edge and 32 percent for Flex.

The UV-filtering capability of the panoramic glass roof is comparable to sunscreen lotion with a sun protection factor (SPF) of approximately 50, which exceeds the dermatologist-recommended sunscreen strength of at least SPF-15.

Scientific studies show increased exposure to sunshine or bright light – like that provided through a panoramic roof – is therapeutic because it regulates the body's mood-regulating hormone and triggers Vitamin D

Light has become the new luxury.

As drivers desire more sunlight and a better view, demand for Ford's Vista Roofs have continued to increase across the company's line-up. Vista Roofs popularity with customers hasn't slowed down, with year-to-date sales reaching 56 percent on Edge, 48 percent on Explorer and 32 percent for Flex.

The uptake in Vista Roof sales is following a popular trend that we have seen in architecture, said Sheryl Connelly, Manager Global Trends and Futuring. As opening up structures to let light in is popular, giving a car larger viewing spaces has become one of the most requested vehicle options over the last five years.

"We are seeing more buildings utilizing glass structures because letting natural light in is a popular architectural trend," Connelly said. "This trend has crossed over to the automotive industry, and Ford's Vista Roofs open the car to more sunlight which keeps drivers energized and gives the luxurious feel customers desire."

In 2007 Ford was introduced panoramic Vista Roof's to the CUV-SUV market by making it an option on the Edge. Since then Ford has added it to the Mustang, Flex and in 2011 to the Explorer, with sales continuing to grow. In its first year with a Vista Roof, the 2011 Explorer has already sold almost 25,000 vehicles equipped with the roof, and the Edge has increased sales 4 percent from 2010 and 16 percent since 2007.

"The Vista Roof is great because it's like getting a convertible with added benefits," said Amy Marentic, Ford Group Marketing Manager. "It is a unique feature that offers consumers open-air-like driving without the need for sunscreen."

Ford's panoramic glass roofs filter the sun's heat-generating infrared (IR) rays and burn-causing ultraviolet (UV) rays. The UV-filtering capability is comparable to some sunscreen lotions.

"It is important to be cautious when exposing yourself to the sun because IR and UV rays are dangerous for your skin," said Dr. Douglas J. Arends, a Psychiatrist from Royal Oak, Mich. "But exposing yourself to the light is good because it releases Vitamin D which actively improves your mood."

Scientific research has shown that increased exposure to sunshine is therapeutic because it regulates the body's synthesis of the mood-regulating hormone melatonin, and it triggers the body's conversion to active vitamin D.

Region's Car Owners at Risk of Being Stranded in the Summer Heat

A-MAP Urges Yearly Car Battery Checks

With summer in full swing it's not only people that are affected by the searing heat, with the region's car owners warned to have their car batteries tested professionally to avoid being stranded in the high temperatures.

According to experts, excessive heat is one of the main reasons for reduced battery life, as heat will increase the discharge rate of the battery causing it to die out quicker.

"With average daily temperatures in the UAE topping 40 degrees Celsius over summer, being stranded on the side of the road with a flat battery is a disastrous scenario," said Asad Badami, Managing Director for A-MAP, the region's leading distributor of aftermarket automotive spare parts, batteries, tyres and lubricants.

"It's important for car owners to be aware of the effect of heat on batteries. The more heat that a battery is exposed to, the shorter the lifecycle and the quicker it needs to be replaced. Unexpected battery failure is just that – unexpected – and car owners should not wait until they are caught in the heat by the side of the road before realising the importance of battery testing," he added.

Generally automotive batteries have a lifespan of one to two years, which reduces significantly in hotter climates such as the UAE. As a result of the extreme weather, it is recommended that car batteries are checked every quarter, especially before summer, and ultimately replaced where necessary.

A-MAP is the sole distributor of Solite batteries in the region, a highly reliable automotive battery installed in all factory assembled Hyundai and Kia vehicles all over the world. The superior quality Solite features an internal rust-free calcium metal, displaying excellent heat resistibility and strong immunity against drastic temperature changes.

LIQUI MOLY presents direct-shift gearbox oil

Initially exotic, direct-shift gearboxes are today increasingly widely distributed. Conventional automatic oils are not suitable for them. This is why the German oil and additive specialist LIQUI MOLY is now bringing a direct-shift gearbox oil onto the market.

The direct-shift gearbox oil 8100 from LIQUI MOLY will fulfill special requirements in every respect. Specially developed for direct-shift gearboxes (DSG) of the VW group (Volkswagen, Audi, Seat, Skoda), this high-performance lubricant has consistent and stable friction characteristics under all operating conditions. This special lubricant was developed on the basis of modern HC synthetic basic oils and high-performance additive components. It contains an extremely shear-stable viscosity index enhancer, modern wear protection additives and stable friction mediators adapted to the type of gears. All of that together guarantees a permanently functioning clutch, even under extreme thermal conditions.

As a synthetic oil, the LIQUI MOLY direct-shift gearbox oil 8100 has very high temperature and aging stability, thus providing a great degree of protection against sedimentation or coking, significantly better cold flow behavior and greater effectiveness, as well as reduced oil temperatures in comparison to conventional oils. This is important, because lubricants in automatic transmissions of motor vehicles are real workhorses: they must guarantee permanent lubrication, be shear-stable and a reliable source of wear protection for transmission components and seals, dissipate heat, protect against corrosion



and meet a series of additional requirements. Because these have in the meantime become so complex, gearbox oils are today already considered as a design element in the development phase.

In order to ensure the problem-free functioning of the gearbox, direct-shift gearbox oil 8100 may not be mixed with oils with other specifications. The product is generally only to be used in accordance with the manufacturer specifications. In contrast to the other LIQUI MOLY gearbox oil bottles, the direct-shift gearbox oil 8100 has no filler neck integrated into the lid that can be pulled out. The reason: special tools are required to fill DSGs. A filler neck would only interfere. As a special feature, LIQUI MOLY distinguishes the bottle with a black lid. The lids of the other gearbox oils are red.



The Porsche Design Shisha

The extraordinary Porsche Design Shisha combines high-quality materials such as aluminium, stainless steel and glass with the timeless and unique design approach of the luxury brand. Puristic and stylish at the same time. The Porsche Design Shisha is made in Germany and stands at a height of 55 centimetres. It only shows a discreet branding on the aluminium top of the Shisha and comes with a long flexible tube made out of TecFlex material, which is also used for the classic Porsche Design TecFlex writing tools.

The Porsche Design World Collection is dedicated to a united global community and consists of a number of exclusively designed products. Besides the Shisha the assortment contains chopsticks, a tea and soup set as well as a few fashion items such as a jacket, polo shirt and a silk scarf.

The lately opened 55 square-metre shop-in-shop at the world-famous department store Harrods in London offers the full range of Porsche Design products. It is situated in the opulent surroundings of the Knightsbridge store's vision and sound department at the 3rd Floor's Millionaires Gallery.

JEANRICHARD pays tribute to women with a glamorous version of the Aquascope



The Aquascope Night. This diving watch, whose aesthetic codes are inspired by a historic JEANRICHARD model from the 1960s, expresses the sport-chic style and spirit of discovery which are so dear to the Brand.

A key period in JEANRICHARD's history, which spans over 3 centuries, the 1960s saw the Brand make a name for itself through the creation of diving watches. The Aquascope is a characteristic expression of the aesthetic approach adopted during this period. This is particularly true of its steel case, which combines a tonneau middle with a round rotating bezel. The two crowns are an original touch, with the one at 9 o'clock used to rotate the bidirectional bezel in order to measure the dive time.

Unique and sparkling, the Aquascope Lady Night reflects the sport-chic spirit so dear to JEANRICHARD. The retro-inspired model expresses a resolutely contemporary character. Its elegance is enhanced by the choice of intense black. Playing with subtle contrasts, its dial is adorned with 8 diamond indexes marking the hours, while the black aluminium bezel uses alternating polished and satin-finished surfaces. The red arrow of the second hand lends a discreet touch of colour, echoing that on the date display. In technical terms, the Aquascope stays true to the calibre JR1000 automatic movement manufactured in the Brand's workshops. This watch is also available with a white mother of pearl dial and a white fabric strap: the Aquascope Lady Day.

Keeping it social with the new Nokia E6



The Nokia E6 device, which features both touch and type alongside strong social networking functionality, was introduced to members of the media and public during a themed evening which featured Nokia's General Manager of Lower Gulf, Tom Farrell alongside speaker, Hussein Hallak and local comedian Ali Al Sayed.

This latest addition to the Nokia lineup of feature rich smart phones is packed full of applications to keep even the most active users satisfied with its selection of social networking functionality. Nokia E6 users will also be treated to great local applications to keep them up to date with local news and events as well as updates from their favourite media providers. The huge range of applications available through the Ovi store ensures that users can access all the tools they need to stay up to date and connected to their world while on the go.

To satisfy the instant messaging needs of today's smart phone user, the universally popular "What's App" is also available for download on the Nokia E6 through the Ovi store. For the first time in the UAE, consumers can now purchase any of the broad range applications from the Ovi Store and directly bill them to their Etisalat account.

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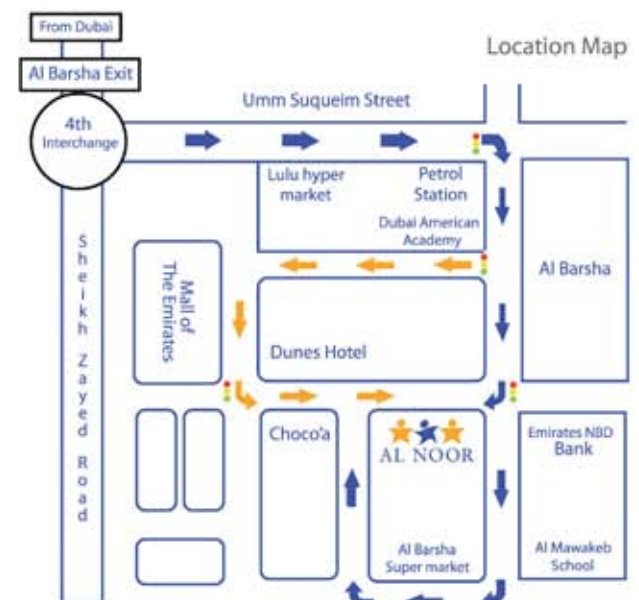
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Bentley pen partner has The write stuff



The Bentley Mulsanne embodies the challenges that honed the marque's reputation. The flagship model reflects the masterpiece 1930 8-litre vehicle owned by W.O. Bentley himself. The 8-litre defines the heart and soul of the Mulsanne, which was designed, engineered and built entirely in the company's headquarters in Crewe in a state-of-the-art manufacturing facility. The Mulsanne is the pinnacle of Bentley motoring – like its ancestor, a true grand tourer.

As interpreted by Tibaldi, the Tibaldi for Bentley Mulsanne pens marry two traditions, two aesthetics. Now an established family of writing instruments for connoisseurs, the pens fashioned by the Italian maker for the world's leading maker of luxury cars employ the proportions and patented technologies of Tibaldi, with the forms and details prescribed by the cars they honour.

To capture the essence of the Bentley Mulsanne, Tibaldi has fashioned a series of writing instruments that communicate the feel of the car in a piece of functional, hand-held sculpture. Fingers holding the Mulsanne will make contact with knurled bands, the surface matched on the pocket clip, echoing the design of Bentley switchgear. The pen is topped with a Bentley emblem which recalls the vehicle's starter button. And every pen adheres to Tibaldi's respect for the Divine Proportion, the ratio between the pen's cap and the visible portion of the barrel when the pen is closed, equalling the ratio of 1.618. Fashioned from precious metals, including versions in sterling silver and 18K rose gold, the Tibaldi for Bentley Mulsanne is unmistakably an accessory to a car handcrafted from the finest materials. The pen will be limited to 90 fountain pens and 90 roller balls per finish in the sterling silver version and 9 fountain pens and 9 roller balls per finish in the solid 18K rose gold version. This represents a significant anniversary for Bentley: 2009 marked 90 years since Walter Owen Bentley founded the company that bears his name.

G-Technology by Hitachi



G-Technology™ by Hitachi announced that its range of premium external storage units for creative professionals is now available in the UAE. G-Technology drives are engineered exclusively for those looking to push their creativity beyond the limits. G-Technology preserves, manages and stores the unwavering passion of creative professionals, from the simplest backup needs to the most intensive video editing projects.

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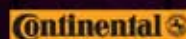


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